

HALTON FORUMS REPORT

FORUMS AGREE UNNECESSARY COSTS EXIST IN DISTRIBUTION OF FOOD

Very few products, nowadays, are sold by the farmer directly to the consumer. After produce, such as milk or eggs, leaves the farm, it goes through many hands before it reaches the consumer. The costs of the various steps between the producer and consumer make up the "distribution" costs or "marketing margin" of a product. The difference in price between what

the farmer receives and what the consumer pays for an equal quantity is known as the "price spread." All farm forums in the county agreed, according to 10 reports received, that unnecessary costs did exist in food distribution and the answer as to where, (1) in the consumer wanting special packaging, (2) small quantity buying, (3) milk and bread deliveries overlapping, e.g., three or four deliveries on one street.

As to how these costs could be eliminated the answers were (a) co-operative marketing, (b) distribution centres, (c) produce selling direct to consumer, food done up in larger quantities, e.g., brown sugar in a five pound bag instead of three cartons which are taken home, emptied and burned—these cost money to manufacture.

Tuck's farm forum thought this elimination beyond the control of the farmer. The services are demanded by the consumer; the growing demand for packaging and processing of food, as well as the standard set by the government for farm products, fruit and vegetables, make it necessary for these products to pass through other hands. These services combined make for higher distribution costs and higher prices for the consumer. Lower marketing costs would be an advantage to the farmer as he would enjoy greater profits, and the consumer would have the advantage by paying less for the produce.

When demand for a product is low, any reduction in distribution costs is likely to go to the consumer and the middleman, in order to encourage buying. But when demand is high, the consumer needs no encouragement to buy. The farmer is then more likely to get the benefit from reduced distribution costs, because further production is wanted. It is a well known fact that when demand is high and prices are good, the farmer gets a larger share of the food dollar, than when prices are low or going down.

Seven destroyer escorts, designed to meet the threat of new, high-speed submarines, are under construction in Canadian shipyards for the Royal Canadian Navy and seven more are on order.

Personals

Mr. Heron, a former high school teacher here, visited recently. Mr. Donald McLean of Vancouver, B.C., is visiting with friends in town.

Mr. and Mrs. Leo Synnott and little Patsy visited in Rockwood over the week-end.

Mr. Joseph Frank Sr. of S. S. No. 7, Massagway, is seriously ill in Hamilton hospital.

Mr. and Mrs. Br-water of Saskatchewan spent the week-end with Mr. and Mrs. A. McIsaac.

Mr. and Mrs. Roy McDonald of Bridgen visited with Mr. and Mrs. John C. Dennis last week.

Mrs. Jonas Massey, Young St., underwent an operation in Guelph General Hospital recently.

Friends were sorry to learn that Mrs. J. Whitham underwent an operation in Toronto recently.

Mr. and Mrs. Don Ryder and David visited Mr. and Mrs. C. N. Powers and family in Brantford last week.

Mrs. Andrew W. Frank underwent an operation in Hamilton hospital. Her many friends hope for an improvement in health for her.

Mr. and Mrs. Lionel Cormier spent Sunday at the home of Frank Gibbons and also visited with Mrs. Gibbons, who is a patient in Guelph hospital.

Miss Lillie Krapeck and Mr. E. Manning of Hunsville spent the week-end visiting the former's brother and were guests at the home of Mr. and Mrs. F. Anderson.

Mrs. H. Mainprize, Mrs. A. J. Buchanan, Mrs. E. J. Hassard, Mrs. R. M. Macdonald and Mrs. J. Jany attended the 39th annual meeting of the Guelph Presbyterian Women's Missionary Society of the Knox Church, Guelph, on Tuesday.

ORTON

Ice Storm Damages Hydro, Telephones

The severe ice storm during the week-end caused extensive damage to hydro and telephone systems in the community.

Mr. and Mrs. Jim Leitch and Jimmy of Guelph spent Sunday with Mr. and Mrs. Ken Leitch and Creighton.

Mr. and Mrs. Herb Lush attended the shower in honor of Mr. and Mrs. Malcolm Leitch (nee Lila Bayne) at the home of Mr. and Mrs. Dave Stewart, Ospringe on Friday night.

Mr. and Mrs. Al Mitchell and family of Sudbury spent the week-end with Mr. and Mrs. Pete Watson.

Mr. and Mrs. Walter Huxley and Mr. Joe Peachey, Hillsburg visited recently with Mr. and Mrs. Norman Cook.

We welcome Mr. and Mrs. Frank George of Erin to the community. They have recently purchased the Stauffer farm from Mr. John Papot.

Mrs. Norman Cook attended the Golden Wedding of Mr. and Mrs. Charles W. McMurphy, Hillsburg, and assisted at the tea table.

ROCKWOOD

No Serious Damage From Ice Storm

Despite the ice storm during the week-end, the village came through without much inconvenience. A few limbs broke off in different parts of town. Out in rural districts hydro and telephone wires suffered considerably.

Following the snow storm Saturday night and early Sunday morning, Mr. Earl Duby was busy with the village tractor and snow plow on sidewalks and street intersections as well as side streets and the Valley Road. No service was held at Eramosa Stone Church Sunday morning due to the ice storm and road conditions.

Hold Services Sympathy of the community is extended to Mr. and Mrs. Earl Hawke in the death of their twins last week. Rev. R. E. Price conducted funeral services Friday and interment took place in Rockwood cemetery.

Friends of Mr. John Smith regret to learn of his recent death in Guelph. He was a resident of Rockwood for several years and at one time an employee of the former Harvey Limo Company.

Dr. and Mrs. K. B. Waller motored to Malton and left by plane for Colonsay, Sask. to visit their son-in-law and daughter, Rev. and Mrs. Charles Greene and baby for two weeks.

Messrs. Neil and Norman Lambert spent the week-end with Messrs. Joel Standsfield and Jim Miller in Guelph and Kitchener.

Messrs. Neil and Norman Lambert attended the party for the A.O.U.S. in Guelph last Wednesday evening at the home of Mr. and Mrs. Campbell McArthur.

Holy Communion was observed at St. John's Church Sunday morning. Rev. R. E. Price, rector, officiated. At the United Church, sacrament of the Lord's Supper was observed Sunday morning. A large congregation was present despite the ice storm and bad road conditions.

W.M.S. Meets The W.M.S. of the United church was held last Thursday at the home of Mrs. James Neave with a large attendance. Mrs. Neave took over the duties of president for 1953.

Mr. Alex Gray of Cleveland, Ohio, left for his home Friday following a few weeks' visit with his brother, Dave, in town and Albert on the fifth line and with his brother James in Guelph.

Week-end and Sunday visitors included: Miss Helen Bayne, Preston; Miss Anne Burton, Kitchener; Mr. and Mrs. Craig Evans, Fergus; Mr. and Mrs. Thomas Clarke and son Jimmy of Georgetown and Mr. Neil Jotham, Guelph.

CAMPBELLVILLE

Grace Mission Band Holds First Meeting

The Grace Mission Band held their first meeting of the new year at the home of the leader, Mrs. W. Greenlees, on Saturday afternoon with the president, Lois Greenlees, in charge.

Anita Smith read the call to worship. A hymn was sung and Betty Coulter read the scripture lesson, followed with prayer by Lois Inglis.

Miss E. Simpson gave a short talk on Mission Band work. Donna Mitchell read the minutes of the previous meeting and Lois Inglis gave the Cheer report. The roll call was answered by the payment of membership fees. Sandra Black gave a recitation about the snow man.

Three young boys were present at this meeting and it is hoped others 12 years of age and under will attend these meetings.



Acton High School News

By Chris Lamb The report cards were distributed on Friday. This is one prominent institution that is never cheered heartily.

At an assembly in the public school Tuesday morning, Mr. Ronald Cookley from the hydro commission showed a film made by the Rayner Construction Co. It was a movie of the building of a huge dam for a power development at Sault Ste. Marie. Later Mr. Cookley gave an interesting talk and concluded with a few safety tips regarding electricity. Marjorie Warner thanked the speaker for the whole school.

The biggest event in the high school year is coming next Friday. The At Home is being held in the auditorium of the Public School this year. The Student Council has planned it carefully and hope for a good crowd. Admission is 75c per person and an invitation is necessary.

Plans are being made for basketball games with Orangeville and Milton but they are indefinite right at the moment.

NEEDLE IN HAYSTACK? An electronic "eye", sensitive enough to detect a pin-head in the centre of a Christmas pudding is a new development.

A Canadian engineer, Sir Spenser Fleming, invented the Standard Time system in 1878 and about 40 years later an English builder, William Willet, proposed the idea of Daylight Saving Time.

FOR YOUR Accounting Work CONTACT Personal TAX SERVICES Telephone Collect: Toronto EM 4-8495 Our accountants cover Acton weekly

FERGUSON POWER SAW AT LORNE GARNER MOTORS FERGUSON SALES AND SERVICE Phone 452 Acton

HINTON'S 5c to \$1.00 Store MEN'S WEAR: Men's Fleece-lined Cardigans \$2.98 for \$1.98, Men's Sport Shirts \$3.98 for \$1.98, etc. BOYS' WEAR: Boys' Lined Cowhide Leather Mitts \$2.19 for \$1.79, Boys' Plaid Shirts \$2.19 for \$1.79, etc.

WHO PAYS THE BILL? No question... when you have insurance. It protects you always. Call us today for full information. DICK BEAN 260 Mill St. E.

NOTICE Milton Livestock Market will be discontinued during the winter months. Watch for announcement of reopening in early spring.

Acton Taxi AND SNACK BAR 10 MILL ST. W. PHONE 260R 24 HOUR TAXI SERVICE OUR CARS ARE RADIO DISPATCHED Out of Town Trips a Specialty PHONE 260R for prompt, courteous service

Boxing Show THURSDAY, JANUARY 22nd 8.00 P.M. Y.M.C.A. GYM PRELIMINARY BOUTS: Brian (Checkers) McCristall vs. Kenny (The Duke) Redfern, etc. MAIN BOUT - FINAL: Huck (Sleepy) Dawkins vs. Gary (Lefty) Dawkins

JANUARY SPECIALS: Boys' Breeches Sizes 29 to 34 To Clear at \$2.98 pr., One Lot Ladies' Cotton Blouses for \$1.98 each, etc.

OUR Pharmacist works for YOU See Him for Prescriptions and Other Needs The prescription your doctor gives you is made of many drugs... some old, some new... some from this country and some from far-off lands. But no matter what he prescribes, you'll find it here - ready for your use. Cooper's Drug Store E. S. Cooper, Chemist Phone 87 Acton, Ont.

HERE'S THE EQUIPMENT YOU'VE BEEN HUNTING FOR - T. V. SETS: Hardwick Gas Ranges \$19.70 DOWN, Thermostatic Controlled Wall Furnaces, etc. WINTER'S HERE THEY SAY - BE COMFORTABLE! Delco Heating Systems, etc.