

The Acton Free Press

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C. ALOP DILLS, Editor
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EDITORIAL

Taking Stock

This is the time of year when stock taking, while not always popular, becomes a necessity. Even before the days when such detailed record had to be maintained for statistical and government record and taxation purposes, the month of January and particularly the first week or so of the month, has been stock-taking time. It is logical that once a year a period should be set aside to not only take stock of world possessions but also a stock taking of the progress made and the benefits accrued from experience.

Progress seems always to be marked but the lessons from experience are often not so pronounced. Like New Year's resolutions they are some times confining and often abandoned as we take our pathway toward progress.

January is stock taking time in the business world and in the period of after-war recovery, is very important this year with new goods in better supply, new products replacing those in use for many years and new methods, the result of years of research.

During the war years and since, it has been deemed good business to sustain stock. The outlook for the future would seem to indicate it was time to reverse this policy since stocks can soon be replaced. The stock-taking of 1950 is important therefore in many ways.

It Can Be Enforced

New Year's and Christmas accident records show what may be done by strict law enforcement and the problem of drinking and driving. It can be done in a holiday time, it can be done at all times and a more rigid enforcement of the remaining clauses of the Liquor Control Act would prove a boon to all.

Enforcement requires the co-operation, not only of police officers but the rule of common sense on the magistrate's bench and more faith in police officers than has been shown in the past. Too often police are put on trial rather than the accused and we have every sympathy for the officer who is conscientiously attempting to do his duty and protect life and property.

The holiday law enforcement has been a fine example of what can be done. Just why enforcement and law observance should be any different at other times of the year is hard to understand and illogical. The liquor laws can be enforced. If they are not, the fault lies in the policy defined by those who frame that policy.

Looks Good in 1950

Says the Financial Post after reviewing reports from over a hundred leading business executives: "For Canada as a whole, 1950 looks like another good year. We can hardly expect to see it equal the record of 1949, for that was an extraordinarily good year indeed, but the general outlook for the next six months at least continues favorable. But there will be soft spots, both as to areas and industries, largely because our vital trading problem with Great Britain and other sterling areas still remains unsolved."

"In looking forward we should realize the extent and significance of the vast development which has taken place in the past ten years. There has been enormous growth. Particularly there has been a substantial diversification of industry. This means there are elements of strength and stability in our economy very different to the situation of 1940 or of 1930. We are now consuming a greater proportion of our production even in such basic lines as agriculture, mining and forestry. The development of the western oil fields and the iron ore in Labrador and Quebec means new jobs, new wealth, new industries."

The Title Sticks

"Toronto the good" has discarded the camouflage and decided to come out in its true light in its other character which is perhaps better known throughout the province as "Hogtown." Not content with six days in which to operate,

its amusement devices for profit, the citizens of the Queen City decided to seek legislation that will allow an open Sunday, commercialized and with all the ballyhoo of peanuts and popcorn and sideshows.

We're old-fashioned enough to be sorry about the decision of Toronto voters. We have watched the spread of liquor legislation from the cities outward to the smaller centres. We take it for granted that Toronto will get whatever it desires from the Ontario government and we therefore view with some alarm what will be forced on the rest of the province as a result of the vote on Monday.

Purely selfish interests want a commercialized Sunday. Judging by the vote, Toronto has a majority of those who place money above all else and therefore earn for that city the name that adheres so well, "Hogtown." Our sympathy goes to those other fine citizens of Toronto who do not deserve such a name but are of necessity placed in that position in spite of their opposition. The vote proved too what many have felt for some time that the press does not influence the voting. All three papers were opposed to the Sunday sports.

Relationship Between the Newspaper and Advertiser

The relationship between the newspaper and its advertisers is as important to the newspaper reader as it is to the publisher. Newspapers are sometimes unfairly accused of being subservient to the advertisers who provide the revenue upon which the newspaper exists. This erroneous impression has been gathered because the average person knows that the newspaper must have advertising to exist and therefore if it happens to be of a suspicious turn of mind, he concludes that the advertiser must set the policy of the newspaper.

Not only is such a suggestion untrue, but it is unfair both to the newspaper and to the advertiser. Practically every publisher will tell you that few merchants ever attempt to dictate the policy of the newspaper. They may express opposition to some stand the newspaper has taken but few would go so far as to threaten the newspaper with withdrawal of business, if that policy was not changed to conform with the wishes of the advertiser. The successful merchant is usually successful because he is an honorable man and few would stoop to the level of threatening a newspaper because its publisher had different ideas on a given question than the advertiser.

The relationship between the advertiser and the newspaper is similar to that which exists between a merchant and his customer, only in this case the publisher is the merchant and the advertiser the customer. The advertiser purchases space in the newspaper because he has a story to tell the readers of the paper. He uses advertising as a legitimate means of drawing customers to his store. If the newspaper continues to provide service required and adequate returns for the investment, the merchant continues to advertise. When he feels he is not getting that value he ceases to advertise. That too, is the relationship which exists between any other merchant and his customer. So long as the customer feels he is getting good value and service from the store, he continues to be a customer. When value and service cease, he takes his trade elsewhere. Bowmanville Statesman

EDITORIAL NOTES

Write it 1950 henceforth.

At least winter didn't come until the swamps are filled but it can be anticipated any day now.

Not only a green Christmas but a green New Year as well does tax recollections to find a comparison.

The new four-cylinder cars will have a \$5 license fee. The \$2 fee is applicable only to cars made before 1933. That's the advantage of having such flexible legislation.

The new calendars came along in spite of the dire predictions of last summer that the strike had stopped production. After all, strikes don't stop the years rolling around.

Another new booklet came to our desk entitled "The Journal of Calendar Reform." Its argument is interesting and logical but one hesitates at any more reformation.

Latest organization group recently announced was "The Union of the Unemployed" and it's said that this group will not resort to strikes or work stoppages to enforce its demands.

Sale of motor licenses for 1950 started on Tuesday and there is the usual early demand. It will save a lot of inconvenience if you secure them early. After all, they are only good for 1950 and you might as well have a full year's use of them.

Recollections of Acton

BACK IN 1900

Taken from the issue of the Free Press of Thursday, January 4, 1950

The Free Press has arranged with Sergis Moore and Gould to send occasional correspondence descriptive of their voyage, experiences on the field and environments at the seat of war in South Africa. Both have previously written for these columns and their letters while on other expeditions have been read with interest.

A quiet wedding was held at the home of Mr. Archibald McNabb on Tuesday evening when Annie L., the eldest daughter, and Donald L. Jones, Divisional Locomotive Foreman for the Ottawa, Arnprior and Parry Sound Railway at Madawaska, were united in holy wedlock.

About two o'clock Friday morning the fire bell rang out its first alarm for the year. The new frame house in course of construction at the corner of Brock Street and Victoria Avenue on Mount Campbell by W. P. Campbell was found to be on fire. The Fire Brigade was promptly on the scene and the building being isolated there was nothing for them to do.

Messrs. A. E. Neklin, T. E. M. Seord and J. A. Murray left on New Year's evening for the Maritime Provinces in the interests of Messrs. W. H. Storey and Son, Messrs. W. T. Smith, J. C. Broddy and F. Ryder left last week for Manitoba and the North-west.

Mr. James Coleman returned last week from the North-west after working through the harvest he spent a month or two in Winnipeg.

MARRIED
 PEAREN-LESLIE At the residence of the bride's parents, on Wednesday, December 27th by Rev. Joseph Unsworth, Toronto, assisted by Rev. T. R. Forbes, Acton, and Rev. Robert Poole, Erin. J. Edward Deaton, to Alice, only daughter of J. I. Leslie, Esq. all of Erin Township.

BACK IN 1930

From the issue of the Free Press of Thursday, January 5, 1950.

Fewer motor cars are running this winter than during the past few years.

Judging from the crowds attending these Acton people are quite proud of their new arena.

Last Friday Mrs. Robertson who resides with her son, Mr. Frederick Robertson, on their farm near Spesside had the misfortune to fall and fracture her hip. This elderly lady is ninety-four years old and she is in a very critical condition.

The opening game in the new arena as an intermediate fixture between Brampton and Acton-Brampton won 3 to 1.

At Knox Church last Sunday morning Mr. John Cameron, Clerk of Session, read to the congregation, notice of the call to the minister, Rev. A. C. Stewart M.A. to the pastorate of Chalmers Church, Toronto.

Mr and Mrs. William Williams celebrated their diamond wedding anniversary at their home on Lake Avenue last Saturday.

DIED
 COVE At his home, Main Street, Acton on Saturday, December 28, 1929, Stephen Cove in his 77th year.

WALLACE At his home, Lot 14, Concession 7, Nassagawya Township, Friday evening December 27, 1929, Henry Wallace.

OAKVILLE

Intense dissatisfaction with the town's payment of its promised contribution to the hospital building fund was expressed by members of the Board of Governors of Oakville-Trafalgar Memorial Hospital at last Thursday evening's meeting. The amount of cheque received from the town proceeds of the sale of \$100,000 debentures, was \$36,371.64. The difference was accounted for by the discount, cost of printing and verifying the debentures and by the deduction of \$1,057.52, the amount of taxes due on the hospital building site. "The town guaranteed us \$100,000 and we should receive the full amount," said Chairman J. M. Dunwoody.

Youngsters enjoying the seasonal holiday from school, class-rooms can participate in a supervised recreational program taking place in Victoria Hall each week. This is still another project of the Oakville Recreation Commission, and provides fun that is continuous and varied. Journal.

LANCASHIRE SPINNS COTTON RECORD

Lancashire cotton mills have produced 20,750,000 pounds in one week, a postwar record. This output achieved in the week ending November 19th brought the total output so far this year to 873,500,000 pounds.

CECIL A. CARR

OPTOMETRIST

GUELPH
 8 Douglas St.
 Tel. 1091

BILTON

Plumbing and Heating

Phone 341W
 ACTON ONT.

Business Directory

MEDICAL

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

DR. D. A. GARRETT
 Physician and Surgeon
 Corner of Willow and River Sts.
 Entrance River Street
 Acton, Ontario
 Phone 236

DENTAL

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

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

LEGAL

C. F. LEATHERLAND B.A.
 ACTON
 Barrister & Solicitor, Notary Public
 Office 22—Phone: Res. 181

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

VETERINARY

B. D. YOUNG, V.S., B.V.Sc.
 Veterinary Surgeon
 Office—Brookville, Ontario
 Phone—Milton 1468

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

MISCELLANEOUS

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 Members Guelph & District Real Estate Board
 Members Guelph & District Insurance Agents' Association

TRAVELLERS' GUIDE

GRAY COACH LINES

COACHES LEAVE ACTON

Eastbound
 6:30 a.m., 8:30 a.m., 11:48 a.m.;
 2:00 p.m., 4:43 p.m., 6:33 p.m., 8:33 p.m., 10:58 p.m.

Westbound
 10:42 a.m., 12:52 p.m., 2:57 p.m.;
 4:27 p.m., 7:27 p.m., 9:12 p.m., 11:32 p.m.

a. Daily except Sunday and holidays
 b. Saturday, Sunday and holidays

RAILWAYS

CANADIAN NATIONAL

Fastbound
 Daily 6:44 a.m., Daily except Sundays 9:52 a.m., 7:10 p.m., Sunday only 8:19 p.m., Daily except Sunday Flyer at Georgetown, 6:37 a.m.; Daily Flyer at Georgetown, 10:11 p.m.

Westbound
 Daily except Sunday and Monday, 1:56 a.m., Sunday and Monday only, 1:18 a.m., daily except Sunday, 8:48 a.m., 6:50 p.m., 7:44 p.m.; Saturday only, 2:46 p.m., Sunday only, 9:25 a.m., flagstop, Flyer at Guelph except Saturday and Sunday, 6:58 p.m.

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10 OZ. TIN **5c**

48-TIN CASE \$2.40

CANADA FIRST GREEN PEA, ASPRAGUS OR VEGETABLE SOUP 10 OZ. TIN **5c**

IN DONALD DUCK'S DRINKING GLASS—McLarens

PEANUT BUTTER 9 OZ. GLASS **31c**

PINK SALMON 1 1/2 LB. TIN **23c**

CLARK'S PORK & BEANS 1 1/2 LB. TIN **10c**

QUICK QUAKER OATS 3 1/2 LB. PKG. **30c**

Aylmer CHOICE GOLDEN CORN 1 1/2 OZ. TIN **13c**

Dessert Pears 20 OZ. HALVES **21c**, 20 OZ. WHOLE **19c**

HENLEY CHOICE PRUNE PLUMS 1 1/2 OZ. TIN **10c**

NEW CROP PRUNES LB. **19c, 24c, 29c**

MAPLE LEAF PURE

LARD 1-LB. PKG. 18c

HARVEST MARGARINE LB. 29c

OGILVIE'S CAKE MIXES PKG. 31c

SPICE CAKE MIX TILBERT PACKAGE 33c

SWIFT'NING PURE-VEGETABLE SHORTENING — LB. 34c

Heinz BABY FOODS 3 TINS 25c

McLARENS PANCAKE SYRUP 1 1/2 OZ. BTL. 29c

Society DOG FOOD 20 OZ. TIN 14c

Ross-Miller DOG MIDGETS LB. 16c

O'Cedar CREAM FURNITURE POLISH 6 OZ. BTL. 30c

SNOWFLAKE AMMONIA PKG. 7c

BRUCE'S BUDGIE SEED PKG. 17c

Maple Leaf SOAP FLAKES PKG. 29c, 83c

LAING'S C. C. SAUCE 1/2 L. 21c

No. 1 Spy APPLES, 5 lb. **29c**

No. 1 P.E.I. POTATOES, Pkg. **39c**

Cello TOMATOES, Pkg. **23c**

Washed CARROTS, 3 lb. **17c**

FRESH DAILY—New Cabbage, Cauliflower, Spinach, Radish, Grapes, Bananas

A. S. Holden

Optometrist

7 DOUGLAS STREET
 GUELPH

EYES EXAMINED
 GLASSES FITTED