

THE STOUFFVILLE TRIBUNE

Member of the Canadian Weekly Newspaper Association and the Ontario-Quebec Newspapers Association... Member of the Audit Bureau of Circulations.

NOTES and COMMENTS

Investigation Could Stop This Racket

So you want to put on a play? Well, there's nothing wrong about that. It provides a fine opportunity for would-be dramatists to "do their stuff," creates all kinds of amusement for both actors and spectators...

And it could involve a lot more. Once upon a time local shows staged by residents and supervised by such experts as Maybelle Marks and others of that family (well-known to many older residents) provided worthwhile amusement during winter months which were not as jam-packed as present-day ones with things to do...

The Marks family — or those of them who used to be such familiar figures in earlier Ontario days — have passed to the Great Beyond. They were money-makers, both for themselves and their stage-struck patrons...

The old "home talent" shows are not nearly as common as they used to be. There are still some commercial organizations, however, which make a specialty out of the same type of endeavour. Every now and again one of their representatives turns up, seeks for an organization desirous of making a few dollars and is willing to sell its name and standing for the sake of something which will aid a worth-while project in which it has an interest.

Some of the commercial firms which undertake this type of work are distinctly worth-while. They have clean-cut projects — hard and fast contracts, give good training and assistance and leave town with a clean reputation and with the organization with which they co-operated better off financially. Others are the reverse.

He knows what is going to happen. He knows that the next move will be for the representative handling the project to canvass the town, impressing on the merchants that the paper and such-and-such a lodge, or what have you, is 100% back of the deal and wants their co-operation. That co-operation, of course, is to be expressed in terms of advertising on the page bought from the local newspaper, at prices ranging from two to twenty — that's right, two to twenty — times the paper's standard advertising rate.

The newspaper is on the spot. If it refuses to sell its space then the local group is mad at it — says that it is refusing to co-operate. If it accepts then it knows that its good name is going to be used to "put something over" and that the space bought from it at standard rates is going to be foisted on local merchants and business men — often without one iota of value resulting.

Many Ontario weekly newspapers today have an inflexible rule that they will not touch such projects at all. Some day we hope to see some organization, approached with such a scheme, come to the paper FIRST and say "Here, what about this?" Usually, unfortunately, they do it afterwards, when an unbreakable contract has already been signed and all the local paper can do is to try and help them out of a hole as much as possible.

How easily such a situation could be avoided. The solution is completely in line with the "Investigate — then invest" policy. Your bank manager, your police department, your newspaper, your municipal office, your Chamber of Commerce stand ready and willing to help with such investigations. Check first — not afterwards.

—Aurora Banner.

CBC Should Drop Advertising

CBC's total income from public sources is placed by the corporation in its annual report at \$12,091,317, made up of \$5,841,317 in license fees, and \$6,250,000 from a special annual grant authorized last year. An operating surplus of \$3,691,000 was listed.

The special grant was approved on the definite understanding that there would be a decrease in advertising over the national networks. The annual report indicates that this condition has not been met, since advertising revenue has remained virtually constant.

The surplus is the unexpended portion of the special grant. The amount is more than a million dollars greater than the reported revenue from advertising. This would indicate that advertising could not only be decreased, but eliminated altogether.

Parents Have Responsibilities

At Richmond Hill the other night little Joan Clement, five years old on February 4, saw flames burst through the door of the room where she was sitting.

She ran into the nearby bedroom, caught up her ten-month-old sister, and through choking smoke carried the baby to safety. Two young brothers escaped in safety from the burning home.

Despite the loss of the home — which kindly neighbors and friendly folk from a greater distance are trying to make up — the incident is a happy one in contrast with a heretofore unrelieved succession of home-and-family tragedies due to fire.

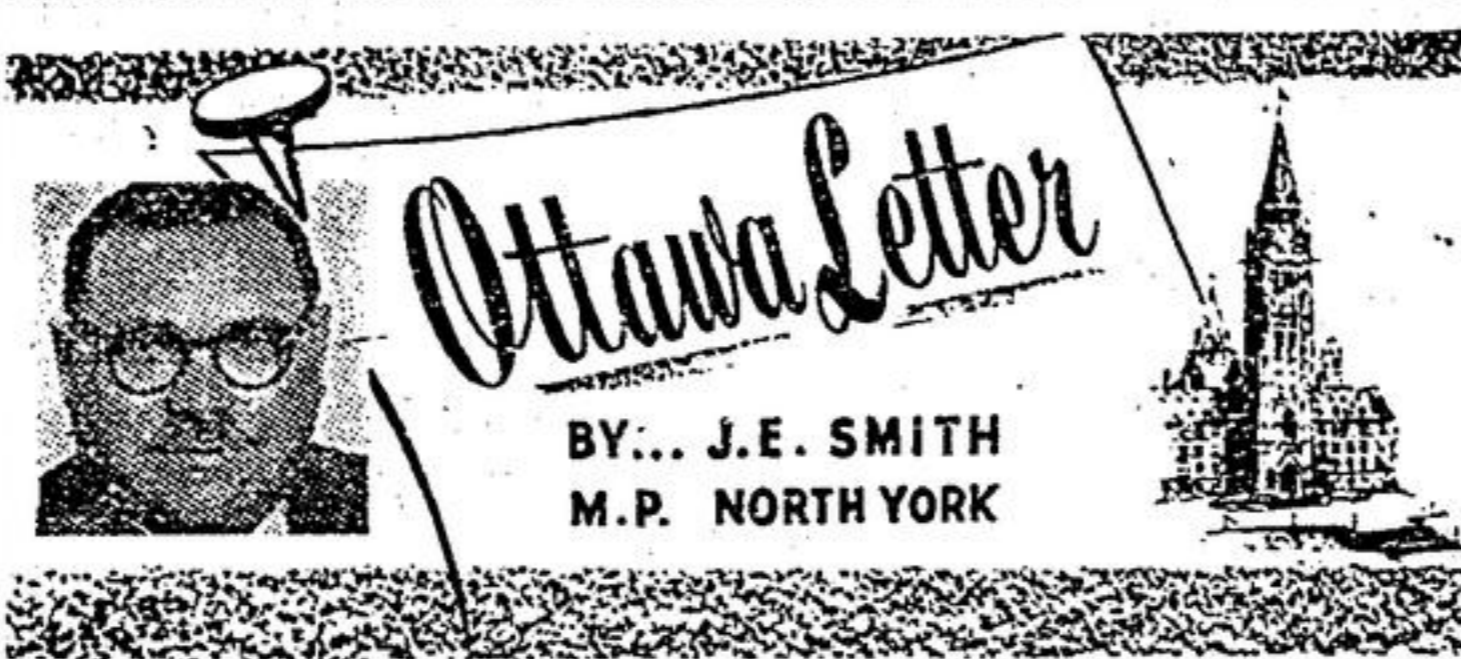
Hardly a winter day passes that the newspapers do not chronicle cases of children burned to death in their homes, usually in the absence of their parents.

The speed with which flames can sweep through a house is incredible, the more so where tar paper shacks and similar flimsy, improvised structures are concerned. Some of these disastrous and tragic fires could have been prevented by adequate precautions.

And many of the tragedies would not have occurred if the parents had lived up to their responsibilities.

To say that "there should be a law" is not the answer.

The answer is for parents to take their responsibilities seriously; instead of taking chances with the lives of their children; to be wise before the event instead of heart-broken afterwards.



Under a dictatorship the personality of the leader is of such importance that for some time there has been speculation as to consequences to Russia and the world of Stalin's passing. This week at Ottawa the main topic of conversation has been the change of leadership in the Soviet world.

There is a decided uneasiness in international circles and the whole world situation is charged with possibilities which cause considerable concern to those in high places. The change may mean a break for those who have been working untiringly to preserve world peace, or it may only mean that Soviet power will be directed by even more rash and ruthless leaders.

The federal government will conduct a campaign this year urging Canadians to do their holiday travelling in Canada. Our many beautiful national parks will be featured in an advertising campaign to encourage Canadians planning a holiday to see Canada first.

Trade with Japan. Early last month Hon. R. H. Mayhey took up his duties as first Canadian Minister to post-war Japan. Mr. Mayhey is a successful West coast business man who served several terms as member here and as Minister of Fisheries for some time.

World Assistance. Since the end of World War II there have been 234 students trained in Canada under arrangements made by the technical co-operation service of the Department of Trade and Commerce under the Colombo plan and United Nations program. Students came from more than forty-two different countries. These educational programs are designed to assist in the development of under-developed countries and is just one phase of the constructive program of world rehabilitation.

EVENTS OF BYGONE DAYS

From the Files of The Tribune 30 Years Ago

At the meeting of the Stouffville School Board last week, W. A. Silvester tendered his resignation as the Board's appointee to the Stouffville Public Library Board, after serving in that capacity for about forty-five years.

The first mild spell since Christmas set in on Sunday; up to this time we have had almost continuous zero weather.

Mr. Robt. Miller of Stouffville has been elected head of the Canadian National Exhibition. Away back in the early days, Mr. Miller proved his worth on the exhibition board, and has been a very material help in building up the livestock end of the show.

A runaway horse which might have caused serious damage made a break for liberty when Clifford Winn of the 10th concession, Whitechurch, was coming into town about 7 o'clock on Thursday night. A small boy ran to catch on to the cutter and started the animal which ran down Main Street at a lively pace.

Frank Baker's auction sale on the farm east of Stouffville, 3rd line, Uxbridge, realized splendid prices. Two mares brought \$200 and \$210 while the gray team sold for \$387 to Ira Russell of Stouffville.

A good deal of wood is coming into town these days and farmers are busy doing all their hauling while the sleighing is possible. At a regular meeting of the Whitechurch Township Council this week a fixed salary rate for statute labor was set at \$2 per day.

The roads between Stouffville and Toronto are now getting quite passable and motor trucks are now resuming hauling between these points. At twelve o'clock Tuesday night the fire brigade was called

to Jones' block just west of the Mansion House. The trouble was in the furnace but did not prove serious. Mrs. Blackwell, night operator in the telephone office performed a good deed by summoning all the firemen who were unable to hear the bell ringing.

The Stouffville Willow Works is engaged on an order for a supply of strong baskets, hampers and other receptacles made by the local firm, Mr. Geo. Smith the new proprietor is well satisfied with business prospects and the town will hope to see his plant grow to greater importance.

6th Line Whitechurch

Sympathy is extended to Mrs. Howard Ratcliff and others of the Stover family in their loss of a loving father, Mr. Ambrose Stover. Mr. and Mrs. Norman Steckley, Norma and Doris had dinner Friday evening with Mr. and Mrs. Herb Hisey and girls of Ringwood. Mr. Ken Pilkey had supper

at the Bacon home last Wednesday night.

Mr. and Mrs. Gorman Dixon, Mr. Grant Welis and Miss Marion Atkinson were guests for tea Saturday evening with Mr. and Mrs. Bud Kerr of Agincourt.

Mr. and Mrs. Rae Holden and Ross were dinner guests Saturday evening with Mrs. Wm. Bruce and Genevieve.

Mr. and Mrs. Ross Harper and Mr. and Mrs. Rae Holden entertained their family to a turkey dinner on Sunday. Those present were Miss Grace Talbot of Toronto, Mr. and Mrs. Don Harper and family of Agincourt, Mr. and Mrs. Mervin Harper and family, Mr. and Mrs. Arnold Harper and son of Stouffville.

Mr. and Mrs. Ross Winterstein and Miss Norah Macklem attended the funeral on Friday of Mr. F. Pickett of Uxbridge.

Mrs. David Clarke and girls of Huntsville have been visiting in this district for the past week. Mr. Clarke joined her on Monday.

Miss Barbara Hisey and Stewart Wideman and Glen Shadlock were guests for tea at the Steckley home on Sunday evening.

TOWNSHIP of MARKHAM

Tenders for Gravel

Sealed Tenders marked as to contents will be received by the undersigned until twelve o'clock noon, MONDAY, MARCH 30, 1953

To supply each of the following areas of the Township of Markham with approximately 6000 tons of crushed gravel, containing at least 60% stone and screened through three-quarter inch screen;

No. 1 Between the south boundary of lot 41 and the north boundary of the Township in concession 1, and between the south boundary of lot 16 and the north boundary of the Township in concessions 2, 3, 4 and 5.

No. 2 Between the south boundary of the Township and the south boundary of lot 41 in concession 1, and between the south boundary of the Township and the south boundary of lot 16 in concessions 2, 3, 4 and 5.

To supply each of the following areas of the Township of Markham with approximately 4000 tons of crushed gravel, as specified above:

No. 3 Between the south boundary of lot 16 and the north boundary of the township in concessions 6, 7, 8, 9 and 10.

No. 4 Between the south boundary of the Township and the south boundary of lot 16 in concessions 6, 7, 8, 9, 10 and 11.

Prices to be submitted by the ton delivered and spread as required, and also by the ton F.O.B. at the pit.

Tenders to be accompanied by a marked cheque for \$500.

70% of the contract to be completed by July 31, 1953.

The lowest or any tender not necessarily accepted.

ROSS MIDDLETON, CHAS. HOOVER, Clerk, Road Foreman, Unionville.

Monster DANCE

and

Draw for New Pontiac Car

will be sponsored by the

Stouffville Lions Club

in the Legion Hall, Stouffville

Friday, March 20th

•••

Dancing to the Music of Don Gilkes Orchestra featuring the voice of Helen Baines.

Draw at 12 midnight

Tickets \$1. per person

NEW ORLEANS

"Gay Paris" of America

You have 4 full days in New Orleans on this delightful 11-day tour—time to visit all the famous spots in one of America's most mysterious and fascinating cities.

\$96.41

ROUND TRIP FARE FROM TORONTO (Subject to change) INCLUDES HOTEL ROOM FOR 9 NIGHTS (2 in a room)

Ask your Agent for more details of this and many other Pleasure Planned Vacations.



Snowball's Barber Shop

PHONE 270J