The Canadian Champion

MILTON, ONTARIO

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> G. ARLOF DILLS, Editor Main Street, Milton

Business Office

Telephone No. 220

EDITORIAL

Quit the Camouflage

The fight between two radio stations over the broadcasting of a program by a brewer is, to say the least, amusing. CBC officials turned down the program and CFRB is broadcasting "Ontario Holiday." The sponsor's name is mentioned once on the program.

The amusing part is the elastic definition of advertising. We understand all advertising of intoxicating beverages is illegal in Canada. CBC interprets come from the Dominion Bureau of Statistics in an that law as we do, that all adevrtising paid for by estimate that the Dominion's population will be onbrewers and distillers is advertising of these inter- ly 15 millions by the end of the century. Unless ests and their business. But CFRB and the majority buoyed up by immigration or a swing to larger (and of newspapers take a different interpretation and healthier) families, the estimate shows Canada's it is no longer liquor advertising.

by the government that made the ruling. From our tening-out in the next 30 years and a declining own viewpoint, we don't care, because we will not ac- trend after 2000 A. D. The trend would be accompcept advertising from the brewers and distillers that anied by a marked increase in the average age of carries their name or their products. Without a Canadians—unless immigration or a higher rate of doubt it's advertising. We carry plenty of advert- fertility come to the rescue. isements every week that contain only the name and nature of the business carried on and it's advertising the firm's products and paid for as such. You other name on it and say it's not advertising the liquor business when the name of the maker appears in it.

Key to Deadlock

How do you deal with deadlock? Some people decide they can't. Or won't. So they leave home, made by the farmers of the State and then throughquit their job, "bolt" the convention or go isolat- out all the States it would do more to put an end to ionist in world affairs. Some just "grin and bear strikes than conciliation boards or government ofit" and let the stalemate run on. Other comprom- ficials. ise—give in a little—so the family, industry, nation or world can begin to function again, but no one It is estimated that it will take the employees of is really happy about it. The last resort is to General Motors five years to make up for what they smash the deadlock through divorce, a strike or have lost by striking, and what's true about them is lockout, a revolution or an atom bomb.

None of these ways exactly leaves the door open no winners, both sides lose. to peace. They either leave it locked or make men bitter enough to break it down. A sledge hammer is no answer to deadlock. We need a key.

A wise man once said that "when people close the door on each other, they fasten it with one of seven bolts-pride, anger, sloth, gluttony, lust, envy or malice." The medieval church called these the "Seven Deadly Sins." To-day we might call them the seven deadlock sins for if we track down the cause of an industrial dispute, a family bust-up or even a world war, we usually will find somebody's pride, anger or some other of these motives at the bottom of it. Men trying to work out a deadlock bring these sins into the conference room with them along with their abilities and bright ideas. This suggests the missing key.

The key to deadlock is not compromise or clash, but change. It is willingness to be dead honest with each other, checking up our own faults instead of pointing out the other fellow's.

man who always wanted to be right will have to but then last winter was different. change, swallow his pride and admit he was wrong. The man angry at the other fellow will have to see whether, possibly, his anger should be redirected at himself. Men who envy each other will have to drop their tug of war and start pulling as a team.

The key in every case is simple but expensive. It hurts to swallow pride. There is always pain in change. But it is also painful to smash deadlocks and it leaves sore heads. We might as well choose 'growing pains" and end the deadlock with a cure instead of with a broken principle, a broken home. a tied-up industry or broken skulls.

We Can Dream, Can't We?

reports on whether he saw his shadow, the usual thing for those of us who don't ski or sell coal is to It will be a big day on the way back to economic wait more or less impatiently for the first robin normality when the five-cent piece is once again to herald spring.

the snow are proving the robin no more dependable to bring the nickel back to par.—Summerside (P. E. a harbinger than the groundhog. So as it is to real- i.) Journal.

ize, they are both puffed-up frauds who would have lost their reputation years ago but for naive or newsless newspaper feature writers.

Much more reliable is the average garden-tending, lawn-cutting male, now plodding half-heartedly Africa on a scale almost on a par with through the snow-shovelling winter days. The mere pre-war days. Clothing and domestic fact that he is thoroughly tired of the snow he wel- goods, ranging from cosmetics of evcomed last November is in itself a more reliable tip are appearing on ships' manifests and that spring is coming than anything a robin or will shortly be on sale. groundhog can produce.

Soon he will cock a speculative eye through frosted windows toward the garden and talk grandly of what will be done about a new fence, a larger vegetable plot and perhaps, yes, almost surely, an

The next stage is an almost irrestistible impulse to rake the winter's debris from the lawn while it still holds patches of snow. Before long our gardening male is pausing on his way to the furnace to clean last summer's caked dirt from a hole, coil the hose he dropped in a corner in September and read advertisements about the new rubber-tired aluminum awn mowers.

If he is a golfing, lawn-bowling, or fishing male he gives infallible indication that warmer weather is on the way when he spends evenings fondling the tools of his sport.

And when he actually ventures into the garden with digging fork and rake, believe it, spring is just around the corner.

Short winter, wasn't it?

Only 15 Millions in 2000 A. D.?

A rude shock to planners of Canada's future has if it's called "Ontario Holiday" or some other name population will increase less than 25 per cent. in the next 54 years. The estimate predicts fairly rapid It's about time that an interpretation was given growth to 14.6 millions by 1971, followed by a flat-

A Strike Against Strikes

The story that a country-wide farmers' strike can't talk Victory Loan or Ontario Holiday or any against strike is taking root in Nebraska is more than interesting.

> The farmers complain that they cannot get farm machinery, bathtubs, and refrigerators because of strikes in the cities, and they propose to put an end to these strikes by not shipping food to the cities where these strikes are. If such a decision was

> The country is more than fed up with strikes. true of others. A strike is like a war. There are

> If the strikes in the automobile plants had continued in the United States, along with the big steel strike, and if along with these upheavals in the United States we should have some labor trouble in Canada an era of great depression would soon set in, the very thing which both capital and labor want to avoid.—Pembroke Standard-Observer.

EDITORIAL NOTES

Men really begin to feel equal when they're all at the end of their rope.

Highway travel in this district has been remarkable this year in that there was not a single day when travel was completely stalled.

The boys and girls who received skiis and tob-At the dinner table or the conference table, the oggans for Christmas haven't had much use of them

> Now that the ladies have their nylons, perhaps some attention can be given to producing large size fine all wool socks for men—and then we'll join the line-up.

> The hockey group is over for the Intermediates this year but the juveniles are still in the running and take it all round, we had a pretty good season for the opening one after the war.

With butter becoming more scarce it gets more difficult to explain why oleomargarine isn't introduced to implement the supply. Certainly it would Now that Groundhog Day is past with its varying never become a competitor for good butter.

sufficient to buy a bottle of soft drink, a chocolate But hardy birds who flaunt red breasts against bar . . . It would be good finance and good politics

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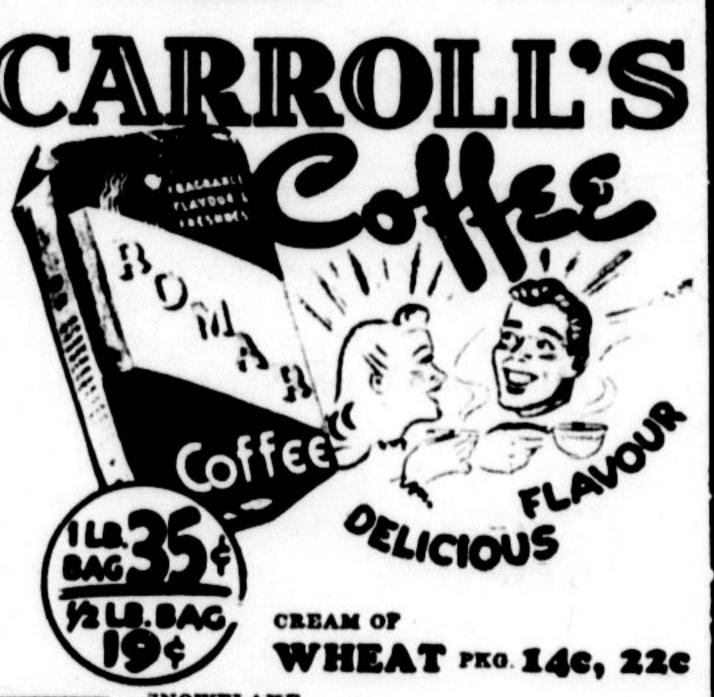
BTL 14C SUPER SUDS LG PKG 23C JUNKET TABLETS 2 PKGS 25C WHEATLETS 2 LBS 9C OLD YORK CEREAL PKG 24C BARLEY PEARL LB 6C WHEAT PLAKED 2 LBS. 11C

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Going West-9.32 a.m., daily (flag); 6.37 p.m., daily; 12.57 a.m., daily except Sunday (flag)

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Going West-9.32 a.m. (flag); 6.37

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