



The Acton Free Press
Published Every Thursday at Acton, Ontario
Authorized as second class mail, Post Office Department,
Ottawa

SUBSCRIPTION RATES—\$2.00 per year in advance.
United States 20c additional. Single copies 5c. Both old
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G. ARLOF DILLS, Editor

TELEPHONES—
Editorial and Business Office 174
Residence 231

EDITORIAL

A Unique Achievement

Anniversaries are fine occasions, especially when they can be reviewed with such success, as one of our Acton industries, the Mason Knitting Co. Ltd. Twenty-five years ago Amos Mason came to Acton and purchased what was known as the old power house, a one storey building. While experienced in the knitted goods business, he launched a new product under a new name in a highly competitive field.

The product was good and the years have established with the trade a reputation for prompt deliveries, uniform quality and fair dealing so that the one storey building became two and then three storey and then had additions added and finally outgrew the premises and moved to new quarters that gave ample room for expansion and in what had been the Beardmore warehouses. Mr. Mason arranged a satisfactory sale to new owners of his smaller plant and thus brought to Acton not one but two industries. Looking back over those twenty-five years we could fill these columns with a story of Acton's industrial growth and expansion made possible by a spirit of co-operation of all industries established over so many years and new ones who found Acton a good place to establish.

But that wasn't what we started out to tell about in this editorial comment. We want to congratulate a man—Amos Mason—who has achieved not only industrial success and given Acton impetus and growth but a man who during these trying years of establishing a business took time and interest in the community to serve it so well as school trustee, reeve, warden of Halton, bandmaster, chairman Red Cross, Victory Loans and a multitude of other organizations that we cannot begin to enumerate. Last week he and Mrs. Mason returned from a well earned holiday in Florida. We're glad to welcome them home again to say congratulations, and to note their continued keen interest which intimates continued growth in the next twenty-five years in Mason Knitting Co. and community interest which has not abated one iota.

Quit Worrying, Brother

The editor of the Georgetown Herald is worried over the present trend in the North Halton High School district and suggests last week another delaying action, in the form of a vote by the municipalities. We can see nothing to be gained by further delay. There isn't hope of the urban municipalities concerned that wouldn't like to have the school in their community. There are certain advantages and certain disadvantages to locating it in any one of them which might continue the argument. But the fact remains that not one of the towns is central to the district to be served.

There is another fact that cannot be overlooked. Milton, Acton and Georgetown are all committed to the installation of sewage disposal systems. It's a costly undertaking with the whole cost borne by the municipality, but it's a very necessary project in every one of the three communities. Not one of the three municipalities can alone undertake on top of this expenditure the erection of new school buildings to provide a complete course of secondary education for many years. The school for the district is largely paid for by the provincial department. What treatment will be accorded to individual municipalities in new buildings?

We fail to see any cause for worry. The project is new, the location is a few miles distant from each town served. But with the envisioned growth of all of them it will not be many years until the boundaries of all three municipalities come very close to Speyside and perhaps encircle that location.

Smaller Papers Best Ad Medium

Small newspapers are more thoroughly read than large metropolitan dailies and are therefore more valuable as advertising media is the opinion of Roger W. Babson, noted economist.

In a recent discussion of American business trends, Babson predicted: More emphasis on advertising in small newspapers, and less on metropolitan mass-circulation dailies. Increased social and economic importance for small papers. Federally aided decentralization of population and the consequent building up of small interior communities.

On the subject of national advertising, Babson said there is a tendency among advertising agencies to "talk too much about the circulation of the newspapers in which they place their advertising."

"Of course it is very much easier for an agency to bill each month one large city newspaper than to bill 20 small papers to get a given circulation. I insist, however, that this is unfair to the advertisers who are employing the agencies. Twenty small city papers may be worth to an advertiser far more than one large city paper with the same circulation."

Babson said it is better for an advertiser to distribute his products over a large number of cities than to concentrate on any one city.

"Also, the small papers are read more thoroughly. The average large city newspaper has so many pages that the reader goes through them hurriedly, and does not give sufficient consideration to the advertisements. Advertising agencies and newspapers have performed wonderful feats, but they have not increased by one small second the available time each day which readers have. Statistics show that the reader of small city papers has more time and gives more consideration to the advertisements.

"I will not say that weekly papers are seven times as valuable as daily papers of the same circulation, but surely they have some advantages. No one reads a daily paper the day after it is issued but the weeklies are read during seven days. Small town papers will become more and more important. Many large cities have reached a maximum of population. Whether or not there is a World War III, the federal government must prepare for it by encouraging decentralization and the building up of small interior communities."

On the general subject of advertising and taxes, Babson said that one of the best ways of avoiding a "boom or bust" policy would be for the federal government to allow special tax reductions on five-year contracts for advertising expenditures. This, he said, would enable large manufacturers to extend healthy advertising appropriations over both lush and lean years, instead of spending surpluses on advertising only during years of heavy profit.

Easier to Lose

Recent amendments to the Highway Traffic Act make it easier for a careless or thoughtless driver to lose his motor vehicle license or driver's permit, or both. In addition to the present offences which call for suspension, are the following: failing to stop at a "stop" street; failing to heed a traffic signal; making improper turns at an intersection; failing to signal properly when turning; driving without prescribed lights; operating with defective brakes; overcrowding the driver's seat. Suspension of license or permit for the above offences will be contingent upon whether personal injury or property damage results from the offence and a conviction is registered. A condition for the restoration of motor vehicle license or driver's permit, or both, will be the filing with the department of proof of financial responsibility.—Smith Falls Record News.

EDITORIAL NOTES

There is no situation which could be "a lot worse" but which could also be a lot better.

The building season is at hand and it's time to get started on the homes so badly needed in this community.

Just another week until it's permissible to go to the trout streams to go after the big ones that weren't caught last year.

Some day the desire to make living better will be stronger than the wish to make a better living. And that "some day" must come soon.

While auto production is getting better and better supply of new cars is not expected to catch up with the demand until well into 1918.

Spring cleaning about the homes and gardens can surely be started now without further danger of belated snow storms, but garden planting had better be deterred until May.

Maybe too much is expected of the Shand Dam and it may be necessary to decide which is the most important function, flood control, sewage disposal problems along the river or a summer resort. Its program may be too ambitious.

In view of the fact that Toronto Hydro Commission handed a cheque for \$135,000 to Toronto city it might be appropriate to ask what the local commission will be permitted to hand over toward municipal services in lieu of taxes.

To travel between Acton and Milton these days it was advisable to travel seven miles extra and go by way of the seventh line. One trip over No. 25 continued most folk this was good advice. Of course that adds up the gasoline tax we pay for highway improvement.

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TUNA FISH 1 lb. 53c
GRAPEFRUIT 1 lb. 27c
CHICKEN a la KING 1 lb. 39c
VIRGINIA DARE 1 lb. 35c
FRENCH DRESSING 1 qt. 35c

DEW KIST LOMBARD
PLUMS 1 lb. 15c
MEDIUM SIZED

PRUNES 1 lb. 19c
AVILMER DICED

BEETS 3 25c
LACHINE WAX

BEANS 1 lb. 15c
LYNN VALLEY UNGRADED

PEAS 1 lb. 12c
A SANDWICH MEAT

PREM 1 lb. 37c

NABOB COFFEE 1 lb. 47c
FISH CAKES 1 lb. 25c
MUFFIN MIX 2 33c
BLACK FIGS 1 lb. 19c
RIPE OLIVES 1 lb. 39c
SALTED NUTS 1 lb. 39c
PRUNENECTAR 1 qt. 19c
ORANGE JUICE 2 20c TINS 25c

DR. BALLARD HEALTH FOOD FOR DOGS
1 BOX 29c
2 TINS 29c

BLUE BOY KIDNEY 1 lb. 19c
O & S DATE AND NUT
LOAF 1 lb. 21c
NEWPORT
MUFFETS 1 lb. 34c
POWDERED MILK
KLIM 1 lb. 69c

GRAPEFRUIT JUICE 1 qt. 29c 1/2 qt. 10c
BLENDED JUICE 1 qt. 29c 1/2 qt. 25c
COCOA MARSH CHOCOLATE SYRUP 16oz JAR 39c
SARDINES MEXICAN SMOKED 1 tin 25c

PALMOLIVE TOILET SOAP 2 CANS 13c
TREND JAVEX 1 lb. 14c
SAUCE 1 lb. 18c
SAUCE 1 lb. 27c
GRO-PUP 1 lb. 37c
OLIVES 1 lb. 32c

MYSTIC FLO WAX 1 lb. 49c

SPINACH, Fresh Texas 2 lb. 25c
DUTCH SETS, No. 1 Grade 1 lb. 15c
ORANGES, California Navel Size 252, Doz. 38c
CARROTS, New Texas 3 lb. 19c
PINEAPPLE, Red Cuban Size 2 1/2s, each. 29c

Business Directory

MEDICAL

DR. W. G. C. KENNEY
Physician and Surgeon
(Successor to Dr. J. A. McEwen)
Office in Symon Block, Mill Street, Acton
Office Phone 78—Residence Church St., Phone 150

DR. D. A. GARRETT
Physician and Surgeon
7 Frederick Street, Acton
Formerly Dr. Nelson's office
Office Phone 238—Residence 243

DENTAL

DR. A. J. BUCHANAN
Dental Surgeon
Office—Leishman Block, Mill Street
Office Hours—9 a.m. to 6 p.m.
X-RAY — GAS
TELEPHONE 148

DR. GEORGE A. SIRRS
Dental Surgeon
Mill Street, corner Frederick, Acton
Office Hours: 9:00 a.m. to 6:30 p.m.
TELEPHONE 19

LEGAL

C. F. LEATHERLAND, B.A.
ACTON
Barrister and Solicitor, Notary Public
Issuer of Marriage Licenses
Registrar of Births, Marriages, Deaths
Office 22—Phone—Residence 153

LANGDON & AYLSWORTH
Barristers, Solicitors, Etc.
Offices:
Acton Cooper Building
R. MacIntyre Aylsworth, B.A.
ACTON
Office 215w—Phone—Residence 215J
Georgetown—Gregory Theatre Bldg
Phone 85w

LEVER & HOSKIN
Chartered Accountants
Successors to
JENKINS & HARDY
1305 Metropolitan Bldg.
47 Victoria St., Toronto
Eig. 9131

VETERINARY

B. D. YOUNG, V.S., B.V.Sc.
Veterinary Surgeon
Office: Brookville, Ontario
Phone—Milton 146 r 4

F. G. OAKES, V.S., B.V.Sc.
Veterinary Surgeon
Office and Residence—Knox Avenue
Acton—Phone 130

REAL ESTATE

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Georgetown Representative,
Tom Hewson—Phone Georgetown 333

TIME TABLES

GRAY COACH LINES

COACHES LEAVE ACTON
DAYLIGHT SAVING TIME

Eastbound
8:31 a.m.; 8:46 a.m.; 9:16 a.m.;
11:51 a.m.; 2:06 p.m.; 4:46 p.m.; 6:28
p.m.; 9:06 p.m.; 11:11 p.m.

Westbound
10:35 a.m.; 11:43 a.m.; 2:50 p.m.;
5:13 p.m.; 7:33 p.m.; 8:35 p.m.;
8:52 p.m.; 11:28 p.m.

To Stratford.
a To London.
b Sundays and Holidays only.
c Daily except Sundays and Holidays.
d To Kitchener.

CANADIAN NATIONAL RAILWAYS

Eastbound
Daily, 6:16 a.m.; 9:18 a.m.; 6:46 p.m.;
Sundays only: 8:19 p.m.; Daily Flyer at
Georgetown: 10:11 p.m.

Westbound
Daily except Monday: 1:17 a.m.;
Monday only: 12:09 a.m.; daily except
Sunday: 9:01 a.m.; 6:46 p.m.; 7:30 p.m.;
Saturday only: 2:36 p.m.; Flyer at
Georgetown except Saturday and Sunday,
6:20 p.m.

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