

I WOULD SERVE

To any who repine,  
Can bring a bit of cheer  
Or brightness on the way,  
How gladly would I serve!  
For hearts are aching here,  
Feet often go astray,  
And fears of ill unharm;  
So lest from right they swerve,  
I would do all I may.  
—Fred Scott Shepard.

Menu Hints

Recipes for New and Novel  
Dishes; Household Ideas and  
Suggestions

SEASONABLE RECIPES

**BAKED HALIBUT STEAK**  
1 pound halibut steak  
1/2 cup milk  
Butter or substitute.  
Pepper.  
Salt.

Rub steaks well with butter, pepper and salt. Lay steaks in baking pan and pour the milk over them. Bake often while cooking, until all the milk is used. Serve with mushroom (or your favorite) sauce.

ORANGE NUT WHIP

(Serves 6-8)  
1 cup whipped cream  
1 cup peanut brittle rolled fine (3 oz.)  
1 cup orange pieces  
Whip cream and fold in powdered peanut brittle and orange pieces. Serve very cold.  
This dessert may be made in the ice-less refrigerator. Freeze orange pieces with 1/2 cup sugar to a mush. Fold in cream and peanut brittle. Let stand till frozen again but no longer. Serve.

FRUIT SHERBET

(Makes 2 quarts)  
3/4 cup orange juice  
3/4 cup lemon juice  
2 1/2 cups sugar  
1 quart milk  
1 cup any one of following fruits: crushed strawberries, crushed raspberries, apricot pulp, mashed peaches, mashed bananas, apple sauce.  
Mix and freeze. If mixture curdles it will freeze smooth again.

BITTER ORANGE MARMALADE

(Makes 6-8 glasses)  
1 grapefruit  
2 oranges  
1 lemon  
1/2 cup lemon juice  
1/2 cup sugar  
Slice unpeeled fruit very thin. Add three times as much water as fruit. Boil 20 minutes. Measure. Bring to boiling point. Add 3/4 cup sugar for each cup of fruit. Boil 25 minutes or until it gives the jelly test. Just before removing from fire add 1/2 cup lemon juice. Pour into sterilized glasses; cover with paraffin when cold.

QUICK ORANGE JAM

(Makes 2 glasses)  
2 cups orange pulp and juice  
1 lemon, pulp and juice  
1 1/2 cups sugar  
Boil quickly about 10 minutes or until syrupy and clear. Very good served warm on hot biscuits.

ORANGE GELATINE

(Serves 6)  
2 tablespoons granulated gelatine  
3/4 cup cold water  
2 cups orange juice  
1 tablespoon lemon juice  
1/2 cup sugar  
1/2 teaspoon grated orange rind  
1/2 teaspoon salt  
Soak gelatine in cold water 5 minutes and dissolve over hot water. Add to orange juice, lemon juice, sugar, grated rind and salt and stir until dissolved. Turn into molds and chill.

The Oil for the Athlete.—In rubbing down, the athlete will find Dr. Thomas' Eucletic Oil an excellent article. It renders the muscles and sinews pliable, takes the soreness out of them and strengthens them for strains that may be put upon them. It stands pre-eminent for this purpose, and athletes who for years have been using it can testify to its value as a lubricant.

NEW RADIO TONE WINS PUBLIC ACCLAIM

Mr. J. E. Rogers Reports Gratifying Public Response to 'Symphonic Tone'

The new phrase in the radio world 'Symphonic Tone' has already met with an enthusiastic public response of tremendous proportions, according to Mr. J. E. Rogers, vice-president of the Rogers-Majestic Corporation Limited, whose company is responsible for this latest development.

When we introduced 'Symphonic Tone' to the radio-buying public," said Mr. Rogers, "we felt that we had a considerable task before us. Every new radio season brings its crop of technical radio terms, many of them confusing to the layman. Our job was to educate the man on the street to the vastly improved enjoyment awaiting him through what we felt to be the best word in radio engineering. While true 'Symphonic Tone' has only been available for a comparatively short period, it has already become evident that the public is willing and able to quickly comprehend and appreciate an improvement which is capable of actual demonstration. Already our dealers from coast to coast report a more than gratifying response. In many parts of the country, new sales peaks have been reached."

THE OLD MAN OF THE BIG CLOCK TOWER



for the Liverpool market off the track. The track was blocked for over eight hours, causing considerable delay to both passenger and freight traffic.

The electors of Georgetown gave a bonus of six thousand dollars to the Glen Woollen Mills Co. 114 votes were polled, 7 voting against the by-law. I just couldn't help noticing the advertisements of those days. I always read the advertisements of any day. I think they are a sort of education and they, too, show the trend of the times, and the changes. For instances here are the cloths that were popular in 1882. Colored cashmeres, Nun's suitings, Knock-about Serges, Monk's Serge, Black and Colored Velveten, Matalasse Mantel Cloth, German Nap Cloth, Newmarket Coat Cloth. And the shoes were described as: men's hand-made Kip Boots (clump soled); men's double soled Kip Boots; men's Congress Boots; men's Balmoral Boots; ladies' Strong Boots; Felt Boots and Skating Boots.

In those days articles were built for more wear and less style. You know we only had coal oil lamps and a few wooden sidewalks and folks were not seen so much and they walked along the paths and roadways.

Oh, yes, times have changed. I'm like all old men, and like to revel back in the days that are gone, and these old files bring up a lot of recollections. I don't know what I'd do without the opportunity to go over them once in a while. I notice that further on a list of all the changes of the previous year are given in one column. That is the property changes and improvements. I'll give it to you in condensed form next time I write and see how many of them you older folk can recall.

The Old Man

Many children die from the assaults of worms, and the first case of mothers should be to see that their infants are free from these pests. A vermifuge that can be depended on is Miller's Worm Powders. They will not only expel worms from the system, but act as a health-giving medicine and a remedy for many of the ailments that beset infants, enfeebling them and endangering their lives.

THE LITTLE MENDER

"You'll be interested to know that George has put his heart in my keeping." "Yes, poor boy, I suppose he'll want somebody to look after it—he told me last week that I had broken it."

MAKING A DATE

He—How long are you going to be gone?  
She—Can't say.  
He—Well, approximately.  
She—I really don't know.  
He—You've no idea, then, just how long it will take you?  
She—Not the least.  
He—All right. I guess I can be back by then, too.  
She—Fine. Don't forget. I'll be looking for you.  
He—Sure thing, I'll be there.

WELL-OILED MACHINERY ISSUES GOVERNMENT BONDS

Montreal—Offices of the assistant receiver general of Canada in Montreal and Toronto were reported to be moderately busy in issuing interim bonds of the new Dominion Loan. The real rush, it was said, would not come for several days when the thousands of individual applications from private investors begin to reach the government offices.

Last year, for the National Service Loan, there were 109,000 individual applications, which involved an immense amount of detail for the branch offices of the receiver general. On that occasion, the rush came at the end of the first week and tapered off gradually as the flow of subscriptions from outside points were filled. This year it is not expected that there will be so many applications in view of the fact that the total amount of bonds to be issued is not nearly as large as the \$221,000,000 National Service Loan.

While the sales of both short and long-term bonds have been coming in steadily to date, it was pointed out that these subscriptions were principally those of the large investing institutions. "It is the individual application which involves the detail work," said the office manager of one bond house, "both for the bond house and for the assistant receiver general. The institutional investor who buys, say, \$600,000 of these bonds does it in one transaction which is handled with little more detail than is a transaction for a \$500 bond. Yet it takes the subscriptions of some hundreds of small investors to make up a million of bonds."

Machinery of the department of finance had been so well oiled that the interim bonds were being delivered according to schedule on Tuesday morning although the sales did not begin until Monday. The procedure is that bonds paid for by certified cheque on one day are delivered at 9 o'clock the next morning. It was intimated that the department of finance expects to maintain this schedule regardless of any rush of applications that may develop.

The bonds which are being issued at present are merely interim certificates, printed, in due course—in from three to six months—engraved "definitive" bonds will be issued in exchange for the temporary certificates which are now being issued.

There are no figures available as to the approximate volume of business done in each office, but it is understood that Montreal and Toronto handle more of these transactions than do other offices farther from the financial centres.

RETAIL SURVEY SHOWS CHANGE—BETTER BUSINESS PREDICTED

Prosperity has turned the long awaited and much heralded "corner" and is advancing slowly but surely along the sunny side of the street, according to a recent survey conducted by the Business Management Bureau of the Retail Merchants' Association of Canada Inc. (Ontario Division).

This survey definitely revealed visible improvements in many lines of business, although the full benefits of the upward trend would not be felt by the average person for a few months, according to F. H. Bosolly, Director of the Bureau, whose reasons are as follows: When the stock market crashed in 1929, the depression had started and prosperity was on its way into temporary seclusion for three months or more before the average person realized it, curtailed their expenditures and purchases or made any provision for liquid reserves to tide over the hard times. In fact, people were so used to thinking and talking prosperity and easy money that few were capable of envisioning a period when such conditions would cease to exist.

Similarly to-day, all economic indices and barometers, such as car loadings, stock and commodity prices, unfilled orders, bank deposits and cessation of orders for steel, money available for national bankruptcies positively show that business and financial leaders are preparing for a period of expansion and that the depression is over, but once again the public does not realize it. People have been talking depression and practicing economy and frugality for so long few are capable of believing that better times are here.

A canvas in connection with the Bureau's survey disclosed an enormous potential market for goods and merchandise of every description.

During the last period of prosperity a higher standard of living was created by means of advertising and other propaganda. People transferred into the class of necessities many things previously considered as luxuries, such as automobiles, radios, vacuum cleaners, in addition to many items of food and clothing.

The depression curtailed purchasing power and therefore gratification of these wants, but it would take more than two or three years of hard times to eliminate the strong desire people have for things which they have enjoyed and so pleasantly remember.

Now with a return of confidence in the business structure and an assurance of steady employment or potential profits, the public will again start spending and let loose the pent-up flood of buying that they denied themselves during the past three years, which will benefit everyone in the economic chain.

Money will start to circulate, credits loosen up, the storekeeper stock up his shelves, the manufacturer start his plant to supply the merchant, prosperity will gain increasing momentum, and we will again be in the midst of good times practically before we realize it. But it must not be construed that this prosperity which is well on the way is of the "boon variety," like the last, with its frenzied finance and overinflated prices; when anyone and everyone could make money in practically any line that they choose. It is not—and those days are gone.

Rather do all indications point to a period of steady, substantial growth, when those who have something meritorious to offer, who plan carefully, buy wisely, advertise intelligently, and who either know what they are doing or hire experts to show them the way will have greater opportunities for huge success than ever before.

And particularly is this true of the retail field, where hit and miss methods have taken such a disastrous toll in past years, according to Mr. Bosolly, who claims that we are now entering upon the era of greatest expansion and prosperity for scientifically operated and individually owned retail stores in merchandising history.

"These things are very fine," state many merchants, "but how are they going to help me. I am just about in the hands of the receiver and don't know whether I can continue in business for even another month."

"The best remedy of retail business demoralization that we are now offering," explained Mr. Bosolly, "so the Business Management Bureau was brought into existence as an integral part of the Retail Merchants' Association about eighteen months ago. Since that time it has been successful in re-habilitating many retail businesses which were headed for the bankruptcy courts. This was accomplished by a simple process of re-organization, the application of correct merchandising and storekeeping principles, and in most cases by a substantial increase in newspaper advertising which created sales and produced profits, thereby giving confidence to creditors and thus enabling an unfortunate but otherwise good merchant to stay in business and make a success."

An excellent tribute to the Bureau's work was manifest recently, when one of Canada's leading universities requested permission to study the data compiled during this survey and the results obtained in the applying of scientific principles to Ontario retail merchandising.

Perstap Balm quickly relieves chapping, windburn and all roughness caused by weather conditions. Keeps the complexion clear and lovely. Completely absorbed by gentle rubbing. Never leaves undesirable stickiness. Stimulates the skin. Makes it soft, smooth and flawless. Preserves and enhances natural beauty. Soothes, refreshes and invigorates. Makes hands soft and delicately white. Imparts that subtle charm so essential to true elegance.



"Give my love to Rover, Gran'pa"

Young Herb's happy summers on Grandpa's farm are renewed each week throughout the winter; an inexpensive luxury that all the family shares in.

Herb's Dad thought of it; he knew how lonely the old folks felt and how young Herb's thoughts kept straying farmwards.

So now, on Friday evenings a 30 cent Long Distance call makes everybody happy.

Long Distance is always quick, clear and dependable. It is easy to use . . . and the cost is trifling.



Low evening rates on Station-to-Station Calls begin at 7:00 p.m. Still lower night rates at 8:30 p.m.



Less than 7 Weeks

Seems hard to realize it, but it's less than eight weeks until Christmas. All your plans for early shopping should now be carried into effect, and we urge you to

Buy Your Christmas Greeting Cards Now

The assortments are still up to the best. You need not have them delivered until you are ready to receive them and you will have that worry off your mind if you have your order placed with a reliable firm. They can be bought in Acton as reasonably and much more easily than from any canvasser for out-of-town firms. You owe it to your community to first enquire about home products and make a fair comparison.

MR. E. COLES

Will gladly show you THE FREE PRESS samples of Personal Christmas Greeting Cards. Or if you prefer you may order them at THE FREE PRESS Office. They are both the same samples and prices, and they are printed in Acton. We'll appreciate your patronage. Phone us if you would like Mr. Coles to call on you with the samples. Quality cards only—and you be the judge when you see the samples as to value.

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It pays to use the most reliable and best service available.  
**KELLY & AIKEN**  
The Collectors  
ORANGEVILLE  
Telephone 90—Established 1890  
No Collection—No Charge

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