

## It's Up to You

### Good Salesmanship is Basis of Success - C. of C. Speaker

"No matter what our line of business is, all of us are selling favorably or not, from the time we come into the world," declared George W. Allen, guest speaker, in his address on Monday in the Acton Legion auditorium.

The meeting was sponsored by the Acton Chamber of Commerce, introduced by Frank Terry, president of the local Chamber of Commerce. Mr. Allen, 47, is a successful businessman, active as a sales counsellor and public lecturer, after a varied career in the advertising field in Canada since 1928.

He urged the members of the Chamber of Commerce and guests to build for themselves, bigger, better, more useful and profitable lives. "We all have the mental equipment to double our usefulness, if we will only use it," said Mr. Allen.

"We can take stock of ourselves and increase our capacity and grow or drop to the bottom of the pile." The speaker went on to say, "Let us do what we can to know one another better and have a sincere desire to serve whomsoever we meet."

"The average life of a retail merchant is seven years," he said, "and a big cause of the failure is due to the lack of a real sincerity to serve the public."

A smile from the heart can cost us nothing, but it can cost us the difference between success and failure," the guest speaker declared.

"A remarkable fact is that out of 100 men and women who start out favorably in the world with a desire for success, only five reach their goal. This is because of a failure to realize what true service means to his employer and customer he meets."

Mr. Allen pointed out that for poor health, all of the reasons for failure were controllable ones and could be overcome by sincere application of the individual.

He urged his listeners to pay more attention to their advertising. "Your advertising must not look like such," he said. "It must have punch. Make it attractive and different and results will be obtained."

"People will not buy if they do not like you, regardless of the product or quality of the product."

With a little initiative and sincere effort to serve, the result will be desired action.

"We are all salesmen," he said. "We can achieve success by applying these principles, regardless of our line of endeavor."

Jim Ledger thanked the speaker for his enlightening talk.

Several out of town guests at the show who spoke briefly, were Stan Hall M.P.P. for Halton K. Y. Dick, Sandy Best, H. L. Hamill and H. T. Dennis.

The Legion Ladies' Auxiliaries catered to the Chamber of Commerce and guests with a fine lunch.

## Council Approves Ambulance Contract Estimates Yearly Operation at \$2,500



Save the Roof As Fireman Climbs

Firemen responded immediately to a call on Tuesday to Grant Motors on Queen Street. Cause of the blaze as determined by Fire Chief Jack Newton was sparks from the chimney. Very little damage resulted from the blaze.

### Latest Type Lights Will Adorn Street

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Until approval is granted from the Ontario Hydro office in Hamilton, these lights will be erected to Frederick Street. It is hoped to have Mill Street from Main to the C.N.R. tracks equipped with the new lighting.

These units, according to Mr. Mason, will be erected at a cost of \$147 per unit, including material and labor.

The advantage of this type of light can be noted at the Post Office corner, where one has been installed for some time on a trial basis.

The present standard requires a 500 watt bulb producing some 6000 lumen lamps. The new type requires only a 400 watt bulb, producing some 20,000 lumen lamps.

A constant wattage attachment is placed on each standard, which in turn, steps up voltage from 110 volts intake to 330 volts output, an increase of 220 volts.

The Mercury Vapour Power Lamp is of the most common type in use today, as it provides a natural light, the superintendent reported.

In comparison with the fluorescent lighting which would cost \$250 per unit, the saving is \$103.

Superintendent Mason stated the present lights being replaced will be erected near the entrances to town.

### Change in Personnel Local O.P.P. Office

P.C. John Justice, formerly of the Oakville O.P.P. this week replaced P.C. John Hodgins, who has been transferred to Chatham headquarters.

P.C. Justison is married and has recently moved his family to Acton.

### Prayer Service In St. Alban's

For the World Day of Prayer service to be held Friday, March 8, this year, women of 142 countries will combine in united prayer and meditation. The theme for 1957 is "Who Shall Separate Us?"

The service is prepared to be held in St. Alban's church at 7:30 p.m. on the night of the Christian women who today live behind the Iron Curtain.

Mrs. Vassady lived in Hungary during World War II and came with her husband and family to make her home in the United States shortly after peace was declared. At that time she knew no English. Now she has mastered our language that she gives us a service of profound spiritual depths with a literary artistry that is poetry in prose.

The service in Acton is being held in St. Alban's Anglican church at 7:30 p.m.

### Scouters Plan Parents' Night For Cubs, Scouts

A special meeting of Acton Scouters held last Sunday afternoon in the Scout Hall found a number of Cub and Scout future activities receiving considerable attention.

The first of these events to be held will be a Cub Scout Parents' Night and display. Arrangements are not yet complete but it is the hope of the leaders to have all parents of the boys present to view a noted speaker as well as to witness a display of works relating to Cub and Scout activities.

Discussed at length was Acton's leadership problem in regards to the need for more assistant scoutmasters and cubmasters. An effort is to be made to contact interested parties. Slight changes in pack and troop leadership are to be made but will not affect functions in any way.

Consideration was also given to forthcoming events next October.

### Most Mumps

A prevalence of cases of mumps throughout the county was noticeable in the latest report issued by the Halton County Health Unit.

There were 28 cases registered during February. There were 17 cases of chicken pox, nine of measles, four of scarlet fever, three of whooping cough and two of German measles.

### Local Brigade Prompt Fire Loss Almost Nil

At approximately 11 a.m. Tuesday, firemen responded to a call to Grant Motors, Queen St.

The fire was concentrated on one spot on the roof. According to Jack Newton, local fire chief, it is possible the fire was caused by sparks from the chimney which settled on the roof.

There was very little damage due to the quick action of the Acton Fire Brigade.

### Toronto Men of Song Give Varied Program

Toronto Men of Song entertained at the Parish Hall on Saturday, March 2. A small crowd was present to enjoy the fine variety program.

This event was sponsored by the Y.M.C.A. Board.

### Winners Given \$37 At Saturday Draw

Mrs. Charles Gough, with a 30 per cent coupon, won \$32 at the weekly merchants' draw at the post office Saturday. E. Gracchow won the \$5 award.

For the week-end of February 23, R. Angeli, with a 40 per cent coupon, realized \$96. A Van den Boom received the \$5 award.

—Livestock, rescued from the Cole's barn fire last week, is being sheltered in R. M. Brody's barn on the third line. Not being used, at present, it is complete with water.

Acton Council, Tuesday night, accepted the proposal of Acton Motors for operation of the municipal ambulance service for a period of three months when the offer will be subject to revision.

Councilman Goy reported interesting facts connected with the operation of the town ambulance. Cost of the service was estimated by the committee at \$2,500 yearly on the basis of 10 calls.

A breakdown of cost on the service included storage of the vehicle, including stand by time and trip.

Members approved the contract of Acton Motors but considerable debate resulted on changes to be based on patients for ambulance trips. Deputy mayor Wilson suggested to amend the contract to include a complete cost accounting on the budget and the service offered free.

Councilman Cook pointed out if the taxpayers were paying for it, they should be able to ride in it free.

Councilman Lewis agreed in favor of a municipal ambulance service, having people take advantage of the plan.

**Sentiment for Committee**  
Following expressions of sympathy for people who are unfortunate enough to have to use an ambulance, Councilman Goy commented, "I wish some of our boys would bring some of your sentiment to the finance committee. We're having a awful time finding enough money to keep the town operating."

A resolution setting charges at \$10 for trips to hospital and \$20 for trips to Toronto and Hamilton was defeated.

A resolution that the cost of ambulance service be free to all citizens and residents was approved with five supporting votes.

Clerk McGeechie reported a written report on drilling operations would be forthcoming. No further report was available since the second well was drilled on the third line site.

Revision of zoning to allow a school on the corner of the third line south of No. 7 highway was left in abeyance. G. A. Dean, representing Shell Oil Co., suggested his firm had taken surveys indicating the site was quite acceptable.

Council declined to alter the area, presently zoned for a shopping centre, unless the entire block would be developed to serve the area.

**Approve Fire Hall Plans**  
Town engineer F. Paillesen presented plans for the proposed fire hall Council approved after a brief study of the blueprints and brief discussion. Tenders were to be called immediately.

Indigent patient accounts totaling \$112 were approved for payment.

Approval was to be sought from the Department of Highways to transfer a balance of \$9,000 from bridge construction to road construction.

Assessor Theodor Jones, by letter, outlined recent suggestions that Halton should introduce a new assessment on the basis of the Department of Municipal Affairs manual. He reviewed that Acton's present system appeared quite acceptable since it compared quite favorably with the D.M.A. system.

Clerk McGeechie pointed out the D.M.A. system was based on the rental value of a house where the present system was based on cubic content of the building.

The assessor was instructed to oppose any move to introduce the new system when it was noted considerable additional cost would be involved to explain the D.M.A. comparison, the assessor was to be given 30 minutes at the next meeting.

Council recommended that they on Jones attend the district assessors' convention in Newmarket and the provincial convention in Windsor.

**Closing Petition**  
Twenty-four local merchants signed a petition, submitted through the Retail section of the Chamber of Commerce, asking provision for a 9 p.m. closing on the Thursday prior to Good Friday.

No provision had been made in the original by-law for this, it was pointed out. The amendment was given three readings and approved.

A by-law was also approved consolidating the debenture issue for the M. Z. Bennett school and its recently approved six room addition. The by-law would total \$198,000. Approval was given the application to the Ontario Municipal Improvement Corporation for sale of the debentures.

Clerk McGeechie reported receipt from the Credit Valley Conservation Authority of the breakdown of the annual levy of 13.80 per cent on the basis of 3,728 population.

The monthly police report showed:

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Anne and Barbara Symon admire a furnished doll house at the night school display Monday evening. The house, complete with curtains, carpets, furniture and model car, was made in the woodwork class by Mrs. Charles Leatherland.



Many of the ladies admiring the hats on the millinery table at the night school display in the parish hall wanted to try one or two on and Mrs. J. R. Perry did it. Adjusting a blue sequined hat made by Mrs. E. Landsborough is Mrs. Alan Ellerby. Mrs. Frank Black of Georgetown instructed about 15 ladies during the winter.

## Crowds See Night School Display

A capacity crowd of over 250 crowded into St. Alban's parish hall Monday evening when the annual night school display and program was presented. The hall was ringed with tables where handicrafts were shown most attractively.

George Bowman, president of the night school committee, introduced a brief program. Mrs. William Ballentine gave several of her popular recitations. H. Newton mentioned coming art exhibits and Mr. Bowman invited everyone interested to the reorganization meeting of the night school, Monday, March 11.

Dresses and suits which had been made in the two sewing classes were worn by their owners while commentary added to the interest. Tiniest models were little Carol McCutcheon, 2, and Heather McCutcheon, 3, who wore smocked red dresses made by their mother.

Mrs. Helen McCutcheon, in Mrs. Huntley's class, Mr. Packer of Guelph provided background music with records.

Mrs. Joyce Spruston and Mrs. Florence Bowen assisted with make-up before the display. Coffee, sandwiches and cakes were served.

Hat shapes were covered with a variety of materials in the millinery class, taught by Mrs. Frank Black of Georgetown. These included brims, sequin trim, straw cloth, velvet and long haired wicker fabrics. Application of trims such as flowers, braid and velvet was also learned.

In the class were Mrs. R. E. Arbie, Mrs. George Bowman, Mrs. Jack Creighton, Mrs. David Dills, Mrs. Ted Hansen, Mrs. Stanley Joe, Mrs. Roy Kirkness, Mrs. Edwin Landsborough, Mrs. Clare Pickett, Mrs. Herb Price, Mrs. Norman Turner, Mrs. Frank Van Wsck, Miss Nellie Wilkin, Mrs. Doug Manning and Mrs. Hilton Elliott.

T. H. Briggs was instructor for the class in upholstery, which displayed most attractive articles. Students were Mrs. Shirley Armstrong, Peter Binnie, Mrs. John Chapman, Lloyd Clifton, Pray Henderson, Mrs. Joe Jany, William Near, Mrs. C. E. Snow, Mrs. W. D. Talbot, Mrs. Bill Toth, Mrs. Herb Ritchie and Mrs. Yvonne Hamilton.

Mrs. Huntley taught the class in children's and elementary sewing. Some of the articles made were:

Huffnagel, Miss Teresa Hutman, Mrs. Elsie Kincaid, Mrs. Helen Little, Mrs. Patricia Mellon, Miss Georgina Plester, Mrs. Grace Reed, Mrs. Clarence Rogenvaldon, Fyfe Somerville, Miss Janet Vos, Mrs. Rae West, Mrs. George Williams, Mrs. Mary Wainwright, Mrs. W. W. Watts, Miss Lorraine Held and Mrs. Pearl Kennedy.

There were two classes in oil painting, one for beginners and one for those with more experience. Both produced canvases of considerable skill including seascapes, landscapes, portraits and still lifes. Fundamentals of painting as well as special techniques were learned by the groups.

Mr. Newman taught My and Mrs. Roy Gatenby, Dale Woodburn, Mrs. Ed Fostitt, Miss Linda Lovell, Mrs. D. F. Wilds, Mrs. Alfred Fryer and Mrs. R. McKesson.

Frank Black of Georgetown taught the advanced class. Enrolled were Mrs. J. Whitham, Mrs. Hazel Crapps, George Golden, Mrs. George Musselle, Mrs. O. Lamb, Mrs. H. L. Beattie, Mrs. Mansell Nellis, Miss Bella Maye Rossell, Mrs. Audrey Gracchow, Mrs. Wanda Smith, Mrs. Edren Wedge, Mrs. Peggy Masales, George Bowman, Miss Mamie Manuprize and Arnt Smaaland.

Mrs. Corbett of Georgetown taught the weaving class. Colorful articles were made by Mrs. George Musselle, Mrs. W. Beatty, Miss Florence Wilkin, Mrs. H. L. Beattie, Mrs. Jack Denny, Mrs. Stone, Mrs. Leighton, Mrs. J. D. MacPherson, Mrs. Euringer and Mrs. M. Standcliffe.

The attractive displays drew much comment.

### Free Press Office Open Noon Hours

Beginning Monday, March 18, the Free Press office will remain open during the noon hour—from 12 to 1 p.m.—to accommodate those who may find this a convenient time to drop in for desired information or immediate service.

A competent attendant will be on hand to accept advertisements, orders for printing and payment of accounts.

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### The Big Ones Always Rise to Top

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