



TONY VOS of Eden Mills took this picture essay of Corinne Andrews, Acton, which won top award in the Free Press photography contest at Acton

fall fair. His wife, also a photographer, won awards as well.

## You can stop junk mail . . .

If you are one of those who receives a steady barrage of unsolicited mail which offers you a wide variety of prizes— from \$100 a month for life to cars and exotic trips—you may be interested in some of the recent developments concerning these so-called "contests".

Three of the busiest and best-known firms which have been promoting widespread prizes throughout the country are Procter & Gamble (soap makers), the Longines-Wittnauer Watch Company, and the maiden aunt of every home, Reader's Digest. These companies have recently had their knuckles rapped by federal authorities when irregularities in their distribution of prizes, and some false advertising were discovered.

False advertising claims in these promotional games were also charged against MacDonald's Hamburger chain and the Coca-Cola Company.

Hundreds of smaller entrepreneurs, who are nothing more than out-and-out crooks, have climbed on the band-

wagon to pick up the dollars which people seem so ever-ready to toss away, even in these times of profitless prosperity.

The main basis of the complaints was that these promotional contests advertised fabulous lists of prizes, but only a small fraction of the prizes was ever distributed. You may have noted that, in the rare instances when these promotional deals listed a winner, the identity was very vague, such as "John Doe, Montreal". Not much chance of readily finding one John Doe in the millions of people in Montreal! The News recently wrote to a list of 15 "winners" in one contest, attempting to check the veracity, and got three replies. In the Procter & Gamble contest, the government found that no one got the main prize, \$10,000 plus air tickets for two anywhere in the world, nor were any of the next ten \$1,000 prizes awarded. Another government protest was that the ads indicated entrants had a "reasonable opportunity to win" but that actually the chances were one in 30 million. Longines, which promotes everything from records to radios via the contest route, was charged with making major prize winners submit to interviews by

private detectives before they could win their prize. Reader's Digest was cited for failing to distribute most of their prizes.

As people engaged in advertising at the local level, we are naturally shocked at the degradation of the profession at the national level. We fight hard here at home to maintain the integrity of advertising, our advertisers are reputable and back up their claims; if they fail to do this even in small instances, retribution is swift in a small community.

There's one way to stamp out the nuisance at the national level: return all this junk mail, unopened, with the notation "refused" on it. The promoters will have to buy it back at extra postage rates, the post-office will get some much-needed extra revenue, and eventually these crooked campaigns will cease due to malnutrition.

But, so long as there are people willing to waste time and money and postage in entering these "contests", then so long will the mail continue to come.

As usual, the solution is in YOUR hands.

The Powell River (B.C.) News

## Editorial notes . . .

Anyone who can't plan to take a drive to see the beauty of the autumn countryside should just walk over to Fairy Lake. Since the dredging program, the banks are clean and edged with trees. Their color is reflected in clear blue water, where ducks and geese paddle fearlessly. Sit at a picnic table and watch. There's no need to drive miles to enjoy autumn!

We didn't do it just in the interests of conservation, but we've discovered that at the Free Press we already use some paper that has been recycled. Some of our bond paper for job printing, from the Thorold mill of the Abitibi Provincial paper company, contains up to 40 per cent de-linked, recycled fibre. This ingredient would otherwise have gone up in smoke or down as landfill. Abitibi says they've been recycling paper for 50 years so they haven't just jumped on the ecology bandwagon. They're the only fine paper mill in Canada, and they

recycle 30,000 tons of waste paper each year.

It's good to see the new lights at the 401-25 highway overpass working at last. The work began in May.

Ontario's school system—the most massive in Canada—has now peaked in growth. But costs are still rising—and so is taxpayer resistance, says Hugh McIntyre in The Financial Post's report on Ontario. For the first time in 27 years, the total number of elementary school pupils in Ontario declined this September—to 1,456,000, about 9,000 fewer than last year. The 583,000 secondary school students are about 5 per cent more than the September, 1970 enrollment. According to Robert Welch, minister of Education, the decline in elementary-school enrollment will continue through the 1970s, reflecting low birth rates in the 1960s. A decline in total school enrollment is expected to begin

in 1972. The present school tax bill faced by the local boards of education in Ontario is \$1,500 million annually for operating expenses and \$400 million for capital account. The burden of education taxes is intolerable in the view of a growing number of taxpayers. A coalition of provincial and municipal groups was recently formed in Toronto to urge removal of property taxes for education. With a total of 500,000 members in Ontario, the group has kicked off its protest in the midst of a provincial election campaign.

About one-half of Canada's total manufacturing output each year is now contributed by industries not directly related to her natural resources. Leading examples of such industries include steel, chemicals, electrical products, transportation equipment, machinery and that earliest of all manufacturing industries, textiles and clothing.

## Free Press back issues

### 20 years ago

Taken from the issue of the Free Press Thursday, October 25, 1951.

The largest congregations in many years taxed the capacity of Knox Church last Sunday on the occasion of the 100th anniversary of the beginning of the congregation. The Rev. Forbes Thomson, who was minister here during the years of the war, preached at both services. He, his wife and children were warmly welcomed by Acton friends.

The regular meeting of Knox P.Y.P.S. included a panel discussion of the Bible and Sunday sports. On the panel were Inez McLellan, Elma Brice, Douglas Davidson, Don Davidson, and Bill Bell.

A cavalcade of cars from Acton drove to Rockwood Wednesday evening and escorted back to town one of the three Pilgrim Virgin statues of Fatima, which are being taken right around the world. Millions have seen the statue which is now touring the Hamilton diocese.

A Chinese auction and a talk by Cons. Clayton Fryer, R.C.M.P. were features of Y's Men's club meeting. Final plans were made for the Halloween party.

Con. Fryer also spoke this week to the St. Alban's W.A. and displayed many articles made by the Eskimos.

Roxy Ad. Mr. and Mrs. Acton! This is your kind of picture. It awaits your everlasting remembrance. One Foot in Heaven with Fredric March, Martha Scott.

Those attending Knox church fowl supper totalled about 700, final count shows. With election advertising the Free Press is larger this week—10 pages.

Rev. E. A. Curry was speaker at the high school for United Nations Day.

### 50 years ago

Taken from the issue of the Free Press Thursday, October 20, 1921.

The members of Acton Citizens Band held a very enjoyable concert in the town hall last Thursday evening. A large assembly of citizens accepted the invitation. The list of numbers included band selections, promenade numbers, community singing led by bandsmaster Castell and instrumental duets by the Misses Mason.

The primary object of the evening was to mark the appreciation of the members of the band of the long-continued faithful and

helpful services of Mr. John C. Hill, for many years the leader of the band. Mr. A. T. Mann read the address. Bands men N. F. Moore and Loyd Forbes then came forward with a handsome easy chair upholstered in leather and presented it to Mr. Hill. At the close the members of the band, their wives and mothers of the young male members were invited to the council chambers where a sumptuous banquet was tendered by the ladies.

Seldom has Rockwood fair been better attended than was the experience last Thursday. Shortly afternoon crowds began to gather to this popular exhibition, although it had been feared that postponement from the week before might prove disastrous. The cattle entries, secretary Gibbons reported, were the heaviest in Rockwood's history. The stockmen of Eramosa are to be congratulated. The midway was one of the features popularly patronized. The universal keypee was much in evidence, and no fair is complete without them nowadays. The political candidates were on the grounds getting acquainted with the electors.

Mention must be made of the band. This young musical organization, under the direction of Bandsmaster Percy Milne, has made great strides in a short time.

Out of respect to the memory of Lady Beck, whose husband is head of hydro services, power was cut off for two minutes at the time of her funeral.

### 75 years ago

Taken from the issue of the Free Press Thursday, October 22, 1896.

It is but a few months since the new survey at Fairview cemetery was opened but already a considerable number of plots have been sold and interment taken place.

Three fine new monuments have recently been supplied by J. H. Hamilton of the monument works, Guelph. Some weeks ago Mr. Wilson of Scotch Block put up a fine monument over the remains of the late Mrs. Robert Watson. Last Friday two fine monuments were erected by Mr. Hamilton for Rev. T. Albert Moore, Palmerston, over the remains of his wife and little son, and the other for Hugh Mann Esq. in his family plot.

Guelph city council made a wise choice when the Mr. T. James Moore was selected to succeed Harvey, the embrazier, as city treasurer. There were 16 applicants. As is well known Mr. Moore is the eldest son of Principal T. T. Moore of Acton Continuation School.

The Board of Education will wrestle with about 100 application for the vacancy in the Primary department.

We had an amateur winter on Sunday last.

The Corwin plowing match in Nassagaweya takes place 5th Nov.

Rev. Father Haley returned from his trip to the Old Country now enjoying a fairly good degree of health.

A third baker has commenced business in town this week.

Freight train brakemen report a good deal of trouble with tramps. With the price of wheat booming to a dollar the patient farming man may yet get a chance to laugh.

Nassagaweya and Erin shows were not favored with weather such as would tempt the visitor away from a comfortable fireside.

## Bill Smiley



Recently I wrote a column on the subject of what the individual would do if he or she had one year to live. I asked for suggestions from readers and have received quite a few.

Perhaps the most interesting ideas came from a Grade 9 class. Their teacher had suggested my topic and asked them to write an essay on it. The results were revealing, touching in some cases, rather horrifying in others. I'll give you a sampling, reproduced just as they were written, grammar and spelling intact.

In most cases, the boys were brief and pungent. The girls tended to write what the teacher might think was worthy, with a few notable exceptions. They waxed romantic and dramatic. The boys were blunt and honest.

Grace: "About a month before I was to die I would go to a church every day talking to God and then later to a priest."

Lynn: "If I had one year to live I would quit school, leave home and go live with my brother in Montreal. When I died, well I guess I die."

Debbie: "I would quit school and . . . go to Las Vegas because my mother and father . . . said it is the best place to go if you want to win money. After I go there I am going to go all over the world. Then I will go to the hospital and just wait until I die. But I will have a wonderful time before I go. THE END." Obviously a hedonist.

Cindy: "The first thing I would quit school because what's the use of getting an education if you don't have time to use it." Good thinking, Cindy.

Barb: "I would quit school leave home and take lots of money. Then I would travel all over by my thumb. Have cops after me and get all kinds of trouble. . ."

Susan would smoke in front of her parents and come and go as she pleased with no housework or baby-sitting to do "and probably get anything I wanted, especially from my dad."

Bonnie: "I would like to leave school, leave home and go with a motor-cycle gang for a year . . . have cops after me all the time and getting in lots of trouble. And about one month before I was to die I would try to take a trip on speed and see what it really did. And just live in freedom."

Tom: "I would borrowing 5,000 and make a formula to blow up the world just before I died I would blow up the world." That's one way out, Tom.

Jim: "I would like to turn 18 and quit school, start drinking, get my drivers license and start working." There's a combination.

Tom: "I would get leave of school and burn it all the way. And by a snowmobile and a bigger boat."

Frank: "I would go to banks and borrow 20,000 and go have some fun. First I would go and steal a car and smash it up. I would buy a lot of food and give it to Care. I would go to Toronto and steal a bunch of junk and sell it to somebody. I would get into fights. I would burn down the schools and factories." There's a nice, wholesome kid.

Steve: "First I would quit school. Then since I'm 18 go out and get stoned (bloody marries). After about a week recovery I'd buy a .303 and shoot President Nixon (good). Then I'll go to the electric chair and go the fast way."

Jim: "I would want to go all over the world with my wife also I would write a will leaving everything to my wife and would donate my eyes to a blind person." He must have a girl friend.

Mike: "I would like to drink, eat and live it up (have stag Parties, booze, lot of girls, food and money.) About a month before I die will arrange my funeral."

As I said, just a sample, but it makes you think. I've used only bits, but there's a pattern. About 80 per cent would leave school at once. About 50 per cent would travel around the world. About 60 per cent think bank managers are philanthropists. About 20 per cent are idealistic, the rest materialistic.

Rather frightening, what?

## From the editor's desk . . .

Many people are confused by the variety of titles we newspaper people have. There are editors and managers for just about every facet of our business. Just to clear up any misconceptions you may have about all our titles, I'm going to explain them all to the best of my advantage.

**Publisher:** He publishes. Except on Wednesdays when he has to do his paper route. He also sells ads, writes stories, takes pictures, hires and fires, and bosses everybody around. He also signs the pay cheques so he's a good fellow to know.

**Assistant to the publisher:** Helps the publisher publish, et cetera.

**General manager:** He manages the general. If the paper doesn't have a general, he manages the janitor. If the paper has no janitor, he generally manages to clean the place up once a month or so.

**Assistant general manager:** Often the janitor.

**Associate editor:** He associates with people. And, on occasion, with people.

**Managing editor:** He manages. He manages to do this and he manages to do

that. Sometimes, he manages to manage things quite well. Also manages people, if there's nothing else to manage.

**Women's editor:** Gets involved in the community at the grass roots level by attending all the hen parties and events for women. He used to be the sports editor but asked for a promotion and, being as there were no openings in top management, he got sent to the women's desk.

**Editor:** Edits all the people who come into the newspaper office. He edits out anyone with unpleasant news, complaints, those who can't spell and who don't get their facts straight, and edits out anyone wanting free publicity. Edits in all the people who do a good job. Usually carries a large blue pencil behind one of his three ears.

**Advertising manager:** Wears a suit, dressy shirt and tie every day, including Saturdays. Looks intelligent, talks a great deal, knows everything about everybody's business, and manages to sell some advertising sometimes. Tells. Tells everyone he's the person who pays all the bills.

**Sports editor:** Ex-football hero with big feet, cauliflower ears, can be distinguished

by his perennial sunburn from standing around baseball diamonds and his perennial chilblains from standing around cold arenas and football fields. Also has a red nose and pot belly from sitting around bars and coffee houses collecting tips and stories for the sports page.

**Make-up editor:** Has a two-fold purpose— goes around the office patching up quarrels between fellow staffers; also checks everyone's mascara, lipstick and painted eyebrows.

**Circulation editor:** Checks older staff members to see if their blood is still circulating properly. Also writes obituaries for those who are no longer in circulation.

**Chief photographer:** Photographs the chief.

**Business editor:** Gives everybody the business.

**Columnist:** Anyone with enough guts to sign his name to an opinionated news story. Also the type who would write something like the above. Who else has time to sit around writing such drivel?

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