• THEY DIDN'T get very far

• MAIN PROJECTS of the

country's Centennial Commission,

however, are a 14 car Confedera-

tion Train containing historical

documents to tour the country;

the same thing in motor caravans,

eight of them with eight trail-

ers each, to tour off the beaten

track; a youth travel scheme sub-

sidizing teenage groups to visit

other provinces beginning this

year; and sponsoring a 17 to 20

volume history of Canada, start-

ing with Jacques Cartier and

microfilming of all newspapers

INTERESTING to note that

cause the Twelfth of July, for

mother says, "Oh dear, this is

your aunt's birthday and I for-

A whole generation of Can-

adians has arisen to whom the

mighty Twelfth is just another

day to go water-skiing, or en-

The poor youngsters. They

don't know what they've missed.

What a grand and glorious day

the Twelfth was when I was a

boy, compared to the feeble, or-

About the middle of June,

the lodge rooms of the Orange-

men and the Young Britons be-

gan to throb and thump and

shrill and squeal as the fife

and drum units tuned up for

When the Twelfth arrived, it

was always the absolutely hot-

test, brightest day of the whole

Beginning about 10 a.m. the

first isolated lodges would be-

gin to arrive in town, and

shabby and ashamed was the

lodge that could not produce at

They were hard, lean, bronzed

SOME CHAMPIONS really get

around these days. An Alberta

subscriber informed The Cham-

pion she receives and reads her

copy, then passes it on to friends

in another Alberta town, who in

turn send it on to British Colum-

I am the product of thousands

least one drum and one fife.

derly skeleton it is today!

Sugar and Spice...

BY BILL SMILEY

published in 1860-67.

got to send a card."

joy a barbecue.

the big day.

I AM the motor vehicle.

I should be one of the great blessings bestowed on mankind. Yet, in my vital parts I carry death, destruction, mutilation, pain and suffering.

My power is so great you control it or-disaster will result. Every time you drive me please

make me a good servant. I do not wish to kill, maim, destroy. Only you can prevent

me from doing so. advertising specialty was a picture King George III had printed for his coronation in 1768. On

one side was a likeness of the new King and on the other a reproduction of his shield. His purpose in distributing this gift to his subjects was "to promote good will," in counter-balance of the unrest in the colonies (the American Revolution came seven years later.) The inscription on this specialty said, "In Memory of the Good Old Days."

An insurance man of Auburn, New York, is credited with developing the first advertising calendars and thus beginning the advertising specialty industry. In 1845 he affixed calendar pads to his advertising signs and soon saw the signs, which now served a useful purpose hanging in taverns

more than 90 per cent of the municipalities that have plans to mark Canada's Centennial are aiming for a permanent building such as a theatre, auditorium or gymnasium. An exception is Lethbridge which plans a Japanese garden. Quebec plans some 50 buildings combining a small theatre, lecture room, library and gym in the basement. They'll be scattered throughout the pro-

• ON THE LOCAL scene, the development of parks has been chosen as the town's centennial project and nearby the County Museum is to reach some state of completion by 1967. Acton is talking of a library, Georgetown is eyeing the former Cedarvale School for Girls as the nucleus for a cultural centre, Burlington has already received approval on its park development plans and Oakville has some plans for the Central School common. Nassagaweya is embroiled in the provision of a municipal hall and so far I haven't heard of Esquesing plans.

public taste and public tolerance eggs.

When the hotels opened, the

streets were suddenly denuded

of the hundreds of white-shirt-

ed, blue-trousered, straw hat-

ted men, and everywhere per-

spiring women produced lunch-

es and sat in the shade with

their broods, looking anxious.

About 1:30, the grand parade

would get under way, after a

great deal of rearing and backing

and shouting among the var-

ious mounted lodge masters, on

their white plow-horses, decked

And the whole town would

be out to see them. Protestants

and R.C.'s and Jews and Holy

Rollers alike. Down the blaz-

ing street they'd come, a mile

and a half of solid Orangemen,

sweating out the beer in the

strange, dignified "walk", to

the fifes and the rattle and

And there'd be a cheer as one

elated Irishman broke ranks and

did a rumpety step-dance and

slipped back into his place in

line. And a round of clapping

blam and thud of the drums.

out like chargers.

that has occurred in the last few years, is the subject of a recent magazine article that points out there is almost nothing not royalty, not sexual perversion, not religion - which cannot be satirized or attacked in print or film. Perhaps the most recent adventure into the change in public taste is not simply the introduction of the topless bathing suit, but the fact that available stocks are sold out quickly. Moving in cycles, as things seem to do, one wonders at what point the extreme will be reached before public taste swings back to more puritan standards.

• TWO MERCHANTS were discussing the benefits of advertising. The one with the more thriving business creditied publicity for much of his store's success. "Then tell me," said the other, "just how you think advertising stimulates business." The other replied, "It's this way. A codfish, for example, lays nearly 10,000 eggs a day, but it does so in silence. A chicken lays only one and cackles like the dickens. Nobody eats codfish eggs, but • THE ABRUPT change in nearly everybody eats chicken



I feel sorry for my kids, be- men, those from the farming and hill communities around the them, is merely the day their town. There was a lurking hint of violence behind the great good humor of their uproarious greet-

> Then to the park for the which he was totally disabled." speeches. Ah, what grand, unenlightened, intolerant speeches we had in those days, when everyone was bigoted and prejudiced and didn't even know

It was there that I first learned of the perfidy of the "roamin" catholics," whoever they were, and the danger of the pope whatever that was, and the bravery and goodness of King Billy, whoever he was, and it was there that I first learned that somebody got licked at the Battle

There is something as pitiful and gallant and stirring and faded about the Twelfth, nowadays, as there is about

for a ladies' lodge, trim and dainty in their white dresses and fancy hats.

of the Boyne, wherever that was.

Anzac Day or Armistice Day.

Fellow-Ulsterment! Let's stop hating James II (or is it William of Orange?). I'll love my wife and anybody else's wife who shows up on the Twelfth! How

DOWN(S) IN THIS CORNER

WITH ROY DOWNS

with the calendars attached they were readily acceptable.

The first calendar patent is ound in Hartford, Connecticut, there in 1869, George Coburn began printing calendars for bankers, insurance companies and manufacturers in the area. However, Coshocton, Ohio, a small town in the Ohio valley, soon became the centre of the advertising specialty industry. There in 1879, J. F. Meek, a weekly newspaper editor, started printing advertising on small candy boxes and burlap school bags. These are considered the first real advertising novelties.

LESS THAN A century ago in Canada, people still subscribed to some startling so - called "medicine" procedures. Almost every small village had its favorite old lady who at some time in her past had crossed the ocean, bringing along with her the homeland skills in handicrafts, cooking and remedies, which were supposed to be the

panacea for any given disease. PROBABLY THE EARLIEST Some of the diseases were preferable to the remedies. A child who had contracted measles was given a roast mouse. A wound that bled had spiders' webs applied, web, dust and dirt included, to arrest the bleeding.

A bald - headed man would be assured of a renewed hirsute crop after onion juice had been applied to his head daily for week or so. No shampoos.

"Rheumatics" was "cured" by bee venom, applied direct to the aching spot by the producer, a profane angry bee, who probably stung enthusiastically. So deeply was the faith in this remedy maintained that modern doctors have done considerable research in the subject.

Another 'cure' or preventative of rheumatism was sold at county fairs (and still is sold by char-

ring" made of copper which was supposed to contain electrical power to cure or prevent rheumatism. Three chestnuts carried in a pocket were supposed to have the same virtue.

In the past centuries, there were "simples", or herbs with some real or supposed medicinal virtue. From these medical science has taken such drugs as digitalis (foxglove) or others, which have proved to have more than superstition to offer modern medicine.

For an infected wound, the procedure was baking a whole potato or turnip in its skin and letting it cool a little, then breaking it open and applying the inside as a poultice to the sore

A sty on the eye lid was supposed to disappear if rubbed with a gold wedding ring. 'Fasting spittle' applied on waking in the morning was another infallible remedy. Warts, the result of handling a toad, said the old folk, would go away if rubbed with a bit of pork rind which was then buried. The burial was most important. And there are many people who swear that this or other such treatments really worked - perhaps as a case of mind over matter.

A young doctor who helped one bit of folklore prove itself, in the seventeen hundreds, asked a young farm girl why her face wasn't pock - marked as most other girls' faces were. She said that her master used to scratch the arms of all his family and servants and then rub the scratches with lymph from a cow that had cowpox, and that would prevent them from ever taking smallpox.

The doctor pondered this procedure which was popular in that part of rural England, and which must have seemed like just another old folks' superstition. He did a great deal of re-

(Continued on Page B4)



BAND MUSIC is enjoyed by almost everyone-especially bandsmen. This Sunday Acton Citizens' Band will play a concert in Acton park and among the players will be Bruce McKerr of Milton. He is shown in this closeup as he tootles his trombone during a recent concert.

For Summer . . And After . . .

"Fifteen Years of Staring at the Same Ceiling" is the title of a column in Australia's publication Road Safety, quoted by the Ontario Safety League.

"It was an obituary that really sets you thinking: 'Local man, aged 36, dies after 15 years in hospital, following auto accident in

"Fifteen years of staring at the same ceiling; 180 months of complete dependence on others; 780 weeks of hope-erosion, with expenses towering to crowd everything else off the skyline; 5,475 days of waiting for the night; 131,400 hours of four walls, fading flowers, medicinal smells, useless sympathy; 7,844,000 minutes of vegetation with roots withering in hopelessness, spirit shrinking in stagnation; 473,040,000 seconds of death before burial.

"And probably because of some 'little' fault that you might be committing every day of your life.

"Such as failure to glance left and right, or forgetting to check your rear-view mirror. "Squeezing one more trip out of bald tires. Crowding the car ahead. Leaning on luck in a blind spot.

"Trying to average 60 on a 50 mph road, or in 50 mph conditions. Or just plain, blind assumption that the other driver will do the right thing. "Death at 36 after 15 years of dying!

Within that period of time a man usually marries, has a family, climbs upward in the world, travels, plays, begins to mature, enjoys a million sights, sounds, sensations.

"Over these same 15 years, this man was a castaway on a lonely bed-island.

"He absorbed tasteless food, slept a desperate sleep, suffered, cursed, cried, felt the bitterness kink his insides into knots as such ordinary sounds as laughter, free footsteps and hearty talk.

"For every person who dies in traffic smashups, many others spend agonizing weeks, months, lifetimes of disability.

"You risk this as well as a quick ending when you commit those 'little' driving errors.

"Do you realize this? Do you know what errors are yours, and what must you do to correct them?"

A Quebec Viewpoint . . .

From Rouyn (Que.) Monitor

We wish that all the writers for English newspapers would take a crash course in French or hire some interpreters, then head for the back country.

If they would get away from the Montreal coffee houses, and the rarified atmosphere of Quebec City or Sedate Toronto, and just find out what the ordinary French- Canadian in the small towns and villages really

The ordinary French-Canadian has no use for separatism. In fact a good many don't know what it means.

They don't want to boo the Queen. They don't hate Les Anglais, even if they don't want to live like them.

They want jobs for themselves and a little better life for their children.

For Madmen . . . The real heroes in Canada today are those ex-Europeans who are studying hard

to improve their English. No greater nightmare, of course, could be wished upon a human being, and the rest of us - childhood veterans all of the long school war to Make Some Kind Of Sense Out Of It - cannot do less than offer such

help as we are capable of.

G. A. Dills, Editor-in-Chief

But the complexities are as bafflingly intricate - and infinite - as they ever were. In the words of one contributor to a New York newspaper "English is for madmen" a sentiment which moved another correspond-

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Milton, Ont. Member of the C.W.N.A., the

Ontario-Quebec Division C.W.N.A. and

Canadian Community Newspapers Repre-

sentatives. Subscriptions payable in ad-

vance, \$3.00 in Canada; \$4.00 in England

and other Commonwealth Countries \$5.00

in the U.S.A., and other Foreign Countries.

Authorized as Second Class Mail, Post

Office Department, Ottawa

They don't expect everyone in Toronto to speak French, but they feel that when they go to Ottawa, they should be able to speak French with confidence in our nation's

capital city. They don't want to put bombs in post office boxes, but when they send a letter to the federal government, they feel that they are entitled to get an adequate reply in

This whole separatist business is being

over-emphasized by the popular press. Some of it is pretty sensational stuff, and you can't really blame the newspaper boys for making the most of it. But the real tragedy is that in the process the hopes and aspirations of the vast majority of ordinary French-Canadians are being distorted and mis-represented or completely ignored.

ent, one Arthur Sherrill, to deliver himself of

the following masterpiece: I'd like to live my whole life through And have my troubles be but fough, I'd like to have a lot of dough And never have to lift a hough. I'd like to sit beneath a bough And be as lazy as a cough. But rough and tough, I've had enough! I'd like to write more simple stough I've got a cold, i've got a cough, I'd better take a few days ough. Through, bough, dough, tough, cough, ought to rhyme,

Perhaps they will some other thyme!

Advertising is accepted in the condition

that, in the event of typographical error,

that portion of the advertising space oc-

supied by the erroneous item, together

with reasonable allowance for signature,

will not be charged for, but the balance

of the advertisement will be paid for at

the applicable rate.

"In the event of a typographical error ad-

vertising goods or services at a wrong

price, goods or services may not be sold.

Advertising is merely an offer to sell, and

may be withdrawn at any time."

Roy Downs, News Editor

The Canadian Champion

Published by the Dills Printing and Publishing Co. Ltd.

James A. Dills, Managing Editor

GLANCING BACK TO 10 YEARS AGO

Taken from the files of the Canadian Champion, July 8, 1954.

For the first time in Milton's history the value of building permits issued in the first six months of the year has exceeded the million dollar mark, it was revealed in comparing the permits issued to end of June this year. A total building value estimated at \$1,061,600 is underway, according to the permits issued at the town office by Building Inspector F. McNiven. In the 12 month period of 1953 the value of permits

issued totalled just over half a million or \$598,200.

Joseph D. Thompson, son of Mr. and Mrs. Wilmer J. Thompson of Hornby was among the 100 undergraduates who has been named to the dean's list at Clarkson College of Technology for the second semester of the college year which ended June 5. Mr. Thompson, a 1952 graduate of Milton high school is a junior majoring in civil engineering. He is a recipient of the Athletic Scholarship.

TO 20 YEARS AGO GLANCING BACK

Taken from the files of the Canadian Champion, July 6, 1944. The high school entrance board hereby announces the results of the recent examinations. The following students received passing marks into high school: Robert Adams, Joan Allison, Lois Armstrong, Norman Bailey, Fred Bennett, Joyce Berry, Gloria Bristow, Kathleen Buck, Lois Bundy, Lorna Bussell, Helen Clark, Pauline Elsley, Lorraine Elizabeth Fitzgerald, Jean Frank, Betty Guild, Kath-Hannon, Douglas Hill, Pauline Hill, Mary Hopkin, James Hornell, Sherwoood Hume, Gladvs Hystead, Edythe Jarvis, Lenore King, Elizabeth Marcellus, Robert

Marshall, Earl McDowell, Donald McEachern, Ann McLaren, Thelma Nevills, Irene Paddock, James Peterson, Helen Robertson, Keith Seeney, Joyce Serafini, Keith Symons, Helen Thompson, Loreen Thompson, Gerald Timbers, Joyce Beamish, Duelia Bonin, Lorraine Bristow, Ruth Carbert, Hartley Cavel, Alvin Colling, Dudlev Ervin, Jack Jarvis, Kenneth Lawrence, Colleen Lemon, David Leslie, Colin Marshall, Muriel Mc-Conachie, Alberta McDougall, Wilma McEachern, Ruth McGillivary, Ilene McLaughlin, Kenneth Moore, Robert Pearson, Mary Sclisizzi, Vela Sclisizzi, Onelio Serafini and Doreen Thompson.

GLANCING BACK TO 50 YEARS AGO

Taken from the files of the Canadian Champion, July 9, 1914.

Contractor Hanson is making good progress with the foundation of the post office building at the corner of Main and Martin Streets. The Government has appointed R. L. Hemstreet to superintend the works under instructions from the architect and inspect all material used by the contractor.

We are informed that the beerdrinking of last summer in the new cemetery, reported then in the Champion, has been resumed, that the beer is brought in milk can from the brewery, that it is consumed in the caretaker's toolhouse and that some of the drin-

kers have been drunk there. The excessive drinking is bad enough, but in this case, taking the scene of it into account, desecration is added. This is a case from prompt action by the Cemetery Company and the authorities of the town.

The central office of the Bell Telephone Co. has been painted and decorated and the unsightly old verandah has been removed from its front. There are several verandahs on Main Street. They are relics of the earlier history of Milton and it may be on this account that their owners have not demolished them. They may be historical and interesting, but they certainly are not orna-

THIS SUNDAY'S

Church Calendar

KNOX PRESBYTERIAN CHURCH

Minister: Rev. J. K. L. McGown, B.A. Organist and Choir Master Mrs. R. Wright, A.T.C.M. "O come, let us worship and bow down; let us kneel before the Lord our Maker."

SUNDAY, JULY 12th, 1964 10.30 a.m.—Prayer Time in Vestry 11.00 a.m.—Morning Worship. "Rocky" (St. Paul's United congregation will worship

with us.) Monday to Friday, 9.30 a.m. -Community Vacation Bible School continues.

MILTON GOSPEL HALL 306 Ontario St. N., TR 8-2022 Christians gathered in the name

of the Lord Jesus Christ.

LORD'S DAY, JULY 12th, 1964 10.30 a.m.—Breaking of Bread.

12.15 p.m.—Sunday School. 7.00 p.m.—Gospel Service. Wednesday, 8 p.m. - Prayer and

Bible reading. All are heartily welcome to these services.

Jesus Christ, in whom we have redemption through his blood, the forgiveness of sins, according to the riches of his grace. Eph. 1.7

GRACE ANGLICAN CHURCH Milton, Ontario Rector:

Rev. T. M. Dustan, B.A., B.D., D.D. Associate: Rev. Canon F. H. Mason, M.A.

SUNDAY, JULY 12th, 1964 Trinity VII

8.00 a.m.—Holy Communion 10.00 a.m.-Morning Prayer and Sermon. Thursday, July 16th - 10.00 a.m. Holy Communion.

CHURCH OF CHRIST, OMAGH No. 5 Sideroad and 4th Line Trafalgar

SUNDAY, JULY 12th, 1964 10.15 a.m.—Bible School. Classes for all ages. 11.00 a.m.-Morning Worship. 8.00 p.m.—Preaching of the Gos-

Thursday, 8 p.m.—Bible Study. William H. Bunting, Evangelist 878-6362 A Warm Welcome Awaits You at

Every Service ST. PAUL'S UNITED CHURCH

Main and James Streets Milton Minister: Rev. J. Lorne Graham, B.A., B.D., C.D.

SUNDAY, JULY 12th, 1964 The congregation of St. Paul's United Church will worship with the congregation of Knox Presbyterian Church in Knox Church. Rev. J. K. L. McGown will be in charge.

PARISH OF St. George's Church, Lowville St. John's Church, Nassagaweya (The Anglican Church of Canada)

Rev. P. P. E. Jeffares
Campbellville, Ontario
Telephone No. ULster 4-2577 SUNDAY, JULY 12th, 1964 Trinity VII

In St. John's Church, Nassagaweya 9.45 a.m.-Morning Prayer and

Sermon, Sunday School. In St. George's Church, Lowville 11.15 a.m.-Holy Communion and Sermon, Sunday School.

BOSTON AND OMAGH PRESBYTERIAN CHURCHES

Minister: Rev. B. A. Nevin B.A. SUNDAY, JULY 12th, 1964 10.00 a.m.—Boston: Worship

11.30 a.m.-Omagh: Worship Ser-The Rev. R. T. Duncanson, B.A., B.D., Streetsville, will con-

duct both services. EMMANUEL BAPTIST CHURCH

Commercial Street, Milton Minister: Pastor Clayton Coles Telephone No. TRiangle 8-4473

Lord's Day SUNDAY, JULY 12th, 1964 9.45 a.m.—Sunday School for all 11.00 a.m.-Morning Worship 7.00 p.m.—Gospel Service. Wednesday, 8 p.m.-Bible Study

THE UNITED CHURCH OF CANADA

and Prayer Meeting.

Minister, Rev. A. K. Griffiths, R. R. 2, Milton.

Combined Service Lowville United Church Guelph Line Organist, Mrs. J. R. Davey

Divine Worship - 11.00 a.m. July 12th Conducted by Elders. Sermon - Mr. J. Barton Leading — Mr. G. M. Colling

A Warm Welcome to Everyone Zimmerman United Church Appleby Line Will be closed.

HIGHWAY GOSPEL CHURCH

A local assembly or THE PENTECOSTAL ASSEMBLIES OF CANADA Pastor: Rev. M. Christensen

Lord's Day SUNDAY, JULY 12th, 1964 9.45 a.m.—Sunday School. Classes for all.

11.00 a.m.-Morning Worship. 7.00 p.m.—Evangelistic Service. Tuesday, 8 p.m. - Bible Study and Prayer Meeting. Friday, 8 p.m.—Young People's

service. A Church You Can Make Your Home

latans who prey on credulous and stores in town. Previously, sufferers.) This was an "electric no one would hang his signs but