

Editorial Page

The Little Guy

It is surprising to discover in these times when it is so generally believed that "big business" is crowding out "the little guy," that the biggest food store in Canada is operated not by one of the chain-store companies but an independent grocer; Ralph Kraft, of Kitchener, Ontario. Quitting a factory job in 1947 to open a small store, he now does a gross business of \$5,000,000 a year, and expects to double that figure in three to five years. Others may argue that the independents can compete with the chains only with the help of legislation to levy extra taxes, ban trading stamps, or enforce early closing hours, but he does not agree.

"Chain store competition," reports the Toronto trade publication Marketing, "hold no fears for Ralph Kraft, whose sprawling Hi-Way Market at Kitchener, Ont., has broken one record and will soon set another. Already the largest independent food store in

Canada, an addition will bring its size to 64,000 square feet by late summer and make it the largest food store — chain or independent — in the country.

"Its success has been built on solid merchandising without gimmicks or stamp plans and without fear of chain stores, which Kraft regards simply as 'good ethical competition.' A big factor in the store's success, Kraft believes, is the late hours. The store stays open until 10 p.m. every night and is the only food store in the city to do so. About 40 per cent of his customers shop after 6 p.m.

"And while chain stores traditionally sell at less cost than independents can, Kraft feels he is winning the fight on this front as well. He saves money in several ways. For one thing, he has 60,000 square feet of warehouse space on the premises, mostly in basement areas, which saves him about two per cent in handling costs over most chain stores."

A Quiet Time

There won't be too many flags in evidence, no fireworks displays are planned, and there's some confusion about which day to celebrate, but Saturday is Dominion Day and unfortunately it won't be much more than a holiday in these parts.

Dominion Day of course is one of the most significant dates in Canadian history, but the typical restraint of the Canadian leads us to minimize the event and cater to the American tourists who will be celebrating Independence Day.

A newspaper of the 1867s published in Halifax noted that "The setting apart of a special day of rejoicing as a National Birthday is essential to our entrance into the family of nations, and no day could be more appropriate than that on which we make our debut. The American is proud of his 'Glorious Fourth' but how much more should Canadians be proud of the day that has ushered their nation into existence; other national holidays have been baptised in blood, but ours in the offspring of peace. Let then

the 1st of July be celebrated by Canadians as their natal day and as time is in its unending rounds brings us to that day it will become more and more fraught with pleasing recollections, and bright and glorious anticipations for the future."

By the next year the same newspaper commented, "Yesterday was the first anniversary of the New Dominion and all were expected to rejoice thereon, but we confess we found too much cause for anxiety for the future to rejoice over the present state of our Dominion."

And so perhaps on this, another anniversary Saturday of the founding of the Dominion, we are more concerned with the business of a holiday than with our concern for the future of Canada.

We think however that Canadians are truly proud of their country although a little less exuberant in its celebrations. Surely the celebration in 1967 will mark the centennial of the country quite exuberantly and get the holiday on a more symbolic holiday plane through its second century.

Opening Elop

If you have already read that the official opening of Upper Canada Village was a flop as far as the spectators were concerned you weren't led astray.

After reading the reams of publicity on the re-creation of the typical 19th century village near Morrisburg we decided to visit it and attend the opening day's ceremonies.

Opening day ceremonies started at 2.30 p.m. and finally after speeches and military displays the ceremonies were concluded after 6 p.m. Thousands of chairs set up in Chrysler Farm Battlefield Park for the ceremonies had been vacated in the face of biting winds and an 18 item program that dragged on interminably.

Opening of the Upper Canada Village, scheduled for about 4.30 p.m. was closer to 6.30 and hundreds left long before that. After that long a wait visitors finally saw the gate unlocked, crowded in to see what all the publicity was about and found every one of the buildings locked.

A Time for Care

More traffic fatalities occur in summer than in winter. In July and August of last year there were almost three times as many traffic deaths as in January.

Safety experts state that 99 per cent of all accidents are avoidable and only a very few are caused by bad roads, poor conditions or mechanical failures. The following tips from professional drivers may be helpful.

1. When driving a strange car — or if someone has used your car recently — read just the seat and rear-view mirror.
2. A straight posture behind the wheel is safer and more efficient than a slouching one.
3. Hands should grasp the rim of the steering wheel, not the spokes; most professional drivers suggest a fairly high position on the wheel.
4. Most restful position is with the upper

arms vertical and the elbows fairly close to the body.

5. Driving should be done when you are relaxed and alert. Times of emotional stress or unusual tiredness are unsafe for driving.

6. Always start the car slowly; stop smoothly and slowly. Quick stops, except in emergencies, are the mark of a careless driver.

7. Watch the car ahead of you and the one ahead of that; check the rear-view mirror frequently, especially when slowing or stopping.

8. On the open road, keep up with the traffic; don't fall behind or try to beat it.

9. On long trips, take frequent rests and don't overeat; always keep at least one window partly open.

10. Always drive more slowly at night.

Starting Young



—Photo by Esther Taylor

Sugar and Spice...

BY BILL SMILEY

and deception, guerrilla warfare, hit-and-run tactics. We place spies in the enemy camp. A few examples might clarify these basic rules. How do we probe the weak spots, for example?

Well, first we have to find them. Every woman alive is susceptible to flattery and every woman is born with a certainty that she has impeccable taste. Start from there. If you can't bring yourself to offer a flattering remark about her dress, hair or figure — I mean if she's a real old but — praise her cooking, or the way she slaps the kids or cuts the lawn. How do we deploy our forces? Simply by never being caught without fresh reserves to draw on, new positions to withdraw to. If she says, "That's your third beer," we retort, "Yeah, but I didn't have any yesterday." We never just answer, "So what?" This would be risking everything on a direct trial of strength.

Guerrilla warfare? This consists of hitting the enemy when he is off balance, or not looking, or unprepared. Preferably from behind. For example, you have Oh, they're not all visible. Although I didn't get that broken nose in the ring. My wife hit me with a telephone. Nor is that lump just over my left ear the remains of an old war wound. It was put there by a plate containing roast beef, potatoes and gravy served directly from the stove, across a 10 foot kitchen. No, many of the deepest wounds are hidden ones. They lie in vivid stripes across my inner self, like the welts on the back of a freshly-flogged sailor. They seem to have labels. Let's see what they say.

This one reads: "You are absolutely useless as a father." And this one: "Why do you humiliate me like that in front of our friends?" This purplish one here reads: "I'd have been a lot happier if I had never seen you." And this one: "Why can't you act like a normal human being?" These are the old scars that throbb whenever the storm clouds appear on our domestic horizon. It is to save the neophyte from such wounds that I propose to offer a few simple suggestions. These will be for men only. Women not only don't need any advice, but won't take it. They have a built-in conviction that whatever they do or say is right.

All right, chaps. Pencils ready. First, know your enemy. This advice alone will prevent you from learning it the hard way, in many a brief but bloody skirmish. Know that within that delicate skin that dainty form, dwells someone who is just about twice as tough as you are, physically, mentally and every day in the week. Know too, that within that soft, buttery little thing who looks so helpless today, lurks the fire-breathing dragon of tomorrow.

Now, if you realize that you are out-gunned, you're off on the right foot. What do we do when we face superior armament? We run? No, no. That's just the trouble. A lot of fellows who have started running in the first month of marriage have been on the run ever since. No, what we do is outmanoeuvre the enemy. We never risk a frontal assault. We probe the weak spots. We deploy our forces. We use stealth

and deception, guerrilla warfare, hit-and-run tactics. We place spies in the enemy camp. A few examples might clarify these basic rules. How do we probe the weak spots, for example?

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G.A.D. About

Canned Entertainment

For the past two or three years I have had much of the sort of entertainment that can be poked into one's own home. Perhaps you can recall with me the old phonograph with the big horn and the first round cylinders that scratched out tunes and bits of dialogue. Later they were streamlined and the records were made flat. This was followed by the radio, and along with it came the need for a license and of course a fee payable each year. Such a fuss was created over the fee that it was abolished. Remember how we used to sit around with earphones and hope to get some sort of squawk from such far away places as New York or Philadelphia.

At last along came the ultimate known as T.V. and the youngsters could scarcely be coaxed in from play after dark and it was not any good in daylight hours. Finally this difficulty was overcome and we got a half dozen or so channels to view with a multitude of goods to sell.

There have been great changes in the world of transmission over the past fifty years. I have enjoyed most of them and I like many of the present presentations. These I do not like can be cut out with a flick of a switch. They have provided many a shunt in with some diversion for which we are thankful. Many of the programs presented are really fine. I enjoy particularly the hockey and baseball games in the playoffs and I AM a regular listener to the Lawrence Welk show. During the summer of course there are other programs that I miss. Just how much we have all been improved by this age of mechanical information is difficult to assess but it has

played a certain part in all our lives and it has not displaced any of the reading or other diversions.

I was glad to note that Acton is getting more new small industrial plants in the former Wood Comb plant. This will all help make Frederick Street a busier thoroughfare.

We have had our home on this street for thirty-five years and we recall many changes during these years. When we went there, the street ended at the bottom of the hill and the Suburban Rail way ran along a right-of-way to the station on Church Street. The railway has been abandoned these many years.

The Wood Comb was a hive of industry for a few years and it operated for a time with day and night shifts. Now we are to see some of the activity revived again with at least three diversified industries occupying parts of the big plant.

I would like to see more sharing activity on Frederick St. I have missed the bustle of the last few years and welcome a return to seeing Acton folks go back and forth to work.

Scout Hall Campfire

In spite of chilly winds, a number of parents joined Scouts, Guides, Cubs and Brownies for a campfire at the Scout Hall on Friday evening. Amid living sparks from a huge campfire they enjoyed sing-songs and skits. Huddled in blankets, heavy coats and sweaters everyone sat around the roaring fire and kept up a steady barrage of songs and skits until the last spark had been doused in the fire.

THE GOOD OLD DAYS

BACK IN 1911

Taken from the issue of the Free Press, Thursday, June 29, 1911.

Last Thursday about midnight, Mr. James Price, Esquimaux, was awakened by dense smoke pervading his bedroom. The family was alerted and the fire was in flames. Neighbors who saw the flames and people driving home from a garden party in Georgetown hurried to assist in quelling the blaze. It appeared as though they were successful until the well gave out and water was not available. Before the entire building burned to the ground, furniture and valuable articles were carried out. The house was covered by insurance.

John Leishman, bricklayer, had a very narrow escape from serious, if not fatal injuries, during a visit to Guelph this week. He was having a game of pool in a pool room on Wyndham St. and just back of him was an open window. He backed up after making a shot on the table, stumbled over something on the floor and fell backwards out the window to the pavement below, a distance of about 20 feet. He was picked up unconscious but soon recovered. After examination by a doctor, he was found to have painful injuries to his arms and shoulders and was suffering from internal injuries. The attending doctor anticipates no serious results and Mr. Leishman is expected to be up and about shortly.

A good heavy rain would be most welcome any time now and the cisterns are becoming dangerously low. Many residents are complaining about a shortage of water.

Messrs. C. C. Speight, W. Bauer, J. Sharp and R. J. McNabb enjoyed a fishing trip last week to the Nottawasaga River near Stawater. They returned home with a very fine catch and were most gracious in sharing their catch which included bass, pike, pickerel and shad, with many residents in town.

Rev. Dr. and Mrs. Antill said farewell to their many friends in Acton at the G.T.R. station on Tuesday when they left for their home in Montreal. Rev. Antill completed his pastoralate at the Methodist church on Sunday during a farewell service.

BACK IN 1941

Taken from the issue of the Free Press, Thursday, July 3, 1941.

Entrance exams were released this week and according to reports, out of 34 pupils all but one passed successfully. This year it was one of the largest entrance classes in years.

During a special board meeting this week new teachers were engaged for the fall and with the appointments all vacancies have been filled. It was decided to paint seven school rooms during the summer months and make repairs to the stairs in the Continuation school.

Last Sunday, Rev. G. C. Gifford preached his final service in Acton prior to moving to his new charge at Dresden. The morning and evening services were crowded and afterwards everyone wished the minister and his family success in their new home. Following the Sunday school service in the morning the teachers and scholars honored the minister when they presented him and his wife with a floor lamp. A. T. Brown read the address and Evan Jones made the presentation.

The warm weather being enjoyed has increased the population at Fairy Lake as a large number are donning bathing suits to enjoy a brisk swim to cool off.

The Department of Highways are grading and repairing the section of number 25 highway between Acton and Milton. How complete the job will be remains to be seen but a noticeable improvement is obvious.

Last Friday, Shirley McAline, Joyce Dennis and Patsy Chew, held a lemonade booth on the lawn of the Presbyterian Manse, on behalf of the British War Victims Fund. They raised \$6.40 from the sale of lemonade. It was a hot day.

C. F. Leatherland, clerk, has received word from the Dominion Housing Commission that Acton is classed a centre for the manufacture of essential materials and loans for homes of moderate size are still available. All who are employed with a moderate income and desirous of building should act immediately.

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