

# Why you can't advertise social events if liquor sold

The Free Press has many enquiries regarding the advertising of events where special occasion liquor permits have been granted. The advertising department has to explain many times the procedure which must be followed if both the newspaper and organization want to stay out of hot water.

The same problem is being circumvented in many places but Erin Advocate publisher and editor Bill Doole exchanged correspondence with the Liquor Licence Board to confirm the understanding that you must first submit the proposed newspaper, radio, poster, etc. advertisement for approval to the Liquor Licence Board of Ontario for approval. If you get it then you can advertise.

Here's the exchange between Mr. Doole and the Liquor Licence Board:

Mr. R. G. Lamb,  
Chief Inspector,  
Liquor Licence Board of Ontario,  
20 Lakeshore Blvd. E.,  
Toronto, Ont. M5E 1A4.

Dear Mr. Lamb:

Please send me a copy of the advertising regulations in respect to social events, such as dances, for which a Special Occasion Permit has been granted.

I would like to publicize such regulations in our newspaper to soothe the feelings of would-be advertisers, who are questioning my statement that if they have a Special Occasion Permit they cannot advertise the event without the copy receiving prior approval from your office.

We have a conscientious inspector in this particular area and I am anxious to co-

operate with him. At the same time, however, I notice in other newspapers outside his jurisdiction that organizations, especially come right out and describe such things as Bavarian Beer Gardens, etc., with seemingly no problem.

It seems to me that if the ground rules are carefully spelled out that any law-abiding newspaper and organization is not going to willingly violate your regulations.

I'm aware of the fact that there are abuses by money making fly-by-nights who abuse the Special Occasion and Banquet permits. I'm also aware of the fact that they run what amounts to fairly strong competition with licensed premises.

But, if every bona fide organization is forced to submit little classified ads like the attached, then I think we're getting bogged

down with unnecessary red tape.

If all such advertising is to be outlawed, then let's make sure it's province-wide as far as enforcement is concerned.

Yours truly,  
W.E. Doole,  
Publisher

The Liquor Licence Board of Ontario,  
Toronto, Ont. M5E 1A4  
Jan. 31, 1974.  
Dear Editor:

Your understanding is correct with respect to advertising in a local newspaper, by poster, or on the radio or television. This is not allowed.

I am enclosing extracts from the Liquor Control Act and the Regulations under the Liquor Licence Act for your perusal.

It is the policy of the Board that where Special Occasion Permits have been granted, advertising of the event would be allowed in the following manner: the name of the club; the place of the event; the event (spring dance, Saturday social, etc.) and would include the words, "members and guests only." Statements such as "Pub-Night," "Annual Bash," "Beer Garden" would not be permitted. Generally speaking, licensed groups or individuals could not be mentioned in the advertisement all advertisements must be submitted to the Board for approval. The Community Centre is not a Club and is inviting the public.

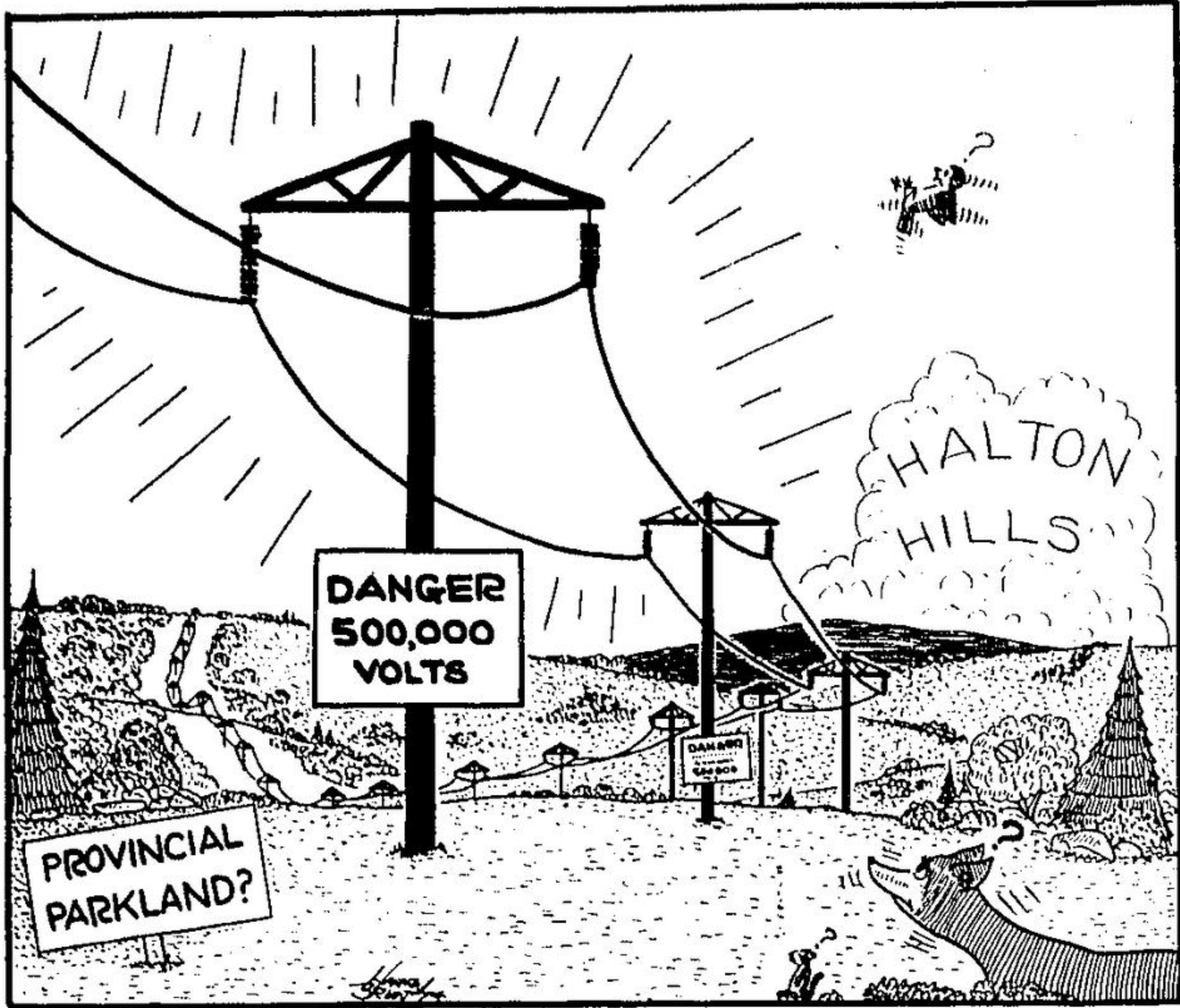
In events such as Festivals, Oktoberfests, etc., where the whole community is involved and it is an event approved by the Board, further advertising naming the event and

the type of entertainment would be allowed. However, again, liquor could not be advertised, and approval of the advertising by the Board is necessary.

The whole matter of the granting of Special Occasion Permits, along with the advertising of events held under the authority of Special Occasion Permits, is being studied and no doubt there will be some changes in the near future.

If there is any further information you require, please do not hesitate to call me at 963-3643.

Very truly yours,  
T.P. Gilday, Member



## Hydro and Province at cross-purposes?

The Solandt Commission's decision to use the Limehouse crossing of the Niagara Escarpment for the 720 foot wide swath north-south hydro lines is a cruel blow to the new town of Halton Hills. The 20-storey high towers — five abreast — will likely be towering over some of the most picturesque and best farm land in Ontario when they march up the Fifth Concession's middle and further into Erin township.

However, few people who have read the full text of Doctor Solandt's report can disagree with his decisions based on the evidence presented at various hearings across the length and breadth of the study area. Those in this area, especially men such as Lee Symmes and John Schneider and Gordon Kidd took the commission at its word that it wanted public participation. They spent considerable time and effort in assisting it at arriving at a decision, although some of it has been a disappointment.

Hydro originally called for locating the corridor through a middle belt which ran through Terra Cotta, crossing the south end of Erin and Eramosa townships before going diagonally across the northern half of Nassagaweya. All that has changed since the commission took over its study — and Ontario Hydro's methods of bulldozing lines through, challenged. Now the east-west line will likely follow the proposed Parkway Belt, which Queen's Park had suggested should take all communications and utilities, anyway.

It makes one wonder, of course, if the Government did not have this in mind from the start and used oblique methods to deal

with Ontario Hydro — except for the fact the north-south line marches right through Halton Hills, infant son of Queen's Park, hardly baptized — and called illegitimate by some.

The frustrating fact about all this power is that it will flow into Toronto to attract more industry and business to a city which planners say is already too large for its own good. Some of that power should be going to parts of Ontario where Queen's Park has insisted should be developed.

One only has to go back 100 years when the pioneers settled Upper Canada. They built mills and homes where power existed. Power was the magnet which attracted them, albeit water rather than electrical current.

It is easy to draw a modern analogy. If Hydro planned their system to spread power out instead of filtering it into the already crowded parts of Ontario in the so-called Golden Horseshoe, then industry and business would follow. In that way perhaps some of the objectives of the Toronto-centred region plan would be much simpler to implement.

Why aren't the enormous amounts of power being used to decentralize and spread some of that Toronto-based wealth across the province?

Is Hydro not working hand in hand with Queen's Park?

Since we in Halton Hills will likely have to suffer the visual impact of the corridor now, it would be interesting to know.

Is Hydro planning to put all its electrical might into growth for Toronto and Hamilton, while the province tries to slow it down?

## Free Press Editorial Page

B2 The Acton Free Press, Wed., March 27, 1974

### The driver is responsible

An interesting case came before the Supreme Court of Canada recently. Interesting and yet confusing to many motorists, we are sure; because of comments made by defense lawyers says The Ontario Safety League.

In appeals involving a highway crash, the lawyer for the Ontario Highways Department told the Court that the department has no legal obligation to sand or salt roads during the winter. He said the department's statutory duty is to maintain and keep provincial roads in good repair and further stated that it is "well-accepted doctrine" that this does not compel the department to sand. Mr. Justice Louise-Phillippe Pigeon asked if he was suggesting that the department "performed an act of grace" in sanding.

The lawyer for an OPP Officer later told the court that members

of the force patrolling highways by car are under no obligation to direct traffic at potentially dangerous parts of the road. The Highway Traffic Act provides that "a policeman may direct traffic according to his discretion" if he considers it necessary to prevent injury or damage to persons. "The performance or non-performance of the power to direct traffic... is a matter that is entirely in the discretion of constables and other police officers, and no duty is imposed upon them to direct traffic," the lawyer said.

So just who is responsible? The fact remains once a person gets behind the wheel of a vehicle, he, himself, is responsible for the vehicle, for the safety of other road users and the safety of the lives of his passengers and himself.

The driver is responsible for the vehicle's maintenance, to make

sure it is in top mechanical condition, and all built-in safety features are in working order and used.

Highway departments can engineer the finest roads in history and attend to their maintenance, yet the driver is responsible in maintaining safe driving practices not the least of which is keeping speeds compatible with weather and road conditions.

Law enforcement agencies may assist in keeping the peace, ensure that the laws of the land are obeyed, direct the flow of traffic in certain situations, and a hundred other duties they already are asked to perform.

But there is still only one individual behind the wheel. He cannot expect to be bottle-fed. The good driver recognizes this fact. He drives defensively. He expects the unexpected.

## Free Press back issues

20 years ago      50 years ago      75 years ago

Taken from the issue of the Free Press, Thursday, March 25, 1954.

Pee Wee championship in Acton minor sports play-offs was won by Johnny Mellon's Rockets, J. Hoare, D. Price, K. Rutz, L. Jones, R. Swackhamer, A. Phee, P. Barr, A. Robinson, T. Masales, B. Dawkins, J. Leatherland, W. Shannon.

Junior division winners were Frank Holmes' Spitfires and the big scorer was Ed Molody. Others on the team B. Jones, R. Clow, J. Wahlman, D. Wilds, C. Fatt, T. Fountain, P. Lawson, J. Brown, G. Oakes.

Senior crown winners are The Buzzers, T. Oakley, D. Deforest, G. Clow, E. Baxter, B. Heatley, B. Coon, R. Arbie, R. Sinclair, W. Arbie, D. Dawkins and P. Lawson.

High school news, by Neil Benton Grade 12's assembly was presented Friday morning assisted by Mr. Heron. Bob Coxie led in devotions. A melodrama, "Come down off the woodshed roof, mother, that's no way to get high" was given with the characters Russell Arbie, Arlene Gordon, Pauline Papillon, Neil Benton, Desmond O'Rourke and Bob Coxie. Peggy Oakes acted the part of a dance hall hostess singing Blues in the Night and Dennis Papillon was a bar tender at Watson's Bar. The play dealt with the evils of drink and was written by Mr. J. M. Heron, Richard Mason and Dennis Papillon. During the change of scene Nancy Lambert sang Some Enchanted Evening and All the Things You Are, accompanied by Janice Baker.

The district's sixth farm blaze in six weeks caused over \$1,000 damage to the home of Laurens Trysenaar. Neighbors carried out furniture. The family, immigrants from Holland, would have been in their house a year soon.

Taken from the issue of the Free Press, Thursday, March 27, 1924.

Council favors making it convenient for tourists to stay overnight at the park. The drill shed might be used for this purpose and it would pay to erect a small building in the park and install a cook stove.

The matter of a dumping ground was up for discussion again. The section of the cemetery is still being considered by some members of council.

The Toronto University Literary and Athletic Society elected Douglas Gowdy, son of Councillor William Gowdy of Limehouse, president. Mr. Gowdy is a bright young man who is aiming to make the most of his educational opportunities with a view to a useful career.

Perpetual care for Fairview cemetery plots was the subject at a meeting, not largely attended. Before the meeting closed Miss Belle Stephenson moved that the chairman of the cemetery committee secure all possible data.

The new spring millinery is coming in and almost all the styles seem to be for bobbed heads. The styles lead us to the thought that most girls nowadays hate to be thought effeminate.

Ad—Why work for small wages when you can get \$25 to \$60 a week? We train you as barbers, motor mechanics, gas engineers, chauffeurs, electric battery or welding experts, for these big money positions. Write quick. Hemphill Trade Schools, Toronto.

The sleighs and cutters are about through in town. Soon time to dust off the old tennis racquets, baseball gloves and lacrosse sticks.

Taken from the issue of the Free Press, Thursday, March 23, 1899.

Council decided to discontinue the morning service of electric light this week, as the sun rises early enough. The morning service has been provided gratuitously for the patrons of light.

The annual report of J. S. Deacon, public school inspector, presented to County Council, presents the following advice for teachers: 1. Give prominence to the three R's, with proper development of the physical, mental and moral faculties, including self-control. 2. Teach literature before reading and thus avoid guessing and stumbling. 3. Insist upon round, regular writing, evenly spaced in every form. 4. Give no exercises that will tend to deteriorate the writing. 5. Avoid so much transcription that pupils become careless as to form, size and neatness of letters and words. 6. Have all tables learned thoroughly and impress every rule by an abundance of simple problems solved mentally. 7. Teach so thoroughly and keep pupils so well employed throughout school hours that "home work" can be wholly discarded or reduced to a minimum.

Ad—Season after season one feels inclined to say the climax has been reached in the dainty loveliness of the millinery art, but every recurring opening at the Light House outtrials the present one. Paris, London and New York has each contributed to the exquisite display and a great variety of shapes is seen.

The Disciples at Everton have a fine organ and choir this year which makes quite an improvement in the singing.

## Bill SMILEY



Canadians, weary of winter, are taking advantage of the school winter break in ever-increasing numbers to get away from the true north, strong and freezing.

Colleagues casually mention that they're off to the Caribbean or Mexico or the Canary Islands or some such exotic. It's considered passe these days to go merely to Florida.

Students will be descending in throngs on places like Athens, Rome, Paris, London.

Chief reason is that air travel is no longer for the rich only. Package deals and charter flights put a mid-winter break within reach of our ordinary Joes.

A friend of mine, for example, is going with his wife for a week in the Channel

Islands, those tiny bits between England and France. Air fare is only \$209 each, return. And do you know what they're paying for a hotel room with bath, and three meals a day? Twenty-eight lousy pounds a week, because it's the off season. That is about 60 bucks. They couldn't stay home for much less.

Well, I'm not one for skulking off to the south and leaving other Canadians to suffer. I had a choice. I could go over to see Grandad, or fly to Germany for a few days. Free. It's not that I don't respect and admire my father-in-law, but for some reason I chose Germany.

I hope I get a better reception than I did last time I visited that country.

Last time I ventured into Germany was almost 30 years ago. There was a fairly large and assorted company in the group I travelled with: privates, corporals, sergeants and one Flying Officer — me.

We had no trouble getting into Germany, even though we had no passports. Perhaps it was because of the efficiency of our tour guides. There were eight of them, and they were extremely attentive. They would accompany one when one had to relieve oneself.

The guides were tastefully arrayed in field-gray, and had similar accessories — guns.

I can't kick, however. I'll bet I was the only P.O.W. who rode across the German border on a bicycle. I couldn't walk because of a well-aimed kick on the kneecap, and they were sure as hell not going to carry me, so they let me ride one of their bikes.

I'll never forget the first place we stayed at, in Germany. It was my first taste of that old-world charm. It lacked a few of the amenities we spoiled North Americans are accustomed to, but it had a quaintness all its own. It was a barn. There was nobody

there but us chickens, the cattle, and the tour guides.

At that, it was practically cosy after a couple of weeks living in a box-car, in Holland. It was a mite chilly, being November, but we paired off and curled up in the hay, like so many sets of spoons. I drew a big, ugly Canadian private from St. Catharines with a bullet wound in his neck which stank a bit. But he was warm.

One of our next stops was the delightful old city of Brunswick, where we spent an enchanting three hours in the air raid shelter, during a raid. It was worth it. The German equivalent of Red Cross ladies gave us coffee, ersatz but hot, the first hot drink we'd had for days.

Some other highlights of my visit were: the interrogation centre and "solitary" near Frankfurt; rolling on a train through a night attack on Leipzig, windows shattering, flares and bombs falling; a look from a train at the appalling rubble of Hamburg; hitch-hiking back from deep inside the Russian lines to Rostock; a visit to the concentration camp at Celle.

This visit couldn't be more interesting, but it should be more comfortable. I'm not

going by bicycle, but by jet. And my kid brother, the Colonel, is over there. He didn't know enough to get out of the air force, and has nothing to look forward to but a big, fat pension any day now. But he'd better have the band out, the red carpet down, and the liebfraunlich laid on, or he's in deep trouble.

### Mini-Comment

It is spring when the days get longer and the roads get wider.

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March came in like the proverbial lamb and true to that old saying looks like it might bow out lion-like.

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Did you know that ice is twice as slippery at 30 degrees as it is at zero? It also takes twice as long to stop, the Ontario Safety League warns motorists.

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