

THE NEW YEAR'S CALL

New Year and morning star,
And one clear call to me!
The tide of hope is running high
As I put out to sea.

Dawn and a shining sky,
And, after that the day!
Laud wind fills each straining sail
And speeds my ship away.

Be there no lack of faith
Or love's sweet cheer to me;
The Pilot yields my hand the helm
As I steer out to sea.

Menu Hints

Recipes for New and Novel
Dishes; Household Ideas and
Suggestions

By Betty Barclay

FOR IMPROMPTU HOSPITALITY
A plentiful supply of cookies, some prepared sandwich fillings and the makings of a hot drink—no hostess need be ashamed of her hospitality when guests descend on her unexpectedly.

SAND TARTS

2 cups sifted cake flour
1 1/4 teaspoons double-action baking powder
1/2 cup butter or other shortening
1 cup sugar
1 egg, well beaten
1 egg white, slightly beaten
1 tablespoon sugar
1/4 teaspoon cinnamon
1 cup blanched almonds, split

Sift flour once, measure, add baking powder, and sift again. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add egg and flour. Blend. Chill until firm enough to roll. Roll 1/4 inch thick, on slightly floured board. Cut with floured doughnut cutter. Brush with egg white and sprinkle with mixture of sugar and cinnamon. Arrange 3 halves of split almonds on each cookie. Bake on ungreased baking sheet in moderate oven (375 degrees F.) 10 minutes. Makes 6 dozen cookies.

OATMEAL NUT COOKIES

1 1/4 cups sifted cake flour
1 1/4 teaspoons double-action baking powder
1/2 teaspoon salt
2 teaspoons cinnamon
1 teaspoon cloves
1/2 teaspoon ginger
1/2 cup butter or other shortening
1/2 cup brown sugar, firmly packed
1 egg, well beaten
1/2 cup nut meats, chopped
1/2 cup raisins
1 1/2 cups oatmeal
1/2 cup milk

Sift flour once, measure, add baking powder, salt, and spices, and sift together three times. Cream shortening, add sugar gradually, and cream together until light and fluffy. Add egg, nuts and raisins, then oatmeal and flour, alternately with milk. Mix well. Drop from teaspoon onto greased baking sheet and bake in moderate oven (350 degrees F.) 18 to 20 minutes. Makes 4 dozen cookies.

HIDDEN ECONOMIES

Economy is effectively disguised by a touch of luxury when the flavor is chocolate.

Chocolate waves its magic wand over your most economical desserts and gives them a touch of luxury. Try these and see how the family will approve them.

BERKSHIRE PUDDING

3 squares unsweetened chocolate
3 cups milk
3/4 cup sugar
6 tablespoons flour
1/4 teaspoon salt
1 teaspoon vanilla

Add chocolate to milk and heat in double boiler. When chocolate is melted, stir until blended. Combine eggs, sugar, and salt; add chocolate mixture gradually, stirring vigorously. Add vanilla. Place bread in greased baking dish, pour mixture over it and let stand 10 minutes; then mix well before baking. Place dish in pan of hot water and bake in moderate oven (350 degrees F.) 60 minutes, or until pudding is firm. Serve hot with hard sauce or cold with cream. Serves 6.

JELLIED FRUIT

1 package lemon or orange flavored gelatin
1 cup boiling water
1 cup fruit juices and cold water
1 teaspoon lemon juice
1 apple, pared and diced
1 cup canned pineapple, drained and diced
6 red cherries, seeded and chopped
4 tablespoons sugar

Dissolve gelatin in boiling water. Add fruit juices and water. Chill. Combine fruit and sugar. When gelatin is slightly thickened, fold in fruit. Turn into mold. Chill until firm. Unmold; serve with a mound of whipped cream or 1/2 cup berries of the gelatin. Sprinkle with red cherries and maraschino cherries. Serves 6.

THE OLD MAN OF THE BIG CLOCK TOWER



THE NEW YEAR

Welcome, young nabob, you're bright as the sun. Your brother is dead, and your reign has begun. He died of old age, he was three sixty-five. He was gentle and good; he was all when alive. That a monarch should be; and most truly we knew. That the people were happy and prosperous, too. And though at the last he grew chilly and cold. It was due, let us think, to his getting so old. For we all were aware of his goodness and worth. And we loved him, you know, from the day of his birth. And now you have come his successor to be. So we welcome you gladly, with true hearty cheer. And trust you will make us a Happy New Year.

This year ending is always a time of looking forward for another start — another year. Sometimes in our glee we overlook the year just past. Sometimes we are ready to let go of the old and grasp the new; to forsake old friends for the new and untried. While the past year may not have brought us all we expected from it twelve months ago, don't be too harsh. 1934 will not bring everything your heart desires, and, even if it did, we would clamor for more for the next year.

So, while we look toward 1934 with faith and optimism let us just say a kindly word for 1933. You know we older folk read the obituaries of the newspapers with a passing twang. We all have our faults, but we like to read of the good points of those who have passed on. When 1933 passes on, remember the good things that the year gave you and just overlook the little troublesome things that the year caused you.

I was interested in reading the suggestion of the editor of THE FREE PRESS last week to form a historical society in Halton County. You know the older we grow the more we appreciate this sort of thing. I often wish I had been more diligent in recording many of the things told me by my elders. You young folks of to-day will experience the same regret in later years and so I vote with both hands for the suggestion and hope I may be spared to see the formation of the Halton County Historical Society, and see it actively at work collecting and compiling information and relics of this grand old county.

Turning back the pages to refresh my memory of the events of fifty years ago I find that back in 1883 at the end of the year folks were wishing for a bright and prosperous, healthy and happy 1884. We used to hold our nominations and elections at the end of the year then, and, of course, this was quite as exciting among the older folks as the Christmas or New Year season. I read that "The candidate for municipal honors is on the war-path." He gives your hand the hearty annual shake, and wishes you a happy New Year."

Here's another item of fifty years ago: "The Guelph Opera House lottery is over. As a result of the payment of \$175 into the concern for tickets by Acton boys, \$22.50 was received in prizes."

"We are informed that five newly-married couples took the train here yesterday morning."

"As a result of the annual meeting for the election of Public School Trustees the Board for 1884 will be Messrs. W. H. Storey, James Moxey, Dr. Lowry, J. E. McClean, W. P. Brown and Thomas C. Moore."

"The skating rink was opened last Thursday evening and has been pretty liberally patronized since."

Then, looking on into the issue of the first week of January of 1884, I find that W. H. Storey was elected Reeve by acclamation; and D. Henderson, C. S. Smith, Wm. Ismond, John Kenney, Donald Cameron and Joseph Fyfe were nominated for Council.

In Nassagaweya J. Menzies was nominated for Reeve; D. Wheelman and J. Norrish for Deputy Reeve; and J. Mac-shall, P. Gould, D. Hutchison, E. Atkins, Alex. Ball and D. Barreter for Councilors.

Other echoes from the beginning of 1884 read like this:

"The sleighing is now first class. There was an unusual amount of driving on New Year's Day."

"A customer slipped and put his head through one of McGavin's drug store windows on Saturday evening."

"Georgetown Brass Band is now under the leadership of Prof. McCulloch, formerly of Barrie."

"Vote only for those candidates for Municipal Council who will agree to do their part towards the formation of a Fire Company for our municipality."

"Notwithstanding the dull times and scarcity of money, our merchants and business men report having done a very satisfactory trade during the holidays."

"A terrible accident occurred about two miles west of Toronto yesterday morning on the Great Western Division of the G. T. Railway by which 27 men were killed and from 20 to 30 additional wounded. A collision occurred between a freight train and a morning passenger train."

And so I close the records of back in 1883-84, and we all close our records of 1933 and enter upon 1934. May health, happiness and prosperity greet you through all the coming year.

The Old Man

Persistent Asthma. A most distressing character of this debilitating disease, is the persistence with which recurring attacks come to sap away strength and leave the sufferer in a state of almost continual exhaustion. No wiser precaution can be taken than that of keeping at hand a supply of Dr. J. D. Kellogg's Asthma Remedy, famous as the most potent remedy for eradicating the disease from the tender air passages.

WHAT DO YOU BRING TO THE NEW YEAR?

By Arthur B. Rhinow

"What the New Year will bring to me?" is not nearly as important a question as "What will I bring to the New Year?"

I found this striking sentence in a magazine article, and after I had read it I stopped reading for a while to feel the full force of the truth.

If you crossed the line from December 31 to January 1 with faith in God and man in your heart, plus the determination to do the best you can, you may defy circumstances. What you are will mean much more to your happiness in 1934 than all you will win or lose in material possessions. Weak men grow weaker even in prosperity; strong men grow stronger even in adversity.

True, we all hope and pray for better times, but we ought to pray even more earnestly for the character that is able to pass through depressions as the Bremen and Europa pass through an angry sea.

Good soil alone will not produce an oak; a healthy acorn must be dropped into the earth. Favorable conditions will help; but all the favorable conditions in the world will be of no avail if the seed is not good. And stems often help the growth of the tree by deepening the roots.

What seed have you to sow in the New Year? What do you bring to the New Year?

Cherish the inner life. That is where you really lived. Be strong in what you may be strongest, your soul. And you will realize the wealth of meaning in the words of the great apostle: "All things must work together for good to them that love God."

Banff Queen



Miss Violet Davis, of Edmonton, Alberta, who will reign as Queen of the Banff Winter Carnival, from January 31st to February 4th, inclusive. This internationally famous winter sports meet, which provides thrills ranging from outdoor swimming, to toboggan chutes built on mountain sides, and ski-joring over mountain trails, will this year again take its place among the outstanding Western Canadian winter carnivals.



The answer to a knotty problem in merchandising...

There never was a time offering greater opportunity to the resourceful advertiser. This is a day of great news interest—a period when intelligently utilized advertising space will still pay dividends. Yet, how few merchants are using the space they should or saying what they ought to say. Indeed, prices are being needlessly cut beyond the reasonable point, and there is a mad scramble to get volume at the cost of profit.

Merchants know there is often a great difference in pulling power between advertisements of the same size. There may be two single page advertisements for the same type store in the same newspaper. One will get the attention of 10 per cent. of the readers and the other will be read by 95 per cent. of the readers. Both ads cost the same amount of money, yet one delivered 9 1/2 times the readership and, therefore, in terms of possible results, had 9 1/2 times greater opportunity.

Now, what must the advertiser do? He must give more thought to his advertising. He must put over a message every time he advertises. Every word should be thought over carefully. The advt. should say what you would say when the customer comes into the store.

P. S. --- Circulars do not help the reader in permanent ways. And, do you know they weaken the greatest public benefactors we have --- the newspapers. But, if you need them THE FREE PRESS is always glad to assist in preparing your circular or bill---and printing it, too.

Business Directory

MEDICAL

DR. J. A. McNIVEN
Physician and Surgeon
Office and Residence—Corner Bowe Avenue and Elgin Street.

DR. E. J. NELSON
Physician and Surgeon
Electro Therapy — Phone 88

LEGAL

Phone No. 22 P. O. Box 88
HAROLD NASH FARMER, M. A.
Barrister, Solicitor, Notary Public,
Conveyancer, Etc.

MILL STREET - ACTON, ONT.
MONEY LENT ON MORTGAGES
Hours—9.30 a. m. to 5.00 p. m.
Saturdays—12.00 o'clock

KENNETH M. LANGDON
Barrister, Solicitor, Notary Public
Office:

Acton Georgetown
Over T. Seynuck's Cafe Main Street E.
For Appointments Phone Acton 63—
Georgetown 88

Office Hours — Acton, Tuesday and
Thursday, 1.15 p. m. to 4.30 p. m. Even-
ings on request.

DENTAL

A. J. BUCHANAN, D. D. S.
Dental Surgeon
Office: In Leishman Block

Hours: 9 a. m. until 6 p. m. Evenings
by Appointment
Gas for Extractions
Closed All Day Wednesday Phone 148

P. W. PEAREN, D. D. S., L. D. S.
Dental Surgeon
Successor to Late Dr. J. M. Bell
Phone 29 Mill Street, Acton

VETERINARY

DR. A. G. M. BRUYNIS
Veterinary Surgeon
All Calls Receive Prompt Attention
Terms Reasonable

PHONE 135 - ACTON, ONTARIO
Office: Mill Street—Next Wilks' Cafe

MISCELLANEOUS

FRANCIS NUNAN
Bookbinder

Account books of all kinds made to order. Periodicals of every description carefully bound. Ruling neatly and promptly done.
Wyndham Street — Guelph, Ont.
(Over Williams' Store)

New Batteries, guaranteed \$4.50
Save 30 to 50% on New and
Used
Chains, Heaters, Anti-Freeze, Etc.
Axelrod Auto Parts
Phone 550 GUELPH 29 Gordon St.

TAIT OPTICAL CO.

Optometrists and Ophthalmologists
110 Wyndham St. — GUELPH
W. T. Patterson Optometrist (Regd.)
Quality — Accuracy — Service

TO THOSE WHO REALLY CARE

Memories are Sacred

Whether life has been rich with experience or confined within narrow limits, there are always memories held sacred beyond the reach of commonplace things.

To those memories and to the finer things which they have inspired, one owes full reverence and respect.

The beautiful custom of erecting a monument — dignified, lasting, beautiful—springs from this natural urge.

Choosing such a memorial is often a somewhat involved with doubt, and we respectfully offer our services in the capacity of counsel.

Acton Monument Works
J. NICOL & SON
PHONE 152 - ACTON ONT.
"MARK EVERY GRAVE"



The Door of Opportunity!

These Small Ads Will Open the Door to Whatever You Want