



## The Acton Free Press

Published Every Thursday at Acton, Ontario

**SUBSCRIPTION RATES**—\$2.00 per year in advance. United States \$2.50 additional. Single copies 5c. Both old and new addresses should be given when change of address is requested.

**CANCELLATIONS**—We find that most of our subscribers prefer not to have their subscription interrupted in case they fail to remit before expiration. While subscriptions will not be carried in arrears over an extended period, yet, unless we are notified to cancel, we assume the subscriber wishes the service continued.

**ADVERTISING RATES**—On application and as given in various column headings.

Although every precaution will be taken to avoid error, The Free Press accepts advertising in its columns on the understanding that it will not be liable for any error in any advertisement published hereunder unless a proof of such advertisement is received in writing by the advertiser and returned to The Free Press business office daily signed by the advertiser and with such error or corrections plainly noted in writing thereon and in that case, if any error is noted is not corrected by The Free Press, its liability shall not exceed such a proportion of the entire cost of such advertisement as the space occupied by the noted error bears to the whole space occupied by such advertisement.

G. ARLOP DILLS, Editor  
Editorial and Business Office  
Residence



### Beauty Lost in the Race

Sometimes one wonders if the beauties at home are not overlooked in the attempt to see the much heralded beauties of other spots. We missed blossom time last week-end in the fruit belt, but a trip over the holiday took us down through the section just a week later, and while we were a week behind we saw much of the beauties of blossom time. And the sight is beautiful but the traffic was terrible. For the driver of a car blossom time just can't be a thing of beauty.

It was dark when we arrived home and we noticed little about the home surroundings. But the next morning the sun shone and lo and behold, it was blossom time in our own back yard. And it could be admired without the odor of gas fumes or the constant vigilance of keeping both eyes on a cement roadway. We could park on the back doorstep, with grass, and not the gravel of a roadside service station between us and the blossoms. There weren't as many of them but they were just as beautiful. The picture was a miniature, but the frame was better. Beauty doesn't always have to be sought.

### Best Way to Win Public Support

Success in any venture depends largely upon the support that the public gives. If your people become enthused in the project to the point that they are willing to back it with a 100 per cent. co-operation, then success is well established. If you do not enthrone those close up, then dismal failure will result. Enthusiasm is created by carefully planned and prepared publicity. A close analysis of successful ventures reveal that behind them there was a brain that promoted a publicity campaign. You may not realize just how it was done until you stop to study the methods used. Back of every successful campaign you will see the handiwork of a capable publicity man. Business, community enterprise, social work, sport and churches are made to succeed through intensive publicity campaigns. Those activities and centres that are passing out of the picture are those who have lost all incentive and initiative to carry on. They sit back waiting for some one to move them up to the front line. Thus they become weak and feeble.

If you will look over the live, active successes you will discover that there is a motive power working behind the scene. You will discover that the thing does not just happen but rather that the force behind drives the idea home. With a carefully planned campaign enthusiasm was created and power gained. Success came with the public support and co-operation. Thus centres have been built, games attended, money subscribed, spiritual life deepened, business increased and general apathy killed, because some one, or several persons, undertook a carefully planned publicity campaign. They had the right idea to propagate. Public demand was created for what they required and thus success attended the effort. This is not new but a repetition of facts that every progressive person knows about. It does require force to drive these facts home to-day. Men and women are in need of stimulation that will develop their life into a success. The youth especially needs leadership along this line. Therefore the time is ripe and opportune for those interested in the community enterprises and success to plan community publicity. Let the people know that you are living in an ideal centre. If your ideals are worth while plan to sell them to the people, plan your publicity campaign and thus win success.—Bowmanville Statesman.

### Courtesy Always Pays

The holiday death toll for Ontario leaves plenty of room for improvement. True, the waters claimed more victims than the highways, and it can be readily seen that care is needed in all outings if the climax of the journey is to be happy.

It would certainly not be fair to infer that the seven highway fatalities and the heavy list of casualties was entirely due to the increased speed limit. Courtesy practised as carefully on the highway as in other walks of life would do a lot to stop the accidents. The chap who wants to set a slow speed and keep in the centre of the pavement is just as big a menace on the highway as the individual who wants to go so fast that he can't wait until a place in the traffic allows him to pass in safety. When one views the highway traffic that always occurs on a holiday week-end, it would seem that most motorists are courteous. It is the odd discourteous individual who makes matters miserable. Perhaps such a one isn't courteous anywhere else, and likes to show off a bit in company. But give him a machine with which to demonstrate his bad manners and he becomes not only a nuisance but a menace. It takes a lot to convince such an individual that courtesy pays. Sometimes he learns it in police court, but more often he inflicts injury on some other individual. Courtesy pays any place and especially on the highways.

### On the Up-Grade

In its monthly summary of business, the Bank of Montreal has the following comment:

"Business prospects for the approaching summer months continue to be favorable, the movement of merchandise being satisfactory, carloading figures ahead of those at this time last year, and manufacturing in general busy, with primary iron and steel industries in almost a full tide of activity.

Attention at the moment is directed largely to the Imperial Conference which opened immediately after the Coronation ceremonies in London. This Conference is expected to deal with matters which will have an important bearing upon Canadian trade and Empire trade generally. Specific matters of trade will be the subject of discussion outside the Conference proper, where Empire defence and foreign policy are to be the principal subjects on the agenda. Foreign policy, however, may be regarded as covering questions of trade in so far as trade is made a basis of new international relationships.

In the Prairie Provinces more than 75 per cent. of the wheat growing areas has been seeded under what are considered at Ottawa to be favorable conditions.

Railway earnings have been on the upgrade and both principal railway systems recorded substantial net gains in their receipts for the month of March.

The fiscal year opened auspiciously from the standpoint of the Federal Treasury as far as revenues were concerned, customs and excise revenues increasing over those of April, 1936 by \$4,510,154 and income tax collections by \$1,772,658.

The March report of the chartered banks to the Department of Finance showed a moderate improvement in the current loan position as compared with February, current loans in Canada amounting to \$694,215,000 as against \$691,68,000.

### EDITORIAL NOTES

First of the holidays, and ushering in the summer season, Victoria Day remains one of the most popular.

The spirit of home improvement is quite prevalent these days, and its effect is noticeable in many quarters about the town.

Traffic on all highways over the holiday was reported as extra heavy. Apparently most everyone was bent on the first summer outing.

At the age of 97 years, John D. Rockefeller died on Sunday. It is said he amassed more wealth during his lifetime than any other man who lived.

The Toronto Star and the Globe and Mail have become almost as emphatic in their C. I. O. controversy as in an ordinary Mayoralty contest in the Queen City.

Speaking of the Home Improvement Plan, the Stayner Sun wants to know if a wife could raise the price of having her hair "shingled" or if a reputable citizen could secure a loan to get "plastered".

The kind of strikes most people want to hear about is when the baseball umpire yells: "Strike three, you're out!" says the Petrolia Advertiser Topic. But not, we may add, if it is a home-town batter who struck out.

An interesting study of 100 people in Detroit who had figured in repeated automobile accidents revealed that 14 were found to be seriously crippled to control a car, 7 were demented, and 10 were feeble minded. Yet all these persons had been issued a license permitting them to take a car capable of 60 miles an hour, with death-dealing consequences, out on the highway.

### THE SUNDAY SCHOOL LESSON

SUNDAY, MAY 30th, 1937

#### THE REMAKING OF JACOB

Golden Text.—Be not fashioned according to this world; but be ye transformed by the renewing of your mind. Romans 12: 2.

Lesson Text.—Genesis 28: 16-22; 32: 24-30.

Time.—1860 and 1860 B. C. Places.—Bethel and Peniel.

Exposition.—I. Jacob Vows a Vow Unto Jehovah, 16-22.

In an hour of special loneliness Jacob gets a vision at Bethel. It evidently came from God to comfort him. He had much reason to fear that heaven was shut from him because of his sin. But in his vision God appeared to him and renewed the promises made to Abraham and Isaac. His dream showed Jacob the blessed truth, so wonderfully revealed us by Jesus (cf. Luke 15: 11-32), that, despite all our sins and shortcomings, the loving Father of all is never so far away that He is not able and ready—even in the hour of our direst need and lack—to cheer our fainting hearts with His promises and to bless us with the benediction of His grace. Jacob as he awakened, was afraid. A strange effect for such a cheering dream. But Jacob, like us, was a sinner. If Jacob had known God was there he would not have stopped there (vs. 16, 17). Such is a man's folly. Jacob thought it a "dreadful" place because God was there, but the presence of God makes a joyful not a dreadful place (Ps. 16: 11). In spite of his fear, Jacob laid down and seemingly went to sleep again. He was

pretty dull spiritually as yet. In the morning he set up his stone pillow as a memorial pillar and set it apart for God by anointing with oil (Lev. 8: 10-12). The incident had a beneficial effect upon Jacob, he "vowed a vow." But it did not entirely overcome his bargaining disposition (vs. 20, 21). Much present-day religion is a similar attempt to bargain with God. It was peculiarly inappropriate for Jacob to put in any "ifs" before the sure promises of God. Jacob got all he asked; such is God's condescension (ch. 32: 10; 33: 4, 18, R. V.). Jacob was far more generous than many professed Christians; he gave a tenth. Do you? Giving to the work of the Lord does not mean the mere donating of a sum of money reluctantly offered as a required duty. We have need to remember this wholesome truth—that not one penny more than we have the true desire to give, is ever credited to us by the Lord. To give because another gives, or because men and women of our particular station are looked to, to pay this sum and that, counts nothing with God. In this, as in all other Christian activities, it is the intention of the heart that counts, not the hand. The Lord looketh always upon the heart. This is something that only He can do. As a consequence, the bestowal of His rewards or the withholding of them are never regulated by human standards, and often, to the amazement of mankind, he who exalteth himself is abased while he who humbleth himself is signally exalted.

II. "The Supplanter" Becomes "The Prince with God," 32: 24-30.

Twenty-one years have gone by, and now Jacob is homeward bound (ch. 31: 2). He has learned that Esau is coming out to meet him with a strong band of men and his guilty conscience fills him

with fear. In his extremity he turns to God in prayer (vs. 9-12). Then, having made as good provision for the safety of his family and flocks as he could (vs. 13-23), he was left alone, to get, alone with God, right down to the bed rock of his lack and his need. That is what every living soul must do before he finds peace in his heart and fulness in his life. Jacob has exhausted every resource of his own; he has come to the end of himself. It is now time for Jehovah to meet him and to bless him (cf. Matt. thought). Jacob had to be broken down, his self-confidence shattered, that came to Jacob was adapted to his

character. The problem of each individual soul is a different one; but God knows just how to deal with all of His children (Ps. 103: 14). Jacob was a self-reliant man, full of schemes. A man wrestles with him till the break of day. That man was God, manifest in human form (v. 30; Hos. 12: 4, 6, R. V.). God, not Jacob, began the wrestling. The scene is commonly taken as an illustration of "wrestling in prayer," but that is not the primary thought. Jacob had to be broken down, his self-confidence shattered. (Concluded on Page Seven)



### Precious minerals produced by cows

More than 35 million pounds of nature's finest minerals, more precious than gold, are in the milk Canadians drink each year. This provides everyone with approximately three pounds of indispensable calcium, phosphorus and other food minerals. Milk's mineral combinations are wonderfully constructed: perfectly proportioned in their bone, flesh and body building properties.

By constantly reminding the public of milk's matchless food values, Borden advertising and salesmanship help to increase the market for dairy products.



# MOTORISTS!

... in all your driving

# Try Courtesy

every inch of the way

EACH successive year has seen motor traffic greatly increased. With this increase there has come, unfortunately, an increase in traffic accidents.

It is the duty of those responsible for the regulation of the traffic, and of every individual who operates a motor vehicle, to do everything possible to reduce these ever-mounting and alarming accident figures.

The Government and my department have taken every precaution within our means to make motoring safe. We have built wider highways, have painted traffic lines on the pavements, have erected signs at every curve, intersection and railway crossing, have continuously patrolled the roads with uniformed police, and in many other ways have striven earnestly to reduce traffic accidents.

And you, Mr. and Mrs. Motorist, truck-driver and motorcyclist! Have you done everything you possibly can to prevent accidents that may kill you and your family or some other persons to whom life is also sweet?

If you will just remember to Try Courtesy in all your thinking and driving in a motor vehicle you will have made your greatest possible contribution to the reduction of motor vehicle accidents.

Please remember there will be more traffic than ever this season and there will be more accidents and deaths, too, (and that may include you) unless there is more Courtesy shown by every motorist towards every other motorist.

So, again, I beg of you to "Try Courtesy" every inch of the way this season. Do that and you will get safely to where you are going and safely back again.

## TRY COURTESY

The New Spirit of the Road

B. J. C. Dwyer  
MINISTER OF HIGHWAYS  
PROVINCE OF ONTARIO