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Well-known in Toronto theatrical circles, Phyllis Malcolm Stewart, whose mother Mrs. H. Malcolm Stewart lives in Georgetown, starred last Wednesday in the Ford Playbill on CBC - TV.

With Norman Ettlinger, Miss Stewart played in The Gathering Storm, a psychological drama which cast her as a painter's wife who could not admit that she was not the ballet star she pictured herself, and who destroyed her husband in turn by slashing his best canvas, a portrait which showed her true character.

January Output Tops All Chrysler Production

FARM NEWS

\$1.08 TO PRODUCE POUND OF BUTTERFAT

by J. E. W.

Consumers are buying butter today at approximately 60 per cent of its cost of production. This was revealed recently by data secured from the Farm Economics Branch of the Ontario Department of Agriculture. This information is based on cost figures collected from 72 herds enrolled in Dairy Herd Improvement work in Halton for the year ending April 30, 1954. The cost of producing a pound of butterfat varied all the way from 88c to \$1.25 with the average \$1.08 for the entire group. While these 72 herds would be considered better than average herds in Halton, we find that the two herd owners with the low net returns were getting a return for their labour in connection with their dairy enterprise of only twenty six cents per hour. The returns per hour on the average of the entire 72 herd owners was \$1.05 with the two top operators getting a return of \$2.49 per hour. We were also interested to note that the cost of producing 100 lbs. of milk varied all the way from \$2.92 to \$4.57, with the average cost being \$3.95 per cwt. In case some of our urban friends have the idea that the producer is making too much money perhaps we had better point out that the price per cwt. received by the producers in DHIA ranges from \$3.53 to \$4.29 with the average price received \$4.25 per cwt.

Factors Causing Variations
There are five main factors which enter into the cost of producing milk these are: (1) Production per cow, (2) Feeding Efficiency, (3) Labour Efficiency, (4) Capital Use, and (5) Size of Business. Although each of these factors is important in itself the higher levels of net returns are associated with better than average accomplishment in at least three factors at the same time. In short, no one factor alone can assure success.

Since Dairy Herd Improvement work was launched in Halton some five years ago, the production per cow is gradually levelling out. There is not the variation in production per cow per herd, that there was when the programme was first launched. True there is still quite a variation — Two herds with high net returns had an average production of 10,072 lbs. of milk and 336 lbs. B.F. In the two herds with the low net returns the average production per cow was 7,528 lbs. of milk and 276 lbs. B.F. The average of the entire group of 72 in Halton DHIA work for the year was 8,150 lbs. milk and 294 lbs. B.F. By the way, the 72 herds involved a total of 1296 milking cows. We cannot hope in this news article to deal in any comprehensive way with all five factors mentioned. Suffice for us to state that under factor two (Feeding Efficiency) the returns per \$100 feed fed varies from \$173 to \$277 with an average of \$227 for the entire group. In factor three (Labour Efficiency) the number of man hours required to produce 100 lbs. of milk varies from .8 to 2.0 with an average of 1.3 for the group. In factor four (Capital Use) the returns per \$100 invested varies from \$54 to \$83 with an average of \$61. The fifth factor (Size of Business) shows the two herds with the low net returns with an average of 20 cows and the two top herd operators with an average of 27 milking cows. The average number of cows in these 72 herds was 18. More detailed information on "Facts About the Dairy Industry" is contained in the prize list of the Halton Seed Fair and Bacon Show, which we are glad to state is finally off to press. Incidentally,

E. C. Row, president and general manager of Chrysler Corporation of Canada, Limited, announces that the company's output of passenger cars in January was the highest for any single month in the 30 years that the company has been established in Canada.

Automobile production, he said, is being maintained at a rate of more than 2,100 units per week. This represents an increase of better than 60 per cent over the peak maximum output prior to last December.

In that month the corporation began to employ an additional 2,500 production workers to staff a second shift operation. This additional shift was made possible by the completion of the major part of a 50 million dollar expansion program entailing the doubling in size of both the passenger car and the engine plants.

But acceptance of the 1955 Plymouth, Dodge, DeSoto, and Chrysler automobiles has more than justified the optimism which we felt when these cars were first introduced last autumn," Mr. Row said. "At that time we announced that we were out to capture a substantially greater share of the Canadian market. We are doing just that."

Need Better Understanding Between Farmers, Public

Mrs. M. J. Brown

That there is need of better understanding between farmers and the general public was definitely established by the Farm Forum groups in Halton County February 7th. There was quite a diversity of opinions among the groups as to how this could be accomplished. A number of forums thought the rural people could do much in conversation with urban dwellers to develop more friendly interest. Others suggested an interchange of speakers and visits among rural and urban organizations. Others considered this impractical as neither was interested in the other's problems.

Some groups felt much might be accomplished by use of radio, TV and the newspapers but suggested good reporting and interesting accounts would be necessary to arouse interest. One forum reported having articles from the Ontario Federation of Agriculture year book published in their local paper. Question two dealt with the willingness of forum members to raise more funds to promote a more adequate public relations program. The majority were in favour if more effective advertising would create greater consumer interest and a desire to use the products advertised.

Peel Mutual Fire Plans New Office Building

No definite action was taken at the annual meeting of Peel County Farmers Mutual Fire Insurance Co. regarding their plans to erect an office building at Queen and Elizabeth Streets. Jim Porter of the company states that the work of the architect has not yet started and that no construction work would begin before spring.

The gathering was the largest ever to attend the annual meeting, numbering approximately 275. The entire board of directors was returned for 1955 with Sam McArthur as president and Ken Davidson as vice-president. John Julian was named to replace the deceased William Hostrawser on the board of directors.

this booklet contains, what we think, is a fund of worthwhile information on many agricultural topics. Copies may be secured from the Agricultural Office in Milton, we hope, around March 1st.

Alliance-25-Year Members at Dinner

Indications point to a good business year for coated paper, according to George Wilson, manager of operations for Alliance Paper Mills, Ltd. who spoke to members of the Twenty-Five Year Club at their annual banquet Thursday in the Legion auditorium.

Members and their guests enjoyed a turkey dinner served by a group of the Legion Ladies' Auxiliary, with dancing later and entertainment by a Brampton "hillbilly" trio. Jim Inglis called off for square dancing.

G. Howard Smith, personnel manager for the company and his wife were guests as well as Mr. and Mrs. Wilson and technical supervisor Stan Finlay and his wife. Thomas Eason, club president was dinner chairman and read a letter from D. S. Abbott, new president of the company, expressing regret that he was unable to attend. He asked Jack Crichton, assistant manager who is also a club member to propose a toast to the ladies, and Mrs. Eason replied to this. Cecil Lambert, Merritt, spoke for visitors who came from there and from Don Valley.

There was a minute's silence at the dinner for five members who died last year, David Crichton and John Hingham.

There are 34 members of the club, nineteen of them presently employed at the mill and 15 who have retired. Active members are: Roy McGill, Henry Shepherd, Jim Boyle, John Hughes, Thomas Eason, David Barclay, Sr., Margaret Murray, Cyril Bradford, George Stigger, Howard Hillock, Roy Norton, Sr., Jack Crichton, Roy Ward, Ed McMann, James Wiseman, Charles Lambert, William Bryden, Ted Appleyard and Harry Tracey.

Inactive members of the club are J. E. Fleck, Fred Armstrong, Joseph Armstrong, Herb Distance, Alex McCumber, Bob Adley, J. D. Godfrey, Frank Woods, Bob Muir, George Martin, Peter Bryden, Minnie Dunn, Mrs. F. R. Dunham, Garnet Thompson and Florence Anthony.

Ash Wednesday today, marking the start of the Lenten season leading to Good Friday on April 8th.

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AVRO LAYS OFF 135 MORE WILL FOLLOW

A V Roe Ltd. laid off 135 men last Thursday, mostly semi-skilled workers, but company officials said it was part of the previously announced lay off of 1,100 men due to

defence contract changes.

To date, said Avro officials, about 1,000 men are laid off.

Personnel officers said it takes about a month to determine seniority, job ratings and other factors involved in deciding who to lay off.

"Let's make it this Sunday!"

A casual phone call, and "this Sunday" suddenly becomes an extra special Sunday! Whether the call comes from miles away or just around the corner, the invitation seems so much more personal, more inviting, when you hear it over the telephone.

Old and young alike turn to the phone when they're in a hurry. A round-up of the gang, a family reunion, a holiday dinner, a big date — it's faster, more exciting to telephone! And even the blow of bad news can usually be softened by a sympathetic voice. Next to seeing the people you care about is hearing their warm, familiar voices.

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