### Truthful Promotion

If memory serves us well, we recall that when the Liquor Control Act replaced the Ontario Temperance Act the statement was made by the man who was then premier of Ontario that if the sale of alcoholic beverages increased under the new legislation it would be considered a failure. In a | the percentage of purchasers. letter to the members of the Ontario Legislature the Ontario Temperance Federation states that from 1934 to '49 while the populaton of Ontario grew by 27 per cent. our consumption of alcoholic spirits soared by 300 per cent. and our consumption of beer by 533 per cent. Over \$250 million is being spent each year in Ontario for alcoholic beverages.

It would seem that insofar as moderating the consumption of alcoholic beverages the present legislation can be considered a failure. The Ontario Temperance Federation proposes to ask the Ontario government to introduce legislation by which not less than one per cent. of the net proceeds from the operation of the Liquor Control Board shall each year be made available to the government-sponsored Alcoholism Research Foundation. These funds, about \$400,000 at the present rate of beverage sales, would be used for the express purpose of disseminating, through advertisements in periodicals printed and circulated in Ontario, educational and scientific information on the nature and effect of alcohol on the individual and on society. Thus some of the "profit" now coming from the sale of alcoholic beverages would be invested in a preventive educational program designed to reduce the heavy social and moral "loss" resulting from this indulgence.

This would appear a more sane approach to the problem and since the liquor interests are apparently so willing to spend money in advertising their product in Ontario and appear desirous of having regulations changed to permit such advertising, some of this advertising appropriation might be added to the one per cent. asked by the Federation.

We doubt if such education will receive endorsation. Profits alone are obviously the desire of those selling alcoholic beverages. More profits come from more sales and the true story of ruin created by alcohol would not be encouraging for greater consumption. The desire of those who sell intoxicants is for more sales regardless of consequences to those who consume:

Up to the present snow plowing hasn't been a big item on the maintenance of highways or within cities and towns. Don't know whether that has any bearing on the amount of fees and taxes to cover these items.

## **Always Changing**

Every time we hear someone telling that our seasons are changing and we don't get the old fashioned hard winters we used to, we are reminded that father used to tell us that on their wedding day on February 5, 1870, the newly weds drove to Walpole in an open buggy and the dust was flying on the roads.

Then we recall some of the really tough winters since then in the past 50 years when snowbanks were over the top of railway trains and in the cuts the trains travelled through tunnels of snow. We don't need to go back many years to recall when the highway between Milton and Acton had snow cuts well over the top of the cars. It is quite easy to recall some of those banks when a storm would be raging and a cut through some of the drifts would be filled in within an hour and we travelled in pairs with a shovel in the car and chains on the rear wheels.

Yes, the winters are changing from year to year. Seems as if they always have been changing. We are at the age when we thoroughly enjoy the open winter we have had this year. Since we cannot spend the cold months in Florida we only dare to hope our Canadian winters will continue to follow this year's pattern. Looking back over the years, however, it seems a futile hope. We are going to be badly spoiled, however, when one of those real tough winters descends upon us and the snow banks become mountain-CUS.

------The budget is due to be presented a week from to-day. Don't know what it will contain but we can enjoy another week of wishful thinking anyway.

## **Shopping Habits**

We were interested in reading an article re- week. Jack Vandervoort received cently, which referred to the number of women who go shopping, and really buy something. Ac- Holland the week before to visit cording to the article one large department store, in the United States, made 12 surveys to ascertain

The results were startling, for the checkers the storm broke on Friday night, it Guides. She has been Brown Owl can speak and the deaf can hear grants 10% and public schools 20% found that about 50 per cent. of the women who is believed one of the dykes gave of the Linbrook Brownie pack in and understand. came to look around bought something. Another chance to escape. Five children surprising result was that the less women there survive in Georgetown. were in the store, the higher the percentage of sales. Based on these surveys, Friday is the day of the week when the smallest number of women September. A new telephone exgo shopping, but a higher percentage of them buy something, possibly because Friday is often

This could also be explained, stated the article by the fact that with fewer women customers to wait on, the sales people are able to give more at- flood in Holland for Halton readers. county couple who live in Burlingtention to each woman and complete the sale before she becomes disgruntled and goes off some- weekly columns for the county hydrogen and oxygen by the sun's where to look around some more. The results of such a survey in Milton would, undoubtedly, story home to Oakville. prove most interesting.

February is back to normal again in the number of days even if the weather is abnormal. Just twenty-eight days in February this year.

## More in the Middle

Comparing the latest taxation figures (1950) with 1941 there is a smaller percentage of total taxpayers at the bottom, and fewer at the topand more in the middle notes The Financial Post.

This "leveling" process is even more apparent after the high progressive income tax and social security are counted.

It has important economic and social consequences for Canadians:

Mass demand gives outlets to the goods of large scale production; cars, refrigerators, ap- giene, advice on nutrition and other safely, the first hitter's cousin impact projects them towards the games, the guests sat down to a pliances of all sorts. And the quality distinctions are reduced. The office boy's Sunday suit looks a lot like the prime minister's.

The gulf between rich and poor is narrowed. materials and methods. Prevention home! Go home!" shrieked the The idea of a class struggle itself has been made is the cornerstone of industrial youngsters. Mortified the young obsolete. No one claims he's on the bottom any

Department store sales in first month of 1953 have been running 18 per cent. above corresponding period a year ago, reports the Financial Post. Gains are general in all provinces as follows, Saskatchewan, 24 per cent; Ontario, 22 per cent; Quebec, 19 per cent. Manitoba, 15 per cent.; B.C. 15 per cent.; Alberta, 14 per cent.; Maritimes, 12 per cent.

## **Bad Reading**

The evidence given in court at Brampton recently in a case in which two young people were killed makes the blackest reading we have scanned for some time. William Fleming was charged with motor manslaughter and was found not guilty. He was, however, found guilty on a charge of dangerous driving and failing to remain at the scene of an accident.

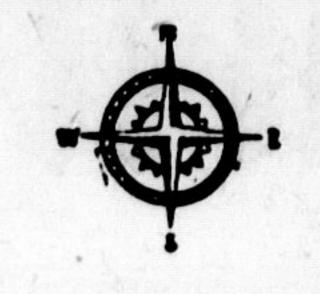
The evidence told of the woman passenger 10.00 a.m.—Senior School. in the death car feeling a bump and the driver 11.00 a.m.—Junior School. saying it must have been a mail box. The evidence also told of the passenger's inability to awaken the driver after the car had been stopped. Police had taken the keys from the driver for a period and suggested he get a cup of coffee. The killing of two young people took place after a party at the home of a publisher of a string of daily newspapers. Fleming was chauffeur and handy man at the home. Punishment was given on the lesser charges and Fleming will serve term in prison. The evidence makes sordid reading. The conclusions that may be reached are not likely to make for greater respect in enforcement of administration of safety for all on our high-

Two innocent young lives are snuffed out after a party at a home. Can such things be termed accidents?

Industrial payrolls are running ten per cent. above a year ago, while payrolls in manufacturing alone are up thirteen per cent. This in spite of a drop in the cost of living.

To-morrow is Friday the thirteenth. If you are superstitious you will have to be doubly careful.

NORTH EAST WEST SOUTH



"European floods brought tragedy

Georgetown family," Georgetown Herald stated word that his wife and eight-monthold baby, Jackie, who had flown to her parents, had died in the disastrous floods.

away and the family would have no the county since its formation.

Result of Flood

#### More Dial Phones

Conversion to dial phones is due to take place in Georgetown change building on Main St. is nearing completion. All the numbers will be changed, as they were not long ago in Burlington.

#### Report on Flood

Myke Dyer, who is attached to ton. The technique involves town for some time. After visiting rays and later burning these two the devastated area, he cabled a gases to produce heat.

"Indescribable terror and ravage greeted us when we neared the coast," the front page story began: "No matter in which direction you looked there was nothing but a vista of floating waves. All the cattle were dead, and floating along with the debris. The ravage created by the waters was beyond anything I could ever have imagined. It had to be seen to be understood."

New Book on Oakville

in the hands of the publishers, is a book about Oakville and district which will go on sale sometime next August. The author is Mrs. Hazel Mathews, one of the descendants of Oakville's founder, Col William Chisholm.

New Guide Commissioner We see by the Oakville Trafalgar Journal that Mrs. P. H. Bennett, Stellendam, on the sea coast on her childhood, has been named dis- several herds in Massachusetts.

New Fire Hall After much discussion, Burlington has finally awarded the contract for building its new fire hall. A Hamilton firm gets the job for their tender bid for \$38,788.

New Discovery Two chemists from the Massachussetts Institute of Technology have discovered a method for harnessing the sun's energy that may one day produce electrical power The Oakville-Trafalgar Journal One of these chemists, Dr. Alan F. had an on-the-spot report of the McMillan, is the son of a Halton Radio Holland, has been writing chemical breakdown of water into

#### Plan for Coronation At its last meeting, the Acton

school board voted \$60 to school for a coronation project. Just what the project is, hasn't yet been announced.

Arts and crafts classes have begun again in Acton. Local teachers are instructing in rug hooking, smocking, leather assembling and sewing. Attendance is very good, although several from Acton and the district take similar courses in "Oakville and the Sixteen" now Milton Tuesdays.

#### INDUSTRIAL HEALTH

common to Canadian costal waters, to the house. mature first as males in the first or second year. After one or two their lives.

#### PLAY BALL

of the Health League of Canada mainland was invited by his 10- Tests carried out by crack driv- when Mr. and Mrs. Jos. Wickson evaluation of each individual's abil- first base, "Take second!" Another balls. ity to do the work to which he or hit-"ta-ke third!" yelled his new she is assigned, and detection of teammates. Then a weak groundevidence of exposure to harmful er looked like a sure out. "Go Coming and going: Shrimps, the hedge, along the roadway, and

seasons as sexually active males, sugar control continues to be rigid these shrimps change sex and sugar costs twice as much as in function as females for the rest of Canada where controls were removed in 1949.



KNOX PRESBYTERIAN CHURCH REV. E. ORSBORN, Minister Mrs. R. Wright, A.T.C.M., Organist

SUNDAY, FEBRUARY 15th, 1953

11.00 a.m.—Morning Worship,

theme, "The Lower Lights." 7.00 p.m.—Service in St. Paul's Church, theme "Joseph, An Innocent in Prison.

Friday, February 13, 8 p.m.-Senior choir practice at the home of Mrs. Tom Bradley, Court St. Monday, February 16, 8 p.m.—Coronation Group, hostess Mrs. Charles Anderson.

#### CALVARY TABERNACLE Pentecostal Holiness

BRONTE ST. Rev. H. Woods, Pastor

Friday, February 13 - 8.30 p.m., Prayer meeting and Bible study.

SUNDAY, FEBRUARY 15th, 1953

11.00 a.m.-Worship Service. 3.00 p.m.—Sunday School. 7.00 p.m.—Evangelistic Service.

Tuesday, February 17 - 8.30 p.m., Young Peoples' service. Wednesday, February 18 — 8 p.m., Women's Auxiliary.

Friday, February 20-World's Day of Prayer services will be held in United Church at 3 p.m. and 8 p.m.

# ST. JOHN'S, NASSAGAWEYA

ST. GEORGE'S, LOWVILLE (Anglican)

Rev. R. E. Porritt, Rector

SUNDAY, FEBRUARY 15th, 1953

11.00 a.m.—Morning Prayer and Church School at St. George's. 2.30 p.m.—Evening Prayer and

All Are Welcome

The Industrial Health Committee A 6-year-old visitor from the collision. visitor moved off the base path, steamed off toward home, through

In the United Kingdom, where

ST. PAUL'S UNITED CHURCH Minister-REV. J. L. BLAIR, B.A. Organist, Mr. Robert K. Carr

SUNDAY, FEBRUARY 15th, 1953 10.00 a.m.—Senior School. 11.00 a.m.—"Canadian Missions";

Junior School; Nursery Class. 2.30 p.m.—Church Membership 7.00 p.m.—Combined service in St. Paul's. Mr. Orsborn will

bring the message. Monday, February 16-7.00, C.G.I.T. Thursday, February 19 - 7 p.m., Tyro Boys.

World Day of Prayer services, women at 3.00 and 8.00 p.m., girls at 7.00 p.m.; Trail Rangers 7.30 p.m.; Junior Choir 7.30 p. m.; Senior Choir 8 p.m.

#### GRACE CHURCH ANGLICAN

Rev. Norman Green, B.A., L.Th. Rector

SUNDAY, FEBRUARY 15th, 1953 Quinquagesima Sunday 8.00 a.m.—Holy Communion. 10.00 a.m.—Sunday School. 11.00 a.m.—Morning Prayer. 7.00 p.m.—Evening Prayer.

#### BOWES BAPTIST CHURCH In the I.O.O.F. Hall Rev. Robert F. Snyder

3.00 p.m.—Gospel Service. Special music by Ruth Ann Sherratt and Susan Draper. Tuesday, February 18, 8.15 p.m.— Prayer meeting at the home of Mr. and Mrs. S. Sherratt, Main

SUNDAY, FEBRUARY 15th, 1953

Thursday, February 12, 8 p.m.-Women's Missionary Society at the home of Mrs. Bawdin, R.

#### ALL SAINTS' CHURCH Milton Heights

Rev. Griffin Thompson, L.Th. Rector SUNDAY, FEBRUARY 15th, 1953 Quinquagesima Sunday

By request of General Synod of Canada, special collection today for the flood victims in



## THE GOOD OLD DAYS MAY HAVE SEEMED BETTER

## Fifty Years Ago

Thursday, February 12, 1903

Men who mind their own business are usually successful because they have very little competition. Foot and mouth disease is re-Her parents lived five miles from who was a Scottish girl guide in ported to have broken out among land reclaimed from the sea. When trict commissioner of the Girl Kindness is a language the dumb Government will cut high school

> The farewell service of Rev. Nie banks are contemplating a reductwill be held on Sunday, February ion on deposits of from 3 to 2%, 22nd at Hornby and Stewarttown. should set every right minded per-Miss Kearns of Burlington, our young and popular teacher "Pleasant Valley School" Glenorky, is giving good satisfaction at the present time. We wish our friend Miss K. success as our teacher here.

The conclusion of the examination in connection with the failure of the Anderson private bank Oakville has brought with it the knowledge that there will not be any return to the depositors of the bank. F. R. C. Clarkson, the liquidator, said on Monday they would receive nothing on their claims, as there was little hope of assailing is temptation. the position of the Bank of Hamil- money. ton, which appeared to be perfectly secure. The statement which will be forwarded to the creditors will show that about \$40,000 was lost in bad investments. At the meeting next Tuesday the creditors will decide what action to take with of automobile licenses here, has reference to the Bank of Hamilton. Mrs. Anderson is secure in her dower, amounting to \$15,000.

#### ARSENAL IN YOUR CAR?

the ledge above the rear-seat of bellville, was awarded the contract their car with loose objects such for building a new school to reas shoes, soft-drink bottles, metal place the old one destroyed by tools or coat-hangers, canned goods, fire on December 18th last. The which become dangerous as shrap- price is \$4,000. nel in a panic stop or a head-on An interesting event took place

notes: "A thorough industrial health year old cousin to take part in ers of an American motor vehicle entertained the members of Pine program begins with a pre-employ- their regular baseball game and research organization in smashing Lake Hunt Club and their ladies ment examination and continues was feeling pretty good about it. or crashing cars at high speeds, in- members being present from Milwith periodic check-ups, health Batting near the end of the game, dicate that such objects can cause ton, Palermo, Zimmerman, Bronte education, dental and mental hy- he hit safely. The next batter hit serious injury when the force of and Toronto. After an evening of related matters. It should include yelling to the visitor reposing on windshield like so many cannon- supper served in deer hunters

## Twenty Years Ago

From the Issue of the Champion of From the Issue of the Champion of Thursday, February 16, 1933

> If ever there was a time in the history of the town of Milton, that there was the greatest need for co-operation between all governing bodies, it is at the present. The announcement that the Ontario beginning September 1933; and the

> son thinking seriously. The Norval Boys' Hostel, conducted by the United Church of Canada, will close its doors on March 1st. This follows the change in immigration regulations, and as result of which no more boys will be brought into the country. to be placed on farms at the present. The superintendent, Mr. Alex. MacLaren, will supervise those now on farms from his home in

The hardest thing to run out of The easiest is

Ice cutting is in full operation on Martin's pond. The ice is 10° inches thick and as clear as

John F. Little, government issuer issued to date 1,400 auto licenses and 100 truck licenses, which is said to be about only half the total

number issued here a year ago. At a meeting of trustees of School Section No. 17, Trafalgar. Many motorists tend to clutter held Tuesday, John Ware of Camp-

on Monday at White Oak Lodge. camp style.

## PROFESSIONAL DIRECTORY AND TRAVELLERS' GUIDE

MEDICAL

THE STEVENSON CLINIC

Phones: Milton-Number 2

Dr. C. K. Stevenson Dr. Fred Melnyk Dr. R. S. McCullough Office Hours:

A.M.—By appointment only. P.M.—1-4 7-9. SUNDAYS—Emergencies only. MILTON PRIVATE HOSPITAL

X-RAYCoroner, C.P.R. and Gaol Surgeon

> DR. G. E. SYER Physician and Surgeon Office—James Street

Phone No. 38 Office Hours: 9 a.m.; 1-3 7-8.30 p.m. Coroner

## DR. J. W. McCUTCHEON

Friday, February 20 - Women's Office Hours-9 a.m.; 1-4, 7-9 p.m. Farmers' Building, Main Street Telephone 395W Residence 395J

DENTAL

DR. G. A. KING DENTAL SURGEON

Office in Royal Building, Milton Hours 9-5 Evenings by Appointment X-Ray Service Telephone 197

### DR. F. E. BABCOCK DENTAL SURGEON

Office in Farmers' Building on street floor Evenings by appointment

X-Ray Service Telephone 65

## LEGAL

DICK & DICK W. I. DICK, Q.C. K. Y. DICK

Parristers, Solicitors Brown Street, opposite Arena Telephone 4

### T. A. HUTCHINSON, Q.C. Barrister, Solicitor, Etc.

Office-Next Door Champion Office-Main St., Milton Telephone 54

#### GEORGE E. ELLIOTT Barrister, Solicitor, Notary Public Office-In Farmers' Building

Main Street, Milton Telephone 70

## MISCELLANEOUS

LEVER & HOSKIN

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## D. J. ARMSTRONG

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Bronte St., Milton By Appointment PHONE 102J

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1.30 to 5 p.m. Tuesday .... 1.30-5 p.m. and 7-9 p.m. Wednesday ...... 9.30 a.m.-12 noon Thursday .. 1.30-5 p.m. and 7-9 p.m. Friday ...... 1.30-5 p.m. Saturday .... 1.30-5 p.m. and 7-9 p.m.

Public Holidays not included School children have separate

## TRAVELLERS' GUIDE

CANADIAN PACIFIC RAILWAY Standard Time

Going to Toronto - 7.51 a.m. daily; 2.07 p.m. daily; 8.39 p.m. daily except Sunday; 9.24 p.m. Sunday only. Coming from Toronto - 9.35 a.m.

daily; 6.31 p.m. daily; 1.00 a.m. daily except Sunday.

CANADIAN NATIONAL RAILWAY Going North-7.58 p.m. Going South-7.10 p.m.

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EDITORIAL OFFICE TELEPHONE 220

Address at St. John's.

R. 6, Milton.

2.00 p.m.—Sunday School. Quinquagesima Sunday 3.00 p.m.—Evening Prayer and the Litany.

Europe.