

# EDITORIAL

### The Biggest Killer

Cancer, polio and many other diseases are having a great fight waged to stop the toll of lives being taken. Some progress is being made but perhaps the biggest killer of our day is the motor car and we doubt if much progress is being made in keeping down the toll of lives being taken.

We talked to a business man on the subject this week. He told us of being witness to an incident recently where a drunken driver had clipped two or three cars before crashing into one and injuring its occupants. The driver got a month in jail and will after the 30 days again be a menace to every other motorist. We know our prisons and reformatories are full but surely there is some method that can be adopted and enforced whereby killers on our highways can be kept from behind the steering wheels of automobiles.

We don't believe we need more laws but we do think a different approach in our courts with more emphasis on the common sense and less on the legal points would be helpful. Every driver's license has space for three convictions to be registered. We wonder if noting the convictions is regular procedure in our courts. If it were done, it would be quite a simple matter to take away permits of those who are dangerous to the public at large.

We know the Ontario Department of Highways has other troubles at the moment. Here is an opportunity for the Attorney-General to give some relief to another department and a public service to the citizens of Ontario. We badly need a clean-up in this province in our law enforcement as well as our highway construction.

### Challenge of Competition

The law of supply and demand, probably the most important axiom to businessmen in this day of ever increasing competition for the customer's dollar, is currently swinging left on the business arc. The boom of the immediate post-war years, when production of cars, electrical goods, furnishings and a host of others came nowhere near to meeting the needs of the waiting market, is over.

Now the supply certainly exceeds the demand. Evidence of this is all about us: the concern in government and industrial quarters to extend or acquire new export markets, the present elasticity of payment terms to induce greater, immediate sales, the unhealthy indications of manufacturing recessions seen in bulging stock warehouses, closer controls on goods output, reduced production schedules and higher unemployment statistics.

In spite of these unsavory economic under tones, businessmen from the small store level to large corporation rank are not pessimistic about the future. But they are, or should be, determined about the future, determined to meet the stern challenge they as individuals will be confronted with.

And it's a challenge not so much to test their chances of survival, but a challenge to weigh their ability to maintain profits over loss while surviving.

For this condition then, we believe it is reasonable to predict that competition know-how will play the biggest part in this modern arena of business activity. Merchants will not only need to compete with each other's goods or services but with each other's selling methods and with each other's farsightedness.

Public relations with its arms of advertising promotion and publicity has made amazing strides in the estimation of hitherto indifferent businessmen as a standard weapon to adopt in this contest of competition. What is more amazing to them however is the fact that public relations is effective in a real sales-wise sense.

Recently the president of a large Buffalo department store chain told a Canadian audience of businessmen this same thing. After stressing the keenness of competition merchants will be forced to face in days to come, he concluded:

Get a good product and then tell people about it. Take a percentage of sales and allocate it to wards advertising. Advertise in newspapers, radio, television, direct mail or store promotion. But remember newspapers still remain the No. 1 medium of advertising for merchants, and they will continue to lead for a long time.

### Procrastination

Just why each year we need to have so many deadlines and last announcements for procuring of auto licenses is difficult to understand. Each year the Department of Highways starts with a January date and ends up with several postponements and a final date some time in March. Actually all licenses and permits are good only for the year of issue but the Ontario Department seems hesitant to enforce its own regulations.

Perhaps it is this lack of enforcement in all its branches which is making our highways unsafe for the law abiding citizens. It appears to carry right through its various branches until there is a general feeling of insecurity with the motoring public. Perhaps the same laxity in the cause back of the construction scandals which have cost the wastefulness and inefficiency have not yet been given much of an explanation.

In the interests of the safety of all we need a clean-up in the Ontario Department of Highways and a tightening up of the enforcement of our laws. No doubt a stronger opposition in the legislature would have a salutary effect or it might hasten the cleaning process if a change were made and a new broom used in the clean-up task.

### It Cannot Happen Here

Looking at the municipal tax rates being set for the year throughout Ontario, citizens of eastern Canada can look with envious eyes on Alberta. While eastern provinces are concocting new ways of taxation, a press report states that the opening up of natural resources in Alberta may enable that province to provide funds for education and municipal purposes.

Wheat, that seemed to be the sole commodity in which the prairie provinces excelled, is becoming overshadowed by the development of oil and minerals which are being opened up in the astonishing development of these vast lands.

We do not want to be pessimistic but having watched municipal taxation at all levels continually increase, it seems hard to conceive of the day when no taxes for municipal affairs and educational purposes would be required. Surely before such a day arrives some forms of government needs will arise to reform the age old custom of collection of taxes. Surely all our new assessments and elaborate collection system will not be allowed to be discarded. It might happen in Alberta, but it just cannot happen here.

### An Avenue of Expression

Farm Forums have grown in popularity over the past few years because they have provided a much needed avenue for expression of opinions on timely topics. The public forum provided by the columns of the local paper is, however, little used for any expression other than the editors.

Through letters to the editor every citizen of the area is afforded the privilege of expressing his opinion within the hearing of a potential of over 5,000 readers. Now surely there are enough things happening in this town and district to stir some people into the action of writing a letter based on their own opinion.

Of course it is understood that letters must not be of a libelous nature, veering another's character. Another stipulation is that the letter must be signed by the sender although a pseudonym may be printed on request. The editor, for his own protection must have the original copy signed.

During this past week we received a letter signed simply "concerned" which cannot be published because the original copy is not on hand.

Governing bodies and public groups do not usually object to constructive suggestions that can best be circulated through the columns of this paper and helpful advice may result in long awaited action.

It is not unusual for a reader to meet the editor and raise objections to an editorial carried in the columns. And the objections are often just as sound as the logic presented in the editorial but the large majority of readers will never hear the other side.

Letters to the editor do not have to be long dissertations on the subject. Indeed the reader who will no doubt be higher if the article is short and to the point.

### Reading Between The Lines

## INVENTOR MAY HOLD KEY TO HAPPIER WINTER WITH SIDEWALK CLEARING

by Jim Dillon

It's quite a thing this business of snow shovelling. The fluffy white stuff can drift down so gently but the earth's gravity seems to really haul on when you get out to lift it with a snow shovel from the sidewalk that the law insists be cleaned.

Right now I have nothing but sympathy for those who live on a corner lot where the town has so thoroughly provided sidewalks. In the spring and summer the walks are a welcome thing but when winter sets in about 10 times in the season as it has this year that snow shovel becomes an unhappy tool.

Perhaps it is this lack of enforcement in all its branches which is making our highways unsafe for the law abiding citizens. It appears to carry right through its various branches until there is a general feeling of insecurity with the motoring public.

In the interests of the safety of all we need a clean-up in the Ontario Department of Highways and a tightening up of the enforcement of our laws.

Small boys aren't too interested in straining themselves at snow shovelling and neither are big boys but surely someone is interested enough in establishing a business of their own and has enough faith in the regularity of the season to set up a venture of clearing sidewalks automatically.

It could be done quite cheaply I would imagine and if a whole block of residents could be enlisted to bear their share of costs the tasks would be simplified.

At tax rate time, though, I certainly wouldn't advise it as a municipal step of progress.



### Safe Stays Safe

Thieves tried in vain to open the safe in a chain food store in Georgetown early last week, the Herald reports. PC Ross McGon discovered the attempt in the early hours of the morning. It was believed entry was made by forcing the door sometime after midnight and it is possible the intruders were frightened away while attempting to open the safe.

No action in joining Esqueping School Area 1 is contemplated by trustees of Stone School, who discussed pros and cons of area affiliation at a meeting in the school house recently.

A flash fire last week at the home of Mr. and Mrs. Ted Rogers, No. 20 Esqueping street, destroyed the house and contents. Alone in the house with Frances Rogers was her grandmother Mrs. A. M. Clark, Toronto, who received minor burns. No injuries covered house or contents.

Complaints in Nelson Nelson Council had a deluge of complaints related with a recent meeting. Cause of all was the local farms and housing of last week which flooded streets of houses and left small lakes in low places.

Burlington police had a busy day at the opening of a chain food store there recently. It required the services of six officers to keep the crowds in order. Says the Gazette, "The traffic was terrific and they were highly praised for their work."

Recently levied local improvement assessments have been raising eyebrows in Oakville. At a recent court of revision meeting in Oakville a man protested a rating of less than he had a year or so ago. The court ordered a two-man jury to assess the property.

Oakville council last week announced a spring cleaning of overcrowded homes where families are living in cellars, packing in too many boarders or having more than one family in single family dwellings.

### Each Spring Sees Needless Waste

Every spring millions of dollars are wasted as washed down crocks and covers. Each spring millions of dollars are wasted as washed down crocks and covers. Each spring millions of dollars are wasted as washed down crocks and covers.

### Paper Boon in Bronte

An Oakville paper predicts good news for residents of Bronte: Bronte mill rate may show a substantial drop from last year's. But it is likely to be more of a paper boon than an actual one. End of the obsolescence allowance and changes in assessments will likely mean that the number of tax dollars each property owner has to pay won't be any less.

Gas for Trafalgar Trafalgar township at a recent meeting, agreed to give a franchise to the Union Gas Company of Chatham for a transmission pipeline to serve the industrial area of Oakville-Trafalgar. The natural gas is usually piped from Alberta.

Milton ratepayers were pleased to see a four per cent reduction in their taxation rate set last week at the regular council meeting. The new rate is 32 mills compared with 36 last year but to the extent of assessments from the unimproved areas and with the new millage rate, this year's rate is \$122 compared with \$146 in 1953.

Deaths in Toronto A. W. J. Kelly, 80, died at home. Mrs. J. Kelly, 80, died at home. Mrs. J. Kelly, 80, died at home.

## AT THE Churches

**UNITED CHURCH OF CANADA**  
Acton, Ontario  
A FRIENDLY CHURCH  
Rev. F. A. Currier, B.A., B.D.  
Minister  
Parsonage, 28 Hoover Avenue  
Phone 296

SUNDAY MARCH 14th, 1954  
10:00 a.m. Sunday School  
10:30 a.m. Church Service  
11:00 a.m. Bible Study

**ST ALBAN'S CHURCH**  
(Anglican)  
Rev. Ralph F. Price, B.A., B.D.  
Rector

SUNDAY MARCH 14th, 1954  
9:00 a.m. Holy Communion  
10:30 a.m. Church Service

**PRESBYTERIAN CHURCH**  
IN CANADA  
KNOX CHURCH ACTON  
REV. ROBERT H. ARMSTRONG  
M.A., B.D., Minister

SUNDAY MARCH 14th, 1954  
9:45 a.m. Church School  
11:00 a.m. Divine Worship  
7:00 p.m. Service

**BAPTIST CHURCH**  
ACTON  
Rev. H. C. Brown, Past  
Parsonage, 112 Hoover Ave.  
Phone 296

SUNDAY MARCH 14th, 1954  
10:00 a.m. Sunday School  
10:30 a.m. Morning Worship  
7:00 p.m. Evangelistic Service

**THE GOOD OLD DAYS MAY HAVE SEEMED BETTER**

From the issue of the Free Press of Thursday, March 10, 1954

### BACK IN 1904

An important meeting-an event in the religious history of Canada-was held in Toronto last Friday to consider the proposal of a union of the Methodist, Presbyterian and Congregational churches. Leading representatives of each of these churches were present and each one of them advocated union.

### BACK IN 1934

A splendid meeting of Acton Business Men's Association was held on Tuesday evening in the town hall. Election of officers resulted as follows: Hon. Pres. Thos. Watson, President, John Wood, Vice-President, R. H. Elliott, Secretary, B. Hinton, Executive Vice, B. R. Rum-mer, B. D. Rakin, W. Cooper, W. D. Talbot.

### PROFESSIONAL DIRECTORY AND TRAVELLERS' GUIDE

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Phone 150

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Entrance River Street  
Acton, Ontario  
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