

The Acton Free Press

Published Every Thursday at Acton, Ontario

SUBSCRIPTION RATES—Two per year in advance. United States one additional. Single copies 5¢. Both old and new addresses should be given when change of address is requested.

CANCELLATIONS—We find that most of our subscribers prefer not to have their names removed from our lists before resubscribing. When subscriptions will not be carried in arrears over an extended period, yet, unless we are notified to cancel, we assume the subscriber wishes the service continued.

ADVERTISING RATES—On application and as given in various column headings.

"Although every precaution will be taken to avoid error, The Free Press accepts advertising in its columns on the understanding that it is not liable for any error in any advertisement published, however, unless a proof of such advertisement is required in writing by the advertiser. The Free Press will not accept any advertisement signed by the advertiser and with such error or corrections plainly noted in writing thereon and in that case, any error or note is not corrected by the Free Press, the liability for such error or correction, or the entire cost of such advertisement will rest with the advertiser."

G. ARLOP DILLS, Editor

TELEPHONES
Editorial and Business Office 124
Residence 131



The Functions of the Press

This is one of a series of editorials specially designed to acquaint our readers with the various functions of the Press in a Democratic community.

EDITORIAL No. 5 The Press And The Advertiser

The relationship between the newspaper and its advertisers is as important to the newspaper reader as it is to the publisher. Newspapers are sometimes unfairly accused of being subservient to the advertisers who provide the revenue upon which the newspaper exists. This erroneous impression has been gathered because the average person knows that the newspaper must have advertising to exist, and therefore if he happens to be of a suspicious turn of mind, he concludes that the advertiser must set the policy of the newspaper.

Not only is such a system untrue, but it is unfair both to the newspaper and to the advertiser. Practically every publisher will tell you that few merchants ever attempt to dictate the policy of the newspaper. They may express opposition to some stand the newspaper has taken, but few would go so far as to threaten the newspaper with withdrawal of business, if that policy was not changed to conform with the wishes of the advertiser. The successful merchant is usually successful because he is an honorable man, and few would stoop to the level of threatening a newspaper because its publisher had different ideas on a given question than the advertiser.

The relationship between the advertiser and the newspaper is similar to that which exists between a merchant and his customer, only in this case the publisher is the merchant and the advertiser the customer. The advertiser purchases space in the newspaper because he has a story to tell the readers of the paper. He uses advertising as a legitimate means of drawing custom to his store. If the newspaper continues to provide the service required and adequate returns for the investment, the merchant continues to advertise. When he feels he is not getting that value he ceases to advertise. That too is the relationship which exists between any other merchant and his customer. So long as the customer feels he is getting good value and service from the store, he continues to be a customer. When value and service cease he takes his trade elsewhere.

That, very simply is the relationship between the publisher and the advertiser. Any suggestion that the policy of the newspaper is dictated by the advertiser is a slander on both newspaper and merchant. Best proof that the advertisers do not dictate policy is the fact that it would be almost impossible to find a group of merchants in any community whose ideas could be so identical that they could formulate the policy of any newspaper.

Not The Time

The darkness of these days and the days ahead were not minimized in the broadcast of Prime Minister Winston Churchill on Sunday. Such are the fortunes of war. Last year we had the collapse of France, Belgium and Holland and the entry of Italy on the seeming opportunit time for them. But another year has come bringing its bright times but also those periods of reversal.

We will have other dark times too. But the concern of the moment is the lack of realization of workers and employers in the industries vital to victory that they have a patriotic duty to their country.

as well as those in the Army, Navy, and Air Force. Workers are too easily led by agitators and professional strike leaders into stopping work and causing serious delay in production necessary for the conduct of the war. Employers sometimes are unreasonable in their demands. From every sign post it has been emphasized that "This time we are all in the front line," and yet we have sympathy strikes and workmen laying down tools because of the grievance of single or small groups of individuals.

If men are to be drafted for compulsory service in the defence of Canada, surely our production powers will be drafted too in the common cause. It is no time for strikes and the stopping of production. If we can't solve our own difficulties we cannot be expected to solve world problems. Nelson's famous saying may be altered "Canada expects every man to do his duty." In unity of action only will victory come.

Gray Hair, Whales—Three Words—Any Three

We are indebted last week to the Georgetown Herald for calling attention to what the judge says is an omission of three words in the report of County Council proceedings as they appeared in the Free Press. Here is the Herald's comment:

"Reading last week's copy of The Acton Free Press we were amazed at the generosity of three Halton municipalities. Quoting Mr. Finney, in a discussion of the equalization problem which had come up before him, Mr. Finney said: 'I am not surprised at the amount of the entire cost of such advertisement in the whole space occupied by such advertisement.'

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The Herald captions the article "Why Editors Go Gray." Yes brother omissions of words may work the same as itching scalp and dandruff, but should not be held entirely responsible. A father was once heard to remark as he took his son to the woodshed for chastisement "This hurts me as much as it hurts you," and who knows that such an effort on behalf of the parent didn't add to the parent's accumulation of gray hair although it is recorded the son doubted the veracity of the statement. The editor of the Herald might also have stated that the Oakville Record-Star and the Milton Champion have the same reporter at County Council as The Acton Free Press and Burlington Gazette. He might have said that The Georgetown Herald is the only paper in the county which has not a reporter for County Council. Without representation at County Council, just how The Herald can sit in judgment on the fine points is to say the least a little difficult to fathom.

Surely it cannot be that The Acton Free Press and Burlington Gazette are supplying the Georgetown Herald with County Council reports, it publishes a week later, without credit or cost.

Perhaps some of you old readers—the gray haired ones—will recall the lesson thief used to be in the school readers of over thirty years ago that concluded with the master saying to the boy who had informed on another boy for taking his eyes off his lesson "And where were your eyes, John?"

What a whale of a difference three words can make.

EDITORIAL NOTES

To-day is the day that many have been anticipating since last September—the trout fishing season is open.

A visitor to Acton last week, Mr. T. A. Blakelock, M.P.P., remarked that he had never seen Acton's streets look cleaner or more tidy. A deserved bouquet for the municipal officials.

The advantage of regular garbage collection the year round is most noticeable at this time of year. When the spring clean-up doesn't involve removal of all the winter's accumulation of ashes and rubbish.

Repairs to No. 25 Highway were well done following the spring break-up and the road from Acton to Milton is again in fair condition. With the amount of travel on it, constant care will be needed and we hope the gravel doesn't fall on the half mile to Acton as it did last year. Credit is due for the prompt repairs of this spring.

Once again the County Music Festival has come and gone, playing an important part in the advancement of music in the lives of the young boys and girls. Acton school again made a splendid showing and congratulations go to Miss Ricketts, and teachers on the staff and pupils, in the place they made for Acton in the competition.

The Week at OTTAWA

Specially Written for The Acton Free Press by IVY LLOYD MACDONALD, Canadian Press Staff Writer

OTTAWA, (CP)—The House of Commons is down to work again, the war and its effects on Canada driving closer home than ever. By Prime Minister Mackenzie King and Finance Minister MacKenzie King and Finance Minister Borden.

Grave developments in the Eastern Mediterranean led Prime Minister MacKenzie King to give the members a detailed picture of changes in the war situation since the House adjourned April 8 for the Easter recess.

Finance Minister Borden on Tuesday presented his 1917-18 budget, informing taxpayers what new demands would be made on them and how much would have to be borrowed to meet the \$1,000,000,000 appropriation for war expenditures and the ordinary government estimates of \$300,000,000.

More Money Needed

Before Tuesday there had been almost no indication what taxation changes would be made since the budget always is a closely-guarded government secret until read to the House. But it was no secret the nation would have to provide more money for state purposes, and three days before the budget was brought down, Finance Minister MacKenzie clearly warned in speech at London, Ont., that "luxuries and enjoyments will be heavily restricted" to meet the exigencies of war.

Earlier observers on Parliament Hill had read the budget speech last June 24 of Defence Minister Richardson, then Minister of Finance, Dr. G. H. Dill, as "exceeding generally."

"Must be a lot of money in Burlington, Oakville and Milton that they don't know what to do with," we said to ourselves, "but why the exceeding gener-

ously?" Then we remembered that The Free Press reporter also acted for the Burlington Gazette and checking the copy in paper we found that the correct report stated "I am wondering if any municipality who feels they are not sufficiently assessed would give a \$100,000 reduction to straighten things out." Just three little words, but they make a whole of a difference to the meaning conveyed.

The Herald captions the article "Why Editors Go Gray." Yes brother omissions of words may work the same as itching scalp and dandruff, but should not be held entirely responsible. A father was once

heard to remark as he took his son to the woodshed for chastisement "This hurts me as much as it hurts you," and who knows that such an effort on behalf of the parent didn't add to the parent's accumulation of gray hair although it is recorded the son doubted the veracity of the statement. The editor of the Herald might also have stated that the Oakville Record-Star and the Milton Champion have the same reporter at County Council as The Acton Free Press and Burlington Gazette. He might have said that The Georgetown Herald is the only paper in the county which has not a reporter for County Council. Without representation at County Council, just how The Herald can sit in judgment on the fine points is to say the least a little difficult to fathom.

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canoe distance in the Atlantic—since the distance from Newfoundland to Europe is about 2,000 miles.

"The first week also saw an epochal step in Canadian-United States cooperation, the 'Hyde Park Declaration' by Prime Minister Mackenzie King and President Roosevelt after a meeting between the two governments heads."

Many purpose of the new agreement was to arrange for the quickest and most efficient aid towards winning the war by utilizing the resources of both Canada and the United States. One important angle for Canadian industry and labor was that the Dominion will be called upon to provide for the United States possibly \$300,000,000 worth of defense equipment.

Munitions Minister Howe was to make an early statement to the House on details of the agreement.

The long-expected announcement of Canada's third war loan was made by Mr. Borden just before the House adjourned, but details await completion of national organization for the loan campaign.

Neither the amount nor the terms of the loan have been made public, but between now and June 2, date of its launching, the national committee, represented in each province by provincial premiers as honorary chairmen, will set about the preparatory tasks.

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