

TO HOLD A HUSBAND

Lean on him, coo the clingy one. Dress for him, says the stylish spouse. Feed him well, hints the homemaker. Flirt with him, chirps the coquette. Love him, says the tender helpmeet. Kiss him, orders the hefty woman. Fiddle, whispers the dear deceiver. Understand him, says the soulful one. But the wise woman knows that you have to do about all of those things to really hold a husband, and even then it is sometimes a gamble whether it is worth while.

Twenty Years Ago

From the Issue of The Free Press of Thursday, July 17th, 1919

Saturday, July 19th—Peace Celebration Day.

Sergt. Perry Watson arrived home from overseas on Saturday evening. The important position of Transport Sergeant kept him on duty longer than most of our Acton men.

The sad news reached Acton on Monday of the death in the General Military Hospital, Toronto, of Pte. Francis James Masters, son of Mrs. Masters, Church Street.

Sergt. J. Victor Coleman reached home on Saturday morning.

The Acton Chapter of the I.O.O.F. has donated to Acton Branch of the Great War Veterans a set of tables and chairs for their quarters.

At the close of the Sunday evening service the congregation of St. Joseph's Church presented Rev. Father Doyle with a farewell address and purse. Rev. Mr. Gibbons read the address and Donald Kennedy presented Father Doyle with the purse.

The camp on "The Brocks" has been giving several young ladies a real healthful, enjoyable outing.

MARRIED

STUCKEY-SHAW — At St. Paul's Church, Damascus, on Wednesday, June 28th, by Rev. G. L. Baugh, William Stuckey, of Grand Valley, to Lillian Dorothy, daughter of Mr. and Mrs. George Shaw, Damascus.

DEED

RUSSELL — At the homestead, Lot 2, Concession 3, Township of Erin, on Wednesday, July 9th, 1919, Jane Wright, widow of the late Alexander Russell, aged 73 years.

BRITISH HEALTH INSURANCE

Last year Dr. and Mrs. Jean Walker Orr, of the United States, went to England for the purpose of studying the British system of health insurance. They gathered information from every available source, government departments, insurance committees, approved societies, and the British Medical Association— from personal interviews with insured persons, and insurance doctors, and by a questionnaire, addressed to working men's clubs. They were particularly in their enquiries. They interviewed waiters who served them, maids and the hair-dresser at Marshall and Snelgrove's store in Oxford Street. The conclusions of these investigators are set forth in a book of 271 pages, entitled "Insurance with Medical Care." These conclusions are: "There is in England a scheme of health insurance which works and which, within its admittedly limited scope, is regarded with general satisfaction and approval by doctors, insured persons and the public at large."

They do point out that the scheme is defective in that it provides a limited range of medical services and includes no provision for the dependents of insured persons. They think that medical benefits should be separated from the cash benefits and that the scheme should take the family as a unit.

The British system of health or sickness insurance, as it is sometimes called, provides medical care and cash benefits for insured persons of low income (about \$1,250.00). The fund from which the insurance is financed is made up of contributions from employed, employer and the government in the proportion of 3-4, and 2, and that is to say the insured pays in weekly instalments 3-9th, the employer 4-9th, and the government 2-9th. If an insured person is ill, he is able to obtain medical care and he also receives a small weekly cash benefit for as long as he is sick up to 26 weeks in any one year.

Following this period there is a small disablement benefit if the person is still unable to work. For pregnant women there is a special benefit. The doctors involved are called "panel" doctors, that is they accept patients under the scheme. Patients may select their own doctors. The drugs are supplied by chemists on the doctors' prescriptions. The scheme has now been in operation as a going concern since 1913 and in the first 20 years of operation cost the country 600 million pounds.

The British scheme of sickness insurance is probably the best of its kind to be found anywhere, but it is very expensive; it fails to give medical attention to the families of the insured unless the members also are insured—and it has no provision for utilizing the enormous resources of disease prevention. It induces the habit of over-indulgence in drugs to such an extent that the Minister of Health, speaking on the subject last year, deplored the fact that "English people seemed to have developed an abnormal thirst for bottles of medicine." There is little doubt that the genius of English people will, in the course of time, remedy these deficiencies and seek to prevent disease rather than to spend all their energies in trying to cure it.—J. W. A. McCullough, M.D., D.P.H. of the Health League of Canada

THE OLD MAN OF THE BIG CLOCK TOWER



Then the war came, and shoe factory plants changed; and Mr. Rivett decided to remain in Toronto. Eighteen years ago Mrs. Gray bought the lot, and the corner is greatly improved in consequence.

The house where the present editor of The Free Press lives was erected about fifteen years ago by Alex. Cripps. He and his mother resided there until her death and I believe it was shortly after that the editor and his family took up residence here. This filled the vacant lots on this corner, but I'm told some of the old fruit trees that made up the orchard here are still standing and productive.

And now for a few recollections from memory's shelves of the old lumber yard and hop field of Sidney Smith, Sr., on the south side of Church Street. This property ran from the Burns property to the street named for Maria Adams, and from Church Street clear back over Agnes Street and on to Queen Street. For many years the front part was occupied by a lumber yard, the receiving place for the products of Smith's mills, on the check line, above St. Helena. Scores of teams were employed hauling the lumber from the mills to this yard. Here it was piled, and from here it was teamed to cars at the G.T.R. station and shipped to fill orders. Lumber, plank, sawn timber, lath, and pickets were piled there. It was a great playground for the youngsters of the town. They often took liberties with the lumber, and planks were appropriated for testers—open clear pine plank a foot wide and two inches thick. But it was the fence pickets which lent themselves to the most interesting activities of the young people. They were in lengths of three, four and five feet, and were utilized for building all kinds of fantastic playhouses. There was fun and there was trouble in this employ. One set of youngsters would no sooner have completed the erection of a fine house than another lot, destructively inclined, would rush in and capsize it. But there was lots of fun, nevertheless, and many a happy hour was spent in play hours.

A big hop drying kiln stood at the westerly border of the property on Church Street. Here in the fall, in hop-picking time, the hops were dried and pressed. It was considered a special favor by the boys when the hop driers would let them into the kiln when the hops were drying, and the pungent odor of the hops, and the hot steam used for bleaching them, was inhaled. Hundreds of tons of hops were dried and pressed here away back in those days of sixty or more years ago.

But in the course of time Sidney Smith went the way of all flesh; the mills were sold, the hop growing ceased; the lumber was cleared away, the hop kiln was torn down, and the land was put on the market. The late Joseph Pyle, merchant tailor, bought it, after he had been elected Reeve of Acton, and built a fine home there for himself and family. There they resided until their removal to Barrie. After this the Pyle home was utilized for several years as a rectory for St. Alban's Church. Rev. George B. Cooke and his family resided there until his death. Later Mr. James R. Anderson bought the property. Finally, when Mr. Walter W. Beardmore was living, this property was bought and the home remodelled and enlarged for his son, William, who had married Miss Mackenzie, daughter of Sir William and Lady Mackenzie. Lady Mackenzie had a good deal to do with the planning of the new home for her daughter, but it was named for the old Beardmore, homestead in Toronto, Beverley House. Upon the death of W. D. Beardmore, and the cessation of his family's interest in the business here, Mr. and Mrs. W. W. Beardmore removed to Toronto. It was then kept up for a number of years as a home for the members of the firm when in town.

Then it became the home of Mr. and Mrs. Gordon T. Beardmore and under this hospitable citizen it was a bright and happy spot. The gardens were well kept and improved. Here the children had ample room to play and get a start to manhood and womanhood. Here in the evenings the Gordon met with many of the townfolk in planning and arranging community affairs. If it was a tennis club, a church social or an old boys' reunion, this hospitable home was always open for committees or the grounds for community functions. It was here that Governor-General Ross was entertained when he came to Acton to officially open the Acton Fair one year and it was here that a number of the military officers were made to feel at home when they came to put on an exhibition in the arena that started Acton Fair's arena performance to fame. There were other enterprises in which Gordon Beardmore was active and there are many more I cannot recall. I wouldn't be surprised if some of the younger chaps could tell of

HEADS ROTARY



Walter D. Head, of Montclair, N.J., was elected head of the International Rotary in the Association's annual election in Cleveland.

hockey games that were arranged there and clubs organized.

Well, Gordon Beardmore moved from the plant here to take charge of the Montreal office of the Company, and there were none here who had need of such a large home and grounds. The house was uncoupled for a couple of years. The grounds grew up with tall grass and the home was broken into and damaged. About three years ago it was sold to a firm of wreckers and torn down. Many of the fine fittings were secured by citizens here and the balance were shipped to Toronto and elsewhere. The place was litterly scattered to the four winds. Once again the lot is vacant, just as it was before Joseph Pyle built the first residence here. It will make a fine building lot for someone and some of these days you'll see a home or homes here again.

Next week I will have some recollections of the old commons, and Ransom's big wood piles, and Mr. Little's fine residence.



The Old Man

CANADA'S WATER-POWER DEVELOPMENT

Canada has made great progress in the development of her water-power resources, the total water-power installations in the Dominion having grown from 143,156 horse-power at January 1st, 1900, to 8,190,772 horse-power at January 1st, 1939, according to the Department of Mines and Resources, Ottawa.

Hand in hand with this development has been the growth of the central electric station industry, as it was the inception of long distance transmission, about the beginning of the present century, which rendered practicable the development of water-power sites remote from the point at which the power was to be utilized. At January 1st, 1900, the total installation in central electric stations was 47,929 horse-power, or only 33.5 per cent. of the total installation, as compared with 7,202,259 horse-power, or almost 88 per cent. of the total, at the present time.

This utilization of water-power resources has been a major contributing factor in Canada's remarkable development from an almost purely agricultural country to one of outstanding industrial importance in a little more than thirty years. Of significance is the favorable distribution of Canada's water-power assets from coast to coast, ensuring an ample supply of low-cost power to the chief centres of population and industry. Canada's hydro-electric energy, with a turbine installation of 4,031,063 horse-power; Ontario follows with 2,582,959 horse-power, and British Columbia holds third place with 738,013 horse-power. Manitoba has 420,925 horse-power, New Brunswick 133,347 horse-power, Nova Scotia 30,617 horse-power, Alberta 71,997 horse-power, Saskatchewan 61,032 horse-power, Prince Edward Island 2,617 horse-power, and the Yukon and Northwest Territories have a turbine installation of 18,199 horse-power.

Not only is every large industrial



centre in Canada served with hydro-electric energy, but there are within practical transmission distance substantial reserves for the future. Pulp and paper mills are the chief consumers of industrial power, purchasing in 1937 about 50 per cent. of all industrial power sold. The leading position which Canada occupies in that industry is due in large measure to the location of low-priced hydro-power in close proximity to supplies of pulpwood. Water-power has also played an important part in the development of Canada's great mining industry because of the fortunate occurrence of extensive resources of hydro-power economically adjacent to mineral deposits and centres of mining activity. Other principal industrial users of hydro-power include the electro-chemical plants, municipal pumping plants, electric railways, and the large number of saw, grist and grinding mills and other manufacturing industries.

Notwithstanding the progress which has taken place during the present cen-

tury, only about 19 per cent. of Canada's present recorded water-power resources is being utilized. The power rivers of Canada have an estimated capacity of 33,617,200 horse-power, which according to recognized practice will permit of a turbine installation of about 43,700,000 horse-power.

T.C.A. PILOTS ARE TALL MEN

Tall fellows are the pilots of the Trans-Canada Air Lines. Statistics show that two-thirds of the 43 captains and first officers now in service are five feet ten inches and over. Twelve of them are of that height. One measures five feet and a half, and half a dozen are five feet eleven. There are no less than eleven six-footers; one man is six feet two and another goes as high as six feet four.

The average weight of the men is a little more than 138 pounds. In age they average 28 and a half years. Half of them are married.

HARD AND SOFT WHEATS

For the purpose of bread making wheat is generally classified as being hard or soft, yielding strong or weak flour. In areas of moderate temperature and an abundant rainfall, the wheats are generally of weak quality, but where the summers are hot and dry the wheats produced are generally strong in baking quality, according to recently issued reports by the Imperial Economic Committee. The wheat grown in Europe, particularly in the northwest, is soft, and these countries are obliged to import high-grade Canadian wheat, supplementing this by United States hard wheat when Canadian supplies are short. The Danubian countries and the Soviet Union are the only European countries to produce hard wheat in sufficient quantity for their own requirements. Argentine and Australian wheats are generally soft.

What has ears but cannot hear? Corn.

"I Keep Prayed Up"

TWO persons—so the story goes—attending a conference, had heads in the same room. One was a young man, the other was older. They began their devotions simultaneously, but the older man was off his knees and into bed in a twinkling. The younger man's prayer was long. When he rose, he felt called on to chide the older man for the brevity of his prayer. The old man's reply was both blunt and rebuking—"I keep prayed up, young man. I keep prayed up!"

There's a point in this story for those who employ advertising to sell their goods and service. It is, Keep continual contact, by the agency of published advertising, with those from whom you want business.

Many sellers lapse into long periods of silence. Then, when business is bad, they may burst into advertising, hoping that there will be immediate and earnest attention on the part of those addressed.

Buyers are attentive and responsive to those who maintain steady contact with them—via published advertising. To them they are friendly. When in the market for what the seller offers, to him they turn easily, expectantly, confidently and responsively.

The advertising which costs least—because of a minimum of buyer resistance and a maximum of goodwill and responsiveness—is that which is published continuously. Contrariwise, the advertising which costs most is that which bursts into sight suddenly and intermittently—like the fires of Vesuvius. It costs most because it doesn't get the required response, in the time limit set.

THERE'S another little story about prayer—a story with a point. A small boy told his Sunday School teacher that he never said his prayers in the morning, but always at night. "And why not in the morning?" asked the teacher. "Why," said the small boy, "any fellow who's any good can look after himself in the day time."

Many sellers are very much like this small boy; many are worse. Many advertise only when darkness begins to fall over this business. Many don't advertise at all.

The right idea is, of course, to keep on distributing among buyers information about one's goods and wants—at all times. Thus do the leaders.

Silence signifies seller-indifference.

BUYERS, IN GREAT NUMBERS, GO WHERE THEY ARE INVITED TO GO

Your Local Paper THE ACTON FREE PRESS is Issued regularly every Thursday, and is your best means for conveying Store News to Acton and District

MUGGS AND SKEETER



By WALLY BISHOP