

The Acton Free Press

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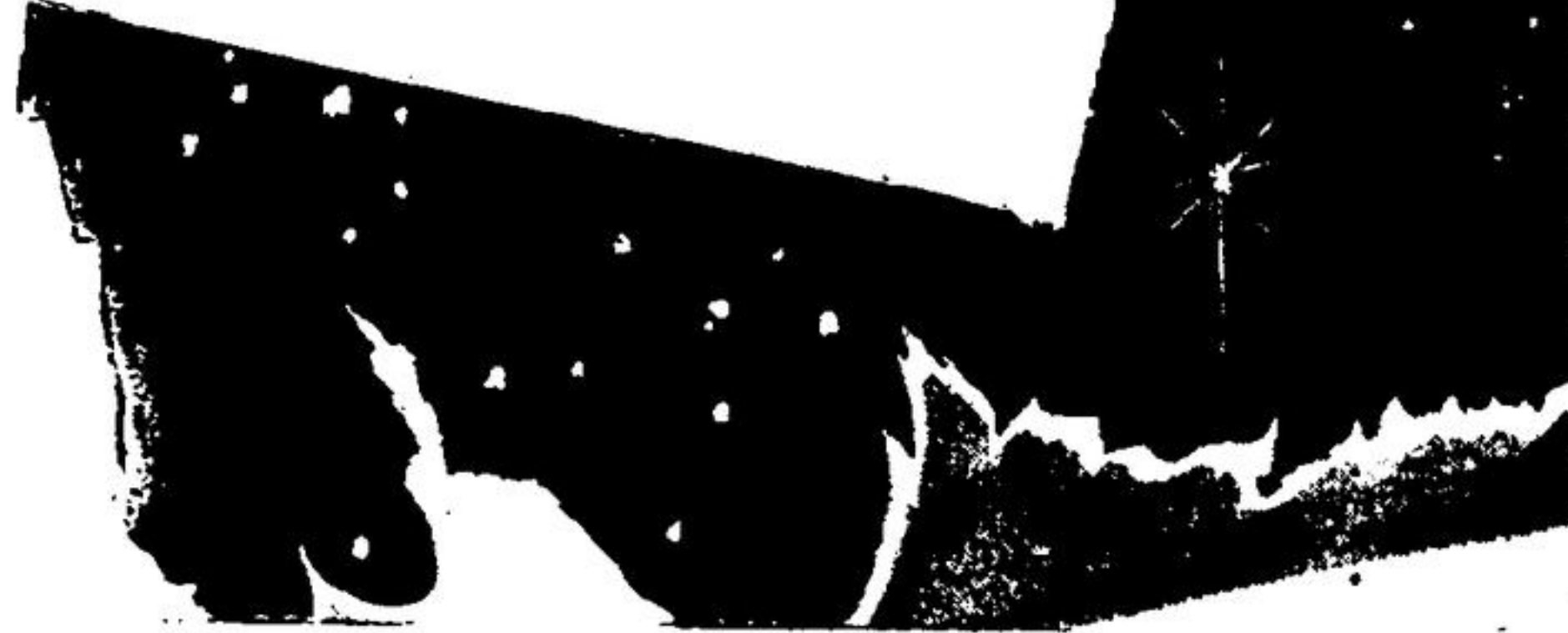
ACTON, ONTARIO, THURSDAY, DECEMBER 2nd, 1954

Section One Pages One to Eight

CHRISTMAS SHOPPING EDITION

Acton Merchants Present a Preview of Christmas Gift Ideas

LOOK TO YOUR LOCAL BUSINESSMEN FOR VALUE AND SERVICE DURING THE HOLIDAY SEASON



Christmastime AGAIN IN ACTON . . . ONLY A FEW WEEKS AND THE 25TH WILL BE HERE AND GONE . . . CHRISTMASTIME MEANS HOLIDAYS; IT MEANS SEEING OLD FRIENDS AND THE FAMILY COMING HOME; IT MEANS GOOD THINGS TO EAT AND HAPPY HOURS TO ENJOY; IT MEANS A TREE AND MAYBE A YULE LOG; IT MEANS PRESENTS AND GIFTS AND SANTA CLAUS; IT MEANS GOING SHOPPING AND WONDERING AND WISHING OR KNOWING AND BUYING; IT MEANS ALL THESE WONDERFUL THINGS YOU DO, AND MAYBE YOU GET TIRED AND WEARY SOMETIMES, BUT MOSTLY YOU'RE HAPPY BECAUSE THE ENCHANTMENT OF CHRISTMASTIME RENEWS GOOD WILL AND A GLAD SPIRIT IN EVERYBODY. TOO, CHRISTMAS MEANS SOMETHING DEEP IN THE HEARTS OF ALL CHRISTIANS, SOMETHING ABOUT A FAITH THAT ENDURES . . .

CHRISTMASTIME, APART FROM ITS HAPPY MEANING TO THE HOME AND FAMILY, MEANS SOMETHING ALIVE AND REAL IN DOWNTOWN ACTON. THE MOVEMENT, THE HUSTLE AND EXCITEMENT OF SHOPPING CROWDS AROUND GLOWING STORE FRONTS, MANY HUNG WITH PAPER DESIGNS AND STREAMERS OF RED, WHITE AND GREEN, CALL ATTENTION TO THE HOSTS OF ARTICLES AND GOODS WITHIN, INVITING THE MILL ST. MULTITUDE TO SEE THE CANDIES AND CAKES, THE TOYS AND TOOLS, THE PUDDING AND PEEL, SHOES AND STOCKINGS, CAMERAS AND CARDS, CHAIRS AND CHESTERFIELDS, RADIOS AND RUGS, FLOWERS AND FINERY, JEWELLERY AND . . . IT'S AN ENDLESS ARRAY!

AND ALL THESE THINGS ARE CLOTHED IN THE GARB OF DECEMBER . . . OF CHRISTMASTIME.

THIS YEAR, MORE THAN ANY OTHER YEAR, ACTON MERCHANTS ARE PREPARED TO MEET THE PEOPLE WHO COME TO THE STORES AND SHOPS, THE STATIONS AND OFFICES FOR THE MANY, MANY ITEMS NEEDED TO MAKE CHRISTMAS THE HAPPY HOLIDAY IT IS. TO HELP SHOPPERS GET THE MOST FOR THEIR TIME, MONEY AND ENERGY, THESE BUSINESSMEN HAVE ENLISTED THE AID OF THE FREE PRESS TO BRING TO THE ATTENTION OF FAMILIES IN THE TOWN AND AREA AN OVERALL PICTURE—WORKED INTO THIS BIG, DOUBLE SIZE ISSUE—OF THE WIDE RANGE OF GOODS AND SERVICES AVAILABLE IN ACTON THIS CHRISTMASTIME.

BECAUSE ACTON MERCHANTS ARE AWARE OF THE DIVIDENDS RETURNED OVER THE YEARS BY CONSISTENTLY TREATING THEIR CUSTOMERS AS FRIENDS, THEY HAVE SPARED NO EFFORT TO MAKE THEIR MERCHANDISE ATTRACTIVE IN QUALITY, SELECTION AND PRICE FOR THIS CHRISTMAS SHOPPING SEASON. LOOK OVER THEIR SUGGESTIONS IN THE FOLLOWING PAGES CAREFULLY, THEN TAKE ADVANTAGE OF THE CORDIAL INVITATION THEY EXTEND TO YOU BY BUYING WHERE YOU KNOW THE MERCHANT, KNOW HIS REPUTATION FOR FAIR DEALING AND SATISFACTORY SERVICE, AND KNOW THAT BY BUYING IN ACTON YOU'RE BUYING WISELY.

Shop in Acton -- You'll Be \$\$ Ahead