

Free Press Editorial Page

Tail wagging the dog . . .

These are the so-called dog days when weekly newspaper people have to dig for news.

Most of the usual news sources dry up during the summer months like the Sahara desert. Meetings are either kept to a minimum or postponed until September when activity resumes.

As a result there is often room in the pages for articles and pictures that would unlikely to appear during the other 10 months when activity is at a frenzied pace.

Advertising, the lifeblood of the newspaper, also takes a nosedive during the summer doldrums. Advertisers, no doubt figure since there are few people around to buy, it is not worth while to advertise.

Naturally, we take a dim view of this, since advertising will sell goods at any season of the year. Circulation remains almost the same and people still eagerly await their weekly paper. They may not get to the store as quickly to buy because it is hot but if the product is good and at a fair price, they will be around, you can bet.

Then there is the matter of keeping your name in front of the public. It is important that people know where you are, what you sell—and the price.

One lady who moved to Acton from Kitchener three years ago told the editor the other day that

she did not realize there was a particular store in Acton. She went out of town to buy goods each week, wondering why in the heck a town the size of Acton did not have such and such a shop.

One day while shopping with a neighbor they went past the particular store. Guided by her friend they went inside. The lady was so surprised to find out there was a shop in Acton that sold the goods she liked, she told the proprietors they should advertise.

The proprietor pointed out there was a sign outside. The lady pointed out it had faded and was hardly visible.

Why didn't they advertise in the paper? she asked. We admitted that we didn't know, since this was one of the best ways of getting people to know what you have to sell and introduce newer people in town to your product.

Multiply the one example by many who shop other places and it gives an idea of the amount of business that those who fail to advertise miss out on.

One of the favorite maxims of the advertising business is to advertise when things are slow because it is one of the means of getting the economy rolling again.

These are dog days but they don't necessarily mean the tail wags the dog when it comes to advertising.



CANOEING AND fishing are popular sports at Rockwood Conservation Area during the summer months. The area is well known for its scenic beauty.—(Staff Photo)



Sugar and Spice by bill smiley

You've heard of rock-and-roll groups. But have you ever heard of Ba-hai groups? Just when my wife and I get everything squared around, and look forward to a period of doddering about in peace, somebody throws the overalls in the chowder and we have to fish them out.

Usually, it's one of our kids. Sometimes, old or new friends. This time it was a little of both.

First of all, Kim arrived home Friday night with a car-load of friends. They'd come for a Fireside. I'm sure you know as much about Firesides as I do. They have nothing to do with tires.

She and many of her friends have become Ba-hais. It sounds like something out of the musical South Pacific, but it isn't.

A cynical colleague of mine asked: "Is it one of those Indian religions that justify sitting around on your rump and doing nothing?" I don't think it is.

It's something new that came out of the Middle East about a century ago, complete with prophet, and has grown, quietly but steadily.

A Fireside is a meeting of Ba-hais and those interested in learning about it. People of all ages and faiths and colors sit around quietly at somebody's home, listen to those who have "declared" themselves, pray together and meditate. There are no churches, taxes, and all the ills that plague the modern church institution.

It has great appeal for the idealistic young, because it contains the best and the essence of the world's great religions: Love for God, neighbor and self; gentleness; honesty; abstinence. It seems to have no political or racial overtones.

No good Ba-hai will touch drugs or alcohol. Though I notice they like smoke like fiends, and never have any cigarettes of their own.

Stewardship

Remember the "running lights" craze of a few years ago? Manufacturers made big claims for their value in reducing accidents. These were never substantiated - but many people, including bus companies, clung to the belief that a car with lights showing in daylight was less likely to get into a collision than an unlighted car.

The Ontario Safety League reports that the Port of New York authority has just completed a "running lights" study. They modified 200 vehicles so that their parking lights turned on with the ignition key. At the end of a year it was found that, by comparison with a control group of unmodified vehicles the running lights cars and trucks had about 20 per cent fewer accidents in daylight and about 66 per cent fewer severe accidents. The biggest improvement shown by the modified vehicles applied to rear end collisions of passenger vehicles - 45 per cent reduction.

Some people say that knowledge is power, but a mind without heart, intelligence without conduct, and cleverness without goodness is not power, only one with character has power.

Guard well the doorway of your mind. Let only good things pass through it.

Free Press back issues

20 years ago 75 years ago

Taken from the issue of the Free Press Thursday, July 13, 1950.

After lengthy consideration council passed the long-awaited plumbing by-law which concerns the construction and installation of house sewers in the town, and the installation of plumbing systems. Council decided to charge \$1 for a permit and Mr. Frank Crump was appointed temporary inspector.

Four excited girls, members of the Acton Girl Guide Company, left Monday for 12 days of training and fun with some 88 other guides from Halton county. At the camp at Gravenhurst are Dorothy and Diane Dawkins, Peggy Oakes and Peggy Bradshaw.

This week the three Acton boys Scouts sent about 300 from Canada to the National Jamboree in Valley Forge, U.S.A., returned home burdened down with trophies and experiences from their two week camping trip. Don Davidson, Ray Hutt and Jack Davidson report a fine time and the First Acton troop is proud of the boys.

Building permits were issued during the first six months of this year amounting to \$67,875 for six new dwelling units and one converted dwelling.

The Madill reunion was held at the home of Morgan Madill when his brother, Mr. and Mrs. Stanley Madill and daughter from California visited with them. Morgan Madill had not seen his brother for over 30 years.

Mrs. Perry Watson and Master Bobby Watson are holidaying with friends in Sydney, N.S.

Ted Tyler has purchased a new bus and will have it ready for the new school term.

Taken from the issue of the Free Press Thursday, July 4, 1895.

Messrs. Raynor and Brown of the IXL Bakery had a very brief business career in Acton. After two weeks experience against two established businesses they departed town Friday night very quietly. A number of small accounts about town await payment.

The annual apportionment of Legislative Public school grants for 1895 has been made and our schools will receive the following amounts: Esquesing \$488; Nassagaweya \$318; Nelson \$348; Trafalgar \$455; Milton \$182; Oakville \$185; Oakville separate school \$25; Acton \$149; Burlington \$155; Georgetown \$182; total \$2482.

All the plots in the surveyed portion of the front section of Acton's beautiful city of the departed loved ones having been disposed of, the council is having the additional three or four acres at the northwest of Fairview cemetery entrance surveyed.

The third annual entertainment held in the park under the management of Acton Temperance Union took place last Friday. The baseball match between the married and single men of the Union afforded much amusement. Acton Cornet Band contributed much to the proceedings. Promenading was a feature of the programme, a section of the park being illuminated for the purpose. Strawberries and cream and other refreshments were liberally dispensed.

The Hamilton Steamboat Company have at last succeeded in getting a charter allowing them to take their steamer Mazappa to run on the lake. She makes regular trips between Burlington and Hamilton now.

50 years ago 100 years ago

Taken from the issue of the Free Press Thursday, July 15, 1920.

Last Saturday afternoon the Acton baseball club supported by about 300 fans, went to Georgetown and gave that team their first defeat in the Halton-Peel league series this year without allowing them a single run. Acton shut the Georgetown players out every time to win by a score of 6-0. We do not believe there is another town on the map where fans are as enthusiastic or will follow their team as loyally as they do in Acton.

Like any other public utility, the installation of the waterworks system here is the cause of more or less unnecessary anxiety to some of our citizens. It was so when the municipal electric system was installed but time has settled that and now there are few homes that do not realize the comfort and convenience afforded by this splendid utility. Now there is much speculation regarding the installation of the waterworks; the source of the water supply; the efficiency for fire purposes; the cost of installing private connections and the fees proposed to be collected and the privileges to be conferred.

The supply tank will be located on Main St. to improve the system and the engineer gives assurance that the flow from Flynn's spring is perfectly ample.

We are glad to learn that Messrs. Dewar and Laidlaw of Milton have reached Ireland in good health and spirits, after a long, but by no means unpleasant voyage.

The Orange fraternity of this county celebrated the "glorious and pious and immortal memory" of crossing the Boyne on Tuesday, at Palermo. Six lodges were represented at the meeting, and in spite of the rainy weather, had a very successful gathering.

The many friends of Rev. J. A. Williams who formerly was minister of the Wesleyan Methodist Church here, will be glad to learn that on his recent removal from Port Hope to Brockville, he carried with him substantial tokens of love from the people, among whom he labored for three years. The Rev. was given a purse containing \$104, a gift of his own congregation.

A terrible accident at Waterdown last week unfortunately involved the loss of no life. The English and Free Churches agreed to have a union picnic for the scholars attending the Sabbath Schools of both. A large group set out for Oaklands to spend the day when owing to some defect in the harness, one of the horses became restive and finally went over the bank, sending the wagon and everyone to the bottom. The driver had his leg broken in two places, one child had a fractured collar bone and the others were more or less scratched and bruised.

Sandalous women...

One Canadian company has learned a valuable lesson about marketing in foot fashion — and women.

Wooden sandals developed in West Germany 15 years ago were being sold as an orthopedic item in this country since the early 1960's. Suddenly they became very popular. The company hopes to sell three times as many as it did in 1969.

Reason?

Scholl Manufacturing Ltd., Toronto, changed its marketing tactics and made the sandal a fashionable item.

Success has bred many imitators who are flooding the market with similar products at lower retail prices. The company still expects to sell a quarter of a million pairs of the sandals which are only slightly refined from the original developed by the late Dr. Scholl as an aid to feet.

Place for farms . . .

The recently published recommendations of the federal Task Force on Agriculture seems to propose that those who cannot make farming pay should be helped to find other means of livelihood.

The present situation is not a result of the failure of farmers in Canada. It is a situation caused because the world demand for food is changing.

If the policies of labor unions urging a guaranteed annual wage regardless of whether a man is working or not, are valid, then there is an argument for saying

that farms should not be closed out simply because they are in economic difficulties.

If it is the purpose of business to provide work for people as well as to meet the demands of consumers, then the argument to close out farms that are providing work for people is not valid.

It is possible that someone will notice, before all the orchards are cut down for sub-divisions, and pasture lands turned into parking lots, that there is a place for farms which not only supply needs, but make jobs.—The Ridgetown Dominion.

Photos from the past



THE 164th Battalion recruits posed with recruiting officer Wilfred Coles in front of the old drill shed in the park. Mr. Coles is in the centre of the back row. The picture was probably taken in 1914. Can anyone identify the men?

Free Press Church News

- ACTON BAPTIST CHURCH**
Founded 1842
Mr. Howard Jacobson, M.A.
Interim Supply
SUNDAY, JULY 19th, 1970
9.45 a.m.—Sunday School.
11.00 a.m.—Morning Worship followed by a social hour.
A Cordial Invitation To All
- BETH-EL CHRISTIAN REFORMED CHURCH**
Minister — Rev. P. Brouwer, B.A., B.D.
Acton, Ontario
SUNDAY, JULY 19th, 1970
10.00 a.m.—Morning Worship Service.
Nursery and pre-school Sunday School.
11.10 a.m.—Sunday School.
4.00 p.m.—Afternoon Worship Service.
7.30 p.m.—Teen Meet at the church.
Tuesday evening, 7.30-10.30 — Catechism Classes.
Come, worship and study with us to be better equipped to serve God and men.
Everyone Welcome
- MAPLE AVENUE BAPTIST CHURCH**
81 Maple Ave., Georgetown
Pastor: Rev. Robert C. Lohmes
SUNDAY, JULY 19th, 1970
Here is our sincere invitation to the whole family to attend church.
9.45 a.m.—Sunday School. All ages.
11.00 a.m.—Morning Service.
7.00 p.m.—Evening Evangel.
Georgetown 877-6665
- TRINITY UNITED CHURCH**
Minister:
The Rev. Gordon B. Turner, B.A., B.D.
Director of Music:
Dr. George Elliott, M.A., Ph.D.
- THE CHURCH OF ST. ALBAN THE MARTYR ANGLICAN**
Corner Willow St. and St. Alban's Drive
Rev. H. J. Dawson, B.A., B.Th.
SUNDAY, JULY 19th, 1970
Trinity VIII
10.00 a.m.—Holy Eucharist.
The Rev. James Schaffter.
- EVANGEL PENTECOSTAL TABERNACLE**
P.A.O.C. 33 Churchhill Road
Rev. S. M. Thoman, Pastor, 853-2715.
SUNDAY, JULY 19th, 1970
10.00 a.m.—Sunday School.
11.00 a.m.—Morning Worship.
7.00 p.m.—Evangelistic Service.
Tuesday, 8 p.m.—Prayer Service and Bible Study.
Thursday, 8 p.m.—Christ Ambassadors.
John 11: 2: 9 — Whosoever transgresseth and abideth not in the doctrine of Christ, hath not God. He that abideth in the doctrine of Christ, he hath both the Father and the Son.
- CHURCHILL COMMUNITY CHURCH**
Churchhill Road North
Minister:
The Rev. A. Walter Fosbury, B.A., B.D.
124 Tildey Ave. Phone 853-2386
SUNDAY, JULY 19th, 1970
Sunday, July 19 — Service will be withdrawn.
Visitors are welcome at all church gatherings at the Church on the Hill.
- PRESBYTERIAN CHURCH IN CANADA KNOX CHURCH, ACTON**
Rev. Andrew H. McKenzie, B.A., B.D.
Minister
Mr. E. A. Hansen, B.A.
Organist and Choir Master
- EIGHTH SEASON — COMBINED SUMMER SERVICES IN KNOX PRESBYTERIAN CHURCH**
Preacher, Rev. Andrew H. McKenzie
SUNDAY, JULY 19th, 1970
10.00 a.m. — Divine Worship
Theme: "The Real Defilement"

THE ACTON FREE PRESS

PHONE 853-2010
Business and Editorial Office

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