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Dairy Advertising Necessary Says Public Relations Man

"Canadian dairymen can influence the course of marketing of farm products in Canada" stated O. J. W. Shugg, Toronto, Director of Publicity, Dairy Farmers of Canada, at a meeting held July 19th at the Co-op Milk Plant, Guelph. Mr. Shugg was referring to the advertising and public relations program currently embarked upon by the Dairy Farmers.

Stressing the necessity for better public relations Mr. Shugg emphasized that the first job to be done was with the 400,000 members of the Dairy Farmers of Canada. Progress would only be made as fast as the understanding of the membership would allow. The time had come when every farmer must understand the necessity for following his product through to the consumer.

NOTICE TO CREDITORS

In the Estate of Clara Nixon, late of the Town of Georgetown, in the County of Halton, Widow, deceased.

The creditors of Clara Nixon, late of the Town of Georgetown, in the County of Halton, widow, deceased, who died on or about the 16th day of June, 1950, and all others having claims against her estate are hereby notified to send by post, prepaid or otherwise to deliver to Messrs. Langdon & Aylsworth, Georgetown, Ontario, Solicitors for the undersigned Executor of the Estate of the said Clara Nixon, widow, deceased, on or before the 7th day of August, 1950, their names, addresses, descriptions and full particulars of their claims and the nature of the securities, if any, held by them and that immediately after the 7th day of August, 1950, the Executor will proceed to distribute the estate of the said deceased amongst the parties entitled thereto, having regard only to the claims of which the Executor shall then have notice.

DATED this 5th day of July, 1950.

KENNETH MURNEY LANGDON, Executor
 by Langdon & Aylsworth, His Solicitors,
 Georgetown, Ontario.
 7-26

NOTICE TO CREDITORS

In the Estate of Isabella Barth, late of the Township of Esqueving in the County of Halton, Widow, deceased.

The creditors of Isabella Barth, late of the Township of Esqueving in the County of Halton, widow, deceased, who died on or about the 4th day of June, 1950, and all others having claims against her estate are hereby notified to send by post, prepaid or otherwise to deliver to Messrs. Langdon & Aylsworth, Georgetown, Ontario, solicitors for the undersigned Administrator of the Estate of the said Isabella Barth, Widow, deceased, on or before the 1st day of August, 1950, their names, addresses, descriptions and full particulars of their claims and the nature of the securities, if any, held by them and that immediately after the 1st day of August, 1950, the Administrator will proceed to distribute the estate of the said deceased amongst the parties entitled thereto, having regard only to the claims of which the executrix shall then have notice.

DATED this 4th day of July, 1950.

Charles Cecil Barth, Administrator
 by Langdon & Aylsworth, His Solicitors,
 Georgetown, Ontario.
 7-26

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with Jerseys. In the Guernsey ring Harold Clapp, well and favorable known to all of the Guernsey fraternity, will place the ribbons Halton Holstein, Jersey, and Guernsey breeders in recent years have established the reputation of staging just about the best county dairy cattle show in Ontario and this year's event should be no exception.

MARKET FOR WINTER WHEAT UP IN THE AIR

Harvesting of winter wheat is now in progress and some authorities are looking for a 27 million bushel crop of Ontario wheat. True the average yield will be below normal but the provincial acreage is up. Unfortunately the market situation is uncertain to say the least. A winter wheat committee was appointed some weeks ago to study the situation. It is reported that most of the storages are filled with Western wheat. However, a Committee representing Ontario Winter Wheat growers were in Ottawa recently and were given assurance by Hon. Mr. Howe that sufficient Western wheat will be moved to provide adequate storage facilities for all Ontario wheat. Mr. Howe is also reported by the Committee to have given assurance that the price for Western wheat at Montreal would not be below \$1.08 per bus. This latter statement, we understand, was later denied by Mr. Howe. However, the long and the short of it, at the end of last week when this article was being prepared, was that the price being offered for Ontario wheat at most Ontario points was around the \$1.50 mark which certainly seems out of line. At the price being charged for field wheat (in the neighbourhood of \$1.90 per bus.) something would seem to be sadly amiss to say the least. Our advice to Halton growers would be to hold on to your wheat until this thing gets straightened out. With feed at present prices we fail to see how you are justified in selling good milling wheat at \$30.00 per ton!!

Many Halton Jerseys Complete June Records

Kenneth Ellis, Hurnby, Ontario, reports the highest record Jersey cow in Halton County for the last two weeks of June. Roslyn Lucky Cymbeline, 165,065, completed a senior four-year-old record in 356 days in the Ella herd of 9,896 lbs. of milk and 495 lbs. of fat.

In the well-known herd of Lloyd Crichton, Georgetown, Ontario, Norval Marquis Queen, 160,079, has a senior four year old record of 9,213 lbs. of milk and 490 lbs. of fat in 360 days.

M. Alexander, Norval, Ontario, reports Cluny Castle Royal Nellie, 178,600 has completed a junior three year old record in 267 days of 7282 lbs. of milk and 457 lbs. of fat.

Other cows have completed records in the Alexander herd. Thornbrook Xenia's Duchess, 151,518, owned by Howard R. Laidlaw, Norval, Ontario, has a six-year-old record in 365 days of 9,908 lbs. of milk and 440 lbs. of fat.

H. Bessen, Rockwood, Ontario, is the owner of Captain's Pansy, 132,285, and Pansy at seven years of age in 365 days produced 9,363 lbs. of milk and 420 lbs. of fat.

In the herd of A. B. Petrie, Georgetown, Ont., Pauline's Favourite, 131,987, has an eight-year-old record in 365 days of 9,029 lbs. of milk and 405 lbs. of fat.

Record is also reported in the herd of Col. John H. Perry, Meadowdale, Ontario.

MILTON FAIR SPONSORS GROWERS' DISPLAY

Halton Agricultural Society is sponsoring a special section open to commercial apple growers of the county and district. This section provides four classes, namely McIntosh, Spy, Delicious, and Greenings. An entry in each class is five 6 quart baskets. The prize money in each of the classes totals \$22.50. What is more important than the prize money, is that this section should provide an excellent opportunity for growers to contact prospective buyers. With the export market at least temporarily out of the picture, the importance of local markets cannot be overlooked. Along with this commercial apple section the Ontario Department of Agriculture under the leadership of W. B. Box, Fruit and Vegetable Fieldman, will stage an educational display on the nutritional value, production and marketing of apples.

INTERNATIONAL PLOWING MATCH RULES CHANGED

During recent years the number of entries at the International in many of the classes has resulted in making it almost unwieldy. Since last fall the executive has been studying the problem of how to reduce entries somewhat by discouraging the less skilled plowmen and losing as few as possible of the more highly skilled contestants. At this year's International entries from residents of Ontario will only be accepted from those who have won a first or second prize at a local match conducted by a Branch of the Ontario Plowmen's Association. This year's International is to be held near Alliston in Simcoe County, Oct. 10th to 13th inclusive. Incidentally, competitors from Simcoe and surrounding counties which includes Halton will be required to furnish their own tractors and teams.

The annual Halton Match is to be held in Trafalgar Township, on Thursday, October 26th. Stanley L. Hall, M.P.P., Harold Pickett, Jack Marchment, J. C. Marshall, Leonard Lister, and Frank Hall were recently appointed as a committee to select the necessary site.

HALTON DAIRY BREEDERS COMPLETE PLANS FOR SHOWS

Prize lists for the Holstein, Jersey and Guernsey shows are now available. A total of \$1500.00, in addition to some excellent specials are up for competition, for these excellent breed shows to be held at the Milton fair on September 30th. The judges for the occasion are to be as follows — Holsteins: Durno Innis, well known breeder and exhibitor of Holsteins, from Oxford County; Jersey: Norman Bagg of Edgely, York County, who has long been associated

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