

**MALLINAFAD**

**INSTITUTE HOLDS  
JANUARY MEETING**

Mrs. Norman Sinclair was convener for the January meeting of Ballinafad Women's Institute which was held on Wednesday at the home of Mrs. Thomas Gibson. She gave the motto "Thoughts of Home" and also read a paper "They Busted the Old Brown Jug" as part of the program. As there had been no meeting in December, there was a large amount of business. Letters of thanks were read for fruit and flowers sent to shut-ins, and from Cedarvale School for Christmas gifts. Mrs. F. J. Shortill sang a solo. Eighteen members attended and lunch was served by the committee after the business meeting. Members were reminded of a change of meeting place next month, when Mrs. R. McSherry will be hostess.

**50-50 CLUB ATTENDS  
PRAYER WEEK SERVICE**

1954 sees the 50-50 Club of St. John's United Church entering the new year full of hope and enthusiasm. After attending the Week of Prayer service at the Baptist Church, club members gathered at the home of Mr. and Mrs. Vern McCumber, where Alan Prouse gave an uplifting inaugural speech to open the meeting. One of the business topics was regarding staging a play in the near future. Games and contests took up a great deal of the evening and added to the enjoyment.

A buffet lunch was served by Rev. and Mrs. John Smith, Mr. and Mrs. Alan Prouse and Mr. and Mrs. McCumber. The meeting was closed by Robert Darou with a vote of thanks to the hosts and hostesses.

**Chrysler Corporation  
Announces Advertising,  
Sales Expansion**

With the completion of a \$41,000,000 plant expansion program that will see its productive capacity doubled by the end of 1954, Chrysler Corporation of Canada, Limited, looked ahead into the New Year determined to improve its sales position in the Canadian automotive markets.

Expressing this determination in no uncertain terms, A. J. Shaw, vice president in charge of sales, revealed that the co-ordination and merchandising program which will go "beyond anything in the past."

Summed up, Mr. Shaw announced the appointment of Ross Roy of Canada Ltd. with offices at Windsor, as the exclusive advertising agency for Chrysler of Canada.

Effective March 16, he said, the Ross Roy organization will handle all advertising, merchandising, and sales training programs for the corporation's four lines of cars—Chrysler, DeSoto, Dodge and Plymouth, and its two truck lines, Dodge and Fargo. The agency will also direct an expanded advertising and merchandising activity for the Company's Chrysler replacement parts and accessories.

Mr. Shaw indicated that the current production of passenger cars and trucks can be doubled when the additional body-building, engine manufacturing and parts-making facilities, now under construction, are completed at the end of 1954 and early 1955.

By that time Chrysler of Canada will have spent approximately \$54,000,000 since the close of World War II in extending its manufacturing facilities at Windsor and building new plants to serve the Maritime and the West.

"Our capacity in the postwar years has meant a continuous sellers' market for Chrysler of Canada and its dealers," Mr. Shaw said. "With productive capacity substantially increased by the end of this year we are determined that we shall obtain our more than one-third share of the auto market across Canada."

"To help accomplish this, we contemplate stepping up our advertising and merchandising programs substantially. For some time now, we have felt that these programs as well as our sales training activity should be handled by one organization; that is why we have named Ross Roy organization as our exclusive advertising agency."

"It was only after a thorough study, however, that we selected the Ross Roy organization. This agency now handles the advertising of all passenger cars, trucks and other products of Chrysler Corporation Export Division for the world trade and has offices in Detroit, New York, Chicago and Hollywood in addition to Windsor. In addition, it handles Dodge truck advertising and merchandising, and all advertising for the Chrysler Corporation Parts Division in the United States."

The agency's principals are widely known throughout the Canadian automotive trade, Mr. Shaw added. The president of the firm, Ross Roy, was born at Kingston, Ont., and has

**Name Mrs. Kidney  
St. John WMS Head**

Mrs. Gordon Kidney was named president of the Women's Missionary Society of St. John's United Church when the first meeting of the year was held on January 5th in the Ladies' Parlour at the church.

Mrs. Robert Jones was in the chair, and after the meeting was opened with the Lord's Prayer and a hymn, Mrs. O. M. Houston led the devotional. Then a synopsis of Christian stewardship by Mrs. Estelle Waits was given by Miss H. A. Staunton and an interesting letter read from Mrs. Arthur Dayfoot, telling of her husband's mission work in Trinidad.

Mrs. Clarence Hayes, in the absence of Mrs. A. M. Nielsen, presented the report of the nominating committee. The following are officers:

Honorary president, Mrs. H. L. Hutt; past president, Mrs. Robert Jones; president, Mrs. Gordon Kidney; 1st vice-president, Mrs. A. M. Nielsen; 2nd vice-president, Mrs. Clarence Hayes; 3rd vice-president, Mrs. V. A. Stein; recording secretary, Mrs. J. McDermid; corresponding secretary, Mrs. A. Vannatter; treasurer, Mrs. Clarence Buck; community friendship, Mrs. Arthur Speight; supply secretary, Mrs. Isobel Cleave; assistant supply, Mrs. Walter Brownridge; associate members, Mrs. George Denham; temperance, Mrs. W. Tyndall; Missionary Monthly, Mrs. George Ward; press secretary, Miss H. A. Staunton; Christian stewardship, Mrs. Robert Jones; pianist, Mrs. Buck; assistant pianist, Mrs. R. H. Wright; auditors, Mrs. William Deans, Mrs. J. McDermid.

Mrs. Kidney took the chair after the election, and there followed words of appreciation to retiring officers and a welcome to the new president and other new officers.

Mrs. Hayes read an article from the December issue of the Saturday Evening Post, comparing ways of living in countries lacking modern ideas with the privileges in America. The meeting closed with the benediction.

**NORVAL**

**Organ Purchase is  
Church Highlight**

Installation of a \$2400 organ and engaging Miss K. Coombs, Brampton, as choir leader, were highlights in the year at Norval United Church.

Work of church organizations was reviewed at the annual meeting Friday, these including the Women's Association, Women's Missionary Society, Choir, Sunday School, Young People's Union, Mission and Baby Bands. Total church giving, including a special organ fund appeal, totalled about \$4,000 in 1953.

The church, at time of the meeting, was without a minister as Rev. C. C. Gilbert left the end of the year to become minister of a Montreal church, and Harold Lyons, clerk of session, opened the meeting with the devotional. Noon dinner had previously been served to those attending.

W. T. Graham acted as chairman and Mrs. Hamilton McLaughlin secretary for the business meeting. Murray Laird was elected to the board of stewards and Howard Laidlaw succeeds W. T. Graham as chairman and Mrs. Gordon Miller takes over the treasurer's position from William Laidlaw. Other members of the board, who continue in office, are William Hyatt, J. H. Cameron, Clark Lyons, Wilbert Cleave, W. T. Graham, Joseph Brownridge, Garnet Laidlaw, William Laidlaw, Hamilton McLaughlin, George C. Brown, Bert Carney, Earl Hyatt and William South.

Members of the church session are H. C. Lyons, Lt. Col. A. Noble, W. P. Laidlaw, James Laidlaw, Earl Hyatt, M. Guy Wilson, N. T. Laidlaw and Lorne Cleave.

Mrs. Wilbert Cleave is Sunday School superintendent and the board of trustees is composed of Lorne Cleave, W. T. Graham, George C. Brown, James Laidlaw, N. T. Laidlaw, Col. Noble, and J. T. Cascaden. Miss Coombs continues as choir leader, with Ruth Wilson and Elaine Laird alternating as organists. The choir committee is composed of Howard Laidlaw, Lloyd Laidlaw, Ruth Wilson, Mrs. Jack May and Mrs. Clark Lyons.

During the year a total of 146 resident members were in full communion in the church. Eleven people joined the church in 1953 and seven children were baptized. One member, John Broom, was removed by death.

**NIGHT SCHOOL  
CLASSES RE-OPEN**

Despite the fact that the reopening of the Night Classes at Milton clashed with the Junior Farmer programme and conference in Toronto, and the annual Ontario Federation of Agriculture Convention, 361 were out on Tuesday evening of last week. According to A. T. Woodley, chairman of the local planning committee, "everything is running very smoothly and every-

**Mrs. Mary Dunn, 89  
Dies at Son's Home**

One of Georgetown's oldest residents, Mrs. Mary E. Dunn, 89, was buried in Greenwood Cemetery on Saturday following a funeral service in St. George's Anglican Church. She died on Thursday at the home of her son, John P. Farmer, 38 Main Street South, with whom she had made her home for 33 years.

Thirteen months ago Mrs. Dunn fell and broke her hip, and spent ten months in St. Joseph's Hospital, Guilph, coming home three months ago.

Born in Laughboro, England, in 1864, she was the daughter of Charles and Elizabeth Kirk. At the age of 24 she married John Flint Farmer, shortly after his return from army service in Egypt. They had three children, Joseph, George and John, of whom only John survives. She was widowed shortly after their arrival in Canada and later, in 1904, married Edward F. Dunn of Stanbridge East, Quebec, who died six years later.

She was a member of St. George's Anglican Church and for a number of years was an active worker in St. George's W.A. She was predeceased by a sister, Mrs. Sarah Newman of Verdun, Quebec and three brothers, William and Joseph of England and Samuel of Toronto, and is survived by her son John Farmer, four grandchildren, John of Toronto, George of Campbellville, Mrs. Jenney Britton, Campbellville and William of Georgetown, seven great-grandchildren, and one brother, Charles Kirk, Leicester, England.

Archdeacon W. G. O. Thompson conducted the funeral service and pallbearers were her grandson John Farmer, Toronto, A. J. Brookes, Toronto, Orby Herrington Harry Shortill, Bruce Lindsay and Marshall Timbers. Floral tributes were received from Local 481, Provincial Paper Ltd. Mixed Bowling League, The Grandchildren, The Great-grandchildren, Mrs. Mildred Oates and family, Mr. and Mrs. Lou Tracey, Misses Lettie and Cleely Boomer and Mrs. Fred Armstrong, Mr. and Mrs. William Cumply, Mrs. A. Collier, Mr. and Mrs. A. J. Brookes, Toronto, Mr. and Mrs. Harry Kirk, Toronto, Mr. and Mrs. A. Williams, Quebec City, The Britton Family, Campbellville, Frank and Sam Silvertso.

**MRS. JOHN HAMBLETON  
DIES AT ORANGEVILLE**

A former Georgetown resident, and mother of Mrs. A. Pattenden of town, Mrs. John Hambleton died at her home in Orangeville last night.

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**Addison TELEVISION**

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- Exclusive CINEMATIC SIGHT
- Handsome Hand-Crafted Cabinet
- Matching Base At Slight Extra Cost

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**NO DOWN PAYMENT**  
**1 1/2 YEARS TO PAY**  
When you buy from **MILLIERE TELEVISION** You are guaranteed prompt, efficient service.

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— ERNIE'S RADIO

**B.F. Goodrich FOOTWEAR**

LOOKS BETTER!  
WEARS BETTER!  
FITS BETTER!

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**SILVER'S**

**COMMERCIAL and DOMESTIC Wiring**

Good Workmanship  
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"Serving your community for over 30 years"

The brand new Beautiful  
**'54 BUICK**

IS NOW ON DISPLAY AT

**Lorne Garner Motors**  
ACTON

**Friday Evening**  
BEGINNING AT 8.00 P.M.

We are showing a film illustrating the many new Buick models and styles in the four great series . . . Be sure to see this outstanding car . . . Pictures will be shown at 30-minute intervals.

FOR THE CONVENIENCE OF PEOPLE OF  
**Georgetown and District**  
CARS WILL BE ON DISPLAY,  
**Tuesday, January 19th**  
AND FILM WILL BE SHOWN AT 8.00 P.M. AT  
**No. 6 Mill Street**  
(Just off Main, around the corner from the bank)

**LORNE GARNER MOTORS**  
ACTON