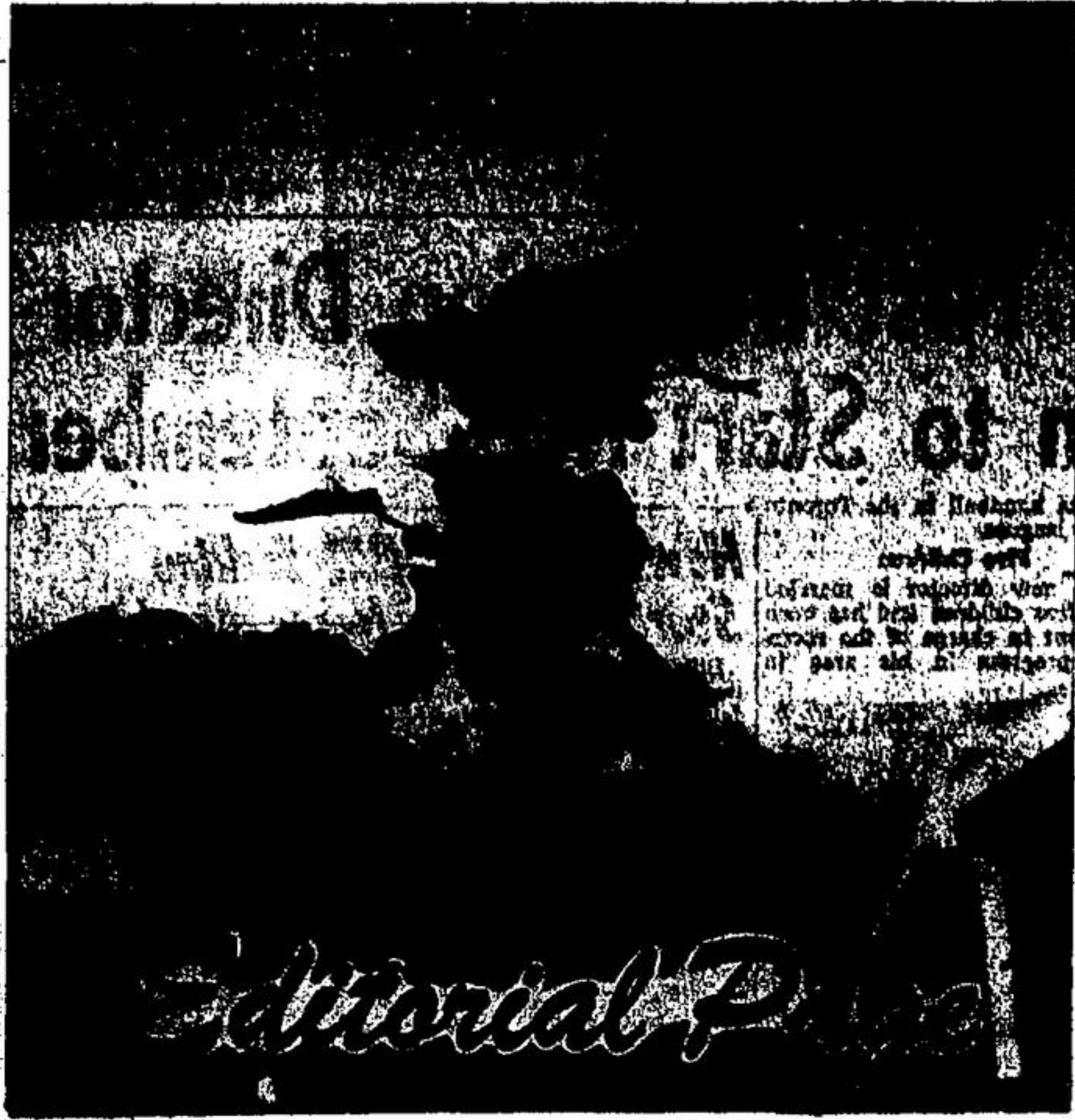


## "Sentinel Lookout"



—Photo by Esther Taylor

## Reaching the People...

An incident involving some Canadian, American and Russian newspapers indicates that although communities publicly sneer at advertising as a nonessential, impotent device of decadent capitalism, they privately feel that it is a useful and potent instrument for reaching the public.

The Soviets invested \$32,500 to get the full text of Premier Khrushchev's recent Peace Congress speech published in seven English language newspapers.

The Soviet Embassy in Ottawa placed the advertisement in three Canadian papers at regular advertising rates, The Winnipeg Free Press, the Montreal Star and the Ottawa Journal.

R. S. Malone, publisher of the Winnipeg paper thought his readers should also have a Canadian opinion on the issues discussed by Mr. Khrushchev and such an article was written by Bruce Hutchison. On further thought it seemed to Mr. Malone that Russian newspaper readers deserved the opportunity to weigh both viewpoints and he cabled Pravda—Russia's national newspaper, the name of which in English would be Truth—an offer to buy space for publication of Mr. Hutchison's article.

When Pravda rather disdainfully replied

that it did not carry advertising and would not consider breaking its rule, the same offer was cabled to Vechernaya Moskva, a daily that does accept advertisement. After some delay the cabled reply was that the newspaper prints only advertisements of interest in Moscow and that the Free Press advertisement "would be out of place."

When the Russian advertisement was offered the Washington paper, Philip Graham, president wrote the Soviet Embassy that he would publish the Khrushchev speech in the news columns if one of the official Russian newspapers would do the same with the text of President Kennedy's disarmament speech before the United Nations General Assembly last September. By August 1 there was no reply to the July 18 letter of Mr. Graham.

The freedom with which the advertisement was published in Canada and the United States and the rejection to similar counter offers received from the Russian press indicates one of the basic differences between the countries.

It indicates too that even the Russians realize newspapers are one of the best ways to get a message across to the public.

## Down the Line...

As the early days of September approach there may be countless small businessmen who will eye a new plan of the Canadian banks with some misgiving. We are told that the "old fashioned" overdraft will be wiped out.

Any businessman will tell you that an overdraft permitted him to make a payment and have the bank honor it even though sufficient cash may not have actually existed in the account. It was honored on the assumption cash returns in the immediate future would cover it.

Of course the bankers offer the alternative that has always existed in obtaining loans by promissory note to cover the absence of sufficient cash to carry on a business.

It is safe to predict that if the system of overdrafts is automatically wiped out on September 1, there will be a flood of N.S.F. cheques. We can only hope the bankers will use discretion in the elimination of overdrafts—a system that has existed for countless years in Canadian banks.

It does seem the banks are introducing a number of changes, probably partially because of the increased volume and increased costs. Banks are now asking that all cheques be printed with a code line across the bottom that will permit electronic sorting. The process named Magnetic Ink Character Recognition produces a line of peculiar look-

ing figures printed with a special ink containing iron oxide. This line is magnetized in the sorting machine and the cheques are sorted into one of several pockets.

The business man who uses printed cheques is expected to pay the cost of this new encoding system which is naturally more expensive than the previous printed cheques. It was not long ago either that the banks discontinued supplying the special water marked bank paper for the printing of cheques. The cost of paper and the cost of the new electronic encoding have been added to the cost of using printed cheques.

There is no visible "out" to all these things that are increasing the complexity of operating a business but undoubtedly increasing costs will always find their way to the consumer since profits in most small businesses seem already to have been depleted to a minimum level.

## Editorial Briefs...

If I had the choice to give you worldly goods or character, I would give you character... with character you will get worldly goods because character is loyalty, honesty, ability, sportsmanship and, I hope a sense of humor.

— from the Will of John B. Kelly, Sr.

## THE GOOD OLD DAYS

### Back in 1942

Taken from the issue of the Free Press, Thursday, August 20, 1942.

Two days after it was stolen, a late model car owned by C. V. Force was recovered in Goderich. A 21-year-old soldier, William Rhoades, absent without leave from Camp Borden, was arrested and charged with the theft of the car.

Two prisoners who escaped from Milton jail by making a rope out of torn blankets, were caught in Montreal and are being held for Milton police. The men were picked up by Montreal detectives when attempting to enter a recruiting station.

Fire completely destroyed the big barn on the farm of Campbell Steen, above Bullinford, Friday night. The entire hay crop, a couple of loads of grain, four calves and a bull were also destroyed, as well as harness and other equipment usually kept in the barn. The flames lit up the sky for miles around and many from Acton drove to the scene.

Cause of the fire is unknown and when first discovered, Mr. Steen saw the building on fire from his bedroom window. Fortunately, the little breeze which was blowing was in a different direction away from other buildings.

Damage was slight during a two-car accident at the corner of Mill and Main Sts. on Saturday morning, but the owner, J. Lew, and the driver, Florence Shuler, appeared in magistrate's court and paid a \$10 fine each. Mr. Lew had directed the woman to drive his car when she didn't have a license and her driving experience limited. Chief Harrop investigated and laid the charge.

Employees, wives and families of Acton Machine Shop enjoyed a picnic Saturday afternoon at Eden Mills park. During the afternoon, a presentation was made by the employees to newlyweds Mr. and Mrs. Ken Blow. Races and other contests were held prior to an enjoyable picnic lunch, which concluded the outing.

Last evening while repairs were being made to a truck on the farm of Herb McEachern, fifth line, gasoline in the machine in some way became ignited, resulting in an explosion, causing the truck to take fire. Little Mary Ann, three-year-old daughter of the home, was in the truck and before she was rescued, she suffered many serious burns on her arms, legs and body. Medical attention was given and she was taken to hospital.

In spite of the excellent job that Acton ladies are doing knitting articles for the Armed Forces, the Red Cross is looking for more volunteers. Plenty of wool is available.

### Back in 1912

Taken from the issue of the Free Press, Thursday, August 15, 1912.

The workmen are now preparing for the removal of the old frame Post Office to the new site next to Havill's stove store. A couple of feet have been cut off the west side of it, where it was attached to the other building. Postmaster Matthews intends adding about a hundred new boxes, so the accommodation will be more commodious than before. This building will probably be in use for about a year and a half until the new federal building is completed.

A local automobilist who has motored thousands of miles this season says that since the improvements effected in connection with the county good roads system, Acton has better approaches in all directions than any other town or city he has driven through.

Skip W. J. Gould and his team mates, Reeve Hynds, Clerk McKinnon and A. J. Lehman, have been doing some fine bowling the past week. Last Wednesday, they defeated Elm by a score of 56-26 and Friday took a seven point margin over the Georgetown team. Tonight, Guelph will visit the Acton team and it is the hope of the players to mark up another win toward winning the trophy.

The steam roller operator certainly had an embarrassed look yesterday morning when his machine got down in the ditch opposite Caldwell's. It took several men over an hour with heavy jacks to get the roller back on the road again.

The wet spell last week was welcomed by the farmers and everyone expects the grain crop is thriving.

The front part of the old Armstrong house, which is being moved to Elgin St., is still standing on Mill St. at the G.T.R. tracks, where it has been for a week interfering with traffic.

It has been a great change for the better to see the large quantities of ice cream coming into the town and the smaller amounts of intoxicating liquor.

William Dennis, Crewson's Cornes, regrets the loss of his team of horses last week. This is the time of year a good team is needed for harvesting.

James Somerville and Thomas Deering were each awarded a contract for carrying the mail to rural areas.

The church softball league is still headed by the Presbyterian team, with the Baptists and Anglicans in second place, four games behind. The Methodists trail the pack with only two wins.

## NEWS FROM AROUND THE DISTRICT

**GEORGETOWN** — A four-year-old boy was pulled from the Credit River by a public school student and a visiting teenager here last week. The youngster was apparently playing in shallow water when he was pulled into the main stream. When his two rescuers happened along, the boy was thrashing the water in a losing battle to keep his head above the surface.

**BURLINGTON** — The town's volunteer fire department last week voted non-confidence in their Chief Reg. Law. Since the vote, council's fire, police and light committee has met in a closed discussion in an attempt to determine the source of the trouble. This vote by the firemen is the latest development in volunteer department unrest that dates back to the amalgamation of Burlington, Nelson Township and Aldershot.

**STREETSVILLE** — An outbreak of sewer collapses has the residents of the Riverview Heights housing development somewhat upset. Lawns and driveways have had to be torn up in 10 cases thus far and there is a possibility the sewer system throughout the entire subdivision will have to be torn up. The pipe collapse epidemic is attributed to "soil conditions, installation or defective piping." In other words, no one knows the real cause.

**OAKVILLE** — Council last week approved an extension of a former Fraternal building to this town, providing that the locks of any old and unused refrigerators or ice-boxes must be removed for the protection of children.

**BRAMPTON** — The fastest man on foot from this town, Jim Irons qualified last week for the Canadian team at the coming British Empire Games when he ran the second fastest mile ever run by a Canadian. It was the fastest mile run by the flashy miler in his brilliant eight-year career.

**MILTON** — A meeting of canvassers, committee members, division leaders and captains this week will determine the fate of Milton's community swimming pool. The fund campaign ground to a virtual standstill after an initial burst which saw canvassers collect about \$40,000. The meeting will decide whether to give the money back or go ahead with construction of the pool itself and delay work on facilities.

### OBITUARY

## Well Known as Horse Breeder R.W. Lowrie Came From Wales

A retired farmer who was widely known, Robert William Lowrie died in the Queen Elizabeth Hospital, Toronto, on August 5. After 24 years in Acton he moved seven years ago to R.R. 1 Streetsville, to be with his daughter Mrs. C. W. McDonald. He farmed at lot 1, Erin, fifth line for 15 years.

Mr. Lowrie was born in 1866 at Cadaton, near Cardiff, in south Wales, and went to school in Wales and England. In 1894 in Wales, he and Elizabeth Yorath were married and they came to Canada in 1912. Three brothers, five sisters, a son and a daughter predeceased him. As well as their daughter Betty (Mrs. McDonald) they had a daughter Kathleen (Mrs. P. N. Johns) and son Stuart

who predeceased their father.

Judged Clyde's interest in sports, particularly hockey. He was noted as a judge of horses, specifically Clydesdales, both here and in South Wales. He was active in the work of St. Alban's Church, and during the second world war was closely connected with the salvage drive.

The funeral service August 8 in St. Alban's Church was conducted by the Rev. D. H. West assisted by the Rev. Dr. D. K. Perrie, the Presbyterian minister in Streetsville. Interment was in Fairview cemetery, Acton. The pallbearers were Harding Price, W. O. Moffat, Tom Watson, R. L. Davidson, Acton; N. Hewson, Malton and J. A. McDonald, Cooksville.

## Sugar and Spice...

BY BILL SMILEY

A tremendous change has taken place in summer living in the Canadian small town during the past 20 or 30 years. And, looking back, I'm not at all sure it's been a change for the better.

I was thinking about this tonight. It's been one of those old-fashioned, red hot summer days that seem so scarce now-a-days. Sitting in the quiet, cool kitchen, with nothing to distract me but the moths slamming against the screen door, I got reminiscing about summers back in the twenties when I was a freckle-faced 88 pounds of bone and muscle.

In those days, kids didn't come running to their mothers eight times a day, whining, "Gee, what'll we do, Mom? There's no fun outside. How about taking us for a swim? Can I have a dime for a date queen? Why don't we have a cottage, like other people? When are we going to get a boat?" And so on.

Quite the contrary. Mothers in those days practically had to call the police to locate their youngsters, so that they could drag them in and feed them three times a day. For kids in those times, there simply were not enough hours in the day, and night always fell far too early.

For a small boy in those days, there were about 480 fascinating things to do on a summer day. There were no organized swimming classes, no organized little leagues, no organized anything. Everything was beautifully disorganized. You snatched a jam-and-peanut-butter sandwich in the cool bright of the morning, and took off running.

Maybe you went up to the fair grounds and played baseball all morning. There'd be about 12 kids on each side, and every pitch, every close play, was argued violently, with a lot of pushing in the chest and fierce repartee like, "Oh yeah? You're nuts! See who?"

Maybe you took a swing around by the sandpit, crawled into the carefully concealed cage with the boys, and lay around smoking monkey tobacco in toilet

paper, and plotting a horrible fate for the gang in the next block.

Maybe you just sat on top of a stone wall, in the sun, chewing licorice and seeing who could spit the farthest. Maybe you'd lay on a wooden bridge and fish, the hours peeling off like petals as you watched the dark water below, excitement flaring with the stir of a trout's tail behind a log. Or maybe you swam in the river until your lips were blue and your eyes bloodshot, then lay baking in the sun, mindless, following the ponderous dance of the great, white, cumulous clouds.

Maybe you had a "feed". First, there'd be a round-up of beer bottles and scrap iron and old tires. These were sold and the profits invested in wieners and pop. Then you'd send the best snatcher of the gang to swipe a bunch of bananas off the outside stand at the fruit store. Then you'd all go home and steal (you never asked for it, you stole it) any food you could get away with, and maybe a handful of the old man's pipe tobacco. Then you'd all retire to the cave and have an orgy of food that would make one of emperor Nero's feasts look like a Sunday School picnic.

After supper, new delights beckoned. You could climb into the tree-house and kick little girls in the face when they tried to climb up. You could

play Run, Sheep, Run and Red-light in the gathering dusk. You could "haunt" your big sister and her boy friends as they sat in suspicious silence on the porch.

It was with the sharpest of pain that you heard your mother's whistle or piercing "You-oo-Hoo!" telling the knell of parting days. Every mother had her special call and we knew our own from blocks away. And every father had the same treatment for kids who failed to respond—a hearty clip on the chops. We came home, not joyfully, but promptly.

All that has been changed. Kids are all over the country, now, on summer evenings. They've wheeled their folks-in to taking them to the drive-in. Or they're sleeping in strange beds at somebody's cottage, while their parents sit around knocking back the gin and tonics.

Of the poor little souls are crunched, with vacant stare, in front of a television set, watching a rerun of one of last winter's programs, while in the soft, warm outdoors, the birds and the trees and the moon mourn the days when the piping voices of children at play provided a counterpoint to the melody of a velvet summer evening.

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