The Acton Free Press

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G. ARLOF DILLS, Editor

Editorial and Business Office . . . 176
Residence . . . 131

EDITORIAL

Changing Markets

It should be news to no one that 1950 puts competition back into business, that salesmen who, for a decade, haven't had to do much more than go through the motions, now have to get their socks pulled up tight and high.

But a great deal has happened since salesmanship was last in flower.

"There has never been so 'fast' a market in all history," Advertising Age wisely observes. "Today's darling-product can become tomorrow's dog almost in the twinkling of an eye."

Synthetic detergents, which have raised unmerry revolution in the whole soaps field are just one example. Says Advertising Age:

"Packaged vitamins moved into a commanding position overnight and then moved out again so quickly that a score of manufacturers who one day thought they had a handsome new profit maker, woke up the very next day to discover they had a very large, and very costly white elephant on their hands. Antihistamines and ammoniated dentifrices, within recent months, have gone a long way to create chaos in the cold-remedy and dentifrice fields, with long-term results which cannot yet be assessed. Toni almost singlehandedly has changed the whole complexion of the beauty shop business, and even now there are vague indications that changes in women's hair styling may have a serious effect upon the growth potentials of the home permanent wave, including Toni.

"The fact is, and it is a most significant fact—that in the consumer goods field particularly, competition between brands and products has never been so savage and so swift in its effects."

But this selling by hysteria is panicking many into very unsound policies.

Have a good product, keep it up-to-date, sell it soundly and thoroughly, build enduring loyalty for the brand name. Don't be panicked by upstart competitors whose products may have a sudden rocketlike rise, ending as rockets do in the equally swift descent of a useless, worn out stick.

There is too much high-pressure selling for the permanent good of business. Dealers are being blitzed into overstocking products by full page ads in the daily papers, that cease as soon as the merchants are loaded up.

Salesmanship calls for aggressiveness, colorful appeals, and awareness of immediate trends. But in the long run what counts is sound merchandising and a solid base of consumer confidence, built on a good product and a public's continuing awareness of its merits.

Washday Miracle

We have a radio in the car because we thought it would be nice to listen to the programs between four and six o'clock on our trips between Acton and Milton. We soon tired, however, of listening to the soap programs that fill the air at this hour and the radio wasn't any particular use.

The past week we've been doing a bit of the housekeeping duties and recalled the washday miracles we used to hear about from the afternoon radio. It was the first opportunity we had to try them and we found several boxes and brands in the section of the basement called the laundry. So many kinds were there it was a bit puzzling to know which and how much to use. So we consulted with family friends who do family washings each week. Some used one kind, some another and some measured it by the cup or a certain small can or just so many handfuls. So the confusion grew. What a bunch of washing compounds we have these days. No wonder the air is full of them every day.

We found a small can. There were four kinds of soap powders or flakes but we thought three ought to be sufficient for a start and if the water wasn't soapier and the clothes brighter and more radiant, we still had an ace to play in the fourth kind in making them sparkle. How those radio programs seemed to come into reality as we threw in the mixture—every one a sure fire ingredient for a brighter, lovelier wash.

Well, we didn't need to play our ace but we know that the clothes weren't as white as our wife hangs on the clothes-line each week. Washdays have their miracles but we are more inclined (from one experience) to think that it's the hand that does the washing that performs the miracle.

Will It Take a Bomb?

In the days of Free Trade between city and country, the country was a reasonably prosperous place in which to live and raise a family.

In the country, folks were content to work a bit harder and a bit longer to take care of the extra cost of delivering their produce to the city markets.

In the city, manufacturers and merchants knew that rural business was important and their costs would have to be controlled so that country folk could afford to buy in sufficient volume to keep urban commerce profitable.

That was in the days of free trade.

Before the government bureaucrats and the unions stepped in.

Now manufacturers in unionized industries, have to pay about the same rate of wages and work the same hours whether their plants are located in the remote village or in a large metropolitan centre. As a result, with the economic advantages of the smaller community gone, industry has centralized to protect itself.

We have through our government condoned this trend. We have, in fact, encouraged it by giving the force of law to such industry-wide bargaining agreements. Government-approved transportation rate schedules have similarly reduced the competitive advantage of certain communities. Municipalities have been restricted by provincial legislation in attempts to encourage industry to locate outside the major cities.

While Great Britain has, in face of an atomic age, given legislative encouragement to decentralization, Canada's metropolitan areas continue to expand.

Will a bomb be necessary to awaken our economic and social common sense?

The Lenten Season

Last Wednesday was Ash Wednesday, and the beginning of the Lenten season which continues until Easter Sunday, April 9th. It is the time when the church calls for a self discipline and self denial in order to produce the highest control and ennobling ideals in people. If one stops to consider the philosophy of the church teachings, it will be recognized that this is one of the best practices that any individual can follow. It requires a careful examination of the individual's habits, desires and appetites. It gives the individual an opportunity to look into himself with a view of finding his inefficiencies. It is a season that calls not only for self examination and self disciplining, but it is inspiring and does develop the physical, mental and spiritual.

Physically, the person is better who does control his appetite, the health of the people would be much better if plain foods were partaken. It is a period when individuals are asked to read the better literature and those things which are inspiring to the intellect. As we feed the body for the physical development, so the mind must necessarily be fed, and when we feed the mind on the higher idealism of life, there is bound to be a better citizenship and intellect. But, above all, man does not live on bread and intellect alone, he is a spiritual being which cannot be divorced from the physical, therefore, he must feed the spiritual as well as the physical and mental.

EDITORIAL NOTES

About the only thing, apparently, that will put John L. Lewis' miners back to work will be the good old summer time.

An increase in Hydro rates is announced. It was about the only item that hadn't had an increase, so the small one put into effect was bound to come because Hydro costs must have increased like other costs in the past few years.

Best announcement of the week we noted was a furnace that could be converted in a few minutes to burn oil, coal or gas. That's the only type of equipment that will meet all strikes, shortages and emergencies and in this section some heating equipment is compulsory from September to June.

The Ontario Provincial Government is reported to be developing a plan to standardize assessment procedures in our municipalities. Queen's Park officials would have been wiser to have faced the fact that the Ontario Asssessment Act is completely outmoded and that patching up a few holes here and there will never solve the basic problem, comments the Midland Free Press. What is needed is not a patch on the rear tire, but a whole new car. There must be a much closer relationship and a much clearer one between municipal taxes and municipal services. For far too long we have paid taxes on the basis of: "Put something in the pot, brother."

Recollections of Acton

BACK IN 1900

Taken from the Issue of the Free Press of Thursday, Feb. 22, 1900

Mr. W. R. Travers, manager of the Merchant's Bank at Berlin, who opened the branch at Acton last month, has received notice from the head office in Montreal of his appointment to the position of manager at the bank in Hamilton.

Mr. Hugh Mann of Rainy River spent Tuesday with his father, Mr. Hugh Mann, Esq.

Messrs. Symon Bros. who have been engaged in business here as hardware and general merchants for several years, have decided to remove to Sault Ste. Marie, Ontario, on the first of March.

Impressive, successful and largely attended were the opening services in connection with the new Baptist Church at the corner of Mill and Elgin Streets, opposite the store of Mr. Charles T. Hill, last Sunday and Monday.

Mr. Fred H. Storey who went to Gloversville, N.Y. some time ago, is in the hospital there suffering from typoid fever.

Miss Coulson and Miss Synott of Eramosa are guests at the home of Mr. Peter Gibbons, Esquesing.

The Milton tannery was burned last week and is not likely to be rebuilt. The Glove Works is also likely to remove. The Carpet Factory By-law is shortly to be submitted to the people. If it carries Milton will secure an important industry.

DIED

KELLY—At the home of her daughter, Mrs. H. Ramshaw, Acton, on Saturday, 17th February, Mary, widow of the late William Kelly, aged sixty-four years.

BACK IN 1930

From the Issue of the Free Press of Thursday, February 20, 1930

There were no games played in the Suburban Hockey League the past week. The boys were too busy following the O.H.A. team.

It took two games to decide the round two of the play-offs between Paris and Acton. Paris won the first one in Paris by 3-2 tying the round. The next game was played in Galt and ended 3-2 for Paris again and was a well earnst victory. Or well! Pretty fair for the first year anyway.

A deputation of business men discussed with council the advisability of engaging a night watchman to patrol the streets in Acton.

Drilling operations at the Seynuck Valley Oil Company property two miles west of Acton have reached a depth of over 2,900 feet.

Scoutmaster Mason and Patrol Leader Byrne attended the Ontario Scout Leader's Conference at St. Catharines last week-end.

DIED

ROBERTSON—On Monday, February 17, Duncan Roberts in his 61st year, husband of Lulu, North Robertson, 292 Delaware Avenue, Toronto.

Weak, Tired, Nervous, Pepless Men, Women

Get New Vim, Vigor, Vitality

[illegible] to those weak, always tired feelings, depression and nervousness due to weak, thin blood. Get up feeling fresh, be peppy all day, have plenty of vitality left over by evening. Take Ostrex, contains iron, vitamin B_1, calcium, phosphorus for blood building, body strengthening, stimulation, invigorating system, improving appetite, digestive powers. Costs little. New "get acquainted" size only 50c. Try Ostrex Tonic Tablets for new health and vigor now. At druggists every day. At all druggists.

CECIL A. CARR

OPTOMETRIST

GUELPH

8 Douglas St.

Tel. 1091

Van Wyck Cleaners

Phone 272

PICK-UP AND DELIVERY

FIRST TENANTS FOR TOWN

The first tenants recently moved into houses at Hemel Hempstead, one of Britain's six new towns being built near London. Two hundred houses will be tenanted during this year and another 600 by the end of next year. Tenants will come from congested districts in London and will find themselves in attractive surroundings.

Pollock and Campbell

Manufacturers of

HIGH GRADE MEMORIALS

MEMORIAL ENGRAVING

62 Water St., North GALT

TELEPHONE 1048

CARROLL'S

CARNATION MILK 2 tins 14-oz. 27c
CHRISTIE'S CHEESE RITZ 8-oz. pkg. 22c
Carroll's DANDEE TEA pkg. 38c, 75c
Bright's PEACHES 2 tins 15-oz. 33c
Dew Kist GREEN PLUMS 2 tins 20-oz. 21c

TOMATOES
ALLOUETTE STANDARD 2 28-oz. TINS 25c

AYLMER GOLDEN CREAM CORN tin 15-oz. 13c
QUICK QUAKER OATS 3-LB. PKG. 31c
ORANGE and GRAPEFRUIT MARMALADE 24-oz. JAR 27c
McLARENS STUFFED OLIVES 4-oz. JAR 37c, 8-oz. JAR 51c
QUEEN OLIVES McLARENS 9-oz. JAR 35c

NEW LOW PRICE! — HODGSON'S
HONEY
BROWN BEAR No. 1 WHITE 4-LB. TIN 79c

RED COHOE SALMON ½-LB. TIN 31c
RED BLUE BACK SALMON ½-LB. TIN 35c
Shelled WALNUTS ½-LB. 21c
Nucoa MARGARINE LB. 32c
WARE'S LEMON PIE FILLING PACKAGE 15c
TILBEST SPICE CAKE or BROWNIE MIX PKG. 33c
E. D. Smith's CHILI SAUCE BTL. 21c
HEINZ KETCHUP BTL. 24c

MAPLE LEAF Lard 1-LB. PKG. 18c

Heinz Cereals PKG. 23c
KEEN'S MUSTARD TIN 19c, 35c, 65c
Velvet CAKE FLOUR 5-LB. BAG 38c
Palmolive SOAP 3 REG. CAKES 25c, 2 GIANT CAKES 25c
VEL PKG. 32c, 64c FAB PKG. 33c, 66c
LUX Toilet SOAP 2 REG. CAKES 17c, 2 BATH SIZE 25c
IVORY SOAP 3 PERSONAL CAKES 23c, 2 MED. BARS 21c

JOHNSON'S WAX
PASTE WAX 1-LB. TIN 59c, 2-LB. TIN 98c
GLO COAT PINT TIN 59c, QUART TIN 98c
LIQUID WAX Pint Tin 59c

No. 1 Sm. 1¼ Min. ONIONS, 5 lb. Bag	25c
Gal. Navel ORANGES, 288, Dozen	39c
Cal. U. S. No. 1, 5's LETTUCE,	2 25c
Italian 300's LEMONS, Dozen	39c
Imp. Green CABBAGES, lb.	7c
Mexican Cello TOMATOES, Pkg.	19c

Business Directory

MEDICAL

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

DR. D. A. GARRETT
Physician and Surgeon
Corner of Willow and River Sts.
Entrance River Street
Acton, Ontario
Phone 238

DENTAL

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

DR. GEORGE A. SIRRS
Dental Surgeon
Mill St., corner Frederick, Acton
Office Hours 9:00 a.m. to 5:30 p.m.
TELEPHONE 19

LEGAL

C. F. LEATHERLAND, B.A.
ACTON
Barrister & Solicitor, Notary Public
Office 22 Phones Residence 181

LEVER & HOSKIN
Chartered Accountants
Successors to
JENKINS & HARDY
1305 Metropolitan Bldg.
44 Victoria St., Toronto
Elg. 9181

VETERINARY

B. D. YOUNG, V.S., B.V.Sc.
Veterinary Surgeon
Office Brookville, Ontario
Phone—Milton 1484

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

MISCELLANEOUS

THE VICTOR B. RUMLEY FUNERAL HOME
Funeral Home, Heated Ambulance
Phone 30 night or day
Serving the community for 48 years

WILLOUGHBY FARM AGENCY
Largest & Oldest Agency in Canada
Head Office, Kent Bldg., Toronto
Georgetown Representative
Tom Hewson
Phone Georgetown 332W

WRIGHT REAL ESTATE AND INSURANCE
F. L. WRIGHT, 20 Wilbur St., Acton, Ont., Phone 95
N. B. WRIGHT, 358 York Rd., Guelph, Ont., Phone 1493J
Valuators Realtors Insurers
Member Appraisal Institute of Canada
Member Guelph & District Real Estate Board
Member Guelph & District Insurance Agents' Association

TRAVELLERS' GUIDE

GRAY COACH LINES

COACHES LEAVE ACTON

Eastbound
a6.08 a.m., 8.58 a.m., 11.48 a.m., 2.06 p.m., 4.43 p.m., 6.33 p.m., 8.33 p.m., b10.38 p.m.

Westbound
10.42 a.m., 12.52 p.m., 2.57 p.m., 5.27 p.m., 7.27 p.m., 9.12 p.m., 11.32 p.m.

a—Daily except Sunday and holidays.
b—Saturday, Sunday and holidays.

RAILWAYS

CANADIAN NATIONAL

Eastbound
Daily except Sunday, 9.52 a.m.; 6.27 p.m. and 9.24 p.m.

Westbound
Daily except Sunday, 8.48 a.m., 6.50 p.m.; 7.44 p.m.; Saturday only, 2.36 p.m.; Flyer at Guelph, except Saturday and Sunday, 6.36 p.m.

H. S. Holden

Optometrist

7 DOUGLAS STREET

GUELPH

EYES EXAMINED

GLASSES FITTED