

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

Notes and Comments

Baseball Interest Mounting

It was good to see the large crowd which assembled in Memorial Park on Thursday night for the all-important Intermediate hardball game with Sunderland, long-standing local rivals.

Banks to Start Saturday Closing

After a year or two of rumor — allowing time for the idea to shudder its way home to public consciousness — the local Bank of Commerce will be closed all day Saturday commencing this week, Sept. 11th.

New Era in Education for Stouffville

With the opening of the fall term of 1954, a new era has been ushered in, in the educational facilities being offered in Stouffville. While for a great part of the municipality's existence, more than seventy-five years, Stouffville has been served by two schools, both have been housed under one roof.

The Late Honourable W. P. Mulock

The passing at the early age of fifty-seven of Hon. W. P. Mulock came as a great shock to the people of North York. As the representative in the Parliament of Canada of this constituency from 1934 until 1945 he rendered distinguished service to North York and to Canada.

THE OLD HOME TOWN By STANLEY



WEEKLY NEWSPAPERS CHAMPION FREE AND FAMILY ENTERPRISES

(The Financial Post) Toronto was host a few days ago to the 35th annual convention of the world's largest press association and to one of the biggest bodies of free enterprisers in Canada — the Canadian Weekly Newspapers' Association.

There are few millionaires among the 535 member publishers, yet there are few men and women who do so well deserve the label "free enterprisers" with a special emphasis on the "enterprise."

93 per cent have served one or more terms as president of their local chamber of commerce or Board of Trade. A recent nation-wide survey of representative weekly, and twice-weekly editors revealed that:

97 per cent were currently holding three or more executive offices in community organizations plus active church affiliation. 15 per cent had been asked to stand for provincial or federal constituencies and, of the publishers who consented to do so, over 60 per cent had been elected.

97 per cent were associated with a local service club, 90 per cent as its president, and a like number had been program chairmen for three or four years "because they know so many interesting people."

91 per cent reported an average work week of over 55 hrs. for themselves but an average of 44 hours a week for their employees. 23 per cent reported personal earnings of over \$5,000 per annum although many were university graduates.

Most of the businesses are family enterprises with strong ties not only of community loyalty but of family tradition. Kay Marston's Elora Express manned almost entirely by herself and her older sons. The Picton Gazette, whose late publisher A. E. Calnan was in 1919 first president of the Canadian Weekly Newspaper Association, is being carried on by his son Lindley.

Partner publishers of the Lamorne Globe, Bert and Tom Ford, succeeded their father who died in 1948. In the Estevan Mercury, 66-year-old Andrew King is still in partnership with his sons "A. and S." and "Wm. C." King Sr. started out as an apprentice on the Souris Plaindealer, and later purchased the Elgin Banner and the Rouleau Enterprise.

"I got interested by learning about Gutenberg in school and spent the rest of my school years cutting out wood type and wood designs." That the hobby paid off is evidenced by the fact that the three Kings now bill themselves as "Canada's Poster Printers, the only firm in Canada specializing in Fair, Theatrical, Carnival and Circus Printing."

John Eedy took over the St. Marys' Journal Argus from his father, and later purchased the Elgin Banner and the Rouleau Enterprise.

FOR PARENTS ONLY

"I CAN'T SLEEP"

By Nancy Cleaver

"It's hard enough to get children off to bed at night any time in the year—but Daylight Saving Time just makes a mother's job ten times more difficult!" Mrs. Brown complained to her neighbor, who quite agreed with her.

"Our Billy buys the most awful crime comics — and then trades them among his friends. They certainly make poor bedtime reading!" Mrs. Smith admitted with a sigh. "Enough sleep is important for growing children—but I get all worn out worrying about it!"

These two mothers voice the opinions of a lot of parents. There are so many attractions (and distractions) to keep boys and girls in a wide-awake frame of mind long after they should be asleep at night.

A going-to-bed ritual is helpful for the small child. Exciting play after supper must be avoided. If he is playing quietly, mother should warn him when his bedtime hour is approaching. Likely he will need a little encouragement to put his toys away—But he can shed his clothes with real speed!

"This is a wonderful opportunity to encourage a child's interest in books. Picture books for tiny tots, and picture story books for pre-school children are a great source of quiet pleasure. Most children hate to see the end of their day—but they are less reluctant to go to bed if it is associated with the fun of exploring in the land of books."

Sometimes there are specific causes why a child is having a hard time going to sleep. He may be too excited from listening to a suspense radio story or seeing an unsuitable movie or TV program for a child, or reading an undesirable comic book. Perhaps he has not had enough exercise in the fresh air—or he may have had too much physical exercise and be too tired!

Active growing children often have tremendous appetites and pangs of hunger may keep him from slumber. A light snack at night may be necessary. Parents, if they can discover why their child can't get to sleep, can re-adjust his day to overcome, as far as possible, this obstacle.

A child who is under too much parental pressure to excel in school studies or sports may be wakeful. He is apprehensive that he may not come up to his family's expectations for him. Mothers and fathers must learn to accept their child's own layout. He delivers both to the newspaper office.

Nationally, it is true, a number of the larger weeklies have had through "Class A Newspapers of Canada" a co-operative sales organization which last year celebrated its 25th birthday. There are also several regional selling groups in several provinces, and a few individual weeklies have representatives in Toronto and Montreal.

Certainly most weekly papers would like more national advertising but they have not yet seen why they should spend large sums of money to get it. Their rates are low because they are based, in the main, on a substantial number of local ads keeping up a steady volume.

As they are, if their youngsters are to have a relaxed, happy attitude at bedtime.

If a parent is the worrying type this is very contagious, and a young worrier may be kept awake by anxious thoughts. Almost every child, at some stage in his life, is afraid of the dark. If mother will give her child the chance to talk about his fears, and will take time to re-assure him, this may be the very "medicine for sleep" he needs.

Last, but not least, a child's prayers are a help to the quiet mind and peaceful heart which invites slumber. Parents fail their children if they do not give them religious training. Every child should feel he can talk to his Loving Heavenly Father in his own words at any time as well as say a simple Bedtime Prayer.

Dr. Alan Dafos, famous doctor of the Quints, once said, "I wish every child could kneel and say his prayers, even at three. Whatever one's religion, and whether one has strong convictions or none at all, it is only fair to give little children guide-posts to go by. They read them. Send them to Sunday School, read Bible stories to them, and teach them their prayers."

CEDAR GROVE

When school opens next week the children of Cedar Grove will need a little time to accustom themselves to the transformations in their old schoolhouse. In the schoolroom shelves have been constructed under the blackboards for the library. This will not only make more space available in the teacher's room but will make the books more accessible for reference and distribution.

To comply with present-day standards, the blackboards have been tilted slightly to prevent glare and accept more artificial light. When the blackboards were removed something was revealed that may have been well concealed for a good many years. Who was responsible for hiding two straps so carefully behind the blackboards? Who, when and more important, why?

Downstairs the renovations are even more drastic. Two new, modern, brightly painted wash rooms have been installed complete with hot water, flush plumbing, a new hospital type floor and double insulated walls.

The little red schoolhouse looks very nice and very efficient and the children may well be proud to call it "my school". Cedar Grove extends sympathy this week to Evelyn Croucher and her mother, Mrs. McCormack, whose father and husband died on Monday in Glen Morris. Mr. McCormack has visited in the village several times and his friendly and interested manner made him a welcome visitor.

The corn roast planned for this month's Community Club meeting at the Lilies had to be held indoors on account of rain. However, there was no less fun despite the weather. Once again the C.C. has decided to have a booth at Markham Fair and some of the plans were laid for this project on Monday night.

"Free exercise of religion" was promised Canadians in the treaty which in 1763 ended the wars here between the British and the French.

No Matter, July 1 Still Dominion Day

Canada's birthday, observed July 1, is still Dominion Day, even though the Government keeps insisting in its publications that it is Canada Day.

The latest publication to err in this respect is the current issue of the External Affairs Bulletin. In an article dealing with the observance of July 1 abroad the anniversary is referred to as Canada Day.

Legislation designating July 1 as Dominion Day is still in the statute books. The law has never been amended.

Some years ago, a private Liberal MP, Phileas Cote, Matapedia-Matane, introduced a bill in the Commons calling for the change in name. It was passed, and the bill went to the Senate. However, it was vigorously opposed and left to die on the order paper.

It costs four times as much to build a house in Canada as it does in Germany. Sales of Canada's retail merchants topped all previous annual records in 1953, aggregating \$12,092,174,000.

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Lions Elect International President



Monroe L. Nute

Monroe L. Nute of Kennett Square, Pennsylvania was elected International President of Lions International at the Association's 37th Annual Convention in New York City. Lions International with more than half a million members in 11,000 clubs in 58 countries and geographical locations is the world's largest service club organization.

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