

THE STOUFFVILLE TRIBUNE

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NOTES and COMMENTS

Advertise With Those You Know

Illustrating once more the manner in which merchants and industrial concerns are too often victimized was the sentencing of a 31-year-old salesman in Toronto recently on a charge of fraud. The evidence produced in court disclosed that the salesman had been canvassing for advertising in a bogus publication under the title of the "Toronto Police Safety Manual".

Judging from the evidence it would seem that this publication which was supposed to be under the sponsorship of the Toronto Police Department had a strong appeal for would be advertisers. In one day's operations the promoter of it netted as much as \$750.00 in contracts for advertising, but the net result was that the salesman earned for himself a sentence of 18 months imprisonment for his activities.

The moral of a case of this kind is obvious. It is that advertisers should restrict their advertising to publications that they know and particularly to their own community newspaper which covers the territory which they serve and which gives them real value for their money. By advertising in their own community newspaper they at least do know that they are investing their money in advertising which will bring them satisfactory returns.

Solution for Glaring Headlights

One of the worst troubles of night driving, and a frequent cause of fatal accidents—especially the hit-and-run kinds—is glaring headlights. The St. Thomas Times-Journal points out. Every driver encounters the obstinate individual who will not lower his lights, even when given a signal, but callously continues on his way knowing quite well that his headlights are shining straight in the eyes of the oncoming driver, who for a few seconds at any rate, is blinded, and before they have passed may have struck somebody, or gone into the ditch. The majority of drivers have never read the Ontario Highway Act. If they did, they would probably be surprised at the number of things they don't know about driving responsibilities. And one of them is that drivers must lower their lights 500 feet from an approaching car. There must be many opportunities for police action, but the law seems more honored in the breach than in the observance.

However, hope comes from the Old Country.

Henry Spurrier, president of the Society of British Motor Manufacturers, announces that the industry as a whole is studying the question of glaring headlights, and while there are some snags to be overcome, British cars will in the near future be equipped with a photo-electric cell device so that when cars approach each other the cells will automatically function and dim the lights.

If that is accomplished we have no doubt the photo electric cell will become universal, and motorists everywhere will have no fear of this danger.

Car Insurance Going Up

Word comes from Montreal that next year's car insurance rates are to be increased. The chief reason is the growing number of accidents. There are so many nowadays, and the payments are so high that the present rates are not on an economic basis.

Obviously the insurance rates are governed by the ratio of accidents. Car owners are prone to complain of the rates which are boosted from time to time, but the increases cannot be avoided.

The way to bring down the insurance rates is by reducing the number of accidents. And the only way to achieve that reform is by dinning it into the ears of owners and drivers to drive carefully. It is as simple as that. Unfortunately, a lot of drivers, particularly the younger ones, seem to think that careful driving means driving slower than they like to, and that by doing so it would take all the fun out of driving. Fifty miles an hour should be fast enough for any ordinary purpose on the highways, but with a car capable of doing 70 or 80 they cannot resist the temptation to step on the gas pedal and go past those "slow-pokes" doing 50. And it is in passing other cars that most accidents occur. At that speed a split second's inattention to the job can result in smashing, bloody disaster.

High speeds also cause greater damage and a higher percentage of fatalities, more severe injuries, therefore higher payments. The number of accidents reported in the press ought to convey sufficient warning to drivers to be cautious, but many people are strangely indifferent.

—Globe and Mail

EDITOR'S MAIL

Editor, "THE TRIBUNE,"
Stouffville, Ontario.
Dear Sir:

I observe the continuing decline in the number of rural, as contrasted with the increase in the number of off-the-farm, Canadians. From the short-range angle, this trend may be normal enough, to the extent that there will be more customers for ever fewer farmers?

The other day, for example, I saw an explanation at the expert level, as to just how it is proposed to supply the food and fiber needs of the 35,000,000 Canadians which a good many V.I.P. (very important people) "see" within the second half of the present century?

The other day, for example, I saw a chart in one of the U.S. farm journals dealing with four primary aspects (People, Autos, Steel and Oil) of the tremendous expansion expected in that country, between now and 1975, and which the editor describes as "great new markets for farmers," as follows:

	1952	1975
People (millions)	154	195
Autos (millions)	45	65
Steel (million tons)	101	147
Oil (billion bbls.)	2.3	4.5

I presume that Jack Canuck will be moving along that same high-speed industrial road? I feel on fairly safe ground, therefore, in assuming that the insatiable appetite of our 'Big Neighbor,' in terms

of Canadian natural resources—especially minerals and forest products—will spill over into our fields and barns?

In the circumstances, I am not surprised that one of the nation's banks concludes its monthly letter on this warning note: "If the trend is toward an age of scarcity that can only be averted by major technological developments, we too may be well-advised to do some serious stocktaking in the midst of our apparent plenty."

"CHEAP FOOD"?

Alfalfa King Uses Seed from Ontario

The alfalfa seed which made Murray W. Coverdale the alfalfa king of North America at the hay and grain show of the 53rd annual Chicago Livestock Exposition is an Ontario product from Haldimand County.

It is called Ontario variegated. The seed was developed at the Ontario Agricultural College, Guelph, and planted by Coverdale's father 25 years ago. Coverdale, "tickled to death" that his sample won, said reseeded alfalfa, although necessary in many other parts of the province, is rarely necessary in Haldimand. The variegated was only reseeded four or five times in 25 years, he said.

FOR PARENTS ONLY

By Nancy Cleaver

CHOOSING A PET

"Can I have a pet?" How many parents are faced with this urgent request? Children are enthusiastic owners of pets. Who ever found a small boy who did not love his dog or a little girl who was not fond of her pussy?

A very small child is not old enough to be left with a puppy or a kitten. A youngster may squeeze an animal so hard in his efforts to hug him that he really hurts his pet! In self-protection, a cat often scratches or a dog growls and may bite his young master—and who can blame the pet?

Some mothers are busy with a new baby or other duties and they cannot constantly supervise a little child's play. If this is the case acquiring a pet might well be postponed until the child is of school age.

In choosing a pet, parents must think not just of the initial cash outlay and the child's preference, but also of the cost of upkeep. Approximately what will the pet's food add up to each month? A child's pet must be in a healthy condition, but if it falls ill, is there money enough to seek a veterinarian's advice? During the holiday season, what satisfactory provision can be planned for the pet?

One of the sad mistakes families sometimes make is to get a large dog when they have only a small yard. Any animal needs exercise, and a big dog cannot get sufficient exercise in a tiny space or tethered to a post or clothes line. As well as knowing the cost of the dog tax, prospective owners should find out what are the city or town regulations about a dog being tied up during the spring, summer and autumn months.

No matter what pet is chosen, a clean warm bed, dishes for food and water, and a "corner of his own" is his right. Before purchasing a pet, a parent should discuss with the child where the pet is going to sleep and what division of responsibility there will be in training and caring for the new

addition to the family. Anyone who has loved a pet will not laugh at the phrase "new addition to the family," because that is just what a pet becomes. If it is going to be a continual source of irritation to a member of the household, especially an older person, such as a grandparent, a mother hesitates to add to family friction. If one person in the family is subject to hay fever or is known to possess allergies, do make sure before purchasing a cat or a dog, that the new pet will not be a health hazard.

Often if one particular pet is not feasible, another one is—and there is a great variety of pets from which to choose. Dogs and cats rate very high on the list, but they are not the only satisfactory pets.

In recent years, among the pet animals in a cage, hamsters have been competing successfully with rabbits, white mice, and guinea pigs. Some children become interested in fish as a hobby and with very little assistance they assemble the necessary things for a balanced aquarium home for gold or other kinds of tropical fish.

Canaries, because of their sweet song, have long been very much sought after. But the small "budgie" birds, belonging to the parrot family, who can learn to talk, have had a tremendous sale during the last few years. Pigeons, especially carrier pigeons, are the choice of quite a number of boys.

There is not a toy or plaything which can ever mean as much to a child as a living, loving pet of his own. Boys and girls on a farm who own a number of pets, and who live where there is room for a dog to run around, and where a cat who is a good "mouse" in the barn is a real asset have a distinct advantage over most city and town children. A pet's care is an added responsibility. This investment demands time and energy and patience. It can pay big dividends in happiness. A pet is never a substitute for a child, but pets and children do go together. A home is incomplete without both of them!

Events of Bygone Days

From the Files of The Tribune 30 Years Ago

During the high wind last Friday afternoon the big smoke stack on the Creamery was blown down.

The first big G.T.G. mogul engine to travel over this line of the railway came through this week, and they are being used both on the passenger and freight service. The passenger engines are six tons heavier than the freight. The new order of things made possible by the laying of heavy steel rails on this division will reduce the size of train crews. Two engines and two crews to man about twenty cars didn't pay. One of the big engines went through with 21 cars on and it appeared to have not the slightest trouble.

John Gower had a mighty close call of being landed in the other world one morning last week when he was working on digging the ditch across main street for a water pipe to the new curling rink. The ditch was open half way across the road and John was working away with his head and shoulders below the road level. Suddenly a car swerved by, the driver evidently not seeing the open ditch, but he had so much speed on the car didn't have time to drop into the trench, and hence jumped it. Had the wheel dropped into the ditch, John might have been badly crushed. As it was the shovel in his hands was smashed and the driver of the car settled for a new one.

On Tuesday this week, shortly after the noon hour, fire consumed the home of Mr. and Mrs. William Fockler on the 8th concession. Mr. Fockler had just gone to the bush for a load of wood and although only absent half an hour his home was in ashes on his return. Fire may have been from a spark on the roof, and Mrs. Fockler notified the neighbors who quickly responded but nothing could be saved but a few chairs, so quickly did the flames consume the frame building. There was a high wind at the time.

The total amount of taxes payable in Stouffville for the year 1952 is somewhere in the neighborhood of \$10,000. Of this amount nearly \$2,500 remains unpaid.

The new curling rink is now nearly completed, the only thing necessary is the ice.

John Sanders and Blake are again shipping turnips from Stouffville station. Several cars left here just recently. One car-load of 700 bus. destined for New York, realized the farmers \$56, which is 8c per bushel. The freight on the car amounted to over \$200.

A fatality was nearly enacted in the home of Mrs. Peter Baker of Gormley last Sunday morning when the entire occupants of the house were quite overcome with gas fumes from the coal stove. Mrs. Baker managed to reach the telephone before becoming overcome. A neighbor answered the call and the family were revived without any serious result.

Town treasurer Graham says

Markham Village has a record year for prompt payment of taxes. Less than \$150 remains unpaid.

Delbert Holden's sale of cattle last Thursday was a great success. Cows sold up to \$180.

Early Friday morning the mercury dropped to two points above zero.

20 Years Ago

Mr. Hector Bait of the 9th concession of Markham was expected to arrive at Clarksonville, Jamaica, the day before Christ-

THE OLD HOME TOWN By STANLEY



mas. Hector intends to spend the winter in the south with his sister and brother-in-law, Mr. and Mrs. J. W. Knight.

Mr. Ernest Steckley of Whitchurch Twp. is recovering nicely from his accident of some time ago, when he suffered a broken leg while working about a gasoline engine. Mr. Steckley is now able to be about on crutches.

Uxbridge held a Christmas Fair on Tuesday, and the Main Street was parked with people from the country. Top prices for turkeys was 16c. Ducks realized the farmer 10c and 11c and chickens 13c. The Stouffville Arena was open for skating on Saturday evening with the band in attendance. Very often it is a problem to get enough ice to open the rink for Christmas hence the advanced season this year will be appreciated not only by the manager of the rink but by the folk who enjoy skating. The attendance was large.

This month will no doubt go down as one of the coldest December's in a long time. Last Thursday the thermometer registered between ten and fifteen below zero.

Coach Gordon Haight expects his O.H.A. line-up for Friday night this week at Uxbridge to give a good account of themselves, and possibly carry off the long end of the scoring done. The Stouffville coach, who by the way, is also a town barber spends all his spare time figuring out who is to be his worst enemy, Markham, Uxbridge, Port Perry, Whitby, Rouge Hill or Sutton.

The purpose of the chin strap on the drum majorette is to hold her head up out of the way of her knee action.

New Books in Library

Fiction

"The Citadel of the Lakes," Orr; "Rain on the Wind," Macken; "Lilies in the Doorway," Keith; "The Cloud Above the Green," Gibbs; "Adam Brumskill," Armstrong; "Last Hill," Smith; "The Thirty-Nine Steps," Buchan; "The Old Man and the Sea," Hemingway; "Behind the Crimson Blind," Dickson; "Murder by the Book," Stout; "The Ricker Harvest," Corbett; "The Hayburn Family," McCrone; "Foreign Body," Field; "One Man Show," Innes; "Bright Procession," Sedgwick; "The Hidden Flower," Buck; "The King-is-Dead," Queen; "Strangle Hold," McMullen; "Recipe for Homicide," Blockman; "Margaret Kennedy," Carmichael; "The Green Man," Jamieson.

Non-Fiction

"White Man Returns," Keith; "I Married an Artist," Button; "The White Rabbit," Marshall; "Smiths London Journal," Smith; "People of the Deer," Mowat; "Revised Standard Version of the Holy Bible," "The Young Politician," Creighton; "Practical Wood Carving Projects," Bell; "Complete Book of Etiquette," Vanderbilt; "Grace, Grit and Gumption," Coburn; "A Sense of Urgency," Burton; "Two Eggs on My Plate," Olsen; "Labrador Nurse," Banfill; "The Tundra World," Stanwell-Fletcher; "The Power of Positive Thinking," Peale.

We imagine that all folks have finally caught up with their work by now—and need another vacation.

Elizabeth Arden



Jack Frost Package—a silver-wrapped surprise package that magically discloses a cake of tangy June Geranium Bath Soap . . . \$1.00

Blue Grass Solid Cologne—a perfect tree ornament, or table favour . . . refreshing Blue Grass Solid Cologne . . . \$1.50

Jewelled Perfumair—sheer inspiration for the purest, jewel-topped, in any one of 6 wonderful fragrances . . . \$3.00



Joyous Notes are little gifts

"Little gifts" by Elizabeth Arden are gifts of fun and fragrance . . . Christmas inspirations that gleam and glisten in their happy wrappings . . . to gladden the heart of all who receive them.



Twinkle Toes—gay, tinkling, pixie slippers . . . and tucked inside, Elizabeth Arden's longer-lasting Lipstick and Jewelled Perfumair in either Blue Grass or My Love fragrance . . . \$5.00

Sachets—fragrance-filled satin pillows . . . for charming remembrance . . . Blue Grass or My Love fragrance, 3 in a box . . . \$2.00

Valve Bath Mit—perfect for the shower, this palm-fitting terrycloth Mit tightly packed with soap grains . . . in a gay Christmas wrap . . . \$5

Houston's THE REXALL DRUG STORE

STOUFFVILLE

ONTARIO