

EDITORIAL OF SORTS
(From Page 1)

Millbrook, Durham County, nestles gently in a valley. From one of the hilltop approaches, the greensward panorama invites one to descend; but the haven belies its look from afar. Two roughly boxed-in premises of absentee ownership, and bedraggled looking stores, leave such nostalgia ... even for an inanimate business block.

Big City Peterborough has knocked down Millbrook's commercial life, as a bully, but worse. This victim won't get on its feet to fight again. Have town fathers given up the ghost, too?"

This is Millbrook through the eyes of Mr. Foster M. Russell, Publisher and Proprietor, The Cobourg Sentinel Star. This is Millbrook through the eyes of many, we guess. And we confess that we regret that it is so.

Twice, in editorials, we have informed our council that it has the power by law to rid King Street of the bricks and debris left from the fire; but our council will not read the law: it would rather argue than be right.

Mr. Russell writes that "Big City Peterborough has knocked down Millbrook's commercial life, as a bully, but worse. This victim," he says, "won't get on its feet to fight again. Have town fathers given up the ghost, too?" he asks.

It is true that many vil-

lagers spend a great deal of money in Peterboro. It is true also that many villagers earn a great deal of money in Peterboro.

A housewife must get the best value she can for the money she has to spend or she is not doing right by her husband and family.

If Millbrook merchants & tradesmen can give equally good value, certainly they are keeping that fact a secret. We concluded long ago that the present volume of business must be satisfactory or they'd be doing something to increase it.

Almost every businessman in Millbrook does the most of his spending out of Millbrook; and the wives shop regularly in Peterborough.

This is not wrong; this is their right. They have the right to spend their money

where they choose.

Gord Clifford, who owns and operates The Shady Nook Dairy and Dairy Bar, has a little sign that says that says that all foods served are bought in Millbrook if available here. And Gordon does buy in Millbrook every item he can get here. This is a form of loyalty to his village. The odds are that Gordon has to pay more for some items here than he'd have to pay elsewhere, but he sure saves a lot of time and gas. Right or wrong, he is prospering.

Now and then our missus has to be in Peterboro—and we say "has to be", because neither of us finds any joy

in being there—, and while she is there anyway, she figures she might just as well shop there. She says there is more variety, whatever that's supposed to mean, because we always eat the same things anyway, and glad to have them to eat. Anyway, to make this boring confession as short as possible, she saves, let's say, a buck, a buck on twenty bucks of shopping—and that's only one bagful these days. She has saved a buck. Bully for her! But she saved the buck only because she was Johnny On The Spot to start with. It is our experience that we save time and money by buying here. We do

not buy here out of loyalty; we buy here because we find it pays to do so.

How we ever got on this subject, goodness knows. We began by reprinting part of an editorial from The Cobourg Sentinel-Star. So let's get back to the editorial.

The editorial says that Big City Peterboro knocked down Millbrook's commercial life. We think that Peterboro deserves some of the credit or blame. So do Eatons & Simpsons with their costly and attractive catalogs. The motorcar has affected little villages too. But Mr. Russell makes the mistake of concluding that Millbrook's commercial life is finished. Sure, some businesses have folded, but some others have begun. Millbrook's merchants ap-

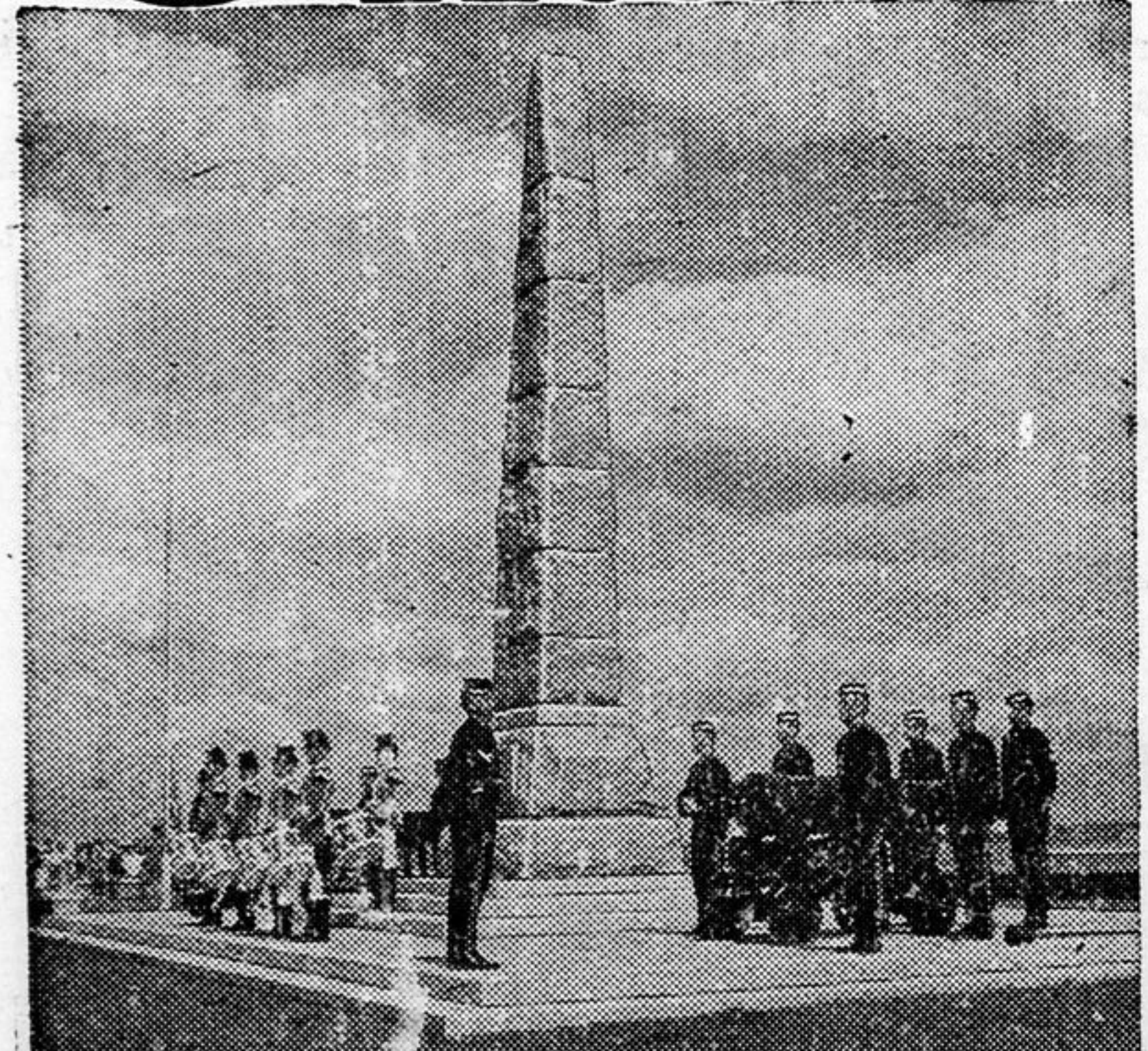
Teaching Traffic Safety starts at home



teach them to never cross from between parked cars

HEAD FOR THE SIGHTS...THE LAKES...THE FUN

HEAD FOR Ontario



Know Ontario better... it's all yours!

Ontario Department of Travel and Publicity
Hon. Bryan L. Cathcart,
Minister

FREE

ONTARIO TRAVEL LITERATURE

Mail to: Ontario Travel, 4706 Parliament Bldg., Toronto, Ontario

NAME.....

ADDRESS.....

P.O.....

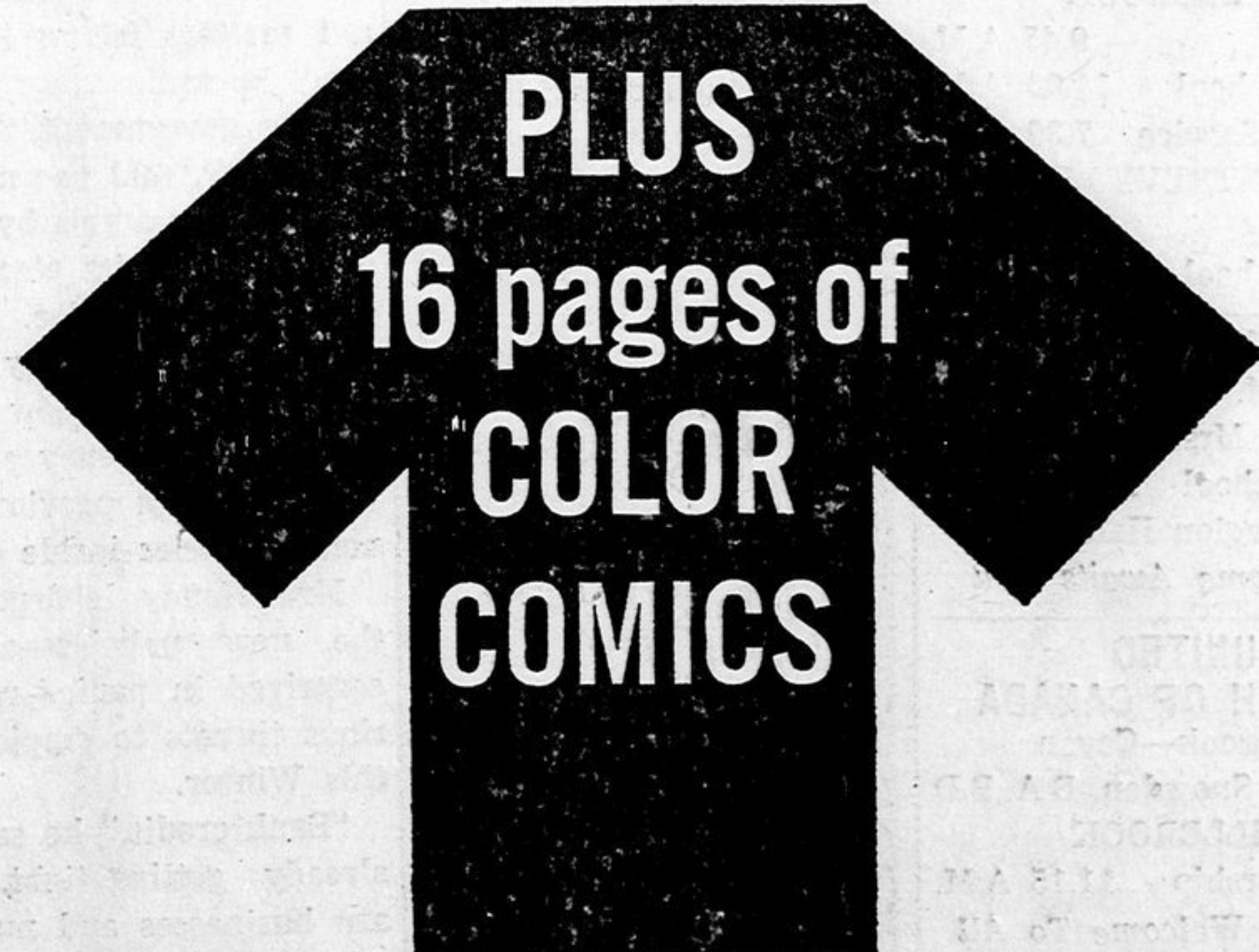


Every Saturday in the
DAILY STAR

CANADIAN WEEKLY

things of special interest to Canadians

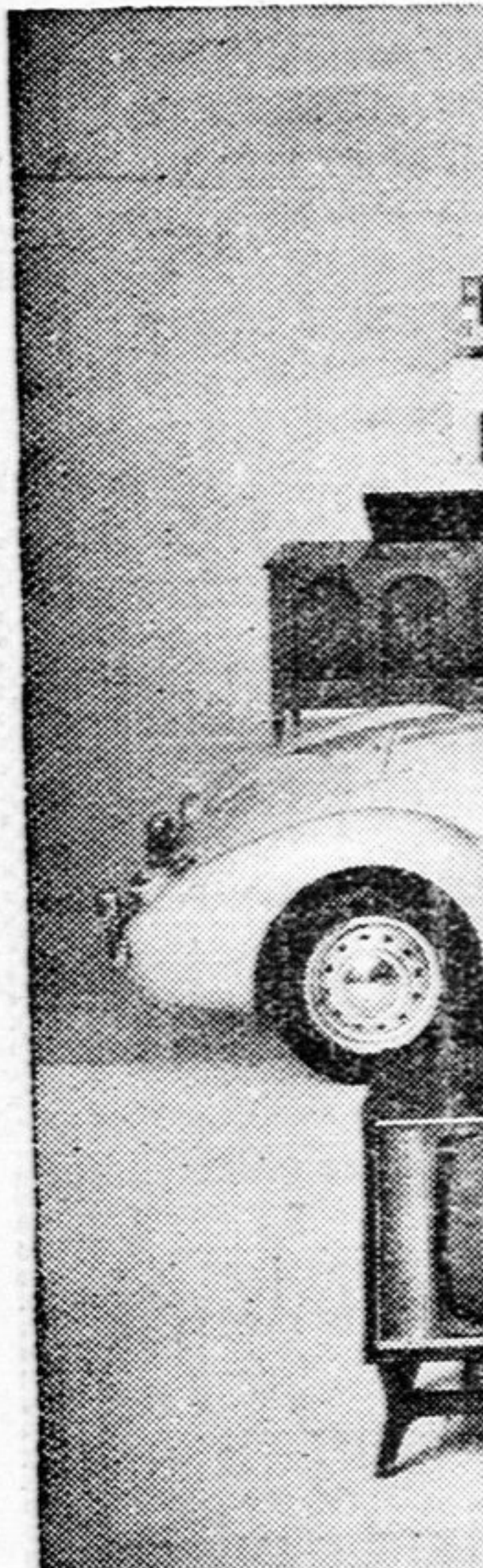
Bright and lively new magazine supplement for the whole family



EDITORIAL OF SORTS
(From Page 2)

ercial life is finished. Sure, some businesses have folded, but some others have begun. Millbrook's merchants ap-

The thing
AVAIL
through
PER



Want a new car? If you're credit rating Personal Loan surprised how

CHOOSE

\$ 500	\$ 43
1,000	8
2,000	17
3,000	26

*Monthly instalment

When you ha automatically i and (more imp money for an Toronto-Domi because he un part of our bu

THE TO

G. E.