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From a Limited Past ... to an Unhindered Future

# History of Printing Depicts Man's Inventiveness

The Middle Ages history of generation of superstitions, dying crusades, persecutions and weird scholastics, tried hard but never did quite achieve any record of inventive discovery which posterity's historians credit to later ages as milestones of progress.

For while the lusty energy of the Renaissance was spurting excitement and new meaning into the arts and letters of medieval times, the men of inventive or scientific persuasion were figuring late into the night how lead might be transmuted to gold or how the true elixir of life might at last be concocted.

But not all the strange experiments in all the dusty garrets were alchemic waste.

In Germany, early in the 15th century, a young printer by the name of Johann Gutenberg was frustrated and disgusted with the crude methods of reproduction many scarcely advanced from the original Chinese discoveries centuries before available to practitioners of his limited craft.

This invention, pedantic as it may sound now, became the sire of greater inventions to follow — inventions which compounded themselves through the years, through the development of the printing press, until the mechanical — age brought another, even greater discovery, the automatic typesetter.

Mergenthaler, a countryman of Gutenberg but born more than 300 years later, perfected the camera-typed "linotype" that was to revolutionize printing in a modern age and, along with the invention of the high-speed automatic presses, bring printed products into the expanses of mass consumption.

But this is history that has been written, even if Gutenberg and Mergenthaler had little notion of the staggering effects their inventions were going to produce on history current and yet unwritten.

Who doesn't use that paper to be informed, be entertained, be advised, to sell, to buy, to seek, to find to benefit by, innumerable other aspects of utility or luxury?

Who doesn't use books, magazine, pamphlets, booklets and the like of these? Whether a student or teacher, a writer or reader, in former or hearer, adviser or advised?

The Mule Witness

Who, in business, wouldn't find his administration and operation near collapse if he were suddenly without all the forms and communications, the directives and directions, the cards and notes, the instruction sheets and descriptive folders, the tags and files; the labels and containers; and all the other countless items used in modern industry and commerce that primarily owe their existence to printing?

What the school, courts, churches and government owe to printing is as incalculable as the printed words without number are on the text books, lectures, tapes and records used consistently in the functioning of these institutions.

In the home, the great inventions of printing again have mute witnesses. The decorative paper on the wall, the patterned table covers or furniture coverings, the colorful prints in the curtains, the reproductions of great art in the wall frames, the printed labels, cartons, boxes, and packages that identify consumer products, even the

money which is folded in usually slim thickness in lady's purse or m'lord's wallet.

No Cracker-Barrel Type

Where and how do all these forms of printing in such prodigious quantities and varieties exist?

This is another story in itself.

The ideas, skills, technology and processes that are the means of creation in printed products are themselves as intricate and interesting as the materials, machines, men and methods that finally make it possible for men and women of all ages and occupations to benefit by printing.

The "printer" today is no longer a cracker-barrel type, working in vest and eye-shade over dusty type cases and under dusky conditions. He is a highly trained craftsman who every day must command typographical and mechanical devices that turn out custom products at the rate of thousands per hour.

Similarly, his environment is no longer a back-room strewn with paper and metal. His works in surroundings rapidly adapting to the dictates of economy and efficiency which characterize his machines and materials. In the smaller communities, where market-areas are smaller, the printing plant doubles as a newspaper plant and the owner is part-printer, part-newspaperman.

Enter Specialization

So big has printing as an industry

become that specialization, — as in many other crafts and sciences, is becoming more the rule than the exception. In the graphic arts industry, printing has channeled to three main courses: letterpress, offset lithography and electronic or intaglio printing. There are offshoots of these such as xerography, silk screen and direct transfer.

To the parent process of printing there are supplanting and finishing departments: layout, photography, art design, composition, bindery and stamp finishing, to name a few.

The personnel in the industry from the managerial through the technical to the unskilled apprentice level, are all called upon to accord their craft, a degree of aptitude and adeptness that is found in few other vocations. When these abilities are seasoned with experience to produce a love for his work, the printer is then said to have the mystical "printers' ink" in his blood.

Printing alone cannot claim a future of unhindered progress. In nearly every area of human endeavor, especially those of scientific nature, limits of development are vanishing before our eyes. But whatever unthought-of advancements in time are eventually turned to reality, printing will match pace or even exceed, just as Johann Gutenberg exceeded his time.

To Find a Better Way

To find a better, faster means of transferring an original design of illustration or page of text into many duplicates had been the agitation of printers before him. But none had succeeded.

Gutenberg did succeed. He invented what was then and is now known as "movable type" — individually worked letters, cut in reverse, usable and reusable in an inked frame.

Printing today, as a craft, an art, a necessity, is so bound into cycles of business, entertainment, education, religion and politics, so meshed into the coils of all our social relationships, that the average man or woman finds it hard to conceive the full significance of these inventions to our day-to-day life.

What does printing mean to you? Not much, the reply is apt to be, since you don't have much occasion to order any at the printing office.

But who doesn't read a newspaper, the most popular, modern manifestation of the printing industry?

Life Membership For Mrs. G. Johnson

The Women's Missionary Society of Acton United Church met at the home of Mrs. C. L. Poole on Saturday, Presiding was Mrs. B. Mowat, the second vice president. The worship service was taken by Miss M. Mainprize and the Study Book on Lent by H. Force.

Annual reports were presented at this meeting and the secretaries of departments had splendid reports. The allocation was over-reached. Fees were paid.

Book Shelf was taken by Miss M. Mainprize and Mrs. Hannah read the highest number of books during the year. President Miss M. Z. Bennett presided over 11 meetings during the year and all wished her a permanent return to health. She will be able to return to her home in the very near future.

The Friendly Circle gave a donation for a life membership which was presented to Mrs. Gordon Johnson by Mrs. R. L. Johnson and pin by Mrs. F. Cleave. This is always a very pleasant event. Mrs. Johnson very fittingly replied to her surprise taken.

Sympathy extended to Mrs. R. L. Johnson through the remittal by death of her sister who recently passed away in Rockwood. Community-Friendship secretary, Mrs. Cleave reported 84 calls to homes, hospital, Milton Manor and newcomers. The meeting closed with prayer.

Mrs. Poole, assisted by Mrs. Cleave, Mrs. Currey, Mrs. Force, Mrs. B. Mowat and Miss Mainprize, served lunch and a social time was spent together.

A vote of thanks was given to Rev. C. L. and Mrs. Poole, and those in charge of the lunch and program.

Chronicles of Ginger Farm

Written Specially for the Acton Free Press by Gwendoline F. Clarke

In this district we are still lucky insofar as weather is concerned. Very little ice, no snow to speak of, bare roads and good driving conditions. Not quite so good on the back-roads — but passable. We were particularly thankful for good weather last week as we had trouble at the barn — one cow with milk fever, another with digestive trouble and the rest not too lively. Partner says he is to blame for feeding them too well.

I suppose cows are much the same as humans — more of them suffer from over-eating than from under-feeding. Anyway, our cows last week provided us with plenty of extra work and worry. Everything is back to normal now, thank goodness and without any loss of life. It is wonderful the results modern veterinary medicine can achieve. If our sick cow had had milk fever ten years ago the chances are we would have lost her.

This week there will be more excitement, but of a different kind. On Friday we expect to be "converted" — by a change-over from 25 to 60 cycle. We are wondering if we shall notice any difference in our lamps and motors. That I shall be able to tell you next week.

And in connection with hydro like everyone else we were deeply shocked to learn of the death, through a plane crash, of that energetic personality, Chairman Robert Saunders. He had a tremendous responsibility and no one could have worked harder than he to promote the St. Lawrence Seaway project. It just seems too bad that he will not be here to see the completion of that gigantic undertaking.

A comparatively young man, Mr. Saunders, except for his untimely death would undoubtedly have given many years of valuable service to Ontario. His passing will be a shock to farm folk in every part of rural Ontario, as he did much to provide the means of hydro to those in isolated districts.

Another public service, the progress of which we are watching with interest is the installation of new poles and wiring by the Bell Telephone Company, in preparation for a changeover to the dial system in July of this year. We are really going modern around here!

However, the party line will still be with us but with less on each line. Six instead of the present fifteen — at least, so we have been informed. In the meantime we are subject to the inconvenience that precedes any change in public service. There are short power interruptions of infrequent intervals and occasionally the telephone line is completely dead. And no doubt conditions will get worse before they are better so I guess we shall have to take it in our stride.

That we can do. What is a good deal harder to take is the announcement made last week by our Federal Minister of Agriculture, the Honourable Mr. James Gardiner, who said that except for the wheat crop failure in the west, 1954 would have been a good year for Canadian farmers!

What a good idea it would be to have Mr. Gardiner change places with an average hundred-acre farmer for a couple of years, with little in the bank and probably a mortgage on the farm. It would be nice to have Mr. Gardiner feed and care for a few hundred laying hens; look after collecting the eggs, clean, pack and ship them; and then get 30 cents a dozen for Grade A Large! If he compared the cash returns with the cost of feeding the birds Mr. Gardiner might get quite a surprise.

In fact, as an economy measure, Mr. Gardiner might do as we have been doing — live on a steady meat diet of boiling fowl! Actually, we have eaten so many hens the last few weeks we are wondering if there is any danger of us starting to tackle!

We would also like to have Mr. Gardiner shipping milk. He might then wonder, as we do, why farmers should be required to ship a given quantity of "surplus" milk — \$2.40 a hundred pounds, which must be supplied to the dairy in order to keep up the quota that sells at approximately \$4.40 a hundred.

Yes, a couple of years as an average farmer, Mr. Gardiner might find the farmer's income influenced by other factors besides the prairie wheat crop. It might be brought home to him, the hard way, that everything he had to buy had a way of increasing in price while everything he had to sell was on the decline.

Mr. Gardiner, we are fully aware, is a farmer, but if he were a farmer, minus his position as a cabinet minister, we rather fancy he would have to do a lot of juggling to make the scales balance at all.

**SILVER-WOOD**

**Pakistan Project Described to W.I.**

Mrs. L. DeVries was guest speaker at the Silver-Wood Women's Institute on Thursday, January 13, which was held at the home of the president, Mrs. R. Corbett. Mrs. DeVries spoke of the experience of her son who is on a Soil Conservation project in Pakistan.

The president welcomed a newcomer to the Institute Mrs. Douglas Peck of Georgetown. Roll call brought forth many smiles and chuckles as each member answered by relating how she, first met her husband.

The new project for 1955 concerns all Women's Institutes in Ontario; it is hoped to provide four

villages in Ceylon with a set of equipment for a home demonstration centre. Here the women will be taught homemaking and home care. The cost to equip each village with this material is to form the project for each branch. It was decided that Silver-Wood W.I. would hold a small picnic soon to raise their share of this contribution.

After a general business meeting Mrs. George Burt called on Mrs. Marchington for the motto "The past is the foundation of the future" which was well-written. Mrs. Burtkin gave the current events and Mrs. K. C. Lindsay gave a paper on the flower of the month, the carnation. The ladies then enjoyed the talk given by Mrs. DeVries and also picture postcards of various places of interest her son has visited in Pakistan.

Hostesses for the afternoon with Mrs. Corbett were Mrs. Marchington and Mrs. Henderson. The next meeting of the Silver-Wood Women's Institute will be in the Stone School.

**Ice Causes Accidents**

There have been several accidents caused by the slippery roads. Miss Keay is still suffering from a painful fall which injured her arm and shoulder. Mrs. Pearson of Silver-Creek broke an ankle in her fall, and Mr. Rudy Corbett suffered from a sprained arm and shoulder but is now on the mend.

Mrs. Thornton, Mrs. Ernie Miller's mother, is visiting her this week. Mr. and Mrs. Jack Thomas of Rivers, Manitoba were recent visitors with their aunt Mrs. Dave Williamson. Mr. Thomas is connected with the R.C.A.F. there.

**Discuss Fall Fairs**

A very successful Farm Forum meeting was held at the home of Charlotte McCullough on Monday evening. Fall Fairs were discussed.

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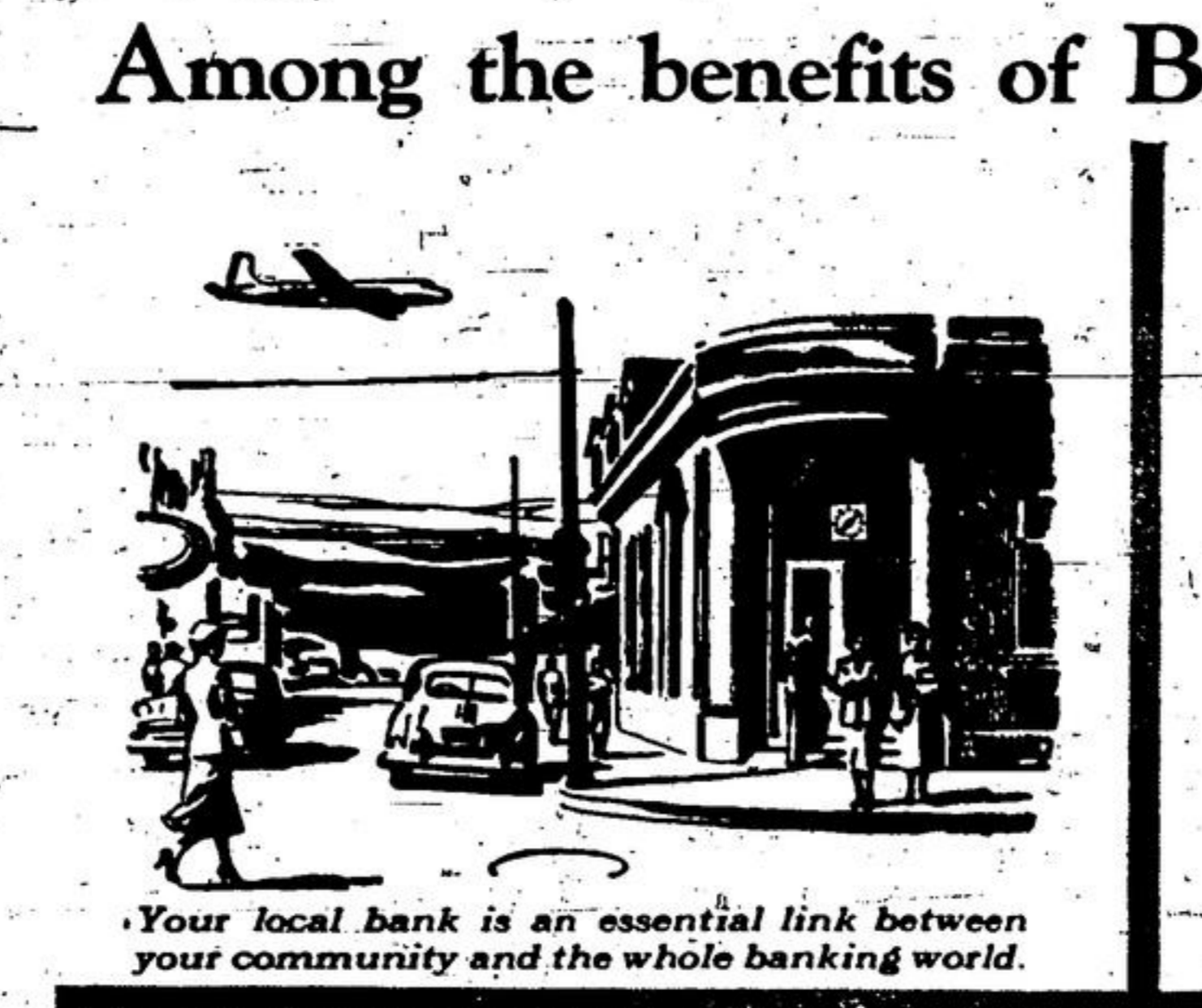
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