

A SON'S TRIBUTE TO MOTHER

'Twas eventide. The child to worship kneel,
His head on mother's lap, her hand was felt,
In blessing on the curly, touselled head.

THE OLD MAN OF THE BIG CLOCK TOWER



felt, much pride in this stately home. Mr. Little's close up friends always thought he intended this large home to be converted into a High School for Acton.

sonal interest he took in assisting them to secure an education. Fifteen years after his death they met in the old home and the old school in a re-union.

greenward, attractive shrubs and fragrant flowers, our citizens enjoy lawn bowling and tennis and other recreations.

WHITE MAN'S MEDICINE FOR INDIANS

More than sixteen tons of medicinal and surgical supplies were shipped to Indians in Canada's great northland during the spring and early summer months.

The experiences and adventures of these workers are often told, but it is the exception for them to be told. The shipment of medicinal supplies to the remote areas is in itself no small matter.

The Old Man

NO DIFFERENCE

Mrs. Smith was relating her grievance over the garden fence. "My husband is such a flirt," she complained. "I just can't trust him any-where."

Twenty Years Ago

From the Issue of The Free Press of Thursday, July 31st, 1919

Mr. John McLean, of the fourth line, has sold his farm to Mr. Andrew McKis-
sick of Acton, and has purchased a home on Agnes Street, to which he will re-move next fall.

There were 10,088 convictions in Ontario last year for violations of the Motor Vehicles Act. Fines amounted to \$71,476.75.

Acton will pay \$4,243.15 for the County Rate this year.

Ten soldiers were honored at a splendid Citizens' Reception on Monday evening. The returned men are Sergt. A. Bristol, Sergt. J. V. Coleman, Pte. L. G. King, Pte. A. M. Shand, Pte. C. E. Lashman, Pte. A. R. Whitney, Pte. C. B. Clark, Pte. E. H. Jordan, Pte. F. McPherson.

Acton School headed the County at the Entrance examinations. Miss Rose McEvoy took the highest standing in the County of Halton.

Pte. E. R. Smith, son of J. R. Smith, formerly of Acton, arrived at his home at Whitby and then went to St. Andrews Military Hospital for treatment.

The Prince of Wales will open the Toronto Exhibition this year.

DIED

HASSARD—A Mono Road, on Wednesday, July 23rd, 1919, James Hassard, father of E. J. Hassard, Acton.

TEACH CHILDREN HOW TO SAVE LIVES

A timely article in "Health," official publication of the Health League of Canada, which has been campaigning for a wider knowledge of artificial respiration methods, is contributed by Wills Mac-lachlan, of the Ontario Hydro-Electric Power Commission. In this article he says:

"The Schafer method of artificial respiration is sometimes known by someone about watering places and bathing beaches. It is, of all methods, the most satisfactory. It is so simple, that it should be familiar to everyone. It is recommended that senior pupils in the schools, both boys and girls, should be taught to practice it. Knowledge of the kind, will sooner or later, prove to be a life saver. Employees of public utilities practice it regularly at least once a month. It may be successful even when there has been no perceptible pulse, or other signs of life, for several hours. After the patient has started to breathe, it will be necessary to transport him in a lying position to his home or to a hospital, so that he may be put to bed. He must not be allowed to sit up, stand or walk. He must be transported in a lying down position. Experience has taught that under such circumstances, the heart is in no condition to stand the strain of sitting up and that in the past, lives have been lost where the persons have been allowed to stand or walk." In bed, the patient should be treated as for surgical shock—that is, by the use of warmth, quiet and the necessary stimulants.

To summarize:

- 1. Remove the victim from electrical contact, gas or water, as quickly as possible.
2. Start artificial respiration by well trained persons, as promptly as possible.
3. Use warmth. Hot water bottles, blankets, etc.
4. Do not stop artificial respiration until the patient breathes or there are definite signs of rigor mortis.
5. Transport the patient in a lying position to home or hospital and put to bed.

As a final word, let me repeat that in cases of electrical shock, gas poisoning and apparent drowning, artificial respiration by means of the Schafer method is of all methods, the simplest and best. Diligently and persistently carried out, it will save the lives of many persons, which otherwise would be lost. The method should be learned by everyone. Knowledge of it will save many lives.

WITHOUT THE WARMTH OF FRIENDS

Without the warmth of friends I could not live! Without the joyous interchange of touch, Of word, of deed, of spirit that they give, Life's other gifts don't matter very much.

Additions to Canadian Industry



Only recently arrived in Canada to prepare for the construction of a large shoe-manufacturing plant at the Ontario village of Frankford, are three-Gaechs shown here with Thomas Bata, second from Left, owner of the establishment, who has been making advance preparations for some weeks.

Favorite in Trotting Classic



Doc Parrish, one of trotting ace drivers, is shown here with Peter Astra, bay son of Peter Volo, with whom he hopes to score his second win in the Hambletonian Stake, to be run at Goshen's Good Time Park, come August 9th.



MUGGS AND SKETER



By WALLY BISHOP

"I Keep Prayed Up"

TWO persons, so the story goes, attending a conference, had beds 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 kept 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 address-

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