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G. ARLOFF DILLS, Editor

TELEPHONES—
Editorial and Business Office 174
Residence 124

EDITORIAL

Just In Case You Overlooked It

In these days of rising prices, a demand for more wages and consumer protests, little has been heard from newspaper publishers as to the rising costs of their business.

Just before the late war was thrust upon us, the price of newsprint stood at \$60.00 per ton. To-day it stands at \$119.00 a ton, an advance of more than 70 per cent. Three advances have been permitted by the Wartime Prices and Trade Board since V-E day. But in common with most weekly papers we have not advanced the subscription price to our readers. Which, by the way, has not been drawn to our attention by any of our subscribers.

It will be seen that in these circumstances we subjected ourselves to inverse economics, taking an increasing loss with every price advance, aside from the increased outlay on the general consumers market, shirts, socks, milk, suits and what not. All of which is told as a matter we believe will find due appreciation among readers who value the community service rendered by your local country weekly.

Threatening Greatest of All National Assets

W. L. Clark, editor of The Windsor Star, is quite renowned for his sane editorial writings. We pass on to you one of his recent utterances pertaining to paternalism.

"There was a day when thrift was the motivating force of most human beings. It was so because it would and did pay big returns. There was an incentive for the average man or woman to work hard, to use initiative and inventive genius to save money. That quality, however, has become almost a drug on the market to-day. It is difficult to convince anyone that it is worth the effort.

"There is certain responsibility on the state to provide security for its citizens. Certainly, they should receive some of the benefit from the taxes they pay. But there is danger of going to senseless extremes, to the lasting detriment of our national character.

"This country was not built up under a regime of paternalism. It was made great by people who had to depend on their own unaided efforts, who could attain security only by the lifelong practice of industry, initiative and thrift. We are coming dangerously close to the brink of an era in which we shall heedlessly destroy this greatest of all national assets."

Humanizing the Banks

The Bank of Montreal has won the coveted Socrates award for the most effective bank advertising in the United States and Canada, offered annually by Bank-Ad Views, a monthly publication of Vincent Edwards & Co., New York, devoted exclusively to bank and trust company advertising. While this honor is undoubtedly gratifying to the Bank of Montreal, all Canada's financial community can take pride in the fact that one of its members has taken this year's award. More than 15,000 banks and trust companies in the United States and Canada compete.

More important than the award itself is the fact that the winning of it rewards a new approach by Canadian banking to public relations work. For many years the banks have bent over backwards to keep their advertising in the mold tradition would call "very dignified."

In recent years, however, banks and other financial institutions have descended from their lofty perch with the result that the public and the institutions have benefitted. This job of humanizing has been done largely through advertising and it is gratifying to learn that a Canadian bank is considered to have led the entire North American field in this work during the past year.—Financial Post

Three Kinds of People

It is easy to generalize and say, "There are just two kinds of people in the world." The optimists, with rose-colored glasses, who say—"Everything will work out all right. It always has." And the pessimists, with dark brown taint, who say—"Everything is working out all wrong."

If there are only two kinds of people, the optimists will soon find their rose glasses smashed. They will find that everything has not always worked out all right. They will find at least seven former civilizations that did not work out—that went out instead, and that are now entirely extinct. They will find the present age speeding rapidly on its way to becoming the eighth extinct civilization. And that the pessimists are right in thinking everything is working out all wrong.

There is fortunately a third kind of person—neither those who think everything is all right or all wrong but who think everything can and should be all different and are giving everything they have and are to make it so.

The fate of the world hangs on the success of this third kind of people. The fate of your town, of your business and of your street and home. Are you yourself one of these people?

A Word to the Wise

It is later than you think. The last leaves are dropping from the trees. The mercury is dropping in the back-porch thermometer. And it's high time you were dropping into the nearest local stores, to get a line on your Christmas presents.

That astronomical figure of shopping days before Christmas that some wag was quoting last July has shrunk alarmingly to the point where a little over-all planning is called for. Unless, of course, you care to risk life and limb in the last-week scramble for the meagre left-overs from which the tardy customer must choose.

There is variety enough for the provident shopper. Shortages and strikes have not prevented the return to the market of many fabulous items that many of the youngsters have never seen and their older brothers and sister can barely remember. Imported electric trains, newer and shinier than ever, electric mixers for the harried housewife and electric razors are plentiful—if you hurry—and a little research may even uncover a man's shirt or a few pairs of nylons.

Turning from the nylon to the ridiculous mechanical toys for sub-electric-train-age children—and this includes about all of them but Father—are back this year. Little men that play unlikely-looking musical instruments and dance complicated fandangoes atop musical boxes vie with dolls' diapers and "little genius" tool sets on the toy counters.

There's candy to be considered—the long luscious red-and-white peppermint canes that look so tempting hanging amid the lights and tinsel of a Christmas tree.

Of course, misunderstood mental giants are busy designing neck-ties even more hideous than the ones you were given last Christmas. But if you tell your wife to get her Christmas shopping done early, maybe she'll pick out a neck-tie left over from the summer trade—and then it will be a Merry Christmas.

EDITORIAL NOTES

Perpetual devotion to what a man calls his business, is only to be sustained by perpetual neglect of many other things.—Stevenson.

Won't be long until municipal election time and it seems that the old term of "running for office" is obsolete. Problem may come when it will be difficult to get anyone to "walk" into office.

It will come as general good news to all to learn that the steel plants are now again almost in full production but those things you needed made from steel will be delayed by 83 days.

U.S. officials are contemplating an almost-decontrolled economy in 1947, with only four controls: those on rent, construction, exports and basic materials—now described as the "absolute minimum" for the remainder of reconversion. It's interesting to watch how de-control works on some one else.

We do not know what combinations were effective in making for a better celebration of Hallowe'en this year, but we like to give credit to the young people of the present day and generation in observing the night with more fun than hurt no one. We like to anticipate that the plan will grow and that the young folks will forget the escapades of former generations and hear less of their Hallowe'en stunts and still improve Hallowe'en and make it an all round enjoyable occasion.

Monday holidays are going to be rare in the next 10 months points out the Ottawa Journal. "Christmas and New Year's fall on Wednesday. There is Easter Monday, next April 7, but that never is observed very wholeheartedly. Dominion Day next year falls on a Tuesday—unless Parliament in the meantime abolishes it. So it is that full-scale Monday holidays, and the long week-ends they allow most workers, we must wait for Civic Holiday and Labor Day next August and September. It is one of the arguments for calendar reform that it would give us our holidays on fixed dates and days."

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DICED BEETS 1 1/2 11c
Shelled WALNUTS 1 1/2 49c
SARDINES 2 1/2 15c
SHREDDED WHEAT 2 1/2 23c
Quaker MUFFETS 2 1/2 17c

AVIAR GRAPE JAM
3 1/2 31c

MUSTARD
LIBBY'S PREPARED 6 OZ. JAR 9c

CAMPBELL'S CHICKEN SOUP
2 1/2 25c

WHEN AVAILABLE:
SAMPLERS 1/2 50c
SHOWFLAKES 1/2 50c
AMMONIA 1/2 50c
WOODBURY'S FACIAL SOAP 3 CANS 25c

WHOLEY VARIETY 2 1/2 25c
SINKO 1/2 25c
OVALTINE 1/2 50c, 60c

CARROLL'S COFFEE
1 1/2 19c
3 1/2 35c

TEA

PRUNE NECTAR PER 29c
Florida GRAPEFRUIT 5 for 25c
Size 96
Fresh CARROTS 3 bunches 15c
Ontario No. 1 POTATOES 75 lb. Bag \$1.39
No Delivery on this Item
Waxed TURNIPS 5 lbs. 15c

Business Directory

MEDICAL

DR. W. G. C. KENNEY
Physician and Surgeon
(Successor to Dr. J. A. McNiwen)
Office in Symon Block, Mill Street, Acton
Office Phone 15—Residence Church St., Phone 150

DR. D. A. GARRETT
Physician and Surgeon
Frederick Street, Acton
Formerly Dr. Nelson's office
Office Phone 238—Residence 343

DENTAL

DR. A. J. BUCHANAN
Dental Surgeon
Office in Lashman Block, Mill Street
Office Hours 9 a.m. to 6 p.m.
X-RAY CAB
TELEPHONE 140

DR. GEORGE A. SIRRS
Dental Surgeon
Mill Street, corner Frederick, Acton
Office Hours: 9:00 a.m. to 5:30 p.m.
TELEPHONE 19

REAL ESTATE

C. F. LEATHERLAND, B.A.
ACTON
Barrister and Solicitor, Notary Public
Issuer of Marriage Licenses
Registrar of Births, Marriages, Deaths
Office 21 Phone Residence 131

LANGDON & AYLSWORTH
Barristers, Solicitors, Etc.
Office:
Acton Cooper Building
R. McIntyre Aylsworth, B.A.
ACTON
Office 115w Phone, Residence 111J
Georgetown—Gregory Theatre Bldg
Phone 88w

LEVER & HOSKIN
Chartered Accountants
Successors to
JENKINS & HARDY
1305 Metropolitan Bldg
44 Victoria St., Toronto
Eg. 9131

VETERINARY

B. D. YOUNG, V.S., B.V.Sc.
Veterinary Surgeon
Office, Brookville, Ontario
Phone Milton 14674

F. G. OAKES, V.S., B.V.Sc.
Veterinary Surgeon
Office and Residence, Knox Avenue
Acton—Phone 130

TIME TABLES

GRAY COACH LINES

COACHES LEAVE ACTON
DAYLIGHT SAVING TIME

Eastbound

6:31 a.m.; 8:46 a.m.; 9:16 a.m.;
11:51 a.m.; 2:06 p.m.; 4:46 p.m.; 6:58 p.m.; 9:06 p.m.; 11:11 p.m.

Westbound

10:38 a.m.; 11:43 a.m.; 2:50 p.m.;
4:13 p.m.; 7:33 p.m.; 8:33 p.m.;
9:23 p.m.; 11:28 p.m.

To Stratford
To London
To London and Holidays only.
Daily except Sundays and Holidays
To Kitchener

CANADIAN NATIONAL RAILWAYS

Eastbound
Daily: 6:40 a.m.; 9:48 a.m.; 6:45 p.m.
Sundays only: 8:19 p.m. Daily Flyer at
Georgetown 10:11 p.m.

Westbound
Daily except Monday: 1:17 a.m.;
Monday only: 12:59 a.m.; daily except
Sunday: 9:01 a.m.; 6:46 p.m.; 7:30 p.m.
Saturday only: 2:36 p.m. Flyer at
Georgetown except Saturday and Sunday,
6:20 p.m.

NICOL BROS.

MONUMENTS AND CEMETERY LETTERING

Associated with A. J. Corbett
Mount Forest, Ont.

ENQUIRIES
W. COLES—At Agar's
Coal Office
PHONE 150—ACTON