

Editorial Page

Welcome Marching Mothers

Lights — Dimes — Dollars!
Without leaving the comfort of your homes on Monday evening next, the citizens of Milton can perform a great service to a noble cause.

All that you, as one of them, have to do is to turn on your porch light and bring to the streets for your "Marching Mothers"—in many cases your own neighbor—who will brave whatever the weatherman designs to offer, between 7 and 8 o'clock, in order that you and your family can share in the March of Dimes.

The captains have worked long and hard to build up a sure-fire campaign on behalf of the Rehabilitation Foundation of Poliomyelitis and the Orthopaedically Disabled.

Volunteers are enlisting in ample numbers for Monday evening's "Blitz" campaign of the entire community, to the end that no waiting dime or dollar will be overlooked. The rest is up to the home folk.

Every man, woman and child in this town knows something of the need for a generous response to the March of Dimes appeal, for the story has been well told. It is unthinkable that anyone will be unmoved by the right-to-your-door Marching Mothers. The early evening hour for the visits was chosen for your convenience, and it will afford a fine lesson in sweet human charity for the boys and girls of your household also, if they are encouraged to add their names to your dollars.

Late Consideration

Like most people we find it difficult to be continually aware of the approval given all legislation. Until some of the restrictions are brought to our attention it is not always possible to be aware of them.

Such is the case now as we learn, like a good many for the first time, that it is not possible to deduct hospital expenses paid under the Ontario Hospital plan when calculating our taxable income.

This was announced in the budget of last April and later incorporated in the Income Tax Act changes but it went unnoticed by us and apparently by many others.

Prior to the introduction of the Ontario Hospital plan, payments for hospitalization made by Blue Cross or other groups, were applicable for deductions on the income tax of that year, if they exceeded the three per cent. minimum.

To the individual there is little change. The individual still pays for his membership

in the Ontario Hospital plan, as he did for his earlier membership in the Blue Cross or similar groups. The deduction for the Ontario Hospital plan membership is considered taxable income, yet its use when applied against medical expenses now cannot be claimed for a reduction.

Academically this is an imposition of double taxation. All money paid by the province on behalf of a person insured under the compulsory scheme, whether it is from the federal or provincial treasury, has been subject to income tax just as much as money paid out by a private voluntary plan.

Quite obviously the time for objection to this measure is long since past. Already it is almost a year old. It might still be changed if there are sufficient people interested in objecting to it but it is quite naturally easier to achieve success when the matter is up for initial consideration.

For Better Health

Once again National Health Week has arrived in Canada. This event will be observed for the 16th successive year during the week commencing January 31st, 1960.

Of recent years, the observing of National Weeks for this or that has become popular. But National Health Week is probably the oldest and certainly the most widely observed and the most important of all—not only in Canada but in the world—and why not? Nothing is more important for human beings than life—and to live life and to live fully a long life, one must have health.

Health in the terms of the definition of the World Health Organization is "not merely the absence of disease but a state of perfect physical, mental and social well-being". This is an objective to which every living human being should give thought, and it is well that during one week of the year, we should be encouraged to consider seriously the things that each one of us as citizens should adopt as a health objective for the succeeding year.

For too many of our citizens, the only time one gives thought to the importance of health is when the doctor has arrived at the door after we have become sick. Far too few of us think of the disastrous results of unnecessary sickness in terms of misery, unhappiness, disability, poverty and perhaps unnecessary death. For too many of us, science has provided the means to stay healthy but we are indifferent. Sickness—mental, physical or spiritual—is too frequently our lot because we have not learned the simple lesson that health and long life are attainable for virtually everybody.

This is a message to all Canadians to help make Health Week a success. Listen to the messages you may receive by the spoken or written word. Organize your own group or community so that messages from authorities in the field of health may reach good audiences. Help make the most important annual national event in Canada more important still because that health, there can be nothing more important.

Advertising's Basic Purpose

Advertising practitioners have had anything but a good press lately, what with one thing and another, and we would not wish to add to their woes. There are abuses in advertising as in everything else, but these should not cause us to lose our sense of proportion.

The consumer should certainly be protected against false and misleading advertising. The answer, however, to such things as bad taste, exaggeration, "hard sell" pressure and blatancy is not to be found in forcing advertising into a legislative straitjacket, but in decisive consumer reaction.

"When business is good it pays to advertise; when business is bad you've got to advertise." So runs the old saw, and this is indeed a fundamental truth, even if those who shudder at advertising which is fatuous and inane — or just plain annoying — may sometimes wish it was otherwise.

Fortunately, there is a great deal of

advertising which is responsible, restrained, informative and intelligent. The fact that this kind of promotion appears to be on the increase no doubt reflects the growing sophistication of the men in grey flannel suits as much as it does that of the average consumer.

Recent criticisms of both the nature and cost of advertising have tended to obscure the central fact that its role in a free, competitive society such as ours is vital, even basic, both to the proper functioning of the economy and the maintenance of high living standards.

Those who denounce the so-called "waste and extravagance" of large-scale advertising forget that by stimulating demand it has promoted mass consumption, without which the purchase price of an untold number of commodities would be immeasurably higher than it is. Many of them, indeed, would be beyond the reach of most consumers altogether.



—Photo by Esther Taylor

"Ice Fantasy"

Jim's JOTTINGS

BY JIM DILLS

● **BEEN HUNGRY** lately? I don't mean hungry for the next meal, I mean the kind of hunger that half the world's population goes to bed with each night. The gnawing kind that never really know satisfaction. It's interesting to see that about 1,500 at McGill University have decided to go without food, drinks or smokes for two full days so they may know the feeling and be more sympathetic. I've never tried it and don't plan to but it does make one think about those in other countries that we preach to and yet seem unable to feed. How well does a sermon sound to you if you haven't had breakfast on Sunday morning?

● **THE PLAN** for Metropolitan Toronto released last week tells a significant story of the development that may be expected in that area. How close does it come to us? Maps published in connection with the report indicate it stops just at the Halton-Peel line. In simple language, it affects us but doesn't touch us. It does seem to underline the need for county planning to a greater degree than has been ex-

ident to date, as an outgrowth or extension of the community planning that is now being developed in individual communities.

● **READ ONE** editor's suggestion in an American publication that seems to have a degree of merit. He suggests abolition of all income tax deductions with consequently lower tax rates. His reason: it would make us a more moral nation by the simple expedient of removing a major temptation from our paths. "For many the yardstick for measuring honesty in dealing with the revenue bureau has become, 'Can I get away with it?' It's pretty hard to legislate on morals, though.

● **INTERESTING** to note in an Ontario government publication that the opening of the 14 mile section of highway 401 to Milton marks the passing of the half-way mark in construction of the 500 mile long dual lane highway. A total of 262 miles at a cost of \$142,576,840, has now been completed. The entire project, stretching from Windsor to the Quebec border near Corn-

wall, is scheduled for completion in 1963.

● **IT WAS A** small item but it has a local interest. An article in the dailies reported that the Canadian Legion presented Veterans Affairs Minister Brooks with a cheque for \$225,000, as part payment for poppies and wreaths purchased by the Legion last year. The cheque covered the cost of labor and materials for poppies and wreaths produced by disabled veterans in departmental shops. An additional cheque for \$24,000 is to be sent the department later. Gross sales of poppies and wreaths by the Legion last year totalled \$923,000.

● **COLOR TELEVISION** has arrived in Milton, I learned this week. Watched part of a program on Ted Jacobs' set the other night and it's really quite amazing the differences it makes. Shifting lights make it very similar to the color movies and no doubt the transition will be just as amazing. Understand Ted's set is the second in Milton with Dr. Heslop holding honors for the first color set in town.

Sugar and Spice...

BY BILL SMILEY

For most people, no matter how drab life is ordinarily, there is always a special excitement in starting on a journey. I've been on a few in my time, and on each occasion there have been the same sensations: anticipation, stimulation, and something akin to fear. I've started another one, and recognize the symptoms.

My first journey was when I was sixteen, and got my first job. It entailed hitch-hiking 400 miles, all alone, to get to it. That was quite an experience for a kid who'd never been anywhere or seen anything. It's a good way to bury a fair chunk of life in a hurry—hitch-hiking across the country with \$2.85 in your pocket.

There was no let-down in the climax of that journey. The huge boat was there, tied to the vast dock. The stevedores were filling her innards, hundreds of people were bustling around knowing what they were doing, and I was standing there, mouth open, stomach churning with the knowledge that my new life was beginning.

Then there was the first trip to college. What a deal that was for a small-town boy, clad in a cheap suit and a deep inferiority complex. Those other freshmen looked so sophisticated. Those girls looked so unapproachable.

There was no anti-climax then, either. Soon there was the exhilarating exploration of the minds of great men, living and dead. And the fun of playing in the varsity band, and being on the college football team, and working on the varsity newspaper, and making all sorts of odd friends, and falling in love once or twice a week. All of it was

heightened by the beginning of war and the certain knowledge that college days would be brief.

The next trip, a short one to the recruiting office, triggered several years of exciting journeys, and not one of them was a disappointment. The first was a hilarious hitch-hiking jaunt to New York, with three other potential air heroes. We had about \$20 each and did the city up brown. One of my mates can still boast that he spewled the entire length of Broadway, out a cab window. We averaged three hours' sleep a night. A cigarette girl in some joint promised to write me, and never did.

Next excursion was a big one, across the Atlantic. The only salt water I'd seen before was some my mother made me gargle with, when I was a kid. All I remember of the crossing is seasickness, submarine scares, and a big, 24-hour-a-day crap game. But what a thrill it was to see the coast of Ireland, just as it was when my great-grandfather shook its dust off his feet, which were probably bare at the time.

Then the first journey to London, on leave. I thought I was a blase young man, but my heart was pounding like a maiden's as the train rolled into that vast, smoky metropolis, the heart of the Empire. What a city it was then, before the Yanks took over by sheer force of numbers! Sailors and soldiers and airmen of every allied nation, beautiful women everywhere and in the very air that special excitement which only a war can produce, sadly enough.

And more journeys, each stimulating in its own way, meeting new people, finding old pubs, in Scotland and Wales and six cor-

The Turning Point

BY J. M. STARR

Youth is our planting time. We must plant well in our youth if we are to harvest the fruits of joy and success later on.

Claude T. Bissell, one of our well-known university presidents recently made this statement — "The most important contribution that Canada can make to the new age is educated people—cultivated and intelligent men and women!"

At this time of the year it might appear that a student is only hanging on by a slim margin, and the boost to a successful pass may still have to come from the encouragement and faith of a parent or teacher. It has been done scores of times before, and if a thing is worth having at all, you know it's worth fighting for.

Give your sons and daughters your interest and encouragement. Help them to regain their confidence. Most parents just lack the determination and courage to seek out the ways and means to help their child toward success. Summer school or tutoring should be considered and presented as an opportunity to him to "catch up" rather than as a punishment. Most of us basically lack someone who really believes in us when we stop short of success. We forget that it takes just as much energy to fail as it does to succeed!

Continued on Page Eleven

THE GOOD OLD DAYS

20 YEARS AGO

Taken from the files of the Canadian Champion, January 25, 1940.

Water in 40 out of 46 wells tested in Nelson Township was found safe for human consumption. Dr. H. R. MacDonald, M.O.H., said in his annual report to Nelson Township council. A natural spring on the farm of George Sherwood has frozen to the bottom, the M.O.H. added, saying it was the first spring to fail in the township history.

Colin Anderson, 12, of Milton, while riding a bicycle last Thursday evening was tossed over 20 feet when in collision with a car driven by Robert Hamilton of Milton Heights. The lad received only knee injuries when he attempted to turn left from Main St. onto Court St., at the same time as Hamilton pulled out to pass him.

John B. Armstrong, his home on Martin St., and his many friends wish him a speedy recovery.

Frank McNiven, governor of Halton county gaol, who recently underwent a serious operation in Galt hospital, returned home yesterday.

The John Milton Chapter I.O. D.E. is again giving milk and cod liver oil to underprivileged children at public school.

After scoring five goals in the first period, Milton Juniors coasted along to a 7-5 victory over Acton on Monday night. They played their best hockey of the year, backed up by excellent goal tending by McDuffie. Supplying the scoring punch for Milton in the first period were Cox with two goals, Sprout, Archibald and Bowring one each, with the latter gaining two assists. In the second period, Learmont and Sprout added two more goals.

Mr. and Mrs. E. P. Lunau left on Sunday to spend some time holidaying at Daytona Beach, Florida.

50 YEARS AGO

Taken from the files of the Canadian Champion, January 27, 1910.

W. G. McKenzie of Vernon, B. C., was a good citizen of Milton for years and has not lost his interest in his old home since going west. He keeps himself posted on Milton news by reading the Champion. In writing lately to renew his subscription, he referred to the waterworks and to the school situation here, and for comparison, told how they had been handled in Vernon, B.C.

An excerpt from his letter reads, "I was quite amused at the arguments pro and con with reference to the waterworks system in Milton, and how loathe some were to spend a few dollars to ensure getting an ample supply of good pure water, and also to notice how slow they are about spending a little money to have a comfortable school house for the children. Both of these subjects were brought up for consideration in this new town of less than 3,000 inhabitants. They had a choice of lake or spring water.

"The supplying of lake water was cheaper but they chose the clear, pure water from the mountain springs. The work is complete now at a cost of \$65,000. There is a good public school here, and also a high school, but they are now building a new schoolhouse at a cost of \$45,000, the town putting up \$30,000 and the government giving them \$15,000. There is also a new hospital and a sewerage system. The hospital cost \$7,000 and the sewerage system \$65,000. This will give you an idea of the progress this town is making. Taxes are higher but at least we have something to show for it."

S. Zimmerman, M.D., dentist, has opened an office next door to Dr. McColl's. Crown and bridge work a specialty.

...Dodging 'Round the District

BY ROY DOWNS

TALKING BACK—A visitor to a small town in Maine joined a small group of men on the store porch and tried to get a conversation going, but the natives wouldn't speak a word. When he wondered out loud if there was a law against talking, he was told "there's sort of a mutual agreement among us that nobody says anything unless he can improve on the rule." Recently saying anything, the Waterdown Review declares how wonderful it would be if everybody followed this rule. But in these days of TV conversation (guns, groans and the odd yawn during commercials) we wonder how anybody could want to suppress conversation — which in our opinion, is a dying art.

Twins Galore
OAKVILLE—Wives on Thornhill Drive are jittery, and no wonder. The school board is wondering if an addition will be necessary for the school serving the area, and rightly so. For within a 100-yard stretch around Thornhill Drive are five sets of twins and a sixth set just moved out of the area. One of the mothers is very proud of her **TWO** sets of twins.

On the Carpet
OAKVILLE—A requisition for \$675,000 worth of debentures for an 18-room addition to the Oakville-Trafalgar high school has put board members up on the carpet. The board simply wrote a letter to Oakville Council asking for the money. Reeve Tilley demanded a more detailed explanation, while Mayor William Anderson said the debentures would sadly plunge the town into debt.

Nationality Helps
BURLINGTON—An unemployed Dutch immigrant who had his six children naturalized when he and his wife received their Canadian citizenship papers last week in Milton, was offered a job 24 hours after the ceremony. A former nursery owner and a lover of flowers and trees, Hendrik Alkema was given a job with the Burlington Parks Board. "This is a good country" he declared.

Appreciate Loyalty
GEORGETOWN—Loyalty of Milton fans to their Merchant hockey team won a plaudit in the Herald. A sportswriter reporting last Wednesday's game there says "though winners in the ice, Georgetown lost in the stands where county town backers out-bellowed localities. With the playoffs just five games away, team support needs to take a sharp rise to come anywhere near Milton's enthusiasm."

For the Birds
OAKVILLE—The robins are back from the sunny south. Mrs. Alex Rice reports the first robin was an exceptionally bright colored and chubby bird. She saw it January 14. Comments the Record-Star, "It would seem this bird's judgement is for the birds."

Dog-Gone
BURLINGTON—An irate Kitchener man doesn't think much of Burlington's justice. He was summoned for failing to buy a dog licence for a dog he no longer owned. He had to drive down from Kitchener to face the charge, which was dismissed. Dog-gone ridiculous, isn't it?

Chicks, Chicks, Chicks
OAKVILLE—A firm operating without a permit sparked a tirade of rebuke at council last week when it was learned that "unknown to anyone and in the darkness," 20,000 chicks arrived for processing.

Hot Meals
BRAMPTON—A World War One veteran didn't worry much when the recent storms caused power failures. He unheeded his blowtorch and with its help, cooked a good hot supper for his wife and himself.

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