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 Jemand, probably the most important axiom to be sinessmen 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, furnish ings 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 ware houses, 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, determin ed about the future, determined to meet the stern est challenge they as individuals will be confront ed 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 surviv-

For this condition then, we believe it is reason able 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 öther's farsightedness

Public relations with its aims of advertising promotion and publicity has made amazing strid es 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 safes wise sense

Recently the president of a large Buttalo de partment store chain told a canadian audience of businessmen this same thing. After stressing the keeness of competition merchants will be forced to face in days to come he concluded

Get a good product and then tell people about if Take a percentage of sales and allocate it to wards advertising. Advertise in newspapers radio television direct mail or store promotion But remember newspapers dill remain the No. I 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 east ern Canada can look with envious eyes on Alberta. While eastern provinces are concocting new ways of taxation, a press report states that the lafter midnight and it is possible the sessments will likely mean 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 tratepavers of Stone School, who dis- meeting, agreed to give a franchise, the Guild of Knex church was held, challed a sensition on the London in which the prairie provinces excelled, is becoming overshadowed by the development of oil and iccently minerals which are being opened up in the astonishing development of these vast lands

We do not want to be pessimistic but having sideroud near the 6th line of Esqueswatched municipal taxation at all levels continually increase, it seems hard to conceive of the day when no taxes for municipal affairs and edu. who received minor burns - No regiser was then to be cases in cational purposes would be required. Surely be a maner covered house or contents. fore such a day arrives some forms of government. needs will arise to retain the age old custom of collection of taxes. Surely ail our new assess ments and elaborate collection system will not be allowed to be discarded. It might happen in Alberta, but it just cannot happen bere-

An Avenue of Expression

farm foroms 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 editor's

Through letters to the editor every citizen of par Oakville a mar protested a water as a clooded goods damiced to dethe area is afforded the privilege of expressing. his opinion within the bearing of a potential of ever 5,000 readers. Now surely there are enough two mans when they used with this loss points out the Filam of things happening in this town and district to still some people into the action of writing a letter I based on their own apinion

Of course it is understood that letters must home in cellars packing in too tow dams a let of the planting on not be of a libelous nature, smearing, another's character. Another stipulation is that the letter zones must be signed by the sender although a pseudonym may be printed on request. The editor, for his own protection most have the output copy ? violet!

During this past week we received a letter signed simply is concerned, which cannot be publiched because the original copy are sed obsequed

Governing bacter and public groops do not UNITED CHURCH OF CANADA escally object to constructive suggestions that can best be circulated through the columns of this paper and helpful advice may result in long an arted 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 majorary of readers in Il never hear the other side

Letters to the editor do not have to be long discriptions on the sobject. Indeed the reader chip will no doubt be higher if the article is short. to any goth of fire, or it is

Reading Between The Lines

INVENTOR MAY HOLD KEY TO HAPPIER WINTER WITH SIDEWALK CLEARING

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

hang on when you go out to lift it with a snow shovel from the sidewalk that the law insists be clean-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

But quite seriously snow shovelling is a bad thing for those who have a weak heart and are faced with the task. Progress has brought us the car that was or gin shelved in the winter. When this became such a popular conveyance progress added the snow plow to prepare the way for the automobile, Progress gave us n.c. cement sidewalks, too, but somewhere along the line progress must have forgotten about the snow shoveller. That is what

seemed to be the situation until week I noted with pleasure that an inventor at Hornby had come up with a new economy type plow. Attached to a garden tracfor the plow will clear sections of sidewalk quite well

Now there have been numerous attempts at sidewalk removal including wedge shaped boards pulled behind horses and our neighbors in Rockwood enjoyed snow removal from their sidewalks long before it received any consideration at all in this town.

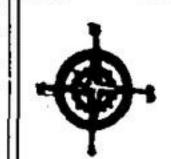
Small boys aren't too interested in straining themselves at snow shovelling and neither are big boys but surely someone is interested enough in establishing a business of their own and has enough faith in the regularity of the season to set up a venture of clearing sidewalks automatically.

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

It could be done quite cheaply I

would imagine and if a whole

municipal step of progress.



EAST WEST



Safe Stays Safe

NORTH

Thieves tried in vain to open the safe in a chain food store in Georgetown early last week, the Herald re- mill rate may show a substantial ports PC Ross McGrea discovered drop from last year's But it is likethe attempt in the early hours of the ly to be more of a paper boon than morning. It was believed entry was an actual one. End of the obsolesmade by forcing the door sometime ence allowance and changes in asintruders were frightened away number of tax dellars each property while attempting to open the safe Stay Out of Area

No action in joining Esquesing

Fire Destroys Home A tlash fire last week at the home longinally piped from Alberta of Mr and Mrs Ted Rogers No 20 with Frances Rogers was her grand- togular council weeting. The new mother Mrs A M Clark Poropto rate is 22 mills compared with 56

Complaints in Velson Nelson Council had a delange of Near World Sc Si 522 compared with complaints tolded with at a recent S. letter to 1953 meeting. Cause of thail was the latery tams and Hooding of last work which theodest scores of base solvers and lett small lakes in low

Police Had Busy Day

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

Howls in Oaksille

Recently levied local improve ment assessments have been raising indignant howls from Oakville rate spayers the Record Star observes At gone but there is my many one twins they should have to pay for maned. And hard's a dellar of C from onis one

House Cleaning

Paper Boon in Bronte An Oakville paper predicts good news for residents of Bronte: Bronte lowner has to get up won't be any

Gas for Trafalgar

cussed pros and cons of area off has to the Union Gas Company of Chats when the principal feature of the stage Berkeley Sales will be seen tion at a meeting in the school house; ham for a transmission pipe-line to evening was a debate. Reserved next Manday it to directly theater ville-Trafalgar. The natural gas is or missionary than Patien of the mis as Historia, exactly and

Four Mill Drop in Milton Milton ratepayers were pleased to ing completely destroyed the house (see a tour will reduction in their and contents. Alone in the house taxation rate set last week at the

> tioes to Korea control to Norca water the

Green's Chip Refer as Maxwell of Monthly som of M. and Mrs. Sam-Markey of Mark Statement of 1 torowash Pie Morelly's mit the spacets ther second batalism little after a puriou in laborate

Each Spring Sees **Needless Waste**

Every spring on "one of got as of soil is washed down creeks and iman less where he had a well see on and reads swept away were: cial corner fol owners were fed services polluted fishing strains. Office Leishman Block Mill St. Pas a really processing

All that must be done is to lake . Oakville conneil last week an certain fundamental street in some nonneed a spring cleaning of over servitor, steps, that we have a crowded homes where families are known and discussed for years. A Imany bounders or having more than land that wet hit's value and me, one family in single family dwelling common some or from a practice? , and town planning

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K H Ashman 175.00 M ... 146:43

THE GOOD OLD DAYS MAY HAVE SEEMED BETTER

BACK IN 1904

Thursday, March 10, 1904

An important meeting -- an event in the religious history of Canadaof them advocated union

The meetings under the auspices Talbot. of the Halton Farmers' and Women's Institutes, in the town hall on Saturing to those who attended. The social night in the near future farmers' session was held in the auditorium and the women met in after caretaker Graham got though | Oratical contest and debate carrying chairs to accommodate the! The oratorical contest was won :-

storing and Maintaining Soil Fertil- ject, "Resolved that post-war history ity" by Mr. William Elliott of Galt. has proven that dictatorship is the He advocated shallow instead of most satisfactory form of existing deep plowing. There was a report government. The judges. Mrs I a of the seed fair in Milton and an ad- McNiven Mrs A J Buchanan and dress on the "Bacon Hog"

Miss Bella Miller addressed the of the negative ladies on "Gleanings from Heusehouse at housecleaning time, leaving only floor, walls and ceiling. More moderate methods were edificated and the contracts the unite in

Mrs John R. Kennedy followed with a series of demonstrations which proved her not only a mistress of culmary skill but possessed of the art of imparting information to her bearers. She made dough, nuts "like your mother used to make," potate enequeties show pure ding and sauce

were urged to purchase the cleanest, of the men in the progregation is purest seeds irrespective of extra mensioner ed notes one of

School Area I is contemplated by! Trafalgar township at a recent! The second public mixture serve the industrial area of Oak-, that McKay of Formess was a great. Heather Arge, has not first may

BACK IN 1934 From the Issue of the Free Press of From the Issue of the Free Press of

Thursday, March 8, 1934 A splendid meeting of Acton Business Men's Association was held on was held in Toronto last Friday to Tuesday evening in the town half consider the proposal of a union of | Election of officers resulted as folthe Methodist, Presbyterian and lows: Hon Pres. Thes Watson. Congregational churches Leading President, John Wood; Vice-Presirepresentatives of each of these dent, R. H. Elliott: Secretary, B churches were present, and each one | Hinton, Executive V B Rum + s B. D. Rachlin, W. Cooper, W. D.

Many items of importance to Arton were discussed and plans are to day afternoon were highly interest- be made for the holding of another

In spite of the disagreeab. weather on Friday a good asseminthe council chambers. The attend- lage of parents and friends gathered ance of farmers was very good but in the high school to hear the Junior

large number of ladies he remarked. Norman Braida with his address in "The women take the cake this! Sir Wilfred Laurier and he will represent Acton in the next round The men heard an address on "Re- | The debate was a rather heavy sub-Miss M Z Bennett decided in favor

Last evening the Young Peoples cleaning. Some women make a League of the United thruth proclean sweep of everything in the ented a play in the hall senter. George in a Jam. The president Miss K Savage acted as chairman

direction of Mr. C. Mason, Mrs. Matthews has had change of the direction of the pays which will be insented train to seven mr. In the cast were Hazeld Swackhamer M and Mrs J J Stewart Mr and Mrs IRos Johnston Jean Lambert, Jack Reid Kitziehn Strage Rutz Giesen and Genoen Ciria

The service last Sunday evening At the evening session farmers at the United on rob was in charge

War war His feet the grant

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