

## Newspaper Advertising Best

C. H. Watson, advertising consultant for Hewitson of Canada, one of the nation's big shoe manufacturers, says that his company is going to stick to newspaper advertising.

The Hewitson Company, along with distributors, used 250,000 lines of newspaper advertising in 1958 to push sales up 44 per cent. over the previous year. Fifty per cent. of the total appeared in a three month period and geared to back-to-school sales.

This was a partnership arrangement and was used by one of Meaford's shoe stores to bring better shoes to local children. For

each ad the dealer used, the company gave a repeat.

The Hewitson executive vice-president, John H. Cooper, said, "The phenomenal 44 per cent. uptrend in sales... is no small tribute to the merchandising effectiveness of Canada's newspapers, daily and weekly."

This is only one of the many examples of the big job newspapers are doing in moving goods and services, but many merchants in this town and others across Canada are still using the "watch and wait" method.

Watch the customers go by, and wait for them to come in.

## Mothers

By Jay Johnson

Mothers are busy creatures... they have to be teachers... and cooks... They have to keep books and be bakers... and dressmakers. They have to know how to darn socks and be ready to play with blocks any hour of the day. Mothers must know how to say, "No, don't do that," and still be loved, how to find toys that have been shoved under the davenport.

A mother must be a good sport and yet be firm. She mustn't be startled when a child brings a worm in the house and say, "What's that?" or nonchalantly fills the new spring hat with water. If you have a son or a daughter you automatically become a life member of the mother's club and you'll have things to remember and talk about the rest of your life. A son wants to join the fife and drum corps and you hear more booming and beeping than you think you can stand. Your brain goes leaping out of your skull and you'll never have a dull moment.

A daughter finds one of your Sunday dresses and a pair of scissors and you don't need three guesses to figure out the results. If you're a mother your pulse quickens when you hear a cry and wonder what the dickens they got into now. Is it a row with a neigh-

bor's kid or did your little fella jump off the barn with an umbrella for a parachute?

Little tiny girls are cute and thank goodness they don't know it. But when they start to grow, it becomes mother's duty to explain that beauty isn't everything in the world and hair doesn't have to be curled all over, again everytime some boy aged ten drops in to say, "Hello."

A mother has to make a father go slow when he gets mad and says the children are bad and that they need a spanking. A mother never quite gets all the thanking she deserves but she never swerves in her loyalty even after the kids grow up and leave. A mother never will believe anything about her child no matter how wild he or she turns out to be.

It's when the children have grown some that mothers get lonesome. They stay at home and take care of a little dog or kitten and wait for a letter that never gets written. Meanwhile, dreaming of some early motherhood session when possession of the child was complete and the little feet hadn't learned to travel over the gravel of the highways of the earth. Mothers get a mixture of mirth and sadness according to their children's goodness or badness and like many things priceless since time began, mothers are rationed... you can have only one.

## Let's Get Started

There's been some talk going around lately that Canada should start planning for the centennial. In our first notice of the suggestion it was John Fisher who was promoting the idea and now we notice that George C. Metcalf, president of George Weston Ltd., is also urging action.

Anyone who has ever planned for or participated in a centennial celebration, just for one community or municipality, is well aware of the amount of work that is involved.

It does make sense then to suggest that the planning for Canada's 1967 event should be started soon.

"This is a wonderful opportunity to put Canada in the world showcase," Mr. Metcalf is quoted as saying and we can't help but agree.

Canada's confederation of 100 years ago was a noble move brought about by men

of vision who encountered a lot of obstacles. A railway shaking its way across this country was just part of the task that has knit the 10 provinces into a common bond of understanding, if not complete agreement. Maybe we haven't got "a distinctive flag" but we have the Ensign that has been approved for use in Canada and we've never been ashamed of it. Maybe we haven't got a "distinctive national anthem" but there's nothing wrong with doing honor to our graceful Queen and sounding the strains of O Canada too.

The occasion of Canada's centennial should be the time for more than fireworks, it should be a time for new efforts at world understanding and human betterment, new attacks on the famine of other countries.

Let's make the event big, but let's make it one that is distinguished by a program that reaches out across the world extending Canadian fellowship, friendship and help. And let's have some fireworks too.

## Organized Confusion

In the course of a year or so it's necessary to attend a good many meetings. From the sidelines meetings take on a different aspect than when one participates. In some confusion runs rampant while in others good direction and common purpose are evident.

When County Council met on Thursday of last week to consider the application of Georgetown to withdraw from the North Halton High School District Board there was a great deal of direction missing.

Difficulties were anticipated. The subject is one fraught with different attitudes and ideas. Representatives of the Department of Education were to be present to assist the group in its deliberations.

Instead it became apparent that the fires of confusion were being well stoked by lack of any concrete suggestions or direction. There were all the "ifs and buts" of "diplomatic" discussion. There was no clear, charted course of procedure for dissolution of the district or for its maintenance.

Undoubtedly the final decision will rest with county council but the Minister of Education also has something to say about it. In the dying minutes of the meeting it became evident that municipalities should individually indicate their desires.

Perhaps all the discussion was necessary, if for no other reason than to let those disgruntled with the system get it "off their chest", but presentation of some step by step procedures could surely have cleared the problems of who-gets-what-and-when from the broader discussion of the best method for getting the best in education.

We found few who had done more than spent an evening, few who really learned from the discussion.

Surely meetings of this size (17 on county council and 30 in the audience) could achieve a great deal more with some clear presentations.

That's the way some meetings go, though.

## The Acton Free Press

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Founded in 1875 and published every Thursday at 36 Mill St. E., Acton, Ontario. Member of the Audit Bureau of Circulations, the C.W.N.A. and the Ontario-Quebec Division of the C.W.N.A. Advertising rates on request. Subscriptions payable in advance. \$3.00 in Canada; \$4.00 in the United States; six months \$1.75; single copies 7c. Authorized as Second Class Mail, Post Office Department, Ottawa.

The only paper ever published in Acton  
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David R. Dills, Managing Editor

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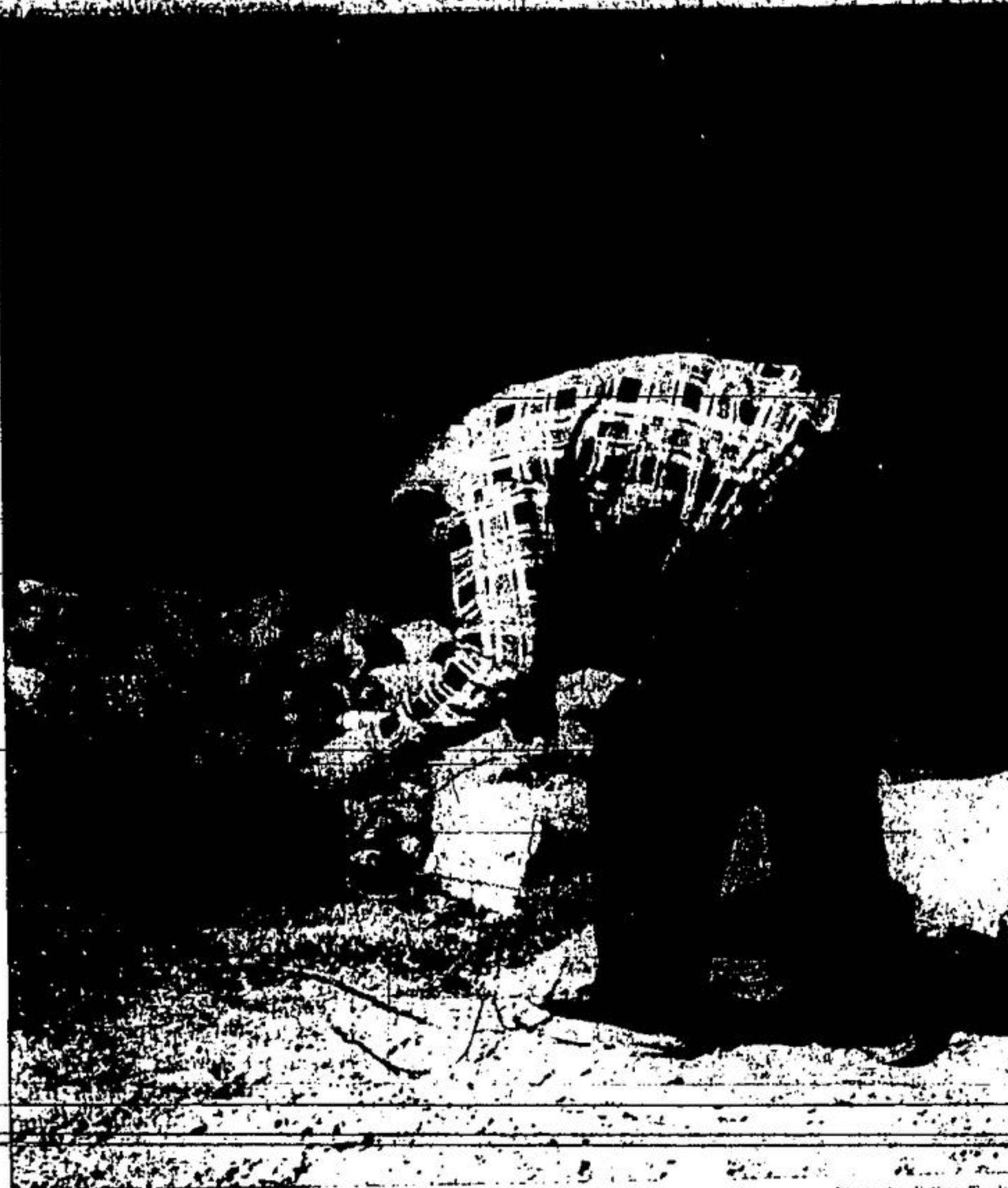


Photo by Esther Taylor

## "Fishes' Reprieve"

### Sugar and Spice....

BY BILL SAINLEY

Aren't those people fortunate who are making the arrangements for the Royal Tour? They're getting all kinds of help in planning the Queen's visit this summer.

Foremost among the generous and unselfish assistance they are receiving is a lot of free advice from newspaper columnists. A peculiar spawn of the last few decades, the columnist is a jump-up newspaperman or woman, who speedily acquires the certainty that his, or her, opinions carry only a little less weight than the scriptures.

With a few notable exceptions, the columnists have an almost desperate urge to be the voice of the "little" man. Their stuff is written to be gulped, not digested, by the "man in the street", that nebulous character, and the "average housewife", another non-existent personage.

Free of the need for either editorial dignity or the objectivity alleged to be found in the news columns, the columnist can use his space for tilting at windmills, fanning prejudices, sublimating neuroses, exposing follies, picking scabs, and championing the underdog, even if he is just that—a dog.

Most of them are clever, their stuff entertaining. They are, in fact, the court jesters of the age. Their sharp tongues and impudence are tolerated by that mighty monarch who rules the public press, the Constant Reader. He is amused by them, fond of them at times, occasionally listens to them with half an ear. But when he is not in the mood, one growl sends them scuttling to the scullery.

These days, a favorite theme of some columnists is a new deal for the Royal Tour. They want the Queen to meet the "common people", to get the flavor of the "real Canada" this summer. They demand, these pitiful prophets, that the people in charge of the tour eliminate all pomp and ceremony, cut out the reception lines and banish the official banquets.

They want the Queen to visit supermarkets, go on picnics, take part in square dances, and engage in all sorts of similar ashline antics. If the supermarket is a specialty of our Canadian way of life, take me back to dear old Dixie.

And what's so great about the "common people"? I know a lot of common people. In fact, my wife often tells me I'm as common as they come. And frankly, I'm not particularly impressed by them. Uncommon people are much more interesting.

It's bad enough having to shake the hot little hands of a few thousand perspiring officials and their quivering wives, without getting all elbowed up with the common people. If Her Majesty was interested in meeting common people, she wouldn't need to come all the way to Canada. They have plenty of them in England.

Another thing. What have the common people done to earn the privilege of a greeting or a handshake from the Queen? All they've done is pay their taxes, and that under vehement protest and with the greatest reluctance.

On the other hand, Mayor M. D. Function and Mr. Seldom Wright,

MP, have been listening to our complaints about sewers, our demands for new post offices, for years. They have labored through many a dreary task for us, while we were out fishing, or home watching T.V. Why shouldn't they, as our representatives, have the honor and the pleasure, if they get a chance to meet the Queen? They've earned it.

Of course, if she just happened to bump into some of us, common types, in a purely spontaneous way, that would be different. Like, for example, the Royal Yacht will be passing within 50 miles of our house, on July 4th. This I know. And by pure coincidence, I just happen to have a fact launch chartered for the fourth of July.

Now, if she just happened to be passing right in front of the Royal Yacht that day, and our boat happened to catch fire, and I had to throw the kid, the dog, and the Old Lady into Georgian Bay, and Prince Philip demanded that the Yacht stop and take us aboard, and that would be different, and out of democratic and I'm sure we'd all have a nice chat.

Maybe I should put life-jackets on them, though, just in case.

## Tips on Touring

By Carol Lane

Your vacation trip will be easier and more fun if your children know how to be safe passengers.

Here are some tips for teaching them to have fun sit squabbles back on the seat. Adult passengers should hold very young children on their laps. Use special car seats for their safety.

For water or soft drinks on route in buses or cars.

Stop Often

Break up long stretches of driving by frequent stops to keep the children from becoming too restless.

Do not permit any climbing from the back to the front seat, which is the only safe position. Always hold the child and stop the car immediately when a child is climbing.

No leaning out of windows, no feeding with loose handles, shift lever, or automatic keys.

No candy wrappers or other waste material should be tossed out of the window. No toys or playthings, for example, to be held out the window.

Fights Are Out

No roughhouse allowed. Guessing and card games should keep older children entertained. For the very small, use toys of plastic or rubber.

The drinks are basic. But the games and toys are important. Keep the children interested, and it's easier to keep them happy and safe.

## THE GOOD OLD DAYS

### Back in 1909

Taken from the issue of the Free Press, Thursday, May 13, 1909.

The Acton Amusement Company, which is composed of Morris Saxe, Acton and Abbie Maltby, Brantford, are arranging to open a permanent five cent moving picture show in the building west of Johnston's hardware store, about the 24th of May.

Captain Gamble reports that recruits are enlisting in Company "F" more freely than for years and the summer camp this June. He thinks the decision not to allow any liquor at camp this year accounts considerably for the improved conditions.

Mr. Coleman, the janitor at the schools, is determined that the school premises shall be a place of beauty during the summer months and they certainly shall be by his assiduous and painstaking efforts. Mr. Coleman commenced his work in this direction last summer but the season was too far advanced for a wholly satisfactory outcome. This spring many new plants, climbers and shrubs have been put in and a number of Canadian trees planted. In a few weeks the beds and borders will present a most pleasing appearance.

Lorne S. Erwin has purchased from I. Clavel, the Acton laundry business. Mr. Clavel is to remain with him for a month. Mr. Erwin is one of our enterprising young men and should do well in this new venture.

Mr. John Barr has sold his property at the foot of Church Street to Neil Patterson and has purchased the house and lot of William Ritchie on Church Street near the Boardman stream.

Mr. John K. Dunn of Boardman and Company has purchased from Mr. W. R. Roche, the two-story brick residence on Main Street. Mr. Roche and family will spend the summer at Lake Simcoe.

The municipal officers in busy this time of year cleaning up the streets of winter residue and any cooperation on the part of land owners will be appreciated by our capable servants.

Mrs. Patterson and Grace have decided to close their meat markets at six o'clock every evening with the exception of Friday and Saturday.

### Back in 1939

Taken from the issue of the Free Press, Thursday, May 11, 1939.

The Acton Tanners Intermediate hockey champions were honored last Thursday night at a banquet sponsored by Col. A. O. T. Beardmore and his partner, S. G. Bennett, and held in the Station Hotel. Both Mr. Beardmore and Mr. Bennett congratulated the team and presented them with a trophy. Many members of Knox church, Acton, attended the banquet. The following officers were elected for the coming year: past president, Marlon Root; president, Eldon Lambert; vice-president, Agnes Pasnori; secretary, treasurer, George Day and the ground committee, Edward Pasnori, Arthur Harris, Jack Lavery and Leslie Howell.

The annual meeting of the Rockwood Tennis Club was held on Tuesday evening at the home of Mrs. Marlon Root, at which time the following officers were elected for the coming year: past president, Marlon Root; president, Eldon Lambert; vice-president, Agnes Pasnori; secretary, treasurer, George Day and the ground committee, Edward Pasnori, Arthur Harris, Jack Lavery and Leslie Howell.

A motor mishap that involved three cars occurred last Friday evening on Mill Street. A car driven by Frank Gossett of Acton, had just struck the front end of a car being driven by Eight Street Gossett's car was thrown out of control and crossed the road, striking a car owned by Charles Waterhouse, parked in front of Barr's Grocery. It was driven back several feet over the curb and into the corner of Lashbrook's plumbing store. All the cars involved were more or less damaged but fortunately no one was injured.

Baseball teams in Halton County will soon be starting their scheduled games at representative meetings from Milton, Acton, Georgetown and Oakville met in Acton on Tuesday evening and organized the Halton County League for 1939 and drew up the first part of the schedule. The following men will head the organization in Halton this year: E. D. Ryler, president; J. Black, Oakville, vice-president and A. White, Acton, secretary.

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