

"Coming Soon"



UP TO NOW snow has been at a premium around this area — but anytime now the picture can change. The mild weather recently has enticed many to make the long trek north for a weekend at their cottage. Normally at this time of year, cottagers are beginning to worry about the snow piling on top of roofs.

A Case History...

Locating new industry in a community is often the avowed intention of those seeking municipal office. It is certainly the objective of many who see the desirability of broadening the tax base.

Recently the president of a firm outlined to the residents of a neighboring community why another had been chosen. Perhaps with a little analysis of the case history, a better appreciation of the problems involved might be arrived at.

At the outset the company set up a scoring system on specifications laid down for municipalities they would consider. They wanted a town of under 30,000 population with available labor and a history of good labor relations. They needed good sub-soil for heavy machinery and 10 acres of serviceable land close to main arteries.

A map survey indicated 76 municipalities were favorable from the point of location.

Applying the six requirements, this was reduced to 26. At this point they conferred with their bankers and obtained more information. Four locations came out with the highest points. Some of the questions asked were on the willingness of labor along with availability electric, gas and water rates; economic mindedness of the community; experience of absenteeism and sickness; historical background of industry in the community; and tax rates.

The president exploded the popular conception that industries are lured by tax concessions. Other questions asked about locations included services available such as hospital, sewage treatment and roads. They asked what percentage of taxes was being paid by industry as compared to residential and what citizens think of new industry. They also considered such things as local

carriage and trucking facilities, additional freight cost involved and availability and cost of serviced land.

"Some offered us free land, but we were not too interested in this unless the land was well serviced and as good as could be found anywhere," the president said as he noted land represents only a very small part of the cost of establishing an industry.

Consideration was given to fire protection, police protection, banks, tool shops and printing establishments, he said.

After elimination had brought the choice down to four municipalities, the company asked key personnel to have a look at these.

The key men were looking for housing, availability of schools and how good they were; churches, recreation and friendliness of the town.

Company officials had interviews with existing industry and various other town organizations before reaching a decision.

To the prospective community, the president directed some advice that can apply in countless communities. "If you are going to do all the work by yourself you will never be successful. Every person in town must be an industrial commission selling his town. Otherwise you are going to miss 500 out of 501 possibilities."

This is the story of how one industry charted its course in selecting a new site for its plant. Undoubtedly there are countless variations of the plan, but the basic information any industry would seek can be found in the preceding paragraphs. It is important too to realize that locating an industry in this community or any other is dependent not on services and statistics alone, but also on the personal appeal and attractiveness of the community.

It's Time for a Change...

The observance of Remembrance Day in Acton, for many years has traditionally been held on November 11, regardless of the day of the week on which the 11th fell. For the past few years Remembrance Day has been observed on the nearest Sunday, as it is a two-minute observance on the saturday. With the changing complexion of the town this has been a sensible move, so far as it has committed more of the veterans and citizens to take part in the service of Remembrance.

The changing times, however, have apparently not affected the date of the day on which schools, banks and government offices observe Remembrance Day. We would suggest the day could be more fittingly marked

THE GOOD OLD DAYS

20 YEARS AGO

Taken from the issue of the Free Press of Thursday, Nov. 18, 1943

The summary of returns from the Victory Loan show Halton as a whole raised 102 per cent of its quota, with Acton raising 107 per cent of its quota.

Last Saturday Cadet J. Martin Hassard, son of Mr. and Mrs. E. J. Hassard, graduated as an army officer. He received his certificate at the ceremonies at the Canadian Army Officers' Training Centre, Brantford, Mr. and Mrs. Hassard have three sons in the active service forces, in each of the branches of the armed forces. Sergeant Harvey Hassard is in the R.C.A.F.; Lieutenant Martin in the army and the youngest son, Kenneth, has joined the navy.

In recognition of their outstanding contribution through the years to the services of Agricultural Societies and Acton Agricultural Society in particular, two certificates were recently presented. One was given to Mr. W. J. Akins, who for years was the efficient secretary of Acton Fair and under whose guidance the fair made marked progress. The other award was made to Mr. Duncan Macdonald, one of the members of the Board with the longest term of service and still an active director. The presentations were made by President Lowe and other directors.

A new column began, "Rationing Problems". Miss E. S. Has molasses been removed from the list of rationed goods?

Answer: Imported molasses is not rationed but practically all our supply is of domestic manufacture which is still rationed.

Mrs. J. R. T. Is evaporated milk rationed? Answer: No, but because of a possible shortage, grocers must keep a certain quantity on hand for infant feeding.

Mr. and Mrs. George Soper will observe their 59th wedding anniversary Friday.

Southern Italy is in Allied hands. The picture in the south Pacific for the Japanese is none too bright.

Column on column from Italy came the lists of maimed and dead.

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H. Wiles, Mill St., Acton — 5,

10 and 15 cent stores. Visit our

stationery department.

Johnstone and Co., Furniture

and undertaking — bed springs

\$2.75; mattresses \$3.25 to \$5.50;

iron beds, \$3 to \$12.

There is no medicine as good as pain pills for backache.

Other ads for: Comfort Soap,

Castoria, Lydia Pinkham's, Bur-

dock Blood Bitters, Zani-Buck-

Storey's Gloves, Dr. Thomas Elec-

tric Oil, Milburn's Heart and

Nerve Pills, Acton Livery and Bus-

line, Taxaliver Pills.

A valuable property for sale in

Acton, \$1,300. The family resi-

dence of W. Hemstreet on Main

St., well built store and a half

house, six room, good eastern

with pump in kitchen, woodshed,

large barn and stable, splen-

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