

SCHOOL RESULTS

GLEN WILLIAMS

TO GRADE 2
Teacher: Mrs. Nellie Gardiner.
Karen Bishop, Verence Campbell, Wayne Davison, Ann Davison, Tom Dveth, Nelly Endhoven, Linda Foster, Alice Frankruyter, Donald Gambell, Douglas Hancock, Jimmy Hancock, Terrence Hancock, Heather Hayes, Judy Islay, Arlene Johnson, Karen Kordeck, Carol Marchment, Donald Norton, Linda Puckering, Wayne Reid, Betty Sargent, Tom van Liere, Allan Wheeler.

TO GRADE 3
Teacher: Mrs. Nellie Gardiner.
Jelmer Baker, Leslie Bishop, Joan Crawford, Ine Endhoven, Roland Haines, Stephen Hancock, Graham Hawkins, Eleanor Hill, Barbara Hills.

TO GRADE 4
Teacher: Mrs. Elsie Garner.
Dianne Reid, Bobby Reid, Billy Symons, Danny Wagstaffe.

TO GRADE 5
Teacher: Mrs. Elsie Garner.
Glen Cooper, Wayne Dixon, Rita Endhoven, Elizabeth Fendley, David Hancock, Fred Hills, Billy Klooster, Alice Meyer, Abel Frankruyter, Betty A. Preston, Jack Thompson, Addie Van Liere.

TO GRADE 6
Teacher: Mrs. Elsie Garner.
Akke Bakker, Wayne Compton, Harry Johnson, Geyle Little, Billy Lucas, Christine Matthews, Peter Norton, Danny Robson, Donald Sargent, Billy Wheeler.

TO GRADE 7
Teacher: Mrs. Edna Beaumont.
John Bakker, Henry Drenth, Marjorie Hancock, Jeannette Lenzenberger, Walter Lenzenberger, Maria Van Liere.

TO GRADE 8
Teacher: Mrs. Edna Beaumont.
Isabel Beaumont, Wayne Bingham, Catharine Bishop, Phillip Coulter, Joan Davies, David Diggins, Donna Dixon, Wayne Everson, Carolyn Hancock, Gail Hancock, Gordon Hancock, Timmy Haines, Réta Klooster, Donna Loudon, Ronnie McGowan, Wayne Norton, Keith Preston, Bill Tansley.

TO GRADE 9
Teacher: Mrs. Edna Beaumont.
Clarence Bakker, Dennis Foster, Marlene Kemshead, Simon Frankruyter, Richard Northen, Brian Puckering, Carol Symons, Lorne Thompson, Dorothy Lusty, Gloria McQuarrie.

TO GRADE 10
Teacher: J. R. Wilson.
Lois Cain, Roland Hancock, Dennis Hancock, Walter Dixon, June McGowan, Penny Norton, Patsy Norton, David Fendley, Vis Haman, Robert Matthews.

TO GRADE 11
Teacher: J. R. Wilson.
Charles Gibbs, Maureen Hepburn, Louise Kidd, Marylyn Reid, Douglas Ward, Peter Meyer.

TO GRADE 12
Teacher: J. R. Wilson.
Wabe Bakker, Lorraine Garvin, Betty Lucas, Jean Gambell, Douglas Sargent, Kenneth Beam, Bernice Ward, Joan Hills, James Ellison, Edith Beaumont, Jack Tizzard, Marlene Tizzard.

HANSARD REPORTS MEMBER'S QUERIES ABOUT ADVERTISING

Speaking in the debate on post office expenditures in parliament on June 24th Sybil Bennett, Halton's federal MP and Roland Michener, M.P. for St. Paul's questioned Hon. Alcide Cote, the postmaster-general about advertising expenditures last year, with Miss Bennett objecting to the method in which certain advertising had been placed in a limited list of publications.

The official Hansard verbatim appears below:

Mr. Michener: I have two or three items to take up with the minister. By way of introduction, I should like to thank him for his courtesy in dealing with the rather minute complaints I have passed on to him from time to time, and which he endeavoured to investigate. In the departmental estimates I see there is an item for \$192,000 for films, displays, advertising and other informational publicity. This amounts to something more than 10 per cent of the administration expenses, and I wonder if the minister would indicate what amount was spent under that heading last year. What films were made and for what purpose?

Mr. Cote: The item of \$192,000 covers all the following items: advertising, general, \$100,000; advertising, Christmas, \$40,000; films, national film board, annual Christmas trailer \$2,500; "allup" film, nothing this year; postal exhibits, displays and floats, \$12,000; photography, national film board, \$2,500; art work on posters and exhibits, \$3,500; truck signs, \$4,300; meals of employees while on duty at postal exhibits, \$700; "teamwork pays" series of posters and management bulletins purchase from G. Wilson Co. of Toronto. The posters are directed towards building employee morale, and bulletins are for supervisors on proper handling of employees. This program is in effect at headquarters, Edmonton, Calgary, Winnipeg and Toronto with the possibility of extension to other centres, \$10,000; motion signs for post office lobbies, \$2,000; "Canada Welcomes You," a pamphlet handed to tourists at border points and containing information about postage rates, \$3,500; householder leaflets concerning "mail early" programs, distribution 3 million, \$10,000; householder leaflet concerning postal zones, \$1,000. This brings the total to \$192,000.

Mr. Michener: Would the minister indicate the purpose of the newspaper advertising involving \$100,000?

Mr. Cote: It is to keep the public informed about postal rates, early mailing practices, changes in hours, and all sorts of postal matters.

Miss Bennett: Following upon the question of the hon. member for St. Paul's, I should like the minister to tell us how he chooses the media through which he does the advertising concerning changes in rates or notices about Christmas mailing. For instance, I have in mind that on or about April 1 there were several advertisements appearing in various newspapers in the county in which I live, but I observed there was no advertising in the local paper in Georgetown which serves a community of from 3,500 to 4,000. If we are to advertise efficiently, it seems to me the department should be advertising in all the local papers. Would the minister tell me how this choice is made?

Mr. Cote: It is done through the ABC circulation by an advertising company. We do the advertising through the Walsh advertising company in Montreal and Toronto. They have to establish certain lines of demarcation. As an example, if a newspaper has no bona fide subscribers it is not considered, because that is one of the conditions necessary to be classified by ABC. We are not doing it ourselves; we are doing it through an advertising agency which considers all the qualifications of the respective newspapers.

Miss Bennett: It would seem to me, Mr. Chairman, that is a very arbitrary and unfair way of choosing a method of advertising, that is through the audit bureau. I take it that is what the minister indicates. The newspapers are not necessarily all members of this audit bureau, and does that mean those newspapers that do not happen to be members of the bureau get no advertising?

Mr. Cote: We have only a small amount of money to cover this advertising. If we had enough money to spend, and if we considered it advisable to spend that money, we could probably give this advertising to all the local newspapers. The advertising company has to find a way to make a choice, and that choice is made on the basis of circulation and experience, which might place some newspapers in a higher class than the others.

Miss Bennett: I appreciate that there should be economy in the department and particularly in the spending of the public's money, but I am not sure we are getting the most efficient service when we observe post office department notices can appear in papers serving from 15 to 3,000, while a newspaper serving a community of from 3,500 to 4,000 gets no advertising at all. I

Men!

Investigate 16 CAREERS In one visit

Canada's Army Active Force has many different career opportunities for men between the ages of 17 and 40... or 45 if you already have a trade. A talk with the Canadian Army Information Officer will give you a chance to decide if the Army is for you... and what this fine force has to offer men who wish to serve Canada. Act now!

VISIT THE Canadian Army INFORMATION TEAM

MUNICIPAL OFFICE THURSDAY, JULY 8th Open 2.00 p.m. - 6.00 p.m.

THERE'S A PLACE FOR YOU IN THE CANADIAN ARMY ACTIVE FORCE!

OIL and COAL FURNACES INSTALLED

SHEET METAL WORK BONDED ROOFS

F. PEATSON
R. E. 2, Brampton—Phone 764

For Expert Eye Care — consult —

O. T. WALKER OPTOMETRIST
3 Main St. North — Brampton (Over Abell's Drug Store)
Phone: Office 500 — Res. 830
Hours — 9 a.m. to 6 p.m. daily Evenings by appointment

Dancing
Stanley Park - Erin

Every Friday
MODERN AIRES ORCHESTRA
UPWELL'S LTD.

Asphalt Paving
DRIVEWAYS, PARKING LOTS and GRADING

Phone Brampton 2651-J for Free Estimates

ALMAS HARD-DRIVES
OAKVILLE

"Lucky Dollars"

PAY OFF DAILY in the TELY

\$2,500⁰⁰ weekly!

Match your dollar bills with the list of Canadian one-dollar bill serial numbers published daily in The Tely... Anyone can win \$10, \$25, \$50, \$100, \$200 or \$500. Ten new numbers published every day in The Tely. Sixty new numbers published every week in The Tely. See today's Tely for details.

Your Dollar may be worth \$10, \$25, \$50, \$100, \$200 or \$500.

THE TELEGRAM
DAILY (EXCEPT SUNDAYS)
Toronto 1

Order The Tely NOW from your newspaper, the dealer on your street, or phone BRIDGE 5-5011.

Important
New Legislation respecting

ELEVATORS and LIFTS

I wish to bring to attention that The Elevators and Lifts Act, 1953, came into force on June 17, 1954. Under this legislation, in Ontario the owner of an elevator, dumb-waiter, escalator, manlift or incline lift must obtain an annual licence to operate the elevator or lift.

The legislation further provides that only a person who holds a certificate of competency issued under the Act may make inspections of these installations in Ontario. In addition, contractors who construct, install, repair, or maintain elevators or lifts, etc., may now only carry on business in Ontario if they are registered under the Act.

In order to comply with the legislation—
Any person employed by an insurer to make inspections must make application immediately for a certificate of competency.

OWNERS of elevators, dumb-waiters, escalators, manlifts or incline lifts must make application immediately for licence to operate their installations.

CONTRACTORS must make application immediately for annual registration.

Charles Daley
Minister

Licences and certificates of competency for the period ending December 31, 1954, are now available, and enquiries and requests for application forms should be directed to the Chief Inspector, Elevator Inspection Branch, Department of Labour, Parliament Buildings, Toronto, Ontario.

ONTARIO DEPARTMENT OF LABOUR Charles Daley, Minister

PRINTING
of Distinction

Let our new printing equipment do a better job for you and give you printing satisfaction

- WEDDING STATIONERY
- LETTERHEADS
- ENVELOPES
- STATEMENTS
- RULED FORMS
- TICKETS
- POSTERS
- FOLDERS
- CHEQUE FORMS
- CATALOGUES

The Georgetown Herald
PRINTERS and PUBLISHERS
Telephone TR. 7-2631 Main Street