



**Arthur Spencer Elected President**  
**Haltom & Peel Guernsey Club**  
 The Orange Hall at Horsby on Wednesday of last week was the scene of the Annual Meeting of the Haltom and Peel Guernsey Club with nearly 100 Guernsey enthusiasts in attendance. J. Lloyd Chisholm was the able chairman of the day's program which got under way at 11:00 a.m. following the business session in the morning. The ladies of the Horsby W.I. served the gathering with a delicious turkey dinner. Guests included Don McAllister of York County, President of the Ontario Guernsey Club; Dr. Campbell, Guernsey Secretary of the Canadian Guernsey Breeders' Association; Jack Fraser of Fraserdale Farms, York County; and Bruce Hodgins, Guernsey Secretary of the Ontario Guernsey Club. J. A. Carroll, Superintendent of Horticultural and Agricultural Societies for Ontario, was the guest speaker. This speaker as usual had a thought provoking message which provided much food for thought under present conditions. The election of officers for 1950 resulted as follows:  
 President Arthur Spence, Palmerston  
 Vice President John Y. McNabb Georgetown  
 Secretary Treasurer - Kenneth Marshall, Milton  
 Directors Gordon King, Wm. G. Booth, M. S. Alton, John Lillycrop, J. L. Chisholm, Finlay Joyce, Peel County J. G. Jarvis, E. Wilkinson, W. T. Booth, Joseph Brownridge

**Nasagaweya Junior Farmers**  
**Open House**  
 Haltom Junior Farmers sponsored a public meeting in the Nasagaweya Township Hall on Friday evening of last week. This meeting was held in response to a request from some of the Nasagaweya Juniors. The old Township Hall had a crowded auditorium for the programme chaired by Miss Lacey Keen, President of Haltom Juniors. Included were short addresses by Miss Lucille Barber, County Home Economist, David Pelletier, Stanley Jay, Geo. S. Atkins, skits by both Normal and Palmerston Juniors and a song-song led by Haltom's great little song leader, Evelyn Pelletier. A committee composed of the Misses Jean Frank, Audrey Hinchart, Isabel Brooks and Mearns Elmer, Blacklock, Gordon Darby, and Wallace Lauby, was appointed to take charge of the first meeting which is to be held at the home of Isabel Brooks on Friday evening, January 27th, at 8:30 p.m. The enjoyable evening's programme was brought to a close by a short dance, to music provided by Alex Neat's Orchestra.



**By H. COLES**  
 Volumes of material relevant to this column has been available in the past few weeks if we could only have sorted the rumour from the fact and vice versa, in time for publication. At least that's the reply we've been giving to some, who, out of a spirit of charity, asked where the line of waterkey usually in this position had gone. I'm afraid that someone besides our close relations actually did miss it, this week we're back to deliver an icy "blast" at everyone in general and nobody in particular out of the same spirit which prompted some to ask where the column was from with us, will you?  
 \* \* \*  
**A WINNER - MAYBE?**  
 The convincing win of Acton in their first start plus the indomitable fighting spirit of the team at Orangeville against a well conditioned Dufferin club is finding its response at arena turn-outs. Proof again that Acton is a No. 1 hockey town, whether it be with a "home brew" team or one slightly sprinkled with imports.  
 In comparison to Georgetown and Milton with both artificial ice and "stacked" team, the crowds here have been enormous. These advantages still don't bring out fans to league games in numbers of any quantity in either town. Both games played up to Monday have created no little enthusiasm for the local club especially in the goal-keeping department and solid blue line brigade. As the season progresses and physical condition improves, the punch of the three forward strings will likely follow suit. We hope to cite a case, take the Dufferin game when Acton popped in four goals without a reply in the first period.  
 The opinion of this observer is that Orangeville is one of the better teams in the group. Walkerton touted to be without peer, just shaded Dufferin's 2-1 last week. Or was the high-powered Walkerton club taking it easy until it received the O.H.A.'s blessing at the committee meeting on Friday?  
 \* \* \*  
 This item is culled from MIT DUNNELL's column in the Toronto Star concerning last Friday's meeting of the top brass.  
 "Will the gentlemen from Walkerton, Acton, Bridgeport, Flora, Fergus and Orangeville kindly step in and state their case to the sub-committee. It develops the Acton and Fergus delegates didn't arrive which causes some beefing among the ones who are on hand, because they say Acton and Fergus were the clubs which were loudest in demanding this protest pilgrimage to Toronto.  
 What's the squawk? Walkerton has a picked team (some of the others say), and there's no point in playing against them. It's the old cry of "Break up the Yankees".  
 Chuck Shannon, the old pro, serves an early hint that the case for the complainants is crumbling. He's handling the Orangeville club. "You don't get no better playing clubs that are worse than you are." Shannon says sagely, if a trifle ungrammatically. We'll play Walkerton—and beat them." It soon becomes obvious the others will try."  
 \* \* \*  
 That, fortunately, is just one side of the story. Acton officials explain it this way: "What in the heck," they said in effect, "was the use of us going down there to make fools of ourselves. With Walkerton already playing games in the schedule even the O.H.A. could hardly re-draft it." Fergus was of a similar opinion.  
 The original agreement was that a meeting would be held before a game was played with Walkerton. Bridgeport contacted officials on the night they were slated to play the Iron Firemen and were told to go ahead. So there you have it. Distance didn't even enter the picture.  
 On this side of the fence it looks as if the O.H.A. needn't have bothered to bring the case up. Apparently, it was settled long before any gathering of the clans.  
 Another development at said meeting was the request of an Elmira club to enter the league. Provided arrangements can be made with the other clubs the Elmira entry got a green light from Old Hatpin Annie. The local club are in accord, incidentally.  
 \* \* \*  
**ROCKABYE REDMEN**  
 Down the drain went two good chances for Acton Redmen to mark up wins last week. Nio Marzo's fledglings dropped two one goal decisions to Georgetown and Brampton respectively, when on both occasions, with a helping of brain-juice, they should have won in a breeze. On Saturday Brampton decisively inflicted their third loss on the Junior Redmen, 7-1. Unless the front lines start producing goals and the defense realize they are out

there to check as well as score, it's going to be a sad story for this edition of the Juniors. They are liable to get an inferiority complex, anyway, but we're counting on them to win their first here tonight at the expense of Oakville.  
 \* \* \*  
**ALONG THE DARNER**  
 Acton Bantams absorbed a 3-1 defeat while the Midgets gained a 4-4 tie in a doubleheader with Flora, here, last Friday on sloppy ice...  
 Chuck Shannon, the old pro, has infused Orangeville with plenty of hockey enthusiasm this term. As playing coach he has whipped a scowling crew into some semblance of Busko McDonald's Beavers. His word is law.

**GEORGETOWN**  
 With town Clerk Charles Wilson administering the oath of office members of the 1950 council took their seats for the inaugural meeting on Monday in the council chamber. Members of the council are—Mayor Harold Cleave, Reeve W. G. Marshall, Deputy Reeve K. F. MacDonald and Councillors Garfield McGillivray, William Tuck, Harry Hale, Norman Hill, Thos. L. Lyons and Frank Patch.  
 Forecasting a policy of strict economy in town affairs, Mayor Cleave said in his inaugural address that the debt of the town of over half a million dollars put a debt of 35 per cent on the assessed value of property in town and that we "should pause in the orgy of expenditures that have recently been made and put our house in order."  
 An excellent financial year was noted at the annual meeting of Norval United Church last Friday when reports presented from the various church departments, showed almost \$2700 raised during the year. The most notable increase was for Missions.  
 A former district fan, James A. Nickell of Pontiac, Michigan, has been named third illustrious master of Pontiac Masonic Council 3, Royal and Select Masters. He was elected and installed in ceremonies recently at the Masonic Temple in that city. Mr. Nickell is the son of Mr. John Nickell and spent his youth at Limehouse. His father has made his home in Eden Mills for the past year.—Herald

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**ERIN**  
 The play, "Arson Birk from Punkin Creek" was presented in the school on Wednesday evening, by a local cast and sponsored by the C.G.T. The directors, Mrs. Ward Bruce and Mrs. Calvin Evers and players deserve great credit for their acting. From start to finish it is full of humor, and each player portrayed their part in fine style.  
 A highly respected citizen of Erin Township passed away in St. Joseph's Hospital, on Saturday, January 7, 1950. In the person of Peter McGill, following an illness of a few days from a paralytic stroke, in his 75th year. The village council expects a report from the engineer concerning the waterworks project at any time.  
 John Hunter had the misfortune of turning his car over while returning home from the village last Saturday evening. No one was hurt and the car only slightly damaged.—Advocate

The Church of England in Canada no longer insists that the bride promise to obey.

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**Haltom Breeders Meet Craig**  
**Held as President**  
 W. P. Watson, Live Stock Commissioner for Ontario, was the guest speaker at the Annual Meeting of the Haltom Breeders' Club held at the new Trafalgar Township Hall on Thursday last. Mr. Watson in discussing the Agricultural Outlook for 1950 congratulated the Haltom breeders on the continued demand for their cattle at good prices, but he stated "You can't have prosperity in the Halstein business without some semblance of prosperity in other of the branches of Agriculture." In reviewing the feed grain situation he stated "We in Ontario must adjust our livestock population to the grain crops produced on our own farms." In short, with a minimum guaranteed price for wheat of over 24 cents per lb. in contrast to considerably less than 2 per lb. for oats and barley, he did not anticipate cheap feed for some time yet. He also pointed out that "As long as grain prices are high there is no likely to be a very serious collapse in livestock prices."  
 In concluding his able and masterly address Mr. Watson stated: "The outlook for 1950 is not entirely black—prices may be a little lower, and if there is any depression in 1950, you will in the years ahead look back on it as the most profitable depression you've ever experienced."  
 Geo. Drennan, Halstein Fieldman for Central Western Ontario, presented certificates of Promotion to a number of Haltom Breeders. Bert Brunson of Graymar Farms received the world record certificate for Graymar Champion whose record as a 2 year old is 24,972 lbs. milk and 1120 lbs. fat, and also for Buttermaid Leland a former grand champion at Milton that produced 101,208 lbs. of milk in five lactations. Ross Segsworth received a Red Seal Certificate for Poplar Row Chieftan Maid, the dam entry both the Haltom and Championship shows in 1948. This great cow on two times milking now has produced 105,804 lbs. milk and 4621 lbs. fat. Morley Watson had both a Red Seal and Blue Seal winners.  
 Erta Abbecker Colantha in 7 lactations has produced 124,645 lbs. milk and 4685 lbs. fat, while Snowball Sylvia Beauty has produced 130,306 lbs. milk and 5053 lbs. fat.  
 Another blue seal winner was Katharine Dutchland Mercedes which on two time milking has produced for Harold Bingham & Son, 140,785 lbs. milk and 5229 lbs. fat.  
 Other red seal winners were Ashville Merena Dekol for F. Pelletier & Sons, and Keeland Gladys Pike for Johnston Neelands.  
 The election of officers for 1950 were as follows: President, H. Craig Reid; 1st Vice-President, A. G. Hunter; 2nd Vice-President, Gordon Sinclair; Secretary-Treasurer, V. J. Lawrence.  
 Directors—F. O. Hunter, C. F. Pickett, Percy Leslie, W. H. Biggar; Joe Trimble, Tom Hays, E. F. Ford, A. T. Woodley, Ross Segsworth, M. T. Watson, Wm. Mahon, and Elias Easterbrook.  
 F. O. Hunter, president of the Haltom Club for 1949 was the able chairman of the day while Mrs. V. J. Lawrence was the co-chairman of the ladies committee which an-

**Death, Be Not Proud**  
 By Joseph Lister Rutledge  
 We can take a measure of pride in the progress we have made in the past quarter-century in the age-long battle against disease and death. Twenty-five years ago the death rate in Canada per thousand of population was 12.1 a year. Two years ago it had dropped to 9.4 per thousand. In 1926 we had 23,003 infant deaths. In 1927 we had only 16,324. In 1928 the toll of the great scourges of childhood, diphtheria, scarlet fever, whooping cough stood at 2,518. In 1947, with a population almost half as great again, death from these causes had dropped to 401. It is progress. But is it enough when it could so easily be better?  
 John Gunther in that heart-rending story of the struggle to save his boy's life, that he entitled "Death, Be Not Proud" had a message for all of us. He told the pitiful story of ceaseless, unavailing efforts in the hope that he might draw other people into the fight. Death had no ground for pride. It had won, but only over an exhausted and weaponless opponent. Every thing that human knowledge or science and sympathy could provide had been tried. Death won in the end, but only after the bitterest fight.  
 Not many of us today would admit, as our forefathers admitted, that suffering was of divine origin to stimulate our Christian fortitude. Yet, implicitly, many of us are accepting just such a doctrine. We are ready to let Death have its day of pride, while we overlook the obvious weapons that are ready to our hands. We have saved children's lives, and the lives of adults, too. All that is true. But we could have saved more of them. We lost them through neglect of obvious and available remedies. Why shouldn't Death be proud?  
 Though pasteurization is an effective protection against some of the great killers, it is not mandatory in most of the provinces of Canada. We prefer to take our chance. Though toxoid is an absolute protection against diphtheria, that once dreaded ravager of childhood, still, as late as 1947, 1,350 children had to make their own small fight against it, and 139 of them lost. Typhoid, which once decimated whole populations can be easily and cheaply defeated. Yet Death could look with pride on communities where it had used its own weapons effectively—not years ago—but this year.  
 There are many agencies engaged in this great warfare with disease. Not least among these is the Health League of Canada, which is working with the medical profession and the Health Departments of the various provinces. It is doing its utmost to educate the citizens of this great country to the knowledge that Death, which ultimately must come to all of us, need not come too soon, and most of all, need not come to the young. There is the reason for Health Week—January 29 to February 4—to make clear to all of us that this is our battle; that we too may hold our heads proudly knowing that we have done our utmost. There stands the Challenge. "Death, be not proud!"

Canada provides schools for small communities of Indians and Eskimos in the Far North.

**1950**

**'T'WAS THE DAY AFTER NEW YEAR'S**

'Twas the day after New Year's  
 And down in our town,  
 A merchant was fretting  
 And wearing a frown.  
 For the New Year before him  
 An open book lay,  
 And what sales held for him  
 Not one soul could say.  
 For the customers came and  
 The customers went,  
 Maybe some of them looked  
 And the other ones spent.  
 Yet expenses kept climbing,  
 With taxes and such,  
 And to know how to meet them  
 Took figuring much.  
 For gone were the days  
 When he 'hoped' most the time  
 He had to anticipate  
 Right down to the dime.  
 It took so much for lighting  
 And so much for rent,  
 'Til he'd figured it down  
 To the very last cent.  
 Now he said to himself,  
 With expression forlorn,  
 "I have got to sell more  
 Or my profits are gone!"

But to sell that much more  
 Took wisdom too wise,  
 'Til he remembered it  
**PAID TO ADVERTISE!**  
 So he figured his cost  
 And he figured his rent  
 And he added below it  
 A proven percent.  
 "Now with this," said the man,  
 "Twelve months a year  
 I will use to tell people  
 My store is still here."  
 So he started to smile,  
 As his worries took flight  
 And sighed with relief  
 That the year was planned right!

**Proven Percentages**  
 These are the usual and correct amounts of Advertising expenditures for Successful Retail Stores. Percentages shown are of gross sales.

Department Stores	1.9 to 3.1
Grocery Stores	1.0 to 2.0
Haberdashers	3.3
Women's Wear Shops	3.1
Furniture	6.1
General Merchandise	1.5
Drug Stores	1.0
Jewelry	3.1
Millinery	2.2
Meat Markets	1.0 to 3.0
Restaurants	3.1
Special Shops	3.3

\* Percentages for loss not shown may be determined by comparison.

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