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NOTES and COMMENTS

The Money We Eat

How much did Canadian citizens spend on food during the year 1951? The sum of \$1,608,000,000, according to the Canadian Grocer. That represented a jump of \$220,000,000 above the amount spent in 1950.

Of this more than a billion and a half dollars, 62.8 per cent was spent in stores run by independents; 37.2 per cent in chain stores.

While the amount may seem staggering at first glance, divide it by Canada's population of 14,000,000 and you find that the average amount per person spent on food for a year was only about \$115 or \$2.20 a week. That would seem out of line to an urban family, but of course the average is brought down by the large number of farmers and small town citizens who have their own gardens.

—Fort William Times-Journal.

Eyes Front

During the first month of a new year it is natural that we turn our eyes forward to the days that lie ahead. It is a time for making plans and resolutions, for looking with anticipation and optimism to what the year will bring.

In most communities, and Stouffville is no exception, there is too much dwelling on bygone days. "Remember when..." is the start of too many conversations. Emphasis by many citizens is placed on the great accomplishments of the pioneers and on the "good old days."

We would not suggest for one moment that the pioneers be forgotten, that due credit be not given for the hardships they endured, for the work they achieved and for the spirit of optimism and progress that carried them through the tough years of the opening up of this country.

But we must bear in mind that the pioneering days are not over... that much remains to be done. We must not spend so much of our time looking back that we fail to develop a spirit of enterprise in ourselves. It seems to us that, in many instances, that has happened in Stouffville and in many another small town in Canada.

It is time, and the opening month of a new year is an opportune moment to start, that we in Stouffville turn our eyes front.

We need work started on many new municipal projects which have been mentioned in this column time and again — you as a citizen may add to the list yourself. And there is only one way to get these — through our own efforts, our own progressive enterprise.

Our churches need more workers and more interest on the part of the citizens; our local organizations need more doers and fewer joiners; our government, federal and provincial needs the best thought of every citizen; our community needs the development of the spirit of progress.

The pioneer days are not over; we are living in the midst of them, for this is a new country whose destiny lies in the future, not in the past. Eyes front, forward march — citizens of Stouffville and district.

Helps To Make Foodstuffs Costlier

In comparing present-day prices of foods, such as eggs, milk and meat, with those of several decades ago, we should not overlook the fact that the consumer's demand for service and high quality is largely accountable for cost increases.

The Lethbridge Herald recalls the time when dairymen called at the kitchen door each morning and from a big can ladled out a quart of milk or more into the housewife's pitcher. The eggs went from the farm wife's basket direct to the grocer. The poultry went direct from the farmer to the housewife or, in the alternative, through the hands of the butcher. There weren't many lost motions in those days between the producer and the consumer.

There were, of course, some handicaps which went along with this direct trading. Perhaps the eggs weren't fresh, especially in the hot summer months. There have been outbreaks of disease caused by milk which wasn't pure.

And so there have grown up requirements of sanitation for protection of the public. Now most eggs go through the hands of wholesalers who candle and grade them and package them to meet the housewife's discriminating taste. Today the health laws demand the pasteurization of milk to kill all foreign germs, and the bottling and delivery which go along with modern sanitary requirements. It travels a long way from the producer of the milk to the housewife's electric refrigerator.

All these things are good. The people buy better food, food that they know will be up to standard. But it all helps to increase the cost. More people handle the produce, and the bill must be paid. As the Lethbridge paper says, those who complain about the high price of foodstuffs should not overlook the cost of the service they demand between farm and the city consumer's table.

THE OLD HOME TOWN By STANLEY



FOR PARENTS ONLY

(By Nancy Cleaver)

BATTLE OVER COMICS

"WHAT ABOUT 'COMIC-ITIS'?"

"Where has my pile of comic books gone? I left them on my shelf and I can't see them anywhere! I wish other people wouldn't touch my things!" Eleven year old John sounds both alarmed and angry.

Mother hesitates for a moment before replying. She hates issues with her family, but she does wish John wouldn't "waste" his time reading so many comics.

"I tidied them away when I cleaned your room. Such a clutter!"

"Hope nothing happened to them. Where did you put them? Bill said he would trade me last week's comics for mine."

"Why can't you and Bill go to the library and borrow some GOOD BOOKS?"

"GOOD BOOKS!" John yells. "Who wants to read GOOD BOOKS? All of the kids read the comics. Where are MY comics? I bought them with my own money."

As mother reluctantly goes to retrieve her son's comic books she hears him muttering something about "hiding my comics so they will be safe."

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Mother is firmly convinced that her prejudice against comics is well founded. But she must try to see her child's side of the question. Is there not some middle ground on this controversy? There certainly must be something about comics to cast such a charm over John and countless other children.

John is at an age when he needs to feel secure in the approval of friends his own age. Reading comics is a popular pastime with all his chums. He would feel left out if he could not talk with the other boys about what is happening to the comic strip heroes. Bartering comic books is a regular practice in his "gang."

In the after school hours when John can do what he likes, he naturally chooses those activities which bring him satisfaction. He reads comics because he enjoys them. Here is escape into another world far more exciting than his every day life! The jokes are really funny to John. He is not troubled by a bit of crudeness or vulgarity. Nor does poor English worry John. He has not yet developed a critical attitude to the type of life portrayed in some of the comics.

What can John's mother or any other parent do about the comics? A flat banning of them seems highly unfair to the child. He will likely circumvent such a regulation by going off to a neighbour child's home where he can read comics without interruption. If parents absolutely outlaw comic reading it makes this "forbidden fruit" much too enticing.

A parent who is upset about his child's comic absorption should do a little research on the subject. How many comics does the child read in a week? How much time

is spent on them? How much money a week goes into comics? What are some of the reasons why comics appeal to this child? What about the comics themselves... what of the language, the art work, the ideas and ideals presented in them? If a mother or father will take the time to read the comic diet of his child for a week he is bound to be more understanding.

In Canada, after pressure from parents and responsible groups such as the Home and School, a study of the effect of comics on juvenile delinquency was made. This resulted in the Fulton amendment to the Criminal Code which was designed to put a check on Crime Comics. Bewildered mothers and fathers who observed the emphasis on sex in the romantic comics once the crime books were limited, sometimes wondered if the situation had been improved.

Every child is different and comics may be much more of a problem in some homes than in others. The highly excitable nervous boy may have difficulty sleeping after an evening spent devouring comics, while his more placid cousin tumbles into bed and quickly falls to sleep regardless of his evening's activities.

Comics are not all bad. The villain usually gets his deserts and the hero comes out victorious. Some children who have been poor readers take a sudden spurt forward from the impetus of reading comics. Many new words will be added to the child's vocabulary if he discovers the meaning of unfamiliar words. Looking these up in a dictionary of his own is better than pestering a busy adult. Psychologists tell us that children rebel against the pressure of adult restrictions and direction. In comic reading many youngsters break loose from the restraints of their life.

Some comics are much better than others. One religious publication house has recently experimented in translating Bible stories into picture serial form. The True Hero Comics published by the Parents' Magazine can be heartily recommended.

It is comforting for the anxious parent to know that the comic absorption is a passing phase with most youngsters. When they enter collegiate and adolescent interests claim their attention, they read fewer comics. An enjoyment of other hobbies and owning interesting books of their own is the best insurance against too much comic reading.

The best battle strategy in the comic warfare is the indirect approach. The normal youngster with hobbies and a number of outside interests is not likely to be injured by comic reading. Parents do well to remember that it is most unpleasant for a child to have his activities censored or under a cloud of disapproval. Don't make an enemy of your child over such a widespread infection as "comic-itis!"

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EDITOR'S MAIL

Ottawa 4, Ontario, Jan. 21st, 1952. The Editor, Dear Sir:

Mail volume in the recent Christmas Rush once again set up a new record, and so also I might say did the weather. Both these factors imposed a particularly severe strain upon the facilities of the Postal Service of Canada, despite the preparations made to handle the extra anticipated load, and which among other things involved the employment of 27,000 temporary helpers.

Co-operation extended by the public in early mailing of their Christmas gifts and greetings was, however, even more notable than in previous years and it was this fact that enabled the postal workers to cope efficiently with the unexpected difficulties that arose.

While it is true that in some areas the severe weather conditions were responsible for delays in mail delivery, in general throughout the country Post Offices were able to keep pace with the mail as it came in and most were back onto a normal basis by the day before Christmas.

The purpose of this letter is to thank the public for the assistance given to us, and also to express to the newspapers of Canada our appreciation of their help in making the public aware of the many ways in which their co-operation could be made effective.

At the same time, may I express to you and the members of your staff my very best wishes for a happy and prosperous New Year. Yours sincerely, W. J. Turnbull, Deputy Postmaster General.

Toronto, Ont., Jan. 18th, 1952. Editor, "The Tribune," Stouffville, Ont. Dear Sir:

That story in your Dec. 20 issue "New Dutch Farmers Get Own Agr. Rep." made smart reading, and I think the provincial authorities in the Department of Agriculture are to be commended on the decision to give these potential Canadians — Dutch farmers today — an agricultural representative, in the person of a Dutch graduate "who took his master's degree in soils at the O.A.C., a year ago," John Koeslag.

It is not very encouraging, however, to learn that "at present persons leaving Holland are allowed to take only \$100 each out of the country. If they intend to buy a farm, they may take \$400—but

ALONE

Were you ever alone on a crowded street, Or alone in a jostling train; Or alone in the wind and the heavy beat Of a merciless, driving rain?

Were you ever alone on the heaving sea, In a boat, small, frail, and light? Were you ever alone in the deep, dark wood In the menacing mystery of night?

Were you ever alone on the prairie vast, With nought but the stars to guide; Or alone on the road while cars rush past With never a glance aside?

Of all the lone places where one can be, And wishing he wasn't at, There is none more lonely, it seems to me, Than alone with a car—and a flat.

—W.F.R.

that doesn't go very far these days." That is certainly only too true!

I somehow caught something of an impression of what we mean by the phrase "a Dutch treat" in what is described as "another concession by the Dutch Government to those wanting to buy Canadian farms. They may take 8,000 guilders' worth of agricultural machinery (about \$2,000 Canadian money)." I concur that "the only catch here is that the machinery they bring isn't adaptable to farming here. Also, repair parts are hard to get..."

As a certain very valiant Britisher might put it, Mr. Editor, that certainly is "SOME" catch? Surely it should be possible for the respective governments to get together on this money-exchange level, and facilitate a more practicable procedure — getting the right kind of equipment into the hands of these Dutch farmers (the right kind of immigrants) to the advantage of both countries?

It seems only realistic to recall the fact that, since 1942, Canada's 700,000 farmers have spent \$1,500,000,000 on implements of production and all forms of mechanical equipment — which, obviously, averages out at more than \$2,000, clear across the nation? Imagine what the labor situation would have been "down on the farm" without this massive investment! "MECHANIC."

DAYS of YORE

From the Files of the Toronto Evening News 1895

Clothing Sale at C. S. Herbert, Yonge St., Toronto. Beaver overcoats \$9.00. Men's Fine American Made suits, priced from \$4.00 to \$8.00. Boys' overcoats \$1.50 to \$3.50. Odd pants for \$1.00. C. F. Adams Co., Yonge St., Toronto. One bedroom set, 3 pieces, one oak dressing table, one rocker, one chair and one towel rack for \$2.50. One seven piece chamber suite \$22.50.

Shop at the Big Store, R. Simpson, Yonge St., Wood shirts 90c. White shirts 75c. Ties 25c.

Saturday Bargain day at Cui-nam Bros., Yonge St., Toronto. Ladies Buttoned Boots \$1.00. Girls' Buttoned Boots 80c. Ladies' Quality Rubbers 25c. Hockey Boots \$2.75.

Vegetable Market — lettuce 50c per dozen, turnips 50c per bag, fall apples \$1.00 to \$2.75 per barrel, celery 10c. to \$1 per dozen, onions 75c to 90c per bag, carrots 40c to 75c per bag.

For Sale—ladies HK solid gold diamond rings \$4.00, gold and nickel alarm clocks 75c, ladies' solid gold set rings 90c.

From the Files of The Stouffville Tribune 19 Years Ago

At the inaugural meeting of the new School Board held this week Mr. Edw. Baker was unanimously elected chairman for the year on motion of Dr. Ball and Ambrose Stover.

Murray Dunkeld at Atha reports sighting a robin in his orchard on Friday of last week.

Ice is trucked from Toronto every few days for use in the refrigerator at the Dominion Store, owing to the fact that all local supplies are completely exhausted. Ratcliff & Co. who require cold storage all the year through have a frigidaire installed otherwise they would be up against bringing ice from Toronto also. Six inches of ice on the ponds is the thickness

so far this winter.

Egg prices have been steadily downward since Christmas until this week fresh extras touched the low on the local market of 18c per dozen. The local creamery reports butter going into storage weekly because of the slackened demand.

For the fifth season Stouffville Choral Society under the leadership of Mr. H. M. Fletcher will give their concert in Ratcliff's Hall.

There was a bowling tournament at the five-pin alleys in the Auditorium on Friday evening of unusual interest. Shiner Davis totalled the highest score of the evening.

A good cow giving 8000 lbs. at 4 per cent milk a year will produce 320 lbs. of butter fat to sell, enough skim milk to feed one growing calf, one growing hog and 30 hens. Multiply the above by ten and it is evident that 10 good cows will pay even under present conditions—Stouffville Creamery.

Although the ice was covered with water and so thin in the local arena that the black earth underneath was showing through, Beaverton and Rouge Hill played their O.H.A. Intermediate hockey game as scheduled.

Following the heavy downpour of rain on Friday night, much colder air set in on Saturday. This may give the rink and pond owners a chance to make some ice.

Pushing her hand into a drawer the other day, Miss Mae Mowder was unfortunate in running a large darning needle through her middle finger. Medical assistance had to be employed to extract the needle, the hook end of which had to be cut off before withdrawing the steel object.

Canada is first in the world as a fish exporting country.

More than 1,700 blind Canadians are employed full time in industry and commerce.

Widows and children inheriting the savings of Canadian husbands have become a major group of the "shareholders" who own Canadian industry. In many Canadian corporations the individual women shareholders outnumber men by a considerable margin.



When you add it all up...

WHEN you consider the men, women and money needed to operate 3,700 branches—you see what is involved in looking after the greatly increased demands made by busy Canadians upon their chartered banks.

In ten years... with bigger staffs and higher wages, payrolls have jumped from \$40 million a year to \$102 million

... taxes, federal, provincial and municipal, have risen from \$9.5 million to \$20.7 million a year

... interest paid to depositors has increased from \$22 million to \$57.8 million a year.

And these are only three of many expense items. Yes, today more than ever, it costs money to run a bank.

One of a series by your bank

