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MORE TOURISTS WANTED

Abolition of Canada's 15% transportation tax as a move to offset in part, increased travelling costs, and to promote tourist traffic in the Dominion is sought by the Canadian Association of Tourist and Publicity Bureaus, according to a Financial Post report.

The Association also calls for early completion of the Trans-Canada Highway and urges action to spread the tourist "peak-load" over a longer period than the months of July and August. It points out that concentration of travel in such a brief period, not only overtaxes existing accommodation, but discourages investment of capital in "plants" which have so short an earning season.

Recommendations aimed at "spreading" the tourist season include:

That certain universities, particularly in Western Canada observe vacations from April 30 to October 1, in order that students could take summer work at holiday resorts.

Observing of Labor Day (which to many marks the end of the summer vacation season) late in September, instead of in the first week of that month.

SPORTS CAMERA



By H. Coles

Football, long exterminated in Acton is being revived at the High School here by George O'Donahue, the "Y" instructor, who has the more husky scholars indulging in six man rugby, an innovation of the 12 man grinnon pastime. Considered to be an improvement, especially in spectator appeal over the old system, Acton will have its initial glimpse of the game on Saturday when the highly touted De La Salle squad invade the Park to test the mettle of local teenagers. Kick-off will be at 2.30. It will hardly be as polished an exhibition of the rar-rah game as you would find in more favorable locations but it won't lack enthusiasm. To ensure a lucrative gate, pastebards are being sold and it might be worth your while to purchase one. According to reports De La Salle are weighing in at the approximate figure of 150 lbs. while A.H.S. check in at the same figure. There is a slight possibility these weights won't be identical on Saturday. Some guys grow like weeds!

Acton hockey clubs should have ample time to get in trim for the 1949 season with artificial ice installed in virtually all towns of similar size in the district. Guelph last week unofficially opened its new Memorial Gardens to bring to three the number of arenas within a 15 mile radius which have or soon will have, complete hockey facilities. It leaves Acton in an impoverished condition, continuing to rely on an early freeze-up to be included in the play-off picture. The enormous advantage teams from these centres will have when stacked against clubs with the old ice-box system can't be enumerated in this column. They often reach the pink of condition in the early stages of the schedule and win games that count for a play-off berth while the old antiquated system of cramming six months practice into a three month period breeds only clubs which unless they possess an unlimited supply of puck, ability, are hardly even contenders for a group crown, let alone a provincial championship.

Acton is fortunate to have three refrigeration units within 15 miles as the crowd files. It seems feasible to anticipate the Tanners will be able to obtain sessions for practice in any one of these edifices before the local arena has an expanse of ice. Georgetown, a scant nine miles distant is the logical place to practice. I'm wondering how the arena management in Georgetown would react to overtures on the part of Acton to secure available time. It would be ironic if the home ice was partially instrumental in defeating them on one or two occasions during the season. But do-re-me tells much more effectively than words in a situation where the age old grab is obviously not discouraged by the arena fathers and it is quite possible arrangements could be made at the drop of a hat. If not there is always Guelph.

"BLESSSED ARE THE MERCIFUL"

Shakespeare and the Salvation Army agree on many things. One particularly, that as Portia said, "The Quality of mercy is not strained."

"Mercy," says the dictionary, "is compassionate treatment of the unfortunate."

That is what the Salvation Army League of Mercy endeavours to carry out in its ministrations among the sick and incarcerated. Founded in Canada in 1892, and now operating all over the world, this group of women Salvationists make weekly visits to hospitals, aged people's homes, asylums and other institutions, taking comforts offering a cheerful word, and performing small personal services.

The familiar bonnet and the smiling face that each week brings sunshine into an otherwise lonely existence is pleasantly anticipated by men and women in old people's homes.

The "forgotten" in institutions for the insane are remembered by the League of Mercy with treats accompanied by the understanding heart and the human touch that characterizes all phases of Salvation Army endeavour.

The League of Mercy is a band of spare-time Salvation Army workers with a full-time consecration to Him who said: "Blessed are the merciful..."

This is only one avenue of service of mercy that the Army carries on 365 days of each year. Please be sure to do your part during the present campaign in Acton.

There is a growing world shortage of lead.

The Sunday School Lesson

SUNDAY, OCTOBER 31st

ISDOM LITERATURE IN THE BIBLE

Golden Text — He that walketh uprightly walketh surely. Prov. 10: 9.

Lesson Text — Prov. 10: 1-9; Eccl. 2: 1-3.

EXPOSITION — I. The Wise in Heart, Prov. 10: 1-9.

(1) A Wise Son. If parents expect to have wise children they must see that their education in school and church is the right sort and that the home is a place for the training of good character. Wise sons generally are the result of wise fathers. There are instances where some sons have had foolish fathers but, in spite of this condition, have turned to God and have been made wise (Jas. 1: 5, 6, 12) but it is a severe handicap for most boys when their parents are fools. How much better is the divine order (Eph. 6: 1-4). (2, 3) Treasures of Wickedness. These two verses tell how offensive to God is the "substance of the wicked." They will stand no man in good stead at death, or thereafter. Think of men growing rich out of the debauching of their fellow creatures through the manufacture and sale of intoxicating liquor. Of what use is their wealth when it is amassed through the corruption of homes, the debasing of womanhood, the spoiling of youth, and the misery created by drunkenness? Surely every dollar accumulated will be an item against the soul of the one who sought such ill-gotten gains (Ps. 10: 15, 16; Dan. 4: 27; Rom. 6: 16-18). (4) Evil and Fraud. These are associated with the liquor traffic. At first it has a "slack hand". To entice its victims into its foul grip it dispenses liquor freely. During the last war, when many clean lads left sober homes for military barracks, they were "treated" to free beer. A brewers' journal openly advocated giving alcoholic beverages away to our young people in the service who had not known the taste of liquor, so as to cultivate the taste for drink. We are thankful that many fine Christian young people resisted these allurements. They were "diligent" and consequently they gained moral and spiritual riches (Jno. 6: 27; 10: 10). (5) Sons of Honor. Industry is always the strength of a successful life. Nothing so saps the ambition and kills a strong desire for good as drink. It is today the cause of discontent among many people, besides being the stimulant to cruelty on the part of some rich. But an industrious, sober, righteous and godly youth is always a "son of honor." (6-9) The just walk uprightly. These verses stress the positive blessings which rest upon the just. What is meant by the just? Superficially, it refers to those who are controlled by a sense of justice in all their relationships. More deeply, it signifies those who are justified before God (Rom 5: 1). This is the source of the true dignity of the saints (Ps 112: 6).

II. The Emptiness of Sensuous Pleasure, Eccl. 2: 1-3.

The guiding phrase of the book of Ecclesiastes is "under the sun." In the twelve chapters of the book it is used 31 times, or its equivalent. Its teachings therefore, reveal the discoveries of the natural man in his self-willed pursuit after higher and greater good. Each attempt brings its reaction. "Vanity of vanities, all is vanity," is the result of all the experimentation. The conclusion the "preacher" comes to at the end of Chapter 12 is that God will bring every work into judgment. This teaches human accountability to God (Rom 14: 12; 2 Cor. 5: 10; Rev. 20: 11; 15).

In the passage we are studying Solomon first tried to satisfy the highest good in sheer merriment. To what extent he went we do not know. Frolic and thrill is much sought after as the acme of life. In these days, we have life dragged from its refined and cultural levels by those whose idea of living is empty buffoonery. But the spirit of God tells us that "she that liveth in pleasure is dead while she liveth" (1 Tim. 5: 6). God's estimate of such people is a terrific indictment (2 Pet. 2: 12, 13). No, the human heart may be satiated with pleasure, but never satisfied therewith.

Next he tries wine. He hopes through its exhilaration to find a good life. But again he discovers that it is a sheer delusion. In it he sought wisdom and found only folly. He searched the depths of such folly and hunted happiness there, but found it not (Prov. 20: 1; 23: 30, 31). That men and women should plumb the depths of the folly of alcoholism in the vain hope that they are finding life is a shocking waste. Solomon's natural experiences are written to teach all who are inexperienced how great is the foolishness, wickedness and wastefulness of alcohol. It is all written to show that Christ Jesus alone can satisfy the human heart.

The lesson human beings need

to learn is that life's highest satisfaction is derived from having peace within the heart (Prov. 3: 17; Ps. 119: 165; Rom. 5: 1). When men and women turn for pleasure for drink, or to any other sensuous indulgence, they do it at the expense of peace of mind. A sense of guilt accompanies lustful indulgence. Such pleasure is temporary. The sting of remorse follows. The sinner is disillusioned. He turns again and again to his vanities and vices, thinking he will yet fill the void in his life, but it only leaves him emptier than before. That is what Solomon meant when he said: "Vanity of vanities, all is vanity" (Eccl. 1: 14; 12: 8). Real character is formed when we accept Christ and live the Christian life (1 Pet. 1: 2-9). We then learn the real joy of living (Eph. 5: 9). When we accept Christ as our Saviour we are redeemed from our vanities and receive the strong permanent goodness which the Lord Jesus imparts (Phil. 2: 6; 2 Cor. 5: 17). Under such conditions we seek the glory of God in the service of others. Our supreme delight is to be like our Master—going about doing good (Ac. 10: 38; Matt. 4: 19, 20).

Cost of newspaper in Canada has increased 200% since 1941.

OVERSEAS GIFTS ASSIST CHURCH'S RESTORATION

The rebuilding of the first of London's many fine churches, damaged by bombs, has now begun. This is All Hallows by the Tower which stands on one of the most historic sites in the capital. It was used for a Roman temple, and the Christian Church has stood there since Saxon times. Well wishers overseas have sent both gifts of materials as well as money. Steel from Texas is being embedded in piers which will carry a new roof. More steel and tiling for the floors have come from Canada with timber to follow.

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re Collection of Garbage
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Collection of Ashes Only on Mondays
Collection of Garbage only on Friday
 All Ashes and Garbage Must be Kept in Separate Containers and Set Out for Collection As Shown Above
 Acton, October 14th, 1948
 By Order of Council

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As an added attraction and in appreciation of your patronage some Lucky Customer will receive a FREE GIFT EACH WEEK. The Free Press will announce prize winners each Thursday. We reserve the right to withdraw this premium at any time. First Contest starts opening day and closes Wednesday, November 3rd, 1948. All decorating paint in store by Canada Paint.

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