

HOW BOOBY BRITISH SALES?

Realization of the fact there is no sentiment in business when applied to Canada's ties with the Old Country and that Britain must take strong steps if she hopes to compete with alert U.S. manufacturers who keep abreast Canadian requirements are among points most emphasized in answer to a recent Financial Post question.

Replies also emphasize that Britain must learn to 'coddlie' Canadian trade, conduct sales campaigns in the language Canadians understand, adopt more attractive packaging and drop forever her traditional 'take it or leave it' attitude.

BEEF VERSUS DAIRY MECHANIZATION

It costs a dairy farmer in Eastern Canada more to mechanize his farm of 150 acres than it costs a beef farmer in Eastern Canada to mechanize his farm of 150 acres, yet, on a percentage basis, it is possible that the beef farmer will make more money in the process.

There is no 'money-back guarantee' to go with that statement. And many dairy farmers may be able to prove the opposite. It simply summarizes the conclusions which may be drawn from recent study made by the Agricultural Engineering Division of the Experimental Farms Service, Dominion Department of Agriculture.

Two make-believe farms — one dairy, one beef — were studied by a division. The power and equipment needs of each were examined and a figure struck to estimate the cost of adequate mechanization for machinery as the sole yardstick — investment in lands, stock, buildings as distinct from the total capital and machinery the return on the farmer's investment in the mechanization of the dairy farm would then be just under eight per cent, while the mechanization of the beef farm would yield a return of just over 25 per cent.

The difference, \$1,385, represented the cost of a row cultivator, corn binder, ensilage cutter and milking machine. Basic requirements to both farms were: horses, harness, tractor, wagons and sleds, hay rack, ploughs, disc harrows, cultivators, drag harrows, grain drills, binders, mowers, rakes and tedders, hay loaders, manure spreaders, scuffler, grinders and small tools.

By operating the beef farm on a straight gain and grass basis, it was thought possible to eliminate the corn-handling machinery. The same could be true on a dairy farm, too, of course, but corn is more likely to be grown for dairy animals.

The farm income figure arrived at in each case made no deduction for the farmer's labour, but all other expenses were pretty well covered before it was determined. Thus, the dairy farm income was estimated to be \$6,306, the beef farm income \$5,921.



"BEEN OUT TRADING FOR SUBSCRIPTIONS AGAIN, EH?"

DAFFY DEFINITIONS

Birthday — under 21, you look forward to it; 21 to 35 you accept it; 35 to 60 you ignore it; over 60 you emphasize it.

Shampoo — soap that's 90 per cent sham and 10 per cent poo.

Drizzle — two drips going steady.

Stalactite — one of those rock affairs whose direction you can never remember.

Holiday — a day when you can count on it to rain.

Habile — a noise delightful in a brook but unpleasant in a woman.

Wink — medical term for a twitching of the eye, occurring on the appearance of a pretty girl.

Elephant — an animal occurring in one of three colours, depending on whether you're on a safari, a church committee, or a week-end party.

Chester, common ending for English town names, comes from the Roman word, caester, meaning camp, since many were originally Roman camp sites.

Thomas A. Edison was dismissed from a job as a young man for sleeping while on duty.

W. T. PATTERSON R.O.
Specialist in Eye Examination
165 WYNDHAM ST., GUELPH
Phone 2166
Completely Equipped Office
Below Maher Shoe Store
Orthoptist

Near Neighbours Now!



Nowadays, it's no trick at all to pay a visit to the folks back home on the farm. Over thousands of miles of Ontario's highways, fast and modern buses provide frequent and convenient service direct to the farm gate.

FARES ARE LOW

STRATFORD	\$2.55
TORONTO	1.75
DWEN SOUND	4.90
BARRIE	4.75

Round Trip
(Subject to Change)

TICKETS AND INFORMATION
HAROLD WILES
PHONE 58

SOME NOVEL ONES

Hot after the elusive sales dollar, retailers warmed up some telling stunts last week.

In Los Angeles, some camera stores were lending cameras to anyone who would buy film. When customers call for their prints, the stores give them a friendly sales talk, constructively criticize the poor ones, often talk them into buying cameras.

In the Bronx, Tri-Boro Motors Inc. offered an allowance of \$500 "on any truck that will run, creep or crawl into our lot," or \$300 on any horse, mule or goat traded in on the purchase of a new Ford truck.

In Beverly Hills, an airlines luggage shop offered "luggage for rent" at \$10 for 15 days or less.

In Boston some stores were selling fur coats with an offer to refund the 20 per cent excise tax if and when Congress repeals it.

The furniture retail trade is trying out the self-serve idea.

Notice to Creditors

IN THE ESTATE OF LOVINA ANDERSON, late of the Village of Acton, in the County of Halton, Widow, deceased.

ALL persons having claims against the above estate are required to file proof thereof with the undersigned on or before the 1st day of December, 1948, immediately after which date the Executor will distribute the estate, having regard only to claims of which the Executor shall then have notice.

THE GUELPH TRUST COMPANY, Executor, by its Solicitor, CHAS. W. TOSLE, 2 Douglas Street, Guelph, Ontario.

MILTON

Possible serious injury was averted Monday, while workmen were busy engaged in laying the sewers on Main Street, it was reported. George Prisma, escaped when a portion of the side wall of earth collapsed into the trench.

Decisively drubbing Clinton in the third game of the semi-final play-off series by a score of 21-12, Milton now advances into the O.B.A. Intermediate finals.

On Friday evening, October 21st at the Fall Convocation of McMaster University held in Convocation Hall, George K. Fraser, son of Mr. and Mrs. Wm. Fraser, Milton and Howard C. Wrigglesworth of Georgetown, received their B.A. degrees. Mrs. Wm. Fraser attended the Convocation ceremonies at Hamilton.

Many friends and wartime buddies were shocked last night when they learned of the sudden death of Crawford Young of Mill Street. Dr. J. W. McCutcheon who was called attributed his sudden death to a heart ailment. Canadian Champion.

OAKVILLE

Town employees will have a pension plan, council decided at its meeting Monday night. After Councillor Freeman presented a report on various insurance company plans during preparation of which he stated he had learned a much about the question he had "been able to correct one company's actuary figures" he called on Mr. Cooper of the Dominion of Canada Pension Department. Following an exhaustive and complete outline of the government plan, this was adopted by the council as the plan to put into effect.

The body of 71-year-old George Henry Wright, missing from his home in Bronte for eleven days, was found floating in Bronte harbor near the piers about 1 p.m. Tuesday. The discovery was made by Freeman Bray Bronte Fire Chief, who was coming into port in his fishing boat.

Ratepayers will be asked to vote on the borrowing of \$100,000 on debentures to pay part cost of the erection of a \$200,000 artificial ice arena in Trafalgar park on December 5th, council decided late Wednesday night with payment of the same being contingent with the additional \$100,000 being raised from other sources. Record.

Canada-USA co-operation has restored the Fraser river salmon catch.

GEORGETOWN

The local contracting firm of J. B. Mackenzie & Son has started building operations in Glen Williams for the new three-room school which will replace the old school which collapsed last summer during excavations for a planned addition. The contract at a price of \$26,847 was awarded to the Mackenzie firm by the school board of Esquimaux School Area No. 1 which administers the affairs of the Glen school.

William C. Millere, Canadian National Railway station agent here since the middle of June has received a promotion to agent at Waterloo and will begin his new duties there this week or next. Mr. Millere will be succeeded here by Mr. S. J. Chaswell, who comes here from Whitby.

Council accepted a tender from Jones and VanGils, Acton contractors, for the building of a solid brick pump house at the new town water source on Main Street South at a cost of \$4295.60. Herald.

Driving Suspensions Increase 21 Per Cent Over Last Year

Driving Licenses of 5,695 Ontario motorists have been suspended during the first six months of 1948, an increase of 21.5 per cent over the corresponding period last year. Hon. George Doucet, Minister of Highways reports.

Of more than 100,000 suspensions since the Financial Responsibility Law went into effect, approximately 38,000 suspensions are still in effect.

The number of convictions for drunk driving increased from 491 recorded suspensions in the first six months of 1948 to 546 in the January to June period of this year.

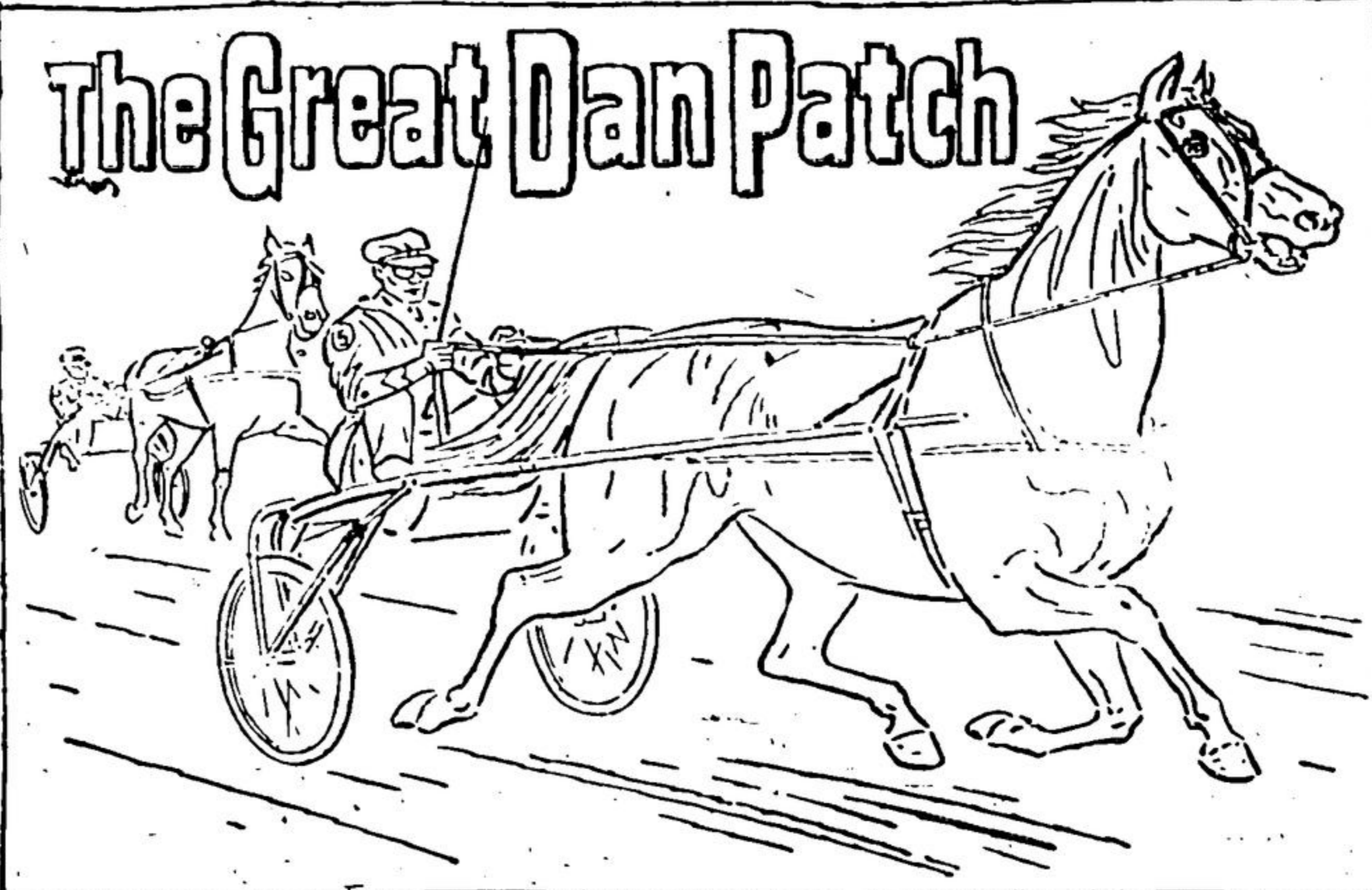
Operating with defective brakes cost 126 motorists their driving licenses. For improper passing, turning, signalling and other infractions that resulted in accident licenses of 502 motorists were suspended as against 380 last year.

Mr. Doucet stated that in an effort to reduce accidents, police are prosecuting all persons who by their failure to observe the law become involved in accidents.

"Withdrawal of the privilege of owning or operating a motor vehicle is generally considered as having a most salutary effect on offenders," Mr. Doucet said. Suspensions are applied automatically following convictions for offenses arising out of accidents or convictions for criminal offenses, such as reckless driving or drunk driving.

A special team of policemen and motor vehicles branch officials are constantly engaged in picking up license plates and permits of suspended drivers and otherwise halting unlicensed drivers seeking to circumvent the law.

"THE GREAT DAN PATCH"
COLOR - IN CONTEST
OPEN TO ALL UNDER 14 YEARS OF AGE



GREAT DAN PATCH

KIDS! Color in the Above Picture . . .

Fill in your name and address below and mail, or leave at the Roxy Theatre, Acton. The best six colored pictures will be awarded a pair of guest theatre tickets to see "THE GREAT DAN PATCH", showing at the Roxy, Acton, starting Thursday, November 17th. All entries must be at the Theatre no later than Wednesday November 16th to be eligible. Winners will be notified and winning entries displayed in the Theatre lobby.

Name _____ Address _____

104th ANNIVERSARY
KNOX PRESBYTERIAN CHURCH
SUNDAY, NOVEMBER 13th
Services—11 a.m. and 7 p.m.
Guest Minister—JOHN ROSS, M.A., Ph.D., Woodbridge, Ont.
Special Music

TURKEY SUPPER AND CONCERT
MONDAY, NOVEMBER 14th, 1948
Under the Auspices of Knox Ladies' Aid
Supper Served from 5.30 to 8.00 p.m.

VARIETY PROGRAM
JOHN ROCKWOOD, Baritone
Former Metropolitan Singer, of Rockwood
Mrs. Ward Bruce, Elocutionist; Sheila Paul, Violinist; Donna McMillan, Vocalist; Martin Davenport, Vocalist

Adults \$1.00 Children 12 years and under 50c
Rev. Robt. A. Armstrong, Minister