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G. ARLOP DILLS, Editor

TELEPHONES—
 Editorial and Business Office 174
 Residence 131

EDITORIAL

These Pre-Christmas Days

That greatest of seasons, the Christmaside, is drawing near and with it the attendant urge to give gifts to relatives and friends—the time when your thought is centred on the gift that will please most. Often a few days prior to Christmas become a bit hectic as one is frustrated in getting the things desired for his or her shopping list. Often one is disappointed at the gift that is procured. It is always well to remember in these times that it is not the gift that matters so much as it is the giving. Not the amount of the expenditure but the thoughtfulness and time put on getting something that "you think they will like."

Christmas shopping is in its last rush. The local stores are as well stocked as it was possible for them to be. The advertisements and the windows tell of some of the offerings. They make suggestions that are helpful. These are busy days—these last few days before Christmas. Have some alternative gifts on your list when you go shopping and we are sure you'll find the merchants ready to do their utmost to meet your needs.

U. S. Reciprocity?

It is now increasingly clear, says the Financial Post, that one of the important assurances which Canada received from Washington at the time our dollar saving program was broached, was the promise that consideration would be given to a direct and far-reaching "reciprocity" deal between the two countries.

Negotiations toward such a deal were to be put in motion as quickly as possible. It was made clear that such negotiations were to be over and above what was achieved at Geneva.

Already Washington dispatches are discussing those possibilities.

Passing It On

A wire from our suppliers of newsprint gives the information that the price will remain the same for the next two months of next year but gives the warning that with continued advances in production cost a considerable advance may be expected before March 1st. This firm is withholding its advanced price in the hope that wage rates, cost of wood and other materials stop spiralling in prices. Further the wire says, "If there is no relief from advancing costs we will have no choice from your standpoint as well as ours but to adjust our prices accordingly."

We have endeavored to hold the subscription price of the Free Press at the same figure. It's about the only thing left that a nickel will still buy and we had hoped the price would not have to be increased. We have already absorbed three price increases in newsprint and increases in every step in production but there comes a time when there is no other alternative. We will withhold action until we see what our position is in regard to increased costs in two months. We hope that the foolish merry-go-round of rising costs will soon stabilize. No one is getting any further ahead by this passing on of added costs and the cost of living becomes more burdensome. Many other weekly newspapers have already raised the subscription price to \$2.50 per year. We have been hesitant to fall in line and we hope prices will stabilize so that your home town paper will not increase in price. Our future action will depend entirely on the actions of others. In the meantime we cannot accept subscriptions for over a year in advance.

The Consumer Voice

We received this week a rather interesting booklet intended to answer questions concerning "The Canadian Association of Consumers." We have read on several occasions of their efforts and were more than a little interested to learn how the organization functioned, particularly as to finances. The book had the answer. The membership yearly fee is fifty cents and the organization intends to be self-sustaining. The organization fund of \$15,000 was advanced by the War-time Prices and Trade Board from funds which had been appropriated for the Consumer Branch. This branch was discontinued and a portion of these funds were used for the proposed consumer

association. It's encouraging to see that the consumer gets some help in organization as well as other organizations.

There is certainly a need of a consumer organization but it's a bit difficult to decide who is just a consumer, but we suppose if an odd producer gets into the organization that's something that just can't be helped. The membership list and the organizations represented seem to cover the entire field of women in Canada. In these days when every group has an organization of some description to look after the well-being of that group it does seem the consumer as the ultimate end of all production might well be organized or left unaccounted for and lost.

Hollywood's Answer

Amidst the Communist and anti-Communist accusations hurled about in Hollywood, one clear answer stands out. The right way to combat the wrong kind of picture is to produce the right kind of film.

To produce anti-Communist films is simply fighting fire with fire—using the Communist's own methods. And to try to legislate subversive influence out of motion pictures is as round-about and fool-less as trying to legislate materialism and immorality out of people's lives.

Clean living on the part of one man is the only way to inspire clean living in the next. Clean pictures written, played and produced by clean-living men can inspire clean living in millions. And clean living millions are immune to subversive influences—moral, economic and political—just as healthy people are immune to disease.

Some pictures intended to be good and clean, however, are merely sentimental and unreal. One producer says that God is a character in his pictures. But God—an invisible force—becomes a real character on the screen only as He is seen to effect real change in human character. Change of this kind cannot be acted. It has to be experienced by the actor before he can convey it to the spectator. And another producer was once frank enough to say he had no actors who could portray spiritual change.

Hollywood will have the answer to Communism when Hollywood writers, actors and producers live as God intended. So will all the rest of us but not till then. The answer to inflammatory agitation is to build a faith that's really fireproof in people. It cannot be fought with sentimental unreality any better than with fire itself.

EDITORIAL NOTES

Two weeks from to-day will be Christmas. The shopping days are getting fewer.

There'll be two license plates on Ontario automobiles in 1948 and we hope the double numbers are not an excuse for higher license fees.

Drayton decided by a vote of 413 to 240 against having beverage rooms in that village. Dry laws have been in force in Drayton for the past seven years and apparently the folks like them.

With butter at a new high of 72 cents, it seems difficult to find any legitimate reason for the continuance of Canada's ban on oleomargarine. It would help reduce the high cost of living for most folks.

Fergus is the latest municipality to arrange for an addition of 50 Wartime houses to meet the shortage in that village. They'll likely find as in other towns that fifty will not meet the need but will certainly be a great help.

People may be having a hard time getting along these days of advancing living costs, but it is hard to prove the fact by bank deposits, which reached a record total of almost \$6 billion at the end of September, gaining \$137 million over August and \$180 million over the same month last year.

Oakville has again become one of the few towns in which two papers will seek a livelihood. Was a time when there were three in Oakville and it was found advantageous to gradually get to one. In view of to-day's prices of equipment the new venture will be bound to have difficulties in getting started.

Something new in the form of official pronouncement was made at Dryden last week, when a vice-president of the Progressive Conservative party officially notified the local Chamber of Commerce that the Ontario Department of Agriculture would make a grant of \$10,000 toward the cost of a local cold storage plant. From the report, it appears that the party official obtained authority from the Minister of Agriculture to tell the Dryden organization what the Government was prepared to do. This sets a new standard in the exercise of government responsibility.—Huntsville Forester.

Members of the Town and Township Councils will be interested in the following paragraph which may contain some valuable advice to local municipalities. The German engineer, Karl Croce, who was in charge of snow research for the German State Highway System until 1945, found that about 50 per cent of the work put in by snow plows is lost in compacting the snow. His tests showed that it is more efficient first to use a blade to clear a narrow lane, then to lift the compacted snow with a rotary plow and throw it to the side than it is to start throwing at first with a direct attack.

REAL ESTATE REACTOR GENERAL INSURANCE

RESIDENTIAL PROPERTIES
 New colonial bungalow, artistic clapboard siding, first class fireproof roof, roomy including three bedrooms, private water supply with pressure tank, located in new healthful residential district, with excellent view, low taxes, acre of land. Ready to complete with interior fittings and conveniences, just the place for a family man who is mechanically minded, or for your own contractor to complete.

NEW BUNGALOW
 In residential district, in town, conveniences, large lot, must be sold as owner is building larger house for growing family, for quick sale, no reasonable offer refused.

SOLID BRICK, TWO STOREY, SEMI-DETACHED HOUSE
 On fine residential street, bathroom, two bedrooms, sitting room with French doors, large dining room with kitchenette and summer kitchen. Easily heated, well tenanted, newly decorated, easy on the housewife. Just what the doctor ordered. Heavily wired.

COMMERCIAL PROPERTIES
 For sale for immediate possession, large brick building, approximately 25'x80', two storeys, with front office or store, with display windows and large room for craft work or small factory, self contained with conveniences. Hot water heated. Building includes a self contained newly remodelled living quarters with modern kitchen, bathroom, etc. Large lot, approx. 66'x132'.

Another commercial property, right on the front street in the heart of the town, consisting of two storey frame building with two apartments and large garage, front store, good condition, in business section.
 None of these properties are inflated in price.

All classes of insurance handled, new cars and trucks financed, also late models, including auto insurance. See us before buying.

SOME CHOICE FARMS FOR SALE

F. L. WRIGHT
 Office Wilbur Street Phone 95

CARROLL'S

Freshly Ground ROMAN COFFEE 1 LB. PKG. 51c
 CARROLL'S DANDEE 1 LB. PKG. 45c
 TEA 1 LB. PKG. 89c
 MEDIUM SIZED
 PRUNES 1 LB. 17c
 MAPLE LEAF
 MINCEMEAT 2 LB. TIN 42c
 FIG BARS 1 LB. 35c
 PEEK FREAN'S ENGLISH BISCUITS 1 LB. 32c

RED ROSE KITA SALMON 1 LB. TIN 33c
 ROMANO
 TUNA FISH 7 OZ. TIN 49c
 VICTORY SWEET MIXED 2 OZ. JAR 31c
 PICKLES 2 OZ. JAR 31c
 BONE BRAND BONELESS CHICKEN 7 OZ. TIN 35c
 AVYMER FANOVY BLACK CHERRIES 3 OZ. TIN 36c
 FOR PIES — AVYMER
 BLUEBERRIES 3 OZ. TIN 31c

RED RIVER CEREAL PKG. 29c
 KENNEY MIX JUNKET PKG. 11c
 ROYAL ANN CHERRIES 3 OZ. TIN 36c
 TANGY FISH SALMON TIN 21c, 39c
 CARROLL'S BAKING POWDER 1 OZ. TIN 19c
 MUSTYLE BAKING EXTRACTS 2 OZ. 23c

SNOWFLAKE AMMONIA PKG. 6c
 CUCUMBER CREAM POLISH BTL. 25c
 HORNE'S CHOCOLATE PUDDING 2 PKGS. 9c
 PEANUT BUTTER 1 OZ. JAR 37c
 PLANTERS 1 OZ. JAR 37c
 AUNT JEMIMA PANCAKE FLOUR PKG. 19c, 47c
 MARSHALL'S No. 1 WHITE HONEY 2 LB. TIN 95c
 MAPLE LEAF SLICED BACON 1 LB. PKG. 30c
 CUT MIXED PEEL 1 LB. 35c
 TAPIOCA PKG. 19c
 AUNT DINAH MOLASSES 1 OZ. JAR 17c

MIXED NUTS IN SHELL 39c
 DIAMOND BUDDED WALNUTS 1 LB. 49c
 ASSORTED CHRISTMAS CARDS 24c, 49c, 69c
 FOR CHRISTMAS PARTIES — CRACKERS 2 PKGS. 5c, 2 FOR 15c

CITRUSIP
 SWEETENED 20 OZ. TIN 16c
 UNSWEETENED 20 OZ. TIN 15c

BAB-O
 BRIGHTENS Bathrooms
 2 for 27c
 VEL PKG. 39c
 GAMBELLE BOUQUET SOAP OZ. 8c
 CAMPBELL'S TOMATO SOUP TIN 10c
 JOLLY GOOD PIPPED DATES 1 LB. 29c
 LONDON DORRY ICE CREAM 1 OZ. PKG. 14c
 MIX PKG. 14c

REALFANT LIMA BEANS 3 OZ. TIN 19c
 BLUE BOY PORK AND BEANS 2 TINS 33c
 BABY LIMA BEANS 1 LB. 17c
 AVYMER APPLE JUICE 3 OZ. TIN 16c
 CONCENTRATED BLEND JAVEX BTL. 14c
 NO BAKING IN BLEND 4 OZ. JAR 14c
 FOR DIETS AND WOOLLEN DRESS PKG. 39c

LIBBY'S BABY FOODS 3 TINS 23c
 AVYMER ONION SAUCE BTL. 21c
 GREAM OF WHEAT PKG. 15c, 27c
 JACKSON'S JIFFY PORRIDGE PKG. 17c
 QUAKER CEREAL PKG. 12c, 29c
 MUFFETS 2 PKGS. 23c

SPECIAL! ORANGES, California Navel 35c
 Size 252, Doz.
 SPANISH ONIONS 10c
 Large, mild, 1 lb.
 CARROTS 15c
 2 bunches 19c

SALADS, Ready to Serve
 Gift Fruit Baskets — Various Prices
 Attractively Packaged

Business Directory

MEDICAL
 DR. W. G. C. KENNEY
 Physician and Surgeon
 (Successor to Dr. J. A. McIlven)
 Office in Symon Block, Mill Street,
 Acton
 Office Phone 78—Residence Church
 St., Phone 180

DR. D. A. GARRETT
 Physician and Surgeon
 Frederick Street, Acton
 Formerly, Dr. Nelson's office
 Office Phone 238 Residence 243

DENTAL
 DR. A. J. BUCHANAN
 Dental Surgeon
 Office—Leishman Block, Mill Street
 Office Hours—9 a.m. to 6 p.m.
 X-RAY — GAS
 TELEPHONE 148

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

LEGAL
 C. F. LEATHERLAND, B.A.
 ACTON
 Barrister and Solicitor, Notary Public
 Issuer of Marriage Licenses
 Registrar of Births, Marriages, Deaths
 Office 22 Phone Residence 153

LANGDON & AYLSWORTH
 Barristers, Solicitors, Etc.
 Offices:
 Acton—Cooper Building
 R. MacIntyre Aylsworth, B.A.
 ACTON
 Office 218w Phone, Residence 218J
 Georgetown—Gregory Theatre Bldg
 Phone 88w

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

VETERINARY
 B. D. YOUNG, V.S., B.V.Sc.
 Veterinary Surgeon
 Office: Brookville, Ontario
 Phone—Milton 146 r 4

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

MISCELLANEOUS
 JOHNSTONE & RUMLEY
 Victor B. Rumley
 Funeral Home, Heated Ambulance
 Serving the community for 45 years
 Phone 30 night or day

WILLOUGHBY FARM AGENCY
 Largest and Oldest Agency in Canada
 Head Office, Kent Bldg., Toronto
 Georgetown Representative
 Tom Hewson—Phone Georgetown 332

TIME TABLES

GRAY COACH LINES

COACHES LEAVE ACTON

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

Westbound
 10:38 a.m.; 12:45 p.m.; 2:50 p.m.;
 4:43 p.m.; 7:33 p.m.; 10:48 p.m.; 8:25
 p.m.; 11:28 p.m.

a Daily except Sundays and holidays
 b Sundays and Holidays only.
 c Daily except Sundays and Holl-
 days
 d Saturdays, Sundays & Holidays.
 x Daily except Sundays.

RAILWAYS
CANADIAN NATIONAL

STANDARD TIME
 Eastbound
 Daily except Sundays, 6:44 a.m.;
 9:48 a.m.; 7:08 p.m.; Sunday only, 8:19
 p.m.; Daily except Sunday, Flyer at
 Georgetown 6:37 p.m.; Daily Flyer at
 Georgetown, 10:11 p.m.

Westbound
 Daily except Monday, 1:17 a.m.;
 Monday only, 12:09 a.m.; daily except
 Sunday, 8:44 a.m., 6:48 p.m., 7:30 p.m.;
 Saturday only, 2:36 p.m.; Sunday only
 9:43 a.m. flagstop; Flyer at Guelph
 except Saturday and Sunday, 6:36 p.m.

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 Ophthalmologist
 105 WYNDHAM ST., GUELPH
 Phone, 3188
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