

Business as Usual

The Saurday Evening Post, the largest magazine of its kind in the United States, announced recently that it will begin accepting alcoholic beverage advertising immediately.

Although it may be an unknown fact to many readers, there are still a number of large magazines, daily newspapers and weeklies that do not accept liquor advertising.

It may be obvious that the number who still refuse this type of advertising is dwindling as so many things do as time passes and one thinks conditions are changing.

The Post has always been a pretty good magazine to our way of thinking but subconsciously we can't help thinking it will be a little "cheaper".

However, we're not considering any change in our policy.

Our Business

Does the average Canadian care how well (or how badly) his or her community is governed? If interest in local government elections over the years is any criterion, the answer must be a resounding no.

Hardly more than thirty per cent. of those eligible to vote in such elections usually do so, against fifty to sixty per cent. in provincial elections, and seventy to eighty per cent. in federal ones. And yet, as has so often been observed, of all three levels of government, that of the municipality touches us most closely.

Water, sewage disposal, garbage collection, street construction and repair, lighting, police, fire, parks—such services as these are all vital to life as we know it. They may not be the last word in excitement, but we would be in a pretty poor state without them. Their provision is the business of municipal, or local, government, and is, therefore, our business.

icipal, or local, government, and is, therefore, our business.

Nor should we forget that municipal business today is big business. The explosive post war growth of our cities, towns and villages has meant an enormous expansion of these local government services. And where else have the huge sums necessary to finance this expansion come from if not from taxes?

Thus, the mayors, Reeves, controllers and councillors who serve their communities bear a heavy load. On their shoulders rests the responsibility to spend the tax mills both wisely and well.

All the more reason, then, why we should all see to it that the best qualified and most able citizens become candidates and secure election. In the weeks immediately ahead we can do worse than remember that locally, quite as much as in wider spheres, we get the government we deserve.

A Wise Appointment

With community activity shifting into running gear for another winter season it might be well to remind each organization of the importance of electing press representatives.

No newspaper in the country, weekly or daily, has a staff large enough to cover all the events in the area, even if it knew of them in advance.

Having a good press representative is far more assurance of having meeting reports appear in news columns than when our staff is counted on to uncover them from members of the group.

A conscientious press representative in an organization can help keep his or her

group on their collective toes by maintaining public interest through newsy activity reports. Such interest is bound to rub off on members of the group in maintaining their morale at a good level.

This newspaper is happy to receive reports of local activities by groups or individuals and the appointment of a press representative in a group places the responsibility for the work.

If you're a recently appointed press representative and maybe slightly bewildered, ask the news department of this paper for some help. They'll be pleased to offer suggestions.

Other People's Views

Canadians have built up a large reserve of spending power, points out the Saint John Telegraph-Journal. "Much of which will be channelled into goods and services in the foreseeable future."

Railway Passenger service will continue to shrink, thinks the Killarney (Man.) Guide, which points out: "It is quite apparent that we cannot have our cake and eat it, too. We cannot have highways and cars as well as passenger trains, and we doubt if anyone wants to give up the use of his car."

Brightest economic news for British Columbia's Centennial year, declares the Vancouver Sun, is that this is "the greatest salmon year this province has ever seen. Best news of all is that this looks like only the beginning of a vastly expanded salmon industry. As James Sinclair, president of the Fisheries Association of B.C., says: "This is the only area in the world where the fish catch is going up. Everywhere else it is going down."

Concern over rising living costs, particularly foods, points out the Winnipeg Tribune, "should not be allowed to obscure the fact that the average Canadian is eating more and a greater variety of grade foods than ever before."

Steps to preserve old buildings are heartily endorsed by the Kingston Whig-Standard. "For a city whose attraction as a tourist centre is based on its historical associations, it would be silly to tear down buildings which are all part and parcel of that history. This does not mean to say that a building must

have housed a famous man in order to qualify for preservation but rather that it should be representative of an earlier, more spacious age when buildings were built to last."

Most important in Mr. Diefenbaker's air defence statement is that announcing production-sharing with the United States, asserts the Ottawa Journal: "In this new mood of co-operation we will be disappointed if the Americans are not prepared to go the whole way, in facilitating the production and availability of all weapons, atomic and otherwise. Such absolute collaboration is the foundation of continental defence and on it the nations can build toward a security otherwise impossible."

No one can accuse the Canadian nation of being frivolous, says the Peterborough Examiner. "If anything Canadians err on the side of gravity and, we must sadly admit, a kind of pomposity unbecoming to a virile country."

Our proposed financial aid to the West Indies can hardly be considered munificent, thinks the Montreal Star. "Canadians have a distinct interest in seeing that the West Indies Federation gets on its feet as quickly as possible. The problems, both economic and social, are many and not inconsiderable in size. And there is a good deal of nonsense being talked about the impossibility of their solution. But both from a traditional and geographical standpoint, Canada has a role to play in bringing the development of this latest member of the Commonwealth to complete fruition."



—Photo by Esther Taylor

"October Pattern"



THE WORLD'S Series 1958 is now history, of course, but I couldn't help wondering where all the Yankee fans were during the seven game stretch. Seemed everyone I heard express opinions favored the Milwaukee club just because the Yankees had won so many times.

IT MUST BE hard to get warmed up to the idea but up in Wingham, they held a successful initial meeting in October to get plans underway for a municipal swimming pool.

CAN ANYONE tell me the origin of a circling searchlight that combs the sky apparently west of Milton every night. I'm afraid I may rip off a row of guard rails watching for it each night if I don't find out about it soon.

COME NEXT year about June and the Champion will be 100. Such an event in newspaper circles usually calls for a special edition of the paper. Having just come through a historical edition for the

town's centennial, that hardly seems a logical solution. I've thought about the beads but that's a little too much in two years, too. Any ideas?

I VE ALWAYS admired one of my uncle's imitations of a dog's bark. This summer when he was visiting some members of the second generation, the young niece lined up her playmates when the uncle appeared and said, "This is my uncle who barks like a dog... Bark, uncle..." The event had almost a midway-like attraction and if his voice hadn't given out, there might have been an admission charge.

JUST IN CASE you're interested in the popularity of the World Series, a recent survey has established that three-quarters of a million Torontonians—75 per cent. of all persons 16 and over—either watched the first game of the world series on television, or listened to it on radio. The total listening to the game on car radios in the metro Toronto area represented more

than two and a half times the seated spectators at Milwaukee.

RESULTS OF another recent survey indicate apparently that people with TV sets less than a year old watched for four hours, 18 minutes on week days, but in homes where TV sets had been established three years or more, this comparable figure was five hours, 24 minutes.

EVER WONDER what Canada has been doing abroad? Since the war Canada's financial assistance to other countries has exceeded 4.3 billion; more than half of this amount has been in outright grants, the remainder in loans, which have been partly repaid.

SOMETIMES IT appears that little kids love to get all dressed up just so they can get dirty... London Free Press.

THE TELEPHONE has captured a pretty important spot for itself in this country. In 1956 Canada's 2,661 telephone systems handled 7,764,804,793 calls, 171 million of which were long distance. This meant 486 calls for every man, woman and child in the country or 1726 per telephone.

"WATCH THE lights, Pop! Some of you pedestrians act as if you owned the streets." "And some of you drivers act as if you owned your cars."

THE THANKSGIVING weekend had enough bright sunshine to really emphasize the beauty of the trees in their autumn colors. That Highway 25 between Milton and Acton seems to rival most other main roads these days because of the abundance of beautiful maples that border it.

"TO BE HONEST, to be kind—to earn a little and to spend a little less, to make upon the whole a family happier for his presence, to renounce when that shall be necessary and not be embittered, to keep a few friends but these without capitulation—above all, on the same grim condition, to keep friends with himself—here is a task for all that a man has of fortitude and delicacy."—R. L. Stevenson.

knocked over the ladder in the garden.

Mother: Well, you'd better tell your father. Johnny: He knows. He's hanging from the bedroom window sill.

ONE THING about this time of the year is the fascination toy catalogues hold for young ones. No where can they see so many times the toys that are exciting to them.

GRAIN SUCCESS

Factors contributing to Saskatchewan's success in grain are its great area of fertile soil (there is more occupied farmland in Saskatchewan than in Manitoba and Alberta combined) and a climate that is ideal for quick-ripening wheat. Quality of the grain is improved due to the fact that the northern latitude has more summer sunshine than districts farther south.

THE GOOD OLD DAYS

20 YEARS AGO

Taken from the files of the Champion, October 19, 1938.

Last Thursday night at 7.30 p.m., the town of Milton made its auspicious debut on the air, via CKOC in Hamilton, and today we feel sure our neighbors in Ontario and New York, Pennsylvania and Ohio, know a little more about this thriving town nestling in the shadow of the Niagara escarpment.

The history of Milton made interesting listening even to those who knew it fairly well and new facts gathered by the publishers of the Canadian Champion and Geo. E. Elliott, former Mayor, unfolded a bright picture of Milton's future. Mr. Elliott spoke on behalf of Mayor Chambers on the many advantages Milton has to offer, both as a home site and as an industrial centre, while a glimpse of Milton's cultural development was provided by Miss Marjorie Dawson and Mr. Hugh Beatty, both of whom offered excellent vocal numbers on the program.

J. W. Higgins is having an addition built onto his service station on Main St.

A. Neuman, who suffered a slight heart attack last Saturday, is, we are pleased to say, improving. His many friends hope he will soon recover.

The second line—or should we say No. 25 Highway—was slightly improved by the trip of the road grader over the surface. A couple more trips and some of the gravel returned to the road would help more.—Acton Free Press.

In the first of a series of inter-high school rugby games between Milton and Georgetown, played in Milton on Thursday afternoon of last week, Milton took honors with a 6-2 victory. The only touchdown of the game was scored as J. Sproat kicked the ball over the Georgetown goal line. The ball was fumbled by Georgetown's back field and T. Reid, for Milton, gained possession to give Milton the lead.

50 YEARS AGO

Taken from the files of the Champion, October 15, 1908.

The farmers generally of the Campbellville neighborhood have put up no trespass notices on their property to protect the ruffled grouse and partridges. They know that, though killing the birds is prohibited for this year, it is not safe to let gunners near them.

The annual meeting of the Minto Curling Club will be held at the council chamber tomorrow evening.

If heavy rains don't come soon, Milton is in for a water famine. As it is, the water is very low in the reservoir and citizens are on short allowance, their supplies being shut off every night and part of every day. The manufacturers which use and depend on the town water are shut down.

P. L. Robertson Co.'s machine shop is in full operation now, turning out his patent screws and the Eason Rubber Helper as well as doing repairs for local customers.

A splendid 32 lamp acetone gas lighting plant is in operation, with one lamp outside the front of the building, which brilliantly illuminates the road. Workmen are busy on the foundation of the foundry in rear of the machine shop, which will be erected as fast as the weather permits.

The annual fair of the Nassagaweya Agricultural Society on Tuesday was favored with beautiful weather and was a great success in every way, the attendance being exceptionally large.

J. G. Wilson, county road superintendent, was in town yesterday. He reported that the work of road improvement in Halton was about over for this year.

E. Syer has again been successful at the fall fairs with his single comb White Leghorns. At Oakville, he was awarded three firsts, one second and a diploma; Milton, two firsts and a second; Campbellville, two firsts.

PROFESSIONAL DIRECTORY AND TRAVELLERS' GUIDE

Professional Directory and Travellers' Guide listing various services including Dental, Medical, Legal, Accounting, and more, with contact information for professionals in Milton and surrounding areas.

THIS SUNDAY'S CHURCH CALENDAR

This Sunday's Church Calendar listing services for various churches including Highway Gospel Church, All Saints' Anglican Church, Knox Presbyterian Church, St. Paul's United Church, EMMANUEL BAPTIST CHURCH, and Boston and Omagh Presbyterian Churches.

The Canadian Champion advertisement, including contact information for G. A. Dills, Editor-in-Chief, and James Dills, Managing Editor, and a mention of the 1957 Prize Winner award.