

Editorial

Hardly A Representative Turnout

The Stouffville Home and School Association could have drawn its final breath on Wednesday evening and only 35 parents cared enough to attend. This was not any routine, hum-drum get-together but an emergent meeting that was adequately publicized through personal letters and a front-page story in this newspaper. In spite of the do-or-die urgency of the matter, less than 50 per cent of the membership was present.

The rather surprising part of this parent-teacher organization is the small number of parents who are

enrolled. With more than 600 boys and girls in the two schools, the parental representation would appear a little low. According to the records, the membership has diminished by almost 50 per cent in three years. With the continuous influx of new pupils and higher attendance figures, the Home and School membership scale should go up rather than down.

We would suggest that the new executive should embark on a drive to regain more parental support, then make their meetings sufficiently constructive to retain that new-found interest.

Could Be A Policing Problem

If the Pickering Twp. Council should write Sunday dancing into its sport or theatrical bylaws, we feel that they will be opening a door to a policing problem that could be beyond the scope of the present municipal force to handle.

Since no specific types of entertainment were written into the questions that were placed before the electorate last December, we would contend that the council would be in a position to either approve or reject such an application.

In the one case that has already come before the courts, the Chief of Police has described the type of raffish patrons that are attracted to these places. A large per centage of

these undesirable come from outside the township. By making Sunday dancing legal, the influx of questionable characters could increase ten fold. This could result in increased police personnel which, in turn creates an added burden on the taxpayer.

We feel that the park owners and operators themselves are being penny wise and pound foolish. Sure, a few more dimes will be pocketed but the reputation of their premises will not be enhanced by promoting such off-beat programs. Any respectable clientele will certainly seek other centres. In this way, everyone loses, the owner, the township and the taxpayer.

The Gullible Voters

It is late spring, the time of year once more when door-to-door salesmen, peddling things of doubtful value, plague every community. These salesmen usually make only one sweep of a territory since once their product is "found out" they dare not face the same customers again. Most householders caught once by such travellers, are usually less gullible.

But the voter never seems to lose his innocence. The politicians can still persuade him, no matter how often he has been fooled before, that his future happiness and prosperity will be assured if only he votes for the party advocating more expenditures on health, welfare, old-age pensions or whatever seems most popular at the moment.

Meeting Competition

The ever-increasing battle of retail store competition and the everlasting struggle for the customer's dollar came to the fore locally this week as a number of Stouffville merchants announced that they would keep their places of business open on Thursday as well as Friday evenings.

Discount stores, shopping centres with their dozens of new gimmicks to win customers, have added great pressure to the retail business competition. They have made the independent store owner on Main Streets throughout Ontario and for that matter, all across the nation, take a closer look at his service, his prices, his ways of doing business, in an effort to meet this new rising competition.

Many argue that little can be done to hold business, that many householders will be caught by the glitter of the new stores and leave the old stands no matter what is done. This is only partly true. Many will go, we know, but fewer will go, if

the long-established merchants put forth some effort to maintain business, to advertise wherever possible, competitive prices, and to show a genuine interest in providing customer convenience.

This is what is being done in Stouffville, as well as many other Ontario towns. Merchants' promotion of last week, crowded the town on the weekend. Cut-down price attractions were offered on every hand, and on top of this it was announced that throughout the summer at least, many more stores would be open Thursday as well as Friday evenings. Local merchants are showing a real "up and at 'em" attitude in this new era of competitive marketing, and for their efforts they are to be commended and should be patronized.

Stouffville is a most attractive community in which to live, but without the big share of taxes paid by the Main St. merchants, many of the services and facilities we enjoy, would not be possible.

What Is A Customer?

A customer is the most important person in any business.

He is not dependent on us — we are dependent on him.

He is not an interruption of our work — he is the purpose of it.

He does us a favour when he calls! We are not doing him a favour by serving him.

He is part of our business — not an outsider.

He is not a cold statistic — he is a flesh and blood human being with feelings and emotions like our own.

He is not someone to argue or match wits with.

He is a person who brings us his wants; it is our job to fill these wants.

He is deserving of the most courteous and attentive treatment we can give him.

He is the fellow that makes it possible to pay your salary, whether you are a truck driver, plant employee, office employee, salesman or manager.

He is the life-blood of this and every other business.

D-Day, Eighteen Years Later



For Parents Only

THE REBELS AGAINST AUTHORITY

A pre-school youngster who was an expert in rebelling against authority was described in the press some time ago when the Superintendent in the Canadian orphanage in which he lived asked for a month's rest.

One day this lad slipped into the kitchen and scooped out the middle of a Birthday cake. Another night he threw the forty children's shoes out the front window into the mud below. He broke a toilet bowl when he hurled a heavy stone into it.

Poking holes through screens, breaking windows and sending the Christmas tree lights crashing have been among his activities. When he had the chance, he took a bicycle apart. Just to keep life interesting for the superintendent he delighted in climbing out top-storey windows and balancing on the high roof. No wonder she needed a change of scene!

Most parents have to deal with occasional flare-ups of rebellion against their authority. If Dr. Hilda Neathy, author of "So Little For The Mind", was struggling with the problems of raising a family she might not point such an accusing finger at parents who enforce rules "uneasily and with bad conscience."

What if Junior flatly disobeys a rule? If at all possible, he should suffer the natural consequences of his disobedience. If he hits his chum over the head with a shovel when playing in the sand pile, then he must play alone. If he is so slow in coming when father calls to him, intending to take him for a ride in the car, then he misses the ride.

It may inconvenience a parent at an awkward time to make sure that Junior discovers that a rule must be followed. But in the long run, this is something he must learn, and the younger he learns it the better for everyone.

When youngsters enter adolescence, they usually rebel against external authority. They still need a parent's guiding hand in some matters, but more and more they should be trusted to direct their own actions.

Teenagers are much more willing to conform to unpopular rules about the use of the telephone or the hour of coming in at night after a party, if they have discussed these with their parents. "What the gang does" is of great importance to an adolescent. Often parents must be content with a compromise between what they desire and what is the accepted procedure of their child's chums. Today's rules cannot just be a repetition of those followed by mother and dad when they were young.

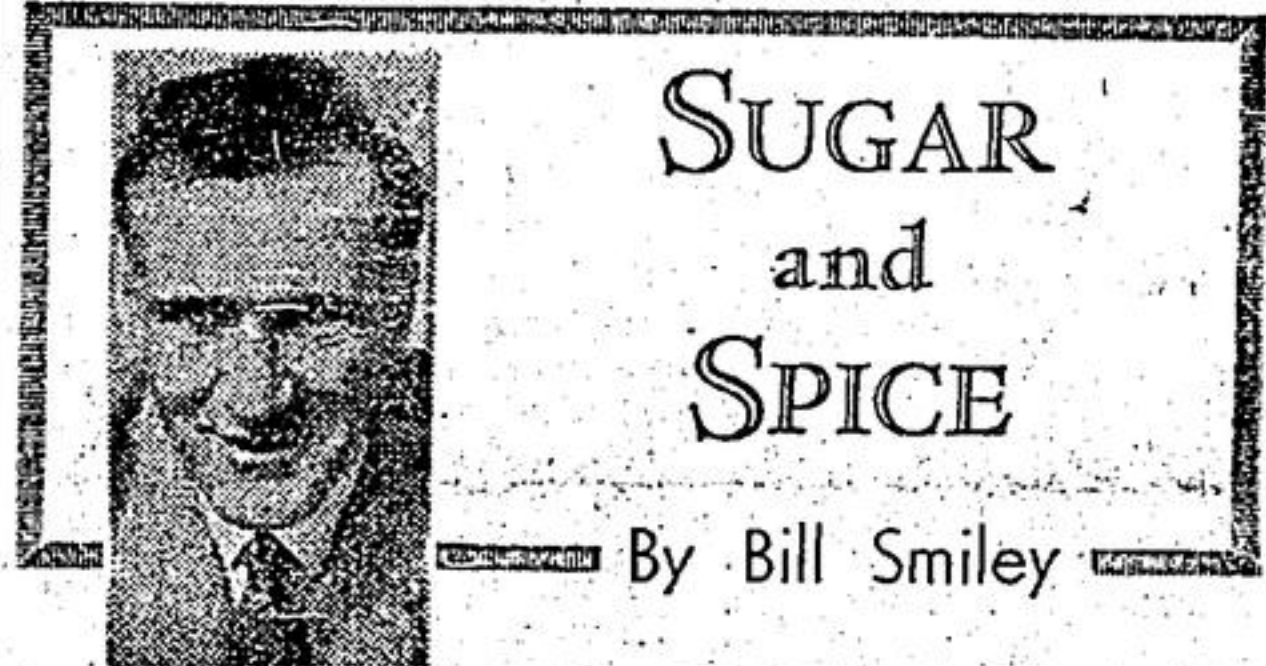
All through childhood and youth, parents must look at their children as individuals. Each youngster is different and no one set of rules will fit each one of them. Parents must also be a bit flexible. Tom, at 10 may be safe enough going on a bike hike with his pals, while Margaret, at 10, might be in real danger of an accident if the traffic on the highway was heavy.

It is the spirit behind the making and observing of a rule which really matters. If there is real affection and understanding and imagination on the part

of both adults and children in a family, the matter of rules will not be a perpetual battleground.

The golden rule which was golden 2,000 years ago is still golden in the twentieth century: "Therefore all things whatsoever ye would that men should do to you, do ye even so to

them." The tragic thing is that it is so seldom the guiding light in relations between individuals even in a family. As a modern observer has pointed out, "This way of life has not been tried and found to be a failure — it just hasn't been tried!" What better place is there to try the golden rule than in your home? (Copyrighted)



SUGAR and SPICE

By Bill Smiley

A fellow suggested I write a column this week about the election. "You know the sort of thing," he said airily. "Dieffenbaker drivin', Pearson poppycock, Douglas dribble." It's all very well for him. But it's not so easy for a columnist who is scared stiff of offending his readers.

Besides, I'm not that type of fellow. I have enough faults of my own without picking holes in dedicated chaps who are ready and willing to give away every nickel they can squeeze out of us.

Why should I admit that every time Dief shakes his wattle at me on the television, I almost burst out laughing? Why should I confess that each time Mike licks another platitude I plunge into despair? Why should I come right out and state bluntly that Tommy's folksy manner and carefully studied anecdotes bore me rigid?

There's another character around there somewhere, called Johnson or Swansen or Gompson or something, but I haven't seen much of him and I don't know much about the Crucial Septic party, or whatever they call it. He's the best-looking one of the lot, but I quit voting for the best-looking candidates in my last year in high school.

Every day I read the papers and try to ascertain who's ahead and every day I become more confused. All they tell me is that Dieffenbaker is gathering momentum, Pearson is gaining strength, Douglas is rolling them in the aisles out west and the Crucial Septic chap is packing them in down in Quebec.

As for platforms, they are even more confusing. The whole thing reminds me of one of those Three Stooges comedies. One of the parties nails a plank into his platform. As soon as he turns his back to get another plank, one of the other comedians walks away with the one he has just nailed down. While each of the three is trying to build a platform with planks swiped from the others, their idiot cousin is down in the basement constructing a massive platform which he will never be able to get either out of the cellar window or up the cellar stairs.

The giveaway programs have

also become inextricably interwoven. By this time I haven't a clue as to which party is giving the biggest old-age pension, which is giving away free medicine, which is going to reduce taxes, or which is going to end unemployment by sending all the unemployed to school and paying them a salary to go.

About all that I have been able to gather in concrete form, as the whirlwind campaign kicks up the chaff, is that all parties are in favor of the common man and motherhood, and that all parties are against war, lung cancer, sin, crop failures and the other three parties.

We were trying to sort things out at the dinner table the other night. My son, who is 14, came up with the idea that suggests he might have a brilliant political future. He thought one party should offer a national pension of one dollar a month for each year of your age.

This would eliminate a lot of the squabbling over the old-age pension. Of course, to get it going on the right foot, we'd throw out the baby bonus. Those kids are getting so much money when they're little that most of them are ruined by the time they're about six years old.

Then we'd give everybody a straight dollar a month per birthday. If you were 7, you'd get seven smackers a month. If you were 84, you'd get \$84 a month. What could be more fair? And it's the only thing I've ever heard of that might ease women over that 39-mark gracefully.

And that seems to be my only solid contribution, until I can spend another week or so analyzing the campaign. Let's see, now, if we can get things straightened out a bit, before we leave it.

The socialists are Indecpee. The Crucial Septics are going to put the dollar back up to what it's worth — fifty cents. The Liberals, living up to their name, are going to give away everything that isn't nailed down. The Tories are going to run on their record — and, brother, they'd better get their track shoes on.

By George, it is a lot clearer when you just sit down and sort of think about it for a few minutes. Isn't it?

On The Farm Front...

(A. A. Wall, Agricultural Representative for York County)

With haying just around the corner, a significant change takes place in farm work. More machines will be in use as soon as it starts, and the pressure is on everyone to get as much hay saved every day as possible. Farm machinery and farm produce are also moving on roads and highways a great deal more in the summer season. These things all add up to a very greatly increased farm accident hazard. With farm boys and girls out of school and operating a great many farm machines, the accident danger is also greater. The York County Farm Safety Council has undertaken a very ambitious project to help farmers avoid accidents. Posters have been prepared to remind farm people of the most serious hazards.

There are five different posters and the Council plan is to have a complete set of these put on every farm in York County. Accident reporters who performed so well in the 1959 survey, are in action again. They will be distributing the posters in their own school sections. I hope that every farmer will take a few minutes to put these posters up in prominent places around the farm buildings and homes. They will help to keep everyone on the alert and avoid

accidents. An idea on maintaining alfalfa stands has been going around for the last few years. It is that the alfalfa can be abused to some extent, mainly by pasturing in Sept. and still maintained by using extra fertilizer. We have had a Crop Improvement Demonstration going on for the last two years. It would have been very nice to have found out that, with extra fertilizer, alfalfa stands could be used for pasture in September when pasture is needed so badly. Unfortunately, this one demonstration did not support this theory. Even with extra fertilizer, the part of the field that was pastured last fall has a much poorer stand of alfalfa this spring than the remainder of the field that was properly rested last fall.

York County Jersey Breeders had a good show last Saturday at Richmond Hill Fair. Premier breeder and exhibitor awards were both won by Alfred Bagg & Sons, as was the championship in the bull classes. In the cow classes, the championship went to Mordale Dreamer's Minnie, a mature cow bred and exhibited by Cecil Mortson & Sons of Queensville. Other exhibitors were Don Head Farms, K. E. Haas, Vaughan Acres Farm and Miss Helen Baker.

EDITOR'S MAIL...

Toronto Scottish Regiment, Fort York Armoury, Toronto

To the Editor, Dear Sir:

On behalf of the Toronto Scottish Regiment I am attempting to locate all former members of the 75th Battalion and the Toronto Scottish Regiment who may be living in your area. We would like all former members of the Regiment to send their names and addresses to the Orderly Room, Toronto Scottish Regiment, Fort York Armouries, Toronto.

They are also invited to attend a dance at the Armouries on Saturday Evening, June 16th, to recognize the visit to Toronto of Her Royal Highness, Queen Elizabeth, the Queen Mother, Colonel-in-Chief of the Regiment.

With every Good Wish, D. R. McKilloan, Major

51 Glynn Rd., Ajax, Ont., May 24, 1962

To the Editor, Dear Sir:

At the termination of World War 2 when Defence Industries Ltd. in Ajax ceased operations and life for many people returned to normal, Ajax was in danger of becoming a ghost town as people moved nearer to their place of employment.

The years have passed and in spite of the shaky beginning, the town is now a thriving community of over 8,000 with high hopes for a bright future.

A few former D.I.L. employees have been working together to provide a meeting place for all former Ajax war-workers each year. The D.I.L. Re-Union Assoc. is now a chartered group and is sponsoring their 4th Annual picnic in June. Through the medium of your paper we would like to invite all former

Ajax war-workers to come out and renew old acquaintances at Cedar St. Park in Ajax on Sunday, June 24th from 1.30 p.m. Please bring picnic basket for lunch at 4 p.m. Beverage is provided. Fun for the whole family.

Sec. of D.I.L. Re-Union Assn. Yours sincerely, (Mrs.) Louise Johnson,

Stouffville, Ont. June 2, 1962

Editor, The Tribune, Dear Sir,

As a member of last year's executive I was disappointed in the disinterest shown by the parents of Stouffville for our Home and School and its future.

I now believe that neither a Parents' Group nor Home and School are considered necessary by the parents of this town.

There were approximately 38 people present last Wednesday evening. They were: 1 reporter, 2 principals, 3 teachers, 8 members or supporters of past executives, who didn't want to see Home and School fail, 7 members of the 1961-62 executive, 4 members who had accepted nominations in the 1962-63 executive, 2 officials from the Ontario Federation of Home and School, plus one guest. This leaves about 10 people, who had not previously held office, who were interested enough to attend this meeting.

This apathy discouraged the last executive and will be a challenge for the new executive. I have supported Home and School in the past and will continue to do so. I feel that Mrs. Gresham will be a fine president and I hope that the parents of Stouffville will show renewed interest in Home and School in the Fall.

Let us all join forces to give Home and School one more try. Yours truly, (Mrs. G.) Ruth Birkett.

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