

EDITORIAL

Truthful Promotion

If memory serves us well, we recall that when the Liquor Control Act replaced the Ontario Temperance Act the statement was made by the man who was then premier of Ontario that if the sale of alcoholic beverages increased under the new legislation it would be considered a failure. In a letter to the members of the Ontario Legislature the Ontario Temperance Federation states that from 1934 to '49 while the population of Ontario grew by 27 per cent. our consumption of alcoholic spirits soared by 300 per cent. and our consumption of beer by 533 per cent. Over \$250 million is being spent each year in Ontario for alcoholic beverages.

It would seem that insofar as moderating the consumption of alcoholic beverages the present legislation can be considered a failure. The Ontario Temperance Federation proposes to ask the Ontario government to introduce legislation by which not less than one per cent. of the net proceeds from the operation of the Liquor Control Board shall each year be made available to the government-sponsored Alcoholism Research Foundation. These funds, about \$400,000 at the present rate of beverage sales, would be used for the express purpose of disseminating, through advertisements in periodicals printed and circulated in Ontario, educational and scientific information on the nature and effect of alcohol on the individual and on society. Thus some of the "profit" now coming from the sale of alcoholic beverages would be invested in a preventive educational program designed to reduce the heavy social and moral "loss" resulting from this indulgence.

This would appear a more sane approach to the problem and since the liquor interests are apparently so willing to spend money in advertising their product in Ontario and appear desirous of having regulations changed to permit such advertising, some of this advertising appropriation might be added to the one per cent. asked by the Federation.

We doubt if such education will receive endorsement. Profits alone are obviously the desire of those selling alcoholic beverages. More profits come from more sales and the true story of ruin created by alcohol would not be encouraging for greater consumption. The desire of those who sell intoxicants is for more sales regardless of consequences to those who consume.

Up to the present snow plowing hasn't been a big item on the maintenance of highways or within cities and towns. Don't know whether that has any bearing on the amount of fees and taxes to cover these items.

Always Changing

Every time we hear someone telling that our seasons are changing and we don't get the old fashioned hard winters we used to, we are reminded that father used to tell us that on their wedding day on February 5, 1870, the newly weds drove to Walpole in an open buggy and the dust was flying on the roads.

Then we recall some of the really tough winters since then in the past 50 years when snowbanks were over the top of railway trains and in the cuts the trains travelled through tunnels of snow. We don't need to go back many years to recall when the highway between Milton and Acton had snow cuts well over the top of the cars. It is quite easy to recall some of those banks when a storm would be raging and a cut through some of the drifts would be filled in within an hour and we travelled in pairs with a shovel in the car and chains on the rear wheels.

Yes, the winters are changing from year to year. Seems as if they always have been changing. We are at the age when we thoroughly enjoy the open winter we have had this year. Since we cannot spend the cold months in Florida we only dare to hope our Canadian winters will continue to follow this year's pattern. Looking back over the years, however, it seems a futile hope. We are going to be badly spoiled, however, when one of those real tough winters descends upon us and the snow banks become mountains.

The budget is due to be presented a week from today. Don't know what it will contain but we can enjoy another week of thoughtful thinking anyway.

Shopping Habits

We were interested in reading an article recently, which referred to the number of women who go shopping, and really buy something. According to the article one large department store, in the United States, made 12 surveys to ascertain the percentage of purchasers.

The results were startling, for the checkers found that about 50 per cent. of the women who came to look around bought something. Another surprising result was that the less women there were in the store, the higher the percentage of sales. Based on these surveys, Friday is the day of the week when the smallest number of women go shopping, but a higher percentage of them buy something, possibly because Friday is often pay day.

This could also be explained, stated the article by the fact that with fewer women customers to wait on, the sales people are able to give more attention to each woman and complete the sale before she becomes disgruntled and goes off somewhere to look around some more. The results of such a survey in Acton would, undoubtedly, prove most interesting.

February is back to normal again in the number of days even if the weather is abnormal. Just twenty-eight days in February this year.

More in the Middle

Comparing the latest taxation figures (1950) with 1941 there is a smaller percentage of total taxpayers at the bottom, and fewer at the top—and more in the middle notes The Financial Post.

This "leveling" process is even more apparent after the high progressive income tax and social security are counted.

It has important economic and social consequences for Canadians:

Mass demand gives outlets for the goods of large scale production; cars, refrigerators, appliances of all sorts. And the quality distinctions are reduced. The office boy's Sunday suit looks a lot like the prime minister's.

The gulf between rich and poor is narrowed. The idea of a class struggle itself has been made obsolete. No one claims he's on the bottom anymore.

Department store sales in first month of 1953 have been running 18 per cent. above corresponding period a year ago, reports the Financial Post. Gains are general in all provinces as follows: Saskatchewan, 24 per cent.; Ontario, 22 per cent.; Quebec, 19 per cent.; Manitoba, 15 per cent.; B.C., 15 per cent.; Alberta, 14 per cent.; Maritimes, 12 per cent.

Bad Reading

The evidence given in court at Brampton recently in a case in which two young people were killed makes the blackest reading we have scanned for some time. William Fleming was charged with motor manslaughter, and was found not guilty. He was, however, found guilty on a charge of dangerous driving and failing to remain at the scene of an accident.

The evidence told of the woman passenger in the death car feeling a bump and the driver saying it must have been a mail box. The evidence also told of the passenger's inability to awaken the driver after the car had been stopped. Police had taken the keys from the driver for a period and suggested he get a cup of coffee. The killing of two young people took place after a party at the home of a publisher of a string of daily newspapers. Fleming was chauffeur and handy man at the home. Punishment was given on the lesser charges and Fleming will serve a term in prison. The evidence makes sordid reading. The conclusions that may be reached are not likely to make for greater respect in enforcement of administration of safety for all on our highways.

Two innocent young lives are snuffed out after a party at a home. Can such things be termed accidents?

Industrial payrolls are running ten per cent. above a year ago, while payrolls in manufacturing alone are up thirteen per cent. This in spite of a drop in the cost of living.

To-morrow is Friday the thirteenth. If you are superstitious you will have to be doubly careful.



Result of Flood

"European floods brought tragedy to a Georgetown family," the Georgetown Herald stated last week. Jack Vandervoort received word that his wife and eight-month-old baby, Jackie, who had flown to Holland the week before to visit her parents, had died in the disastrous floods.

Her parents lived five miles from Stellendam, on the sea coast on land reclaimed from the sea. When the storm broke on Friday night, it is believed, one of the dykes gave away and the family would have no chance to escape. Five children survive in Georgetown.

More Dial Phones

Conversion to dial phones is due to take place in Georgetown in September. A new telephone exchange building on Main St. is nearing completion. All the numbers will be changed, as they were not long ago in Burlington.

Report on Flood

The Oakville-Trafalgar Journal has an eye-spot report of the flood in Holland for Halton readers. Myke Dyer, who is attached to Radio Holland, has been writing weekly columns for the county town for some time. After visiting the devastated area, he cabled a story home to Oakville.

"Indescribable terror and rage greeted us when we reached the coast," the front page story began: "No matter in which direction you looked there was nothing but a vista of floating waves. All the cattle

were dead, and floating along with the debris. The ravage created by the waters was beyond anything I could ever have imagined. It had to be seen to be understood."

New Book on Oakville

"Oakville and the Sixteen" now in the hands of the publishers, is a book about Oakville and district which will go on sale sometime next August. The author is Mrs. Hazel Matthews, one of the descendants of Oakville's founder, Col. William Chisholm.

New Guide Commissioner

We see by the Oakville Trafalgar Journal that Mrs. P. H. Bennett, who was a Scottish girl guide in her childhood, has been named district commissioner of the Girl Guides. She has been Brown Owl of the Linbrook Brownie pack in the county since its formation.

New Fire Hall

After much discussion, Burlington has finally awarded the contract for building its new fire hall. A Hamilton firm gets the job for their tender bid for \$38,788.

New Discovery

Two chemists from the Massachusetts Institute of Technology have discovered a method for harnessing the sun's energy that may one day produce electrical power. One of these chemists, Dr. Alan E. McMillan, is the son of a Halton county couple who live in Burlington. The technique involves the chemical breakdown of water into hydrogen and oxygen by the sun's rays and later burning these two gases to produce heat.

Reading Between The Lines

DURHAM INSTALLED ARTIFICIAL ICE FOR \$25,000; IS IT POSSIBLE HERE?

by Jim Dills

Well, what about artificial ice? Whenever you go in the winter time hockey comes in for some discussion and now coupled with it is the artificial-natural ice debate. Of course, there really isn't much debate to it. Everyone wants artificial ice but the big question of cost leaps to the foreground.

The general consensus of opinion aired by the town fathers recently is that it will eventually come but what is involved in the process? Plans for the repair of the curling rink discussed at the last council meeting naturally led to the topic.

One suggested plan was that the present curling rink could be used for dressing rooms with a larger front lobby and the front moved out very close to the race track.

How much? A councillor said artificial ice could be installed for \$25,000 and we doubted it. Since then, with a little investigating, we found Durham installed an ice plant for \$25,000 with cost of the new building spiked at \$65,000. The arena commission in Durham borrowed \$45,000 from the town council to finish paying for construction and for the ice plant.

How big is that arena? There are reserved seats for 1,000 and standing room for another 1,000. The community centre hall in connection seats four to five hundred.

Midway (population 838) has a community centre arena worth

\$90,000 and a campaign is now on to install artificial ice on top of that.

Acton's present arena is tightly packed at 1,650. Then there is another side to the story.

People's tastes and talents vary. Will the community centres, mostly large arenas, which have been constructed, be white elephants 15 years from now?

Acton built a curling rink in 1929 when the arena was constructed and the last curling in it was done about 1935. An artificial ice arena depends mostly on hockey and one of the arguments advanced for it is that the season is lengthened. Most towns will report that the season is now so long people don't get interested until play-off time.

Now there is lacrosse that could cut into part of the longer season and there is always the possibility of football catching on.

Stranger things have happened. The local arena made money this year, but only because the lacrosse season wasn't expected when the budget was made up. The receipts that the club kicked in boosted the morale of the local legislators considerably. But that is the first year for several years the arena has not cost the taxpayer some money.

There's an objection there, too, since a good many taxpayers are not hockey-minded or arena-interested. Of course, the same could be said for schools.

(Continued on Page Three)

AT THE Churches

UNITED CHURCH OF CANADA
Acton, Ontario
A FRIENDLY CHURCH
Rev. E. A. Currey, B.A., B.D., Minister
Parsonage—28 Bower Avenue
Phone 60
Miss O. M. Lampard, A.T.C.M., Organist and Choir Leader

SUNDAY, FEBRUARY 15th, 1933
10:00 a.m.—Sunday School: To create Christian character
11:00 a.m.—Morning Worship: Mr. Gartner of Georgetown and E. in representing the Gideons will be present to present to us their work.
7:00 p.m.—Evening Worship: Subject, Prairie Pastor
Thought for the Week
The Universal Language
The wise men ask: "What language did Christ speak?"
They cavil, argue search and little prove
O agreed leave your Syrian and your Greek
Christ spoke the universal language—Love.
Ella Wheeler Wilcox

PRESBYTERIAN CHURCH IN CANADA
KNOX CHURCH, ACTON
REV. ROBERT H. ARMSTRONG, M.A., B.D., Minister
SUNDAY, FEBRUARY 15th, 1933
10:00 a.m.—Church School
11:00 a.m.—Gideon's service: Mr. Kenneth Burns of Fergus.
12:15 p.m.—Bible Class
7:00 p.m.—Evening Worship
"They that wait upon the Lord shall renew their strength."
A warm welcome awaits you.

BAPTIST CHURCH ACTON
Dwight L. Patterson, Pastor
Parsonage—115 Bower Ave.
Phone 206r
Thursday, February 12, 8 p.m.—Prayer Meeting
Friday, February 13, 8 p.m.—Annual business meeting

SUNDAY, FEBRUARY 15th, 1933
10:00 a.m.—Sunday School and Bible class
11:00 a.m.—Morning Worship: Two members of the Gideons will be present to present to us their work.
7:00 p.m.—Evening Service
8:15 p.m.—Young Peoples

ST. ALBAN'S CHURCH (Anglican)
Rev. Ralph E. Price, B.A., B.D., Rector

QUINQUAGESIMA SUNDAY
February 15th, 1933
8:30 a.m.—Holy Communion
10:00 a.m.—Church School
11:00 a.m.—Beginners' Class
11:00 a.m.—Matins and Address by a representative of the Gideons Society
7:00 p.m.—Evensong and Sermon
All Are Welcome

THE GOOD OLD DAYS MAY HAVE SEEMED BETTER

Back in 1903

From the issue of the Free Press of Thursday, February 12, 1903
The fifty-ninth anniversary of the Methodist Church last Sunday and Monday were gratifyingly successful, and mark another milestone in the long history of this church. Sunday was a very stormy day but the congregation turned out well Monday evening and attendance at the old-fashioned tea meeting was very large. The program throughout was of unusually high tone.

At the meeting of council, R. D. Graham was re-engaged as municipal officer for performance of the following duties: Assessor, Collector, Sanitary Inspector, Caretaker of Town Hall, Caretaker of Public School, Caretaker of Cemetery, Collector of Electric Light rates, repairing and Building Sidewalks, Cutting Weeds, Constable, Pound Keeper, Truant Officer and such other duties as may be required in connection with the municipality. The motion passed that he receive \$500 a year, although Reeve Swackhamer said he thought a good man might be secured for \$450.

Walker Lodge A.F. & A.M. G. R.C., was favored at its regular meeting on Monday evening by a visit from R. W. Bro. Robinson, of Oakville, the D.D.G.M. for this district. After the regular business the brethren adjourned to Clarke's hotel, where a beautiful spread awaited them. Much praise is accorded Mr. and Mrs. Clark for the excellence of the menu provided. The chair was occupied by A. T. Brown, W.M., who performed the duties of the office with marked ability.

Back in 1933

February brought the snow storms and cold weather.

A further cut of twenty per cent is announced in education costs. Wonder who is going to make up what the municipalities will need?

On Friday evening, the second meeting of Bannockburn Bustler's club was held at the school. One item of the program was a debate "Resolved that riding behind old Dobbin was more conducive to pleasure than in riding in an automobile." The affirmative side was upheld by Mr. R. N. Brown and Miss K. Beckett and the negative by Mr. Stanley Morrison and Miss Laura Wiley. The negative side won.

On Monday evening the Knox Young Peoples' Guild entertained the Young People from St. Andrew's Presbyterian Church, of Guelph.

Members of the Dublin Institute with their families, numbering over ninety in all, met together for a social time in the Parish Hall on Thursday evening.

A very enjoyable cupure was held in the Parish Hall under the auspices of the Acton Women's Institute with the object of raising funds to assist in the dental work being carried on by this organization at Acton Schools.

In the hockey games of the week Acton lost to Oakville by 7-0 and won from Milton by 7-4. It is almost four weeks since there was an intermediate game at Acton Arena. But they are like February making up for lost time this week.

PROFESSIONAL DIRECTORY AND TRAVELLERS' GUIDE

MEDICAL	LEGAL
<p>DR. W. G. C. KENNEY Physician and Surgeon Office in Symon Block, Mill St., Acton Office Phone 78 Residence Church St. Phone 150</p>	<p>C. F. LEATHERLAND Barrister & Solicitor, Notary Public Office 22 — Phone — Res. 151 ACTON</p>
<p>DR. D. A. GARRETT Physician and Surgeon Corner of Willow and River Sts. Entrance River Street Acton, Ontario Phone 238</p>	<p>LEVER & HOSKIN Chartered Accountants Successors to JENKINS AND HARDY 1305 Metropolitan Bldg. 44 Victoria St., Toronto Em. 4-9131</p>
<p>DR. A. I. ARMSTRONG Physician and Surgeon Office—105 Mill St. East PHONE 574</p>	<p>ALBERT J. CRANDELL Chartered Accountant Main Street Georgetown Office 654 — Res. 176R Open Wed. and Fri. Evenings and all day Saturday</p>
<p>DR. A. J. BUCHANAN Dental Surgeon Office—Leishman Block, Mill St. Office Hours—9 a.m. to 6 p.m. X-RAY TELEPHONE 148</p>	<p>CHIROPRACTOR D. J. ARMSTRONG Doctor of Chiropractic 15 Frederick St. N. Acton PHONE 550</p>
<p>DR. H. LEIB Dental Surgeon Office—Corner Mill and Frederick Streets Office Hours—9 a.m. to 6 p.m. TELEPHONE 19 — ACTON</p>	<p>MISCELLANEOUS THE VICTOR B. RUMLEY FUNERAL HOME Funeral Home, Heated Ambulance Phone 30 night or day Serving the community for 46 years</p>
<p>VETERINARY B. D. YOUNG, B.V.Sc. C. L. YOUNG, D.V.M. Veterinary Surgeons Office: Brookville, Ontario Phone—Milton 153r21 F. G. OAKES, B.V.Sc. Veterinarian Office and Residence—24 Knox Ave. Acton — Phone 130</p>	<p>TRAVELLERS' GUIDE GRAY COACH LINES COACHES LEAVE ACTON Eastbound 6:35 a.m., 8:35 a.m., 11:33 a.m., 2:08 p.m., 5:08 p.m., 6:33 p.m., 8:32 p.m., 9:58 p.m. Westbound 10:27 a.m., 12:52 p.m., 2:57 p.m., 5:27 p.m., 7:27 p.m., 9:12 p.m., 11:32 p.m., 1:12 a.m. (Sun to Kit- tiner only) a. Daily except Sunday and holi- days b. Saturday Sunday and holi- days</p>
<p>REAL ESTATE AND INSURANCE WRIGHT REAL ESTATE AND INSURANCE F. L. WRIGHT N. B. WRIGHT 20 Wilbur St. 69 Macdonnell St. Acton Ont. Guelph, Ont. Phone 95 Phone 4915W Valuators Realtors Insurers Member Appraisal Institute of Canada Members Guelph and District Real Estate Board Members Guelph and District Insurance Agents' Association</p>	<p>CANADIAN NATIONAL RAILWAYS Standard Time Eastbound Daily 6:40 a.m. Daily except Sunday 8:54 a.m. Sunday and Monday only 8:16 p.m. Daily except Sunday Flyer at Georgetown 9:02 a.m. Daily Flyer at Georgetown, 10:11 p.m. Westbound Daily except Sunday and Monday 2:22 a.m. Sunday and Monday only 12:38 a.m. daily except Sunday 4:48 a.m. 6:50 p.m. (flagstop); 7:44 p.m. Daily except Saturday and Sunday 6:10 p.m.; Saturday only 2:36 p.m.; Sunday only 9:43 a.m. (flagstop); Sunday only Flyer at Guelph 7:05 p.m.</p>

The Acton Free Press

The Only Paper Ever Published in Acton

Founded in 1875 and published every Thursday at 56 Mill St. E., Acton, Ont. Member of the Audit Bureau of Circulations, the C.W.N.A. and the Ontario-Quebec Division of the C.W.N.A. Advertising rates on request. Subscriptions payable in advance. \$2.50 in Canada, \$3.50 in the United States; six months \$15.00, single copies 6c. Authorized as Second Class Mail. Post Office Department, Ottawa.

G. A. Dills, Editor and Publisher

BUSINESS AND EDITORIAL OFFICE TELEPHONE 174