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EDITORIAL

An Acton Annet

Sometimes that urge to be out-of-doors as summer comes and the trees break into leaf is appeased by going out fishing and sometimes the same pleasure can be derived by going to the ball park and reveling in the growth one sees on all sides and so it happened that this year the latter was our lot and Victoria Day was one on which one revelled at just being out of doors.

We'll not discuss the ball game but aside from this attraction it was a privilege to mingle with townfolk and those from other towns and districts on such a day as Saturday in Acton Park. We've heard a deal of discussion about securing lawn mower equipment the past few weeks and we hoped that Acton's park would be kept cut and in the usual fine condition. It was a joy to find it in such fine condition on Victoria Day.

We're awfully proud of Acton Park. It's one of the places we always show our visitors and we're glad to see that Councils each year see to it that the place is so well maintained. The arena in its new coat of paint is going to enhance the appearance of the grounds. We're hoping that some day soon there'll be a community effort of all citizens with the object in view of providing a new grandstand. The present structure is not in keeping with the Acton Park. We don't suggest this be done by asking the Council to do the job but it could be tackled and accomplished in the same way as the Park entrance was made and in doing it a great number of citizens would get the joy that comes through accomplishment. Let's keep the Park a place to be proud of and a place where one can revel in fine out-of-door surroundings during the summer months.

Living Control

To call on the machinery of the United Nations to end dissension between nations is like calling on a cooking thermometer to heat the oven. A thermometer does not produce but responds to the temperature of the stove. And machinery does not produce but responds to the temper of people. Bad tempered people will run the UN or any other machinery into a wreck. And, unless there be change in the temper of the people, the only way to stop a dissenting nation is through war.

Those who do not want the United States to provoke war by its stand in Greece and Turkey, therefore, must think of something better than recourse to UN machinery. They must think how to kindle new spirit in the men who run this machinery and in the nations they represent.

We should not, however, wait for Moral Re-Armament to do the job we ourselves should be doing. There can be no organic life in and between the United Nations till we ourselves build organic life in and between members of our own families, communities and industries. Dissension will end between nations, and the UN machinery will work when dissension ends in us and we learn how to run, without friction, our own machines. It is difficult to control world affairs through control of our own living. But not so difficult as the alternative of war.

Should Agree

Ontario and Quebec should come to an agreement with Ottawa, says the Napanee Beaver (Napanee, Ont.). "Premier Drew has said, time and again, that no tax agreement will be made between Ontario and the Dominion, unless another conference of the Dominion and all the provinces, is held. That certainly would have been the most satisfactory way of determining a general policy on taxation. Unfortunately, however, that method has not been adopted by the other provinces—one after another, they have signed. It is to be hoped that before long, the remaining provinces of Ontario and Quebec will make their settlement with the Dominion government and end the uncertainty that now beclouds the relation-

ship. That done, the wise and sane procedure, as Premier Macdonald suggests, is a yearly conference between all the provinces and the central government, where all differences could be ironed out, and policies decided."

Customer Commands Consideration

One may safely venture the assertion that we are on the eve of an important change in the business world. During and since the war consumer goods were so scarce and in such keen demand that merchants did not need to concern themselves greatly about their customers. They had no need to go after business by stimulating customer interest and goodwill. Their chief concern was to get enough goods to satisfy the needs of the buying public. Because of the conditions that the war had created, salesmanship and customer goodwill became minor considerations. The merchant had no difficulty selling whatever goods he could buy. On top of that he found his reserve stock was being seriously depleted by the keen demand for goods on the one hand and the difficulty he experienced in making replacements on the other. This condition was of course abnormal and due almost entirely to the war and the extraordinary demands it made on the economy of the nation. Signs are not wanting that this condition is rapidly reaching an end. Consumer goods are becoming more plentiful and merchants will soon have a chance to begin building up their stocks. When this time comes salesmanship and customer goodwill will again become important. That business men recognize this and are planning accordingly may be gathered from extracts from a general letter which a manufacturer sent recently to the members of his staff. Here are some of the things he wrote:

A customer is the most important person ever to enter our door, whether in person, by mail or by telephone.

A customer is not dependent on us, but we are on him.

A customer is not an interruption of our work, he is the purpose of it. We are not doing him a favor by serving him. He is doing us a favor by giving us the opportunity to do so.

A customer is not an outsider of our business. He is part of it.

A customer is not a cold statistic. He is flesh and blood, a human being with feelings and emotions like our own and he also has biases and prejudices.

A customer is a person who brings us his wants. It is our job to handle them acceptably to him and profitably to ourselves.

Let's make our customers feel at home here.

Production and Prices

It's rather interesting to note that the settlement of the Nova Scotia coal strike called for a production schedule as well as a wage increase. One of the great causes of high prices in all commodities has not been so much the higher wages paid but the shortening of hours of production and the slowing up of goods in those hours of production.

Any industry can pay good wages provided the workmen are efficient and produce the most goods possible in the hours on the day's schedule. The price at which Nova Scotia coal can be produced will have to compare favorably with that of other coal and the quality will have to equal that of other grades if it is to have a market. Any labor agreement which does not take the consumer into consideration in the deal is not going to be lasting or productive of better conditions for either labor or management. Machinery has done much and can do much more to improve the conditions of those who labor—but getting the most out of the tools of industry is yet the human factor and must be efficient.

EDITORIAL NOTES

The authorities you quote depend upon the point of view you hold.

Some men talk a great deal about very little. Great men talk little but say much.

Perhaps the holiday week-end may have been disappointing on Sunday, but the 24th was a glorious early summer day in this district.

The ring of baseball bats is again heard from the park and the street corner ball game shapes up here and there. But, like hockey, it too is dependent on the weather.

We have yet to hear of any town where the tax rate has been reduced this year. It just seems as if the municipal improvements and increased costs of service must be paid for by the annual levy. No one has found a different method in spite of the platforms offered.

Judge W. T. Robb, Liquor License Board chairman, thought prices in Ontario cocktail bars "pretty high"; doubted that the average Ontarian could patronize such establishments at prevailing rates, but stressed that his Board had no authority to fix prices. Earlier, however, it had been suggested that licenses could be suspended or cancelled, if the public was gouged. In the first month of operation only 18 premises had been licensed: in Toronto, 6 hotels, 3 restaurants or night clubs, 5 private clubs; in Ottawa, 2 hotels; in Windsor, 2 hotels. The public will be gouged under any purchase of the wares of the Liquor License Board.

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WINEY 15c

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ORANGES, Sizes 288, Doz. 30c

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CUCUMBERS, Large Size 2 for 23c

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BANANAS, 1b. 14c

Business Directory

MEDICAL

DR. W. G. C. KENNEY
Physician and Surgeon
(Successor to Dr. J. A. McNiven)
Office in Symon Block, Mill Street,
Acton
Office Phone 16 - Residence (Church
St.) Phone 150

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

DENTAL

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

DR. GEORGE A. SIRKS
Dental Surgeon
Mill Street, corner Frederick, Acton
Office Hours: 9:00 a.m. to 5:30 p.m.
TELEPHONE 10

LEGAL

C. F. LEATHERLAND, B.A.
ACTON
Barrister and Solicitor, Notary Public
- Issuer of Marriage Licenses
Registrar of Births, Marriages, Deaths
Office 12 - Phone - Residence 154

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Barristers, Solicitors, Etc.
Offices:
Acton - Cooper Building
H. MacIntyre Aylsworth, B.A.
ACTON
Office 215W - Phone - Residence 215J
Georgetown - Gregory Theatre Bldg
- Phone 88W

LEVER & HOSKIN
Chartered Accountants
- Successors to -
JENKINS & HAMDY
1305 Metropolitan Bldg.
44 Victoria St., Toronto
Eig. 0131

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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Eastbound
6:31 a.m.; 7:45 a.m.; 9:16 a.m.;
11:51 a.m.; 2:06 p.m.; 4:46 p.m.; 6:26
p.m.; 9:06 p.m.; 11:11 p.m.

Westbound
6:35 a.m.; 11:43 a.m.; 2:50 p.m.;
5:15 p.m.; 7:33 p.m.; 9:35 p.m.

2 - To Stratford.
3 - To London.
4 - Sundays and Holidays only.
5 - Daily except Sundays and Holidays

6 - To Kitchener.

CANADIAN NATIONAL RAILWAYS

STANDARD TIME

Eastbound
Daily except Sunday: 5:55 a.m.,
8:45 a.m., 6:45 p.m.; Sunday only:
6:15 p.m. - Daily except Sunday, Flyer
at Georgetown, 6:22 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: 8:44 a.m., 6:45 p.m., 7:30 p.m.;
Saturday only: 1:36 p.m.; Sunday only:
8:43 a.m., Bagstop; Flyer at Geor-
getown, 10:11 p.m.

ROLAND HAINES

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PHONE

Georgetown 113r4