

Clergy Comment

by Envy Mrs. Vale
 "Mom, I really love you" "Mom, I think you are the greatest" Do these words sound familiar? The last few years I have had the privilege of hearing these wonderful words and really appreciated them.

But before the day is over I kind of question the sincerity of them. My children climb out of bed in the morning and forget to make their beds. When I go to check it looks like World War III has just struck. After school they come home and drape their jackets over a chair or the most convenient place they can find.

When supper time arrives and I ask for a volunteer to set the table all I can hear is "why don't you ask Trina." Trina: "All I ever do is work all the time around here." "You never ask her to do anything."

So I thought it was time to teach the girls a lesson. After supper I did the dishes and never mentioned anything about the different jobs that were not completed. Before they go to bed at night they have something to eat and the youngest one likes to be tucked in, so I decided I would not bother tucking her in. So when Janienne asked mom to come and tuck her in I replied, "I'm too busy, but I love you." Very lightly, she turned up her nose and replied, "but mommy if you love me you wouldn't act like that."

I sat down and shared with them that so often we say things so freely with our lips but our lives do not show it. I reminded them of what

Jesus said in His word, John 14:23: If any one loves me, He will obey my teaching. My Father will love him, and we will come to Him and make our home with Him. He who does not love me will not obey my teaching.

I told them I too have guidelines to go by. I can tell their daddy I love him but if I don't put it into action he would have the right to question the sincerity of my love.

I thought about this after the children had gone to sleep. How strong was my love for God. Oh I can say over and over I love Him, I can read the Bible. I can go to church but all of this is only lip service. I must obey His teachings. It is not an option. It is a command. When I look at the end of this verse in John I see love goes two ways. He will love me and will come and abide in my life through the Holy Spirit. We build a relationship on love and obedience.

Are you like the children, taking God's love for granted? I often wonder how He must feel. I know how hurt I felt when the children neglected their jobs. When I heard them complaining it hurt and I am only human. He is GOD. He is the one who created me. He has blessed me with good health, a land of plenty, friends, a home to live in and a very lovely family. Isn't that a lot to be thankful for?

Are we showing Him how much we appreciate what He has done by responding to His Word? Or, are we just giving lip service.

Combined 10% sales hike for 25 firms



Chamber, region and provincial officials get together for a chat about Acton's business climate with the consultants who studied 25 Acton firms.

Twenty-five small business in Acton can expect a combined total sales increase of \$659,000 next year a team of consultants has predicted.

K.B. Jensen and Associates, Toronto, presented their final report on the Small Business Management Development Program in Acton which they conducted for 25 small local firms this past spring and summer at a windup dinner at the Acton Legion Thursday.

The consultants predicted both sales and investment increase for the group of businesses studied in the next year, but also forecast a small drop in the number of people employed by the 25 firms.

The program, which operates under the Ontario Ministry of Industry and Trade and was sponsored by the Acton Chamber of Commerce, involved three consultants visiting the 25 participating firms to discuss problems, review the firm's operations and financial situations and offer advice on changes for the future.

Most of the participants spoke glowingly of the help they received from the program, but a few did offer criticisms. The firms participating included downtown retail businesses and service firms operating all over town.

Besides the 10 per cent increase in sales, the consultants predicted investment in the businesses will soar 19 per cent, from \$1,997,000 to \$2,369,000. The number of people employed by these firms will slip from 102 this year to 98 next year. Total sales will climb from \$6,920,000 to \$7,579,000.

Pictured here are, left to right, John Whelan, Matt Fischer, Jerry Byers, John Allinson, Dave Whiting, Knud Jensen, Ted Carney and John Ayling.

Consultant Knud Jensen, who described Acton as a "very co-operative community," warned the merchants unemployment, inflation and high interest rates will be with us for some time to come.

He said inflation has "eroded" merchants "margins," and they have been reluctant to pass increased costs on to customers and must resist eating more cost hikes in the future.

One of the most important things all small businesses must learn is "debt management." The consulting firm is forecasting interest rates of 15 to 18 per cent for the next 18 months.

Few of the local firms studied were doing any forecasting for the next year, merchants were too busy running their business to worry about the future. However, it is "worthwhile" to sit back and ask questions about the business and decide what direction the firm should be taking or setting goals for the future. The consultants found older, established local firms found it difficult to look ahead. They also discovered merchants were reluctant to take time off to attend seminars on financial analysis and management.

He urged more small businesspeople learn to read financial statements so they will understand their accountant better and be able to explain their situation to their bank manager.

Another consultant, Ted Carney, said merchants must work to recognize what products aren't selling and concentrate on what's moving. They are already keeping records for sales tax re-

porting, so it shouldn't be difficult to examine inventory more closely. Sales should be compared for time periods, Carney advised.

Businesspeople should be setting down operating budgets, it doesn't matter that much even if they are above or below budget, just as long as they have something for the firm's position to be checked against. Financial statements should be obtained and reviewed more than once a year, at least twice a year and preferably quarterly.

Carney also told the businesspeople they must learn profit isn't a dirty word, that profit is why they are in business.

One thing they found refreshing about Acton was the local availability of professional services such as lawyers, accountants and bankers.

The third consultant, Jerry Byers, said businesspeople must be looking at community trends, such as Leathertown and while not all can capitalize on this promotional theme they should be aiming to use it in the future. He noted some have already tried to cash in on the Leathertown theme and it hasn't produced for them, but that may be because the Leathertown movement is still young and will need time to produce results and may be too specialized to help everyone.

A small business can't be everything to everyone, so firms must target their customers and serve them. Newer businesses must also work to develop an image.

John Whelan of the Ministry of Industry and Trade, said it was encouraging to see so many first time small businesspeople participate in the program and future investment predictions showed a commitment to Acton. He said most Acton firms are "doing well considering the (economic) circumstances."

He said the government will review the program in Acton and what was learned about the community. "It makes us aware you are here even though you're not on the map."

Paul Nielsen said the program was excellent, "a very exact and an important exercise." But, he said, profits aren't what businesses in a small town are all about. "We must provide service, profits will come after service."

He said what is happening at the new commercial node, the Hide Houses' rapid expansion, concerns downtown merchants and warned that development is "remote" to their development.

BIA chairman Ed Wood said all participants he had talked to felt the program was beneficial.

Chamber president Dave Whiting urged all Acton businesses take advantage of the customers the Hide House brings into town and make use of the new tourism booth. He predicted customers can be brought downtown from the Hide House.

Hold off on 3-way stop

Halton Hills general committee decided Monday night to have a three-way stop at Cobblehill and Mill St. West.

Councillors followed the suggestion of deputy engineer Ted Ballinger that new traffic control measures in the vicinity of the new St. Joseph's School, including restricting parking, school crossings marked and crossing guards posted, and reduced speed, be given a chance to see if they are sufficient.

In 1977 council rejected a request for a three-way stop at Cobblehill and Mill.

Councillor Dave Whiting asked how long the new measures will be evaluated and Ballinger said the situation will be monitored for a time and if there are problems staff will

look at extra traffic control measures including a three-way stop. If there are no concerns raised extra measures will be forgotten, Ballinger explained.

Whiting asked if the police had been contacted about radar practises in the area and speeding. Ballinger replied that the police safety officer was consulted about the previous traffic control moves approved by council and there had been no accidents in the area related to the bad corner.

"One resident whose son was hit by a car had spoken to Whiting about having something done about the corner in the past. He asked staff to contact the police about monitoring speeding in the area of the corner,

noting he had asked previously that the police do this.

Councillor Ross Knechtel reported a spokesman for the 70 neighbors who signed a petition calling for the

three-way stop had informed Councillor Terry Grubbe that they are willing to wait and see if the restrictions and measures approved last week will solve the problem.



Janet Duval pins a "Yes" button on Mayor Pete Pomeroy as she promotes a favorable referendum on the nuclear disarmament vote in the November election.

Registration low for night courses

Registration for Acton night school courses was so poor last Wednesday evening, it has been extended all this week, right up until next week's start of classes.

Bookkeeping for Small Business, a credit course, has been cancelled. The only other credit course offered is typing.

Night school students may now take high school credit courses free of charge, thanks to a new Ministry of Education ruling.

The ministry has abolished all fees for high school credit classes. These credits

may in turn be used towards a secondary school graduation diploma or an honors secondary school graduation diploma.

Other non credit courses offered are woodworking, cake decorating, computers, and social dancing. If enough people have registered by Friday, classes will commence Monday. Those people in classes cancelled due to insufficient registration will be notified and their money refunded.

Those wishing further information can call the Board office at 878-8451 and ask for adult education.



Acton's newest downtown merchant, Renee Watson, of Bluenose Ceramics drew the Actario tickets Saturday.

Actario winners

Lil Bradshaw, Cameron Act., won the monthly Actario trip prize, a Jamaican vacation.

Wilmer Fryer and Alice Pilkington shared the ticket which was drawn for the weekly \$350 cash prize. They also won merchant

vouchers from IGA, Home Hardware, Acton Family Restaurant, and Acton Family Cleaners.

Did and Emily Price, Willow St. North, won vouchers from Jug City, Family Cleaners and Acton Bowling Lanes while Olga Carter of Mexico City and Stella Brunelle of Acton shared the ticket pulled for the super shopper prize of vouchers from Nielsen's Clothing, Acton Photo and Camera, Ed's In 'N Out, Sledmans, Acton Pharmacy, and Family Cleaners.



Fall fashions help fund drive

Hugh Patterson, special events chairman and vice president of the Acton Cancer Society ties wife Marion's bow for the "Chandelle Fashion Show" last Thursday. The models for the show are counter-clockwise, Anne Jerrard, Marilyn Shean, Karen Coats, Diane Kilner and Christine Arbie.



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Fire Chief at drop-in

Fire Chief Bill Cunningham, who took over the post this past summer from Mick Holmes, will be the special guest at the Acton Social Services and Information Centre.

Cunningham accepted Councillor Dave Whiting's invitation to come to drop-in to meet taxpayers at Monday's Halton Hills council meeting. He is replacing as drop-in guest the regional Medical Officer of Health, Dr. Peter Cole, who can't attend because of meetings.

Golden Agers

by Edith Frankland
 The meeting of the Golden Age club was held on Wednesday, September 15. After the meeting we had a session of bingo. The winners were Helen Pickett, Isabel Mino, Greta Perkins, Leslie Wood, Ann Berry, Tom Frankland, Vos, Elva Pearson, Colin Baker, Peggy Wood and Alice Pilkington.

May we please remind members of the pot luck supper and the installation of officers on Wednesday, October 20 at 5.30 p.m. and the Zone Rally in Burlington on October 28.

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