



Let's Play Bridge

by Bill Coats

Here is a tricky little hand that came up at the Acton Bridge Club last week.

North dealt with neither side vulnerable.

NORTH
S-A-K-7
H-A-9
D-K-6
C-4-3-2

WEST
S-J-8-4-3
H-8-6-3
D-A-1
C-A-10-7-6

EAST
S-9-6-5
H-A-10-5
D-J-8-4-3
C-Q-9-8

SOUTH
S-Q-10-3
H-7-5-2
D-Q-10-9-3
C-K-J

The bidding:
NORTH EAST SOUTH WEST
1C Pass 1NT Pass
3NT All Pass

Opening lead 6 of clubs.
Perhaps it is the aggressive nature of the declarer's play but every pair that held these North-South hands ended up in three no trump. Their optimism paid off when all but one managed to make their tricks. South's bid of one no trump over a one club opening promises 9 to 11 high card points. It's just too bad he

had the nine instead of the eleven. In spite of North's opening bid of one club, West elected to lead that suit. East here should come from leading a club, than from leading a spade, the other four card suit. On the lead dummy played low, East played the queen and declarer won the trick.

As always, declarer made his plan. Three spade tricks plus those of the most in hearts, one club meant that two diamond tricks would be required. It would be best to finesse the diamonds into West's hand. West does not know the true club situation and may make a mistake.

Declarer led a heart to the king, which East declined to take. The diamond eight was led and held the trick. Another diamond was led and the finesse repeated. This time West had to win. As predicted, West was reluctant to continue clubs. He led a spade which declarer won in dummy. This was necessary and the spade queen is the only way entry to declarer's hand.

After cashing the diamond king, declarer led a high heart. East won and returned the club nine. All West could do was win his ace and ten of clubs and concede the balance of the tricks to declarer.

Last week's winners at the Acton Bridge Club were: first Bev and Neil Pittullo, second Kay Campbell and Helen Hyde, third Kate and Jack Coats, fourth Ian Coats and Bill Coats.



GEORGETOWN ROYALS, playoff champions in the Golden Horseshoe Soccer league received their individual trophies, as league players and their wives enjoyed a dinner and dance at the Acton Music Centre Saturday night. Back row l to r. Frank Maddigan, Reg

Kent, Butch Rees, Bill Kavanaugh, Emil Beitel. Middle row l to r. John Kavanaugh, Kevin King, Rawlins Kent, Paul Beitel, Leo Kavanaugh, Rick Butler. Front row l to r. Cyril Rees, Ralph Beitel, Danny Kavanaugh, Jim Kavanaugh, John Bonta. (Staff Photo)

CHURCHILL

Farewell party baptism, fire

By Mrs. Fred MacArthur
At Sunday, November 1, Churchill Church service, Rev. A. W. Forsbury held Holy Sacrament of infant baptism when Mr. and Mrs. Albert Cox' infant son Peter John was baptised. Owing to sickness Mr. and Mrs. George Malby's baby was unable to be present. Misses Kathy and Debbie Swackhamer sang duet "Father our Children Keep" in keeping with the impressive service.

Mr. and Mrs. Norman Turner, David and Juliana visited at the parental home with Mr. and Mrs. J. J. Julian in Brampton where other members of the family were present from North Bay, Woodstock and Toronto.

Mr. and Mrs. Ward Hamilton visited on Sunday with a brother Mr. and Mrs. Stewart Hamilton and family in Don Mills.

Mr. and Mrs. Archie Kerr also Mr. and Mrs. Bob Kerr and baby Jeffrey attended the wedding of Miss Shirley Manning and Mr. Donald McColl on Wednesday evening in King United Church and reception afterward at Hilltop Lodge.

Mr. and Mrs. Bill Trimble and son Paul of Orangeville were Saturday visitors with Mr. and Mrs. Bob Kerr.

Miss Marianne McEachern spent the weekend at her home here.

Mr. and Mrs. William Thompson, also Mr. and Mrs. Clark Armstrong and Bonnie

took a trip on Sunday afternoon to see the falls on the American side before the water is turned on soon.

Mark and Amy Lynn Hamilton of Georgetown visited at their grandparents Mr. and Mrs. Ward Hamilton's home over the weekend. Andy's friend Gordon Sears of Erin was also a visitor.

Last Sunday Mr. and Mrs. William Butler called on Mr. and Mrs. Wilbert Brown to see how they were getting along after hearing of their fire. Churchill friends were indeed sorry to hear that, too.

Last Wednesday evening Oct. 29 friends and neighbors gathered at the home of Mr. and Mrs. Tony Damm to bid farewell to them before leaving our midst to make their home at Cookville. Cards were played and a social evening spent.

Mrs. R. Denny read an address and Mr. R. L. Davidson on behalf of the group presented them with a beautiful swivel rocking chair. Both Tony and Betty thanked everyone for the lovely gift and well-planned evening. All joined in singing For They are Jolly Good Fellows.

All sat down to a long table and enjoyed a delightful lunch to close a happy evening together. Both Tony and Betty and Linda will be greatly missed. But we hope they will frequently return to make us a visit.

Three-family garage termed "deplorable"

Nassagaweya Township's building inspector Syd Savage is having trouble with certain residents in the township and he expressed his concern over the situation during his report to council Monday night.

According to Mr. Savage, there are three families living in what was once a public garage. Originally the garage, including gas pumps, measured 24 feet by 24 feet. Mr. Savage told council

they had expanded it to 75 feet by 31 feet and he termed the construction "deplorable."

He told council he had issued two stop work orders but there was no response to these.

"We can't allow this to happen," said Reeve Anne MacArthur. "We can't have slums in Nassagaweya. It would be establishing a precedent."

Council decided to turn over the problem to their solicitor for further action.

Pan fried liver on 4-H menu

By Sharon Ellerby
The seventh meeting of the Bannockburn Meateors was held at the home of Susan Somerville. The meeting opened with the 4-H pledge said in unison by all of the girls. Next, Jeanette Cox read the menu, with the collection following.

Since it was the second last meeting, the group of girls decided that it was time to consider what the record book covers should be like. Many girls were putting forth their ideas.

but the final decision is going to be on November 15.

The roll call for this week was "A day's menu planned for my family." This was answered by all of the members. Afterwards our assistant leader, Mrs. Marilyn Cox told many interesting facts about variety and processed meats.

The meeting ended with a luncheon of pan fried liver and liver with vegetables prepared by Susan Somerville and Sharon Ellerby.

Award prizes

Mr. and Mrs. Fred Gordon were judged the best couple in costume at the Halloween dance sponsored by Acton Citizens' Band at the music centre Friday evening. Chester Anderson and Mrs. Harold Townsley were the second and third prize winners.

Dancing was enjoyed to the Flower Town Five and a buffet supper served at midnight.

Morty speaks out

Praises former Crown Attorney raps overcrowding in family court

Former Halton Crown Attorney Peter McWilliams, Q.C., came in for some praise in the Ontario Legislature Thursday from Dr. Morton Shulman (NDP-High Park).

The praise stemmed from Dr. Shulman's criticism of Attorney-General Arthur Wishart's cancellation of reports inquests and auto deaths which were compiled by the former Crown Attorney, Mr. McWilliams, for several years, had compiled statistics on the causes of the deaths which were found at the inquests or given as the cause in the auto fatality reports.

He sent these reports all over the province and outside the province as well, reports which

were aimed at fighting the ever-increasing number of highway fatalities by analysing each accident and getting at the causes.

Mr. Wishart admitted the Attorney-General's department cancelled the practice of these reports, after Mr. McWilliams had resigned because "we do not think a crown attorney should be drawing up reports of coroner's inquests. That is not his duty," said the minister.

Mr. McWilliams had resigned from the Crown Attorney's office to run for office during the last provincial election. Dr. Shulman had referred to him as "the last competent Conservative in this province to hold any office."

One of the most interesting

facts drawn from Mr. McWilliams' studies on the causes of road deaths in Halton County, said Dr. Shulman, was that over 50 per cent of the fatalities were due to alcohol.

Dr. Shulman had also referred to Halton County the previous week in the House when he rapped the overcrowding in the county's Family Court building, formerly the old county registry office.

Halton West MPP Jim Snow answered Dr. Shulman's charges, saying, "I have visited Judge

Langdon in his Family Court while he was in session in what was the old registry building for the county of Halton and is now made over for the Family Court. I can see and in discussions with Judge Langdon—very little wrong with the facilities. Judge Langdon and myself have both

told the Attorney General that perhaps when another judge is appointed and the court days can be spread out to alleviate some overcrowding which exists now, we all agree there can be improvements made."

Nass. building permits over \$ million mark

Nassagaweya Township's building permit value has gone over the one million dollar mark, it was reported to council Monday night by the township building inspector Syd Savage.

For the month of October, permits totalling \$117,500 were issued for residences, \$12,000 in permits were taken out for industrial development and other uses accounted for permits worth \$12,000.

The total value to date on normal permits for 1969 is \$1,021,000.

Reeve Mrs. Anne MacArthur told council, "We ought to celebrate this occasion." This is the first time the township has gone over the million dollar

mark since Mr. Savage has taken over a building inspector at the beginning of 1967.

Issue \$213,188

Building permits worth \$213,188 were issued by the township of Esqueping for the month of October.

Big item on the list tendered to Esqueping council Monday night by building inspector Tom McLean was a barn and packing building for Sheridan Nurseries on Lot 22, Conc. 10. Most others were for new residences, garages and additions to buildings.

"If we stop all advertising, will prices go down?"



It's no secret that advertising comes in for a good deal of criticism. Is it justified? To find out, Laird O'Brien interviewed Professor W. H. Poole from the School of Business, Queen's University. Professor Poole answered questions about advertising and how it affects prices, competition, "economic waste" and buying habits. His objective comments are worth reading.

Professor Poole knows the business world from both the academic and practical sides. For a number of years he was on staff at the University of Alberta, the University of Manitoba and Queen's University. He joined a Canadian marketing organization as research manager and later was Vice-President and Manager of a large advertising agency. He is now Professor of Business at Queen's University, Kingston.

Question: What do the critics say about advertising?

PROF. POOLE: From an economic point of view there are several criticisms. Advertising is wasteful, for one. That it raises prices. That it creates excessive profits for some companies and makes it difficult for new companies to enter the market.

Question: Your first point was economic waste. Is advertising wasteful?

PROF. POOLE: If we accept that we are living in a basically free enterprise economy, there is inevitably some duplication and waste of resources. It happens in advertising. It also happens when you find four gas stations at one intersection. Or three department stores in the same shopping plaza.

Any form of free economy does have its waste. But there is another side to it: the competition between companies encourages new product development, improved quality, better service.

Question: Some people say that if we stop all advertising, prices will go down. What about it?

PROF. POOLE: The editors of the Harvard Business Review asked the same question. They found that 85% of businessmen did not think that eliminating advertising would change the cost of products.

Here's the crux of the problem: advertising is one factor—and frequently a rather small factor—that determines how a product is sold. It's a selling tool. Like salesmen, store displays, packages, the type of store it's sold in, and so forth.

If you eliminated advertising—the other selling factors would play a larger role. Isn't it logical that a manufacturer would have to add more salesmen or build bigger store displays or find some other ways to compete? Probably the new methods wouldn't be as effective and they could be more costly. Advertising is really a very inexpensive way to sell products.

Question: What about the argument that advertising makes people buy things they don't need?

PROF. POOLE: You can say that all people really need is a basic diet, clothing and shelter.

Advertising doesn't make people buy. It informs, persuades, and broadens the area of choice. It encourages people to spend. And it encourages people to save. A good example is the campaign for Canada Savings Bonds.

And remember something called the *Eisel*. Millions were spent on advertising but people still chose not to buy it. The

Mustang, on the other hand, was a great success because it filled the need of the day.

Advertising can't reach into somebody's pocket and take the money. It can only open a wider area of choice. And isn't that what our free, market-oriented economy is all about?

Question: What do you expect from advertising in the years ahead?

PROF. POOLE: I hope that the industry by itself can weed out any advertising that is deceptive or misleading.

And I hope that advertising can be used to sell ideas as well as products. There is no doubt that advertising is a powerful method of communication. And an efficient one in terms of cost. *It's my own use advertising—its experience and people—to promote concepts that are important from a social viewpoint?*

I'm thinking of things like safe driving. Or recruitment of policemen, nurses and social workers. Even understanding between nations.

NOTE: You, the consumer, can do something about "bad" advertising.

Write for your copy of the industry's Code of ethics. The address is Advertising Standards Council, 159 Bay Street, Toronto 116, Ontario.

Read the booklet. Keep it handy. If you see an advertisement that you think breaks or seriously bends the rules, fill in and mail the complaint notice enclosed with the Code booklet.

FLAVOR-CRISP 15 pieces of Chicken **\$4.39**

FAMILY PAK 15 pieces of Chicken **\$4.39**

PARTY PAK 20 Pieces of Chicken **\$5.79**

TASTY Potato salad NOW AVAILABLE

CHICKEN SNACK 3 Pieces of Chicken, French Fries **85c**

CHICKEN in a BOX 3 Pieces of Chicken, French Fries, Cole Slaw, Butter Bun, Honey **\$1.49**

SPECIAL PAK 8 Pieces of Flavor Crisp Chicken Ready To Serve **\$2.39**

Family Box of French Fries **\$1.00**

Six Rolls **30c**

Family Box Cole Slaw **50c**

Single Order French Fries **25c**

Six Packs of Honey **30c**

PHONE 853-1207 AND YOUR ORDER WILL BE PREPARED FOR PICK-UP

— WINTER HOURS —

THURSDAY 11 a.m. to 9 p.m. FRI. & SAT. 11 a.m. to 12 p.m. SUNDAY 11 a.m. to 10 p.m.

ANZAC DRIVE-IN