



The Acton Free Press

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EDITORIAL

At Sixty

With the issue of last week, THE ACTON FREE PRESS completed its sixtieth year of publication and this week observes its diamond anniversary. Vol. I No. 1 is dated July 2nd, 1875. Anniversaries come every year, but the twenty-fifth, fiftieth, sixtieth, seventy-fifth and hundredth are marked occasions for those that attain them. That is the reason we have chosen at this time to divert from usual recollections a little and get readers better acquainted with those who carry on THE FREE PRESS. That was the thought when we assembled last Friday as many of our rural correspondents as possible. That is the thought in publishing the photographs in this issue. Sixty years sees many changes. During that period THE FREE PRESS has had five editors. Only the present and one other survive, Right Rev. Dr. T. A. Moore, for forty-nine of the sixty years the late H. P. Moore guided ably and well the destinies of this local newspaper. For only eight years has the present editor been its owner.

Success which may have been obtained has largely been the result of the growth of the community and the loyalty of friends to their home town paper. Many of them are scattered at a distance. Most of them are close hand. The task of conducting a newspaper and job printing establishment in a community the size of Acton is quite arduous. But for the loyalty and assistance of friends it would no doubt be incomplete. May we at this time just say thank you! We mean that for everyone, because to enumerate we might inadvertently omit.

Founded just two years after the village was incorporated, THE FREE PRESS has during the years undoubtedly had much to do with the progress and growth and improvement of the community. We hope that we may always be able to maintain Acton's newspaper on a level with the requirements of Acton and the district. It is team work with any town and its newspaper that counts. During the sixty years we hope some evidence by the newspaper has been shown of faithful work in double harness, and we appreciate the pulling with us of the community and friends.

Whatever changes the future may bring we hope our part in the conduct of Acton's newspaper will be such that the standards set by former editors will be maintained. May we continue in this work together and the team work with that common aim in view that adorns the crest of the municipality, "Floreant Actona."

Judging Points

The conduct of young people is often judged by little incidents. For example, the other evening one of the large glasses in the door of the new public lavatory was smashed to pieces. There weren't many witnesses to the incident and if everyone had kept quiet the culprit might not have been discovered. But an effort would have been made. Feelings of anger were turned to admiration when the young chap responsible went to the caretaker the next morning first thing and took all responsibility and offered to repair the damage. The costs will not be as heavy as a trip to court might have proven, but it's not that. It takes a lot more manhood to own up to a mistake than it does to evade the responsibility. And it merits and receives a lot more respect.

Our Dominion's Birthday

Canada is nearing the three-score and ten years and on Monday the sixty-eighth anniversary of Confederation was observed. The years have been good to the Dominion, and while in common with other countries difficulties have been encountered and are being faced at present, still the outlook is not all dull. The bright holiday weather is reflected in the generally bright prospects for our Dominion. The years of the past can be reviewed with a great deal of justifiable pride. The future can be faced with optimism by all Canadians.

Prairie Crop Conditions

A telegraphic crop report released June 25th states that the outlook continues favorable in Manitoba and Saskatchewan, while prospects in Alberta are not quite as favorable as a week ago. Rain is needed in parts of southwestern Saskatchewan and is needed urgently in southeastern Alberta and in local areas in Southern Alberta. In Northern Alberta, where crops are decidedly late, further rains were received last week, and warm weather is urgently needed to stimulate growth. In the Peace River area crops are late and some parts need rain. Grasshoppers are threatening in some areas, but no material damage has resulted to date. Control measures are being put into effect. Pastures are in a satisfactory condition, especially in Manitoba, and live stock are benefitting.

The Courts or the People

The Supreme Court ruling regarding the Ontario Temperance Act as it affects Peel, Huron and Perth should be sufficient for the government to close up the beverage rooms in these counties. If there is any appeal to the Privy Council to be made, let those who want intoxicating beverages sold there, and those who will reap the financial benefit, bear the cost and take the initiative. At any rate, three dry islands in the Province might be an attraction in the sea in which the Province now paddles around. These Counties are still under the provisions of the Canada Temperance Act, until they vote themselves out. If the residents there desire to join the other parts of the Province in having beverage rooms, it appears that they can do so. At any rate, they should not be put upon them without a vote and the Province should remain neutral and be governed by the decisions handed out, either by the people or the courts. In the meantime it would appear that the only fair thing to do would be to close up the 34 beverage parlors now in operation there.

EDITORIAL NOTES

Production of electric refrigerators in Canada during 1934 numbered 30,175 units compared with 16,049 in 1933.

The Canadian Radio Commission will live on until next March, which allows at least another collection of the license fee.

The witnessing of a serious motor accident usually has a rather lasting effect and impresses the need for care and even then accidents seem sometimes unavoidable.

The Barrie Tanning Co. has been purchased by Wickett & Craig, of Toronto. The new proprietors will continue to operate the Barrie plant, which will be good news for that town.

Just supposing the marchers now in the West actually reached Ottawa, what good could be accomplished? This idea of massed gatherings enforcing governments has been overworked.

Collingwood has a tax rate of 55 mills this year. A revised assessment, relief, non-payment of taxes and costs of education are given as the causes for the heavy rate. Somebody always pays.

The New Brunswick election was at least decisive. Even more so than the turn toward Liberalism in Ontario. With 43 against 5 the new regime will have little opposition—perhaps not enough.

Holiday fatalities were again the feature of the news on Tuesday, but the waters claimed more than the highways. There is still room for improvement on both. Ontario needs to get records for holidays more free from accidents.

Cheques cashed against individual accounts at the branch banks of the clearing house centres of Canada in April totalled \$2,367,000,000 against \$2,236,000,000 in March, showing a gain of 6.9 per cent, or, after seasonal adjustment, a gain of 3 per cent.

The very kindly reference of Rev. Mr. Poole on Sunday evening to THE FREE PRESS and to those who have its guidance in their care was deeply appreciated. Our associations with this minister, who has held the pastorate of the United Church for eight years—the longest of any pastor of the church—have been very pleasant, as we might say of many others, present and past, of the churches of Acton. The compliment was just a little unexpected, but none the less appreciated.

THE SUNDAY SCHOOL LESSON

FOR SUNDAY, JULY 7th

MOSES (LEADER AND LAWGIVER) Golden Text.—Blessed is the nation whose god is the Lord.—Psalm 33: 12.

Lesson Text.—Ex. 24. (Verues printed, 3-8, 12-18). Study, also, chap. 34: 27-35.

Time.—About 1400 B. C. Places.—Egypt, Horeb, The Wilderness.

Exposition.—I. The Great Leader.

The Scripture chosen for to-day's Lesson is quite inadequate to the proper portrayal of one who stands out as one of the greatest figures in the history of mankind. He was born in slavery; a slave mother concealed his birth that he might not suffer death under the decree of Pharaoh that all Israelite boy babies should be put to death. The great gift given to Moses was to take a people which had been in Egyptian slavery—the worst that the world has ever known—with its hard work without pay and its cruel whippings—and make it into a great nation with the purest moral and spiritual ideals that the world has ever known. He was called to a constructive work of the highest order. He was to be so to speak, the president of the Sinaiite University with its various departments ably manned not with a four, but a forty years' course of study. The task was threefold: First, religious, to make a church with the underlying thought of one God, Father and Ruler of all. Second, political, to make a great state or nation living under wise laws with high spiritual conceptions. A people which could survive internal dissensions and the rude buffeting of other nations. Third, social, to keep the individual and the family pure and clean and in right relations. The principles set forth have never been abrogated. With him the primitive and patriarchal period closes and we have the birth of a nation. The career of Moses is divided into three periods of forty years each.

II. The First Forty Years in the Court of Pharaoh.

It is summed up in just fifteen verses of the second chapter of Exodus. Most historians would have made much of this period. Not so this recorder. He has much more important things on hand. We wish we knew more about Moses' mother who saved the life of her child and carefully thought out a way to preserve him from death and provide for his future. She was a real genius in that she adopted the son of Pharaoh's daughter, Moses, moved in the inner circle of the court life. There were four great temple universities—Memphis, Sais, Thebes and On. They were famous for their scholarship. It is probable that Moses was educated at the University of On, which is about five miles northeast of modern Cairo. The allurements of court life, the learning, and the gorgeous ritual or worship in the magnificent temples of the Egyptians do not seem to have had any appeal for this young man. We find all his sympathies and all his interests are for the despised race from which he came. Going out one day, as he doubtless had done very often, to visit his people, he sees an Egyptian beating a Hebrew. It is too much for him. Doubtless hitting harder than he intends he lays low the cruel taskmaster. He thinks no one has seen him, but he learns very quickly that he is mistaken. For trying to help a fellow countryman, in distress, he is compelled to flee for his life.

III. The Second Forty Years on the Backside of the Desert.

What a change! From the active and gay life of the court of the mightiest empire of its times to the silence and monotony of the desert! Now he, who was so honored and looked up to, whose slightest expressed wish was attended to by fawning servants, is reduced to tending sheep. But if Moses ever regretted the change he left no record of his regret. There comes times, in everyone's life, when there is relegation to the backside of the desert, but it is not always taken as well as Moses took it. Moses in this period gained a knowledge of the desert which was of great use to him when he afterwards led the host of Israelites in their wanderings. This period is summed up in one short chapter—Exodus 3. This period is brought to a close by the call, by God, out of the burning bush, to Moses to the world which marks the beginning of a great epoch in the history of the world.

IV. The Third Forty Years as Leader and Lawgiver of a Nation.

A period crowded with important events so that four books—Exodus, Leviticus, Numbers and Deuteronomy—making barest mention of them are not sufficient to tell the whole story. After the call of Moses he is, at once, sent to Pharaoh to demand the release of the children of Israel. Think of the surprise and bewilderment of Pharaoh! A fugitive, who has been hunted by his order, coming before him and demanding that he release a despised body of slaves! Moses does not come, as a suppliant, but as the ambassador of a higher power demanding and insisting that Pharaoh is obliged to comply. Then follows the story of the making of a nation in the forty years of desert schooling.

V. The Iconomy of the Three Periods is Divine Leadership.

God ruling in and over the affairs of men. It is God who calls Moses to his task. It is God who sends Moses to Pharaoh with the demand that he let the Children of Israel go. It is God who directs the exodus out of Egypt. It is God for whom the wilderness Tabernacle is erected. It is God who gives the Ten

CANADA LEADS IN LOBSTER CANNING

Off the coast of Canada's Atlantic provinces the world's greatest lobster-producing area is located, and every year more than 300 canneries draw from these resources, the raw material from which they produce one of the tastiest of sea foods. In recent years an increasing part of the Canadian catch has been marketed alive—"shipped in the shell"—is no other way of saying it—but most of it, however, still goes into cans. In the past five years the total annual pack put up in Nova Scotia, New Brunswick, Prince Edward Island, and Quebec, has averaged, in round figures, 137,500 cases containing 48 standard-sized cans each.

Lobster canning involves a number of different operations, and Canadian lobster canneries are required by law to measure up to certain standards as to sanitation, equipment, and methods. Their operations are subject to inspection under the Meat and Canned Foods Act, which is one of the reasons they turn out so excellent a product. Canada supplies all but a very small part of the world's production of canned lobsters.

Nearly all children are subject to worms, and many are born with them. Spare them suffering by using Mother Graves' Worm Exterminator, an excellent remedy.

It is fulfilling His promises to make of this people a great nation—through whom all the world will be blessed and come to better things. That its subsequent history was sadly marred at times, was solely because of its willfulness and perversity. God was at all times faithful, but Israel was not. Time and again, she proved ungrateful to her God, and suffered solely in consequence. God is EVER true: It is the creatures of His hands who fall.

WHAT GOES ON IN EVERY HOME

Watch in your home how THE FREE PRESS—or any other newspaper—is read. Possibly the main headlines on the front page are first scanned; but it is a pretty safe thing to say that women readers will turn very early to the advertisements of local firms which advertise fashion items, food items, and other offerings related intimately to current needs and desires.

Every woman knows what she wants—not perhaps in the precise form or color or variety or manner, but certainly in the main matters of her desire or need. This applies to clothes, hats, shoes, food items, beauty preparations and many items pertaining to home furnishing. And so women are eternally on the watch for information—and for temptation! They are swiftly perceptive of the advertisements which present and propose the things of their desire or need. And obviously it is those retailers who advertise to them who stand the best chance of their custom.

It is the same in the case of men. Few men buy impulsively. When they leave home each day for their place of employment, it is not just to get rid of their money. What they buy is, mainly, something whose purchase had been planned—clothes or other forms of apparel, hardware items, motoring sundries, shaving and other bathroom needs, plants, books, and so on. Men, like women, have been reading the advertisements in line with their ripening desires and intentions, and of course they go in largest numbers to those retailers who have been informing them and soliciting their custom.

All of us, instinctively, go where the light is, not where the darkness is. Advertisements are light, so they attract the buyers to those stores which they illumine.

The way to get business is to ask for it. Can the truth of this statement be successfully disputed? And here is another equally true statement: The public buys from those who invite its custom.



FILL your cereal bowl with Kellogg's Rice Krispies. A great luncheon dish. Just the thing before bedtime. Rice Krispies crackle in milk or cream—a sound that children can't resist. Fine for the nursery supper. They promote restful sleep. Nourishing and easy to digest. At grocers everywhere in the Mother Goose story package that children love. Made by Kellogg in London, Ont.

Listen! get hungry Kellogg's RICE KRISPIES

FOOD Specials

(Extract from a Carroll ad. of August, 1897.) "SOLID FACTS! That's what our bargains are. We do not advertise a thing cheap and then try to sell you something dearer when you come in. If you see anything you want on this bill come or send for it, we will not ask you to buy anything else unless you want to. Our policy is unchanged - Carroll's Limited."

GLASSCO'S CHERRY JAM (WITH ADDED PECTIN) 12-oz. jar 29c

PURE CLOVER HONEY No. 5 pail 45c

TENDER LEAF TEA SUPERIOR QUALITY 7-oz. pkg. 25c

CHEESE INGERSOLL MALTED 2 1/2-lb. pkgs. 25c BAKING POWDER Carroll's Pure 16-oz. tin 17c COCOA COWAN'S PERFECTION 1-lb. tin 23c

CORNED BEEF HELMET COOKED 12-oz. tin 10c COFFEE CARROLL'S INDRA 1-lb. pkg. 39c PORK and BEANS 2 No. 2 1/2 tins 19c

LARD MAPLE LEAF PURE 1-lb. pkg. 14c COCOANUT FINE OR SHREDDED lb. 15c BLUEBERRIES No. 2 tin 10c

TOMATO Juice Campbell's 3 10-oz. tins 14c SODAS CHRISTIE'S SALTED 2-lb. box 29c CORN AYLMER WHITE No. 2 tin 9c

SPECIAL Lifebuoy Soap 3 bars 20c CARROLL'S LIMITED

BANANAS GOLDEN RIFE 25c doz.

WATERMELON Finest Sowega They are Luscious Eating 45c ea.

Lemons Large & Full of Juice—doz. 21c CABBAGE Large firm Green Heads 5c ea.

New Potatoes 7 lb. for 25c

Mill Street Phone 158 Acton, Ont.