



Better Health for Community Halton Health Unit Objective

LIONS PLAN PEANUT DAY HERE IN MAY

Sketching the work of the county health unit, particularly that of the nursing staff, Miss Ethel Hounslow was a guest speaker at a dinner meeting of the Georgetown Lions Club last week at the McGibbon House. She was introduced by Joseph Gibbons, who traced the history of public health work in town from the days when a local board had administered this with Dr. C. V. Williams as Medical Officer of Health to the inauguration of the county system in 1946.

Miss Hounslow said it was the unit's aim to raise the standard of healthful living of the individual and the public at large. There are four approaches, through home, school, clinics and industry.

The unit tries to follow the child, from pre-natal days, through school to adulthood. Work of the nurse differs from that of the Victoria Order in that the unit serves more in an advisory capacity and to see that doctors' orders are carried out. Clinics are held for immunization and to teach mothers proper diets for children.

Mental health is receiving more and more attention from the unit and psychological advice is available which can often be beneficial in clearing up conditions which might otherwise make a child maladjusted. In this county, there is no great worry about the physical development of children, Miss Hounslow said, but emotional development, which is equally important, is not so well looked after.

Plan Peanut Project

A second speaker, Mr. Albert Morrison, sales manager for Planters Peanuts, spoke humorously and effectively on "Making Money for Service Clubs".

Mr. Morrison had been asked to explain the Planter's peanut day which the firm sponsors in various towns and which the club will have here in May. Originally the peanut float had been created as a travelling billboard, and the company had been amazed at its money-making potential for service clubs. Three floats operate in the summer months and last year a grand total of

\$175,000 was netted by different clubs across Canada.

The floats, said Mr. Morrison, cost \$50,000 apiece and the company has estimated that it costs them \$1500 a day to keep them travelling. The Orangeville Rotary Club, he said had netted \$777 on a one-day sale of peanuts last year. This year, the company offers a new proposition—the sale of cocktail tins at 50¢ apiece which are sold to the club below wholesale cost.

FARM NEWS

Population Increase Creates Farm Product Home Market

The annual Seed Fair & Bacon Show held on March 17th packed the auditorium in the Milton Town Hall. W. P. Watson, popular Ontario Livestock Commissioner, who was the guest speaker presented the Agricultural Outlook for 1951. Mr. Watson in his masterly, logical style reviewed the various systems of trading during the past fifty years. During that period, he stated, our surplus of agricultural products has in the main gone to Great Britain.

In the early part of the century it was a question of free trade with our surplus in open competition with the surpluses of other countries. Then came Empire Preferences, while during the war years our trading was as a contract basis. In my opinion, Mr. Watson stated, the contract system is a thing of the past. The greatest critics of the contract basis today were the strongest advocates five or six years ago. If contract trading has taught us anything, he added, prices should be determined "by markets of the world not in the office of any Cabinet Minister or Civil Servant. While Britain would like our products, our prices are too high and consequently there is not likely to be any great quantity of our agricultural products sold across the Atlantic in 1951. In any event, stated Mr. Watson, with the exception of wheat and beef, we have very little to sell. Our beef is going to U.S. under

favorable trade relations. Production has not kept pace with the increase in population. In this connection our population in Canada is increasing a city a month and in the U.S. the population is increasing at an even greater rate. During the past thirty years the population of this continent has increased fifty million people which represents the entire population of Great Britain. In short, added Mr. Watson, we have a market at our door step. Following a review of the various branches of the livestock industry, Mr. Watson concluded his able address by stating "We are at the point where we can justify more specialization — and we must not forget that Ontario Agriculture is based on animal production" — by 1960 there will be twenty million more people on this continent and we will require three billion pounds more meat.

The auction sale of the sixteen to bus lots of oats and barley met with a good response with auctioneers John and Howard Alderson of Nelson keeping interest high among prospective buyers. Registered No. 1 Oats sold for \$1.45 to a top of \$2.50 per bushel with commercial No. 1 seed Oats selling from \$1.60 to \$2.00 per bus. The first prize lot of registered Barley sold at \$2.90 per bus and commercial No. 1 seed ranged from \$2.60 to \$2.80 per bus.

—With the hockey season just about finished, we hear rumours of the ball club stirring.

NOTICE TO CREDITORS

IN THE ESTATE OF Nellie Greensward, married woman, deceased.

All persons having claims against the estate of Nellie Greensward, late of the Town of Georgetown, Married Woman, who died on or about the 30th day of January, AD 1951, are hereby notified to send particulars of same to the undersigned on or before the 21st day of April, A.D. 1951, after which date the estate will be distributed with regard only to the claims of which the undersigned shall then have notice, and the undersigned will not be liable to any person of whose claim he shall not then have notice.

Dated at Georgetown, this 15th day of March, A.D. 1951.

Wellington Greensward, Executor of the estate of Nellie Greensward, by his Solicitors, Dale & Bennett, Georgetown, Ontario.

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WHEN you consider the men, women and money needed to operate 3,700 branches — you see what is involved in looking after the greatly increased demands made by busy Canadians upon their chartered banks.

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Commerce Has Best 1950 Banking Ads

The Canadian Bank of Commerce has been awarded top honours by Banking, the magazine of the American Bankers Association, for "outstanding use of advertising methods" in 1950.

This is the first time this distinction has been won by a Canadian chartered bank. Selected advertisements from the Commerce 1950 program were reprinted in the March issue of Banking along with those of nine United States banks.

Banking reported that "Hundreds of campaigns were represented by the entries. National, state, savings bank and trust companies sent us samples of the stories they told their publics during the past year. General and special purpose campaigns — here and there a single idea — came in from all parts of the country, and from Canada, too."

Considerable comment resulted last fall from a Commerce series in which short stories by Canadian authors with illustrations by Canadian artists were printed in double page magazine spreads. The advertisement said, only: "Published by the Canadian Bank of Commerce because we liked it." The prize-winning campaign featured, in addition, special advertisements for farmers, women, small town daily and weekly newspapers and United States and Canadian business publications.

Flowers FOR EVERY OCCASION
Design Work a Specialty
Bonded Member T.D.S. (Telegraph Delivery Service)
Flowers by wire anywhere in the world.
Norton Floral
Phone 315W — Georgetown

E. P. Head
OPTOMETRIST
EYES EXAMINED
GLASSES FITTED
54 St. George's Square
GUELPH
Established 30 years



EXCLUSIVELY CANADIAN...

A white flag signals "Tuna boated!" at Nova Scotia's International Tuna Cup Match held each year off Canada's Atlantic Coast. Teams of many nations compete for the honour of catching the biggest and the greatest number of these fighting deep-sea giants.

Created and signed by The House of Seagram, this advertisement, with appropriate copy for foreign lands, is appearing in magazines and newspapers printed in various languages and circulated throughout the world.

Seagram TELLS THE WORLD ABOUT Canada

This advertisement was designed by The House of Seagram to tell the people of other lands about Canada and things exclusively Canadian.

Many people in Latin America, Asia, Europe and other parts of the world are not fully aware of the richness of Canada's natural resources, wild life, scenic beauty and cultural traditions. The more the



peoples of other lands know about our country, the greater will be their interest in Canada and Canadian products.

The House of Seagram feels that the horizon of industry does not terminate at the boundary of its plants; it has a broader horizon, a farther view—a view dedicated to the development of Canada's stature in every land of the globe.

The House of Seagram