# THE GEORGETOWN HERALD

Georgetown, Ontario, Wednesday, October 5th, 1955

SECOND SECTION

WE HAVE INSTALLED A NEW HOMOGENIZER

HOMOGENIZED MILK NOW AVAILABLE

AT NO EXTRA COST

TRY A QUART TODAY!

GEORGETOWN DAIRY

Quality Milk Products

MAIN ST.

Junarice

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### Low on Cash? Get \$50 to \$1200 or more

8 Cas	15 60.	14 MO.	34 140.
0-4	154.19	529.59	754.56
Marry .	\$12	\$28	\$40

Phone for 1-trip toen Upon approval, pick up cash. Loan custom tailored to your needs, income Reduce payments, consolidate bills with our Hill Consolidation Service. Phone, or come in Lana \$10 to \$1200 or more Bereficial

I that state for car tes ersonal finance co.

SI MAIN STREET, NORTH, BRAMPYON 2nd Fleer, Over Chapples . Phone: 1274 OPEN EVENINGS BY APPOINTMENT - PHONE FOR EVENING HOURS Lacra made to recidents of all correctables towns . Foresaid finance (ampany of (analy

### PLUMBING and HEATING

- LICENSED PLUMBERS -

CERTIFIED LENNOX DEALERS

HICKEN and CLAPHAM

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### ORIENTAL AND DOMESTIC

## RIIG

CLEANING - REPAIRING AND WEAVING SPOT TINTING MOTHPROOFING - ALTERATIONS -SIZING OF SOFT WRINKLING RUGS POWER VACUUMING OF UNDERFELT STORAGE

WORK DONE BY ARMENIAN CRAFTSMEN IN OUR SPACIOUS RUG CLEANING PLANT.

> BROADLOOM SHAMPOOING IN YOUR HOME, OFFICE OR STORE

### SALES COMPLETE SELECTION

All Binding and Fringing

Installation of Wall to Wall Broadloom

#### FREE

POSITIVELY THE BEST BARGAIN OFFERED ANYWHERE Our decorator consultant will call with 150 samples EASY BUDGET TERMS NO OBLIGATION Regular Pick-up and Delivery Service

## Taj Mahal Rug Co.

42 FORSYTHE STREET S. Open Evenings - Victor 4-6151 - Reverse Charges

## Bill Navan

Canada's famous blind organist at the

### HAMMOND ELECTRIC ORGAN

APPEARING NIGHTLY IN THE BEAUTIFUL AIR CONDITIONED MELODY ROOM (downstairs)

## Motor City Hotel

OAKVILLE

DINING ROOM OPEN DAILY - 7 A.M. - 9 P.M. SPECIAL: Business Men's Hot Luncheon Daily - 65c and up FIRST DELREX RESIDENTS



FIRST RESIDENTS in the new Delrex subdivision, Mr. and Mrs. Alfred Smith and their two young sons receive the key to their new home from Rex Heslop when they moved in a week ago. The Smiths occupy one of the 600 houses which are being constructed on the former H. Craig Reid farm, first phase of a project which will more than double Georgetown's present population when Delrex is completed.

#### Newspaper Ads Tops Says Chrysler Adman

#### Watches Brother Open New Barrie TV Station

It was a big moment for M: Ralph Snelgrove, brother of Mrs John Beli. Main Street South, last Wednesday morning, when his new television station CKVR at Barrie made its debut over the air waves on channel 3 The Bells had their set tuned in and managed to glimpse him making the opening speech, although the reception here is not all that could be desired because nearly all Georgetown sets are tuned in the opposite direction, to Buffalo It is possible to adjust the aerial so that Barrie will come in

clearly, however Mr Snelgrove has erected a new building to house his TV station at Barrie, with all the latest modern broadcasting equipment. Most of the programs are "piped in", but many of the "commercials" are done live, . so that the building has to have gar ages for the cars advertised, and kit chen space for the stoves and frigidaires nationally advertised. The new station will bring good TV reception to a large area in the radius of Barrie which has not heretofore been able to enjoy TV

Your safest way is by taxi. Bootr Taxi, TR. 7-2596.

#### Georgetown Community Swimming Pool

\_\_\_\_ Donation List \_\_\_\_\_ \$ 6,000 00 Georgetown Lions Club Boy Scout I adies' Aux. Milk Bottle Collection, McClure 27.55 Grade 4, Chapel St. School Grade 5, Chapel St. School Howard Wrigglesworth School Chapel Street School Baseball game, Lions vs. Rotary Jim Turnbull Branch 120, Canadian Legion Lions Club -(Raffle at meeting) Legion Ladies Auxiliary Dolphin Craft boat raffle Donna Joynson Patsy Barrager Baseball game Lions vs. Firemen Ashgrove W.I. Elwood Carney D. Maveal and P. Stamp Doug and Carol Mills, Ginny Le, Vivian Reynolds, John Bennett 8.00 Frances Linton, Ellen Biehn, Carroll Farnell, Lynda Hyde M yrna Cook, Joy Barber, Sandra Lloyd Mr. and Mrs. Harry Gorring. New York .... Vern Archer ... 50.00 Rev. and Mrs. Morgan McFarlane . ..... Miss V. Molesworth . .... Niel Tost ...

Mr. and Mrs. Dick Licata

H. A. Staunton .....

Roxy Theatre, Sept. Show ......

Ladies and Men's Curling Club 65.50

Billy and Martin Wheeler ...... 3.00

\$ 8445.09

Addressing more than 200 Chrysler of Canada fieldmen at their annual convention in Windsor, R T. Brown, advertising manager of the corporation described newspapers as "the cornerstone of our whole campaign."

in outlining the company's advertising plans for 1956, Mr Brown announced that Chrysler of Canada will expand its advertising coverage during the coming year, providing increased assistance to its dealers' merchandising efforts

The bulk of the increase will go to local newspapers," he said, "for it to at the local level primarily that we must meet the buying public."

During 1955 he added the corpora tion's outlay for newspaper advertis me was the greatest in its history Tremendously increased sales of the Chrysler built, automobiles, through but the year reflected the value of the programme and warranted next year's substantial increase.

#### LOWER BUTTER PRICE IS ANSWER TO MARGARINE

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"Under present circumstances there seems to be no other answer to the competition of margarine than to bewer the price of butter to Canadian consumers," Grant M. Carlyle, president, told the more than 300 dairy processors and guests attending the annual meeting of the National Dairy Council of Canada at Lake Louise, Alberta Mr. Carlyle stated that lower butter prices to consumers do not necessarily mean a reduction in the floor price to producers. "The producer is entitled to the protection of a floor price against wide fluctuations in the price of his product, but I cannot see the sense of a policy which, at the 245 00 same time, is reducing our sales and increasing our competitors, and will continue to do so into the indefinite future. This policy will legislate us

out of business," he said. Commenting on the present method of supporting prices, the Council spokesman stated he is "in fundamental disagreement with the policy followed by the Dominion Government authorities in handling the butter problem. Rather than place any restraint on the sale of margarine, the policy has been to buy up all the surplus milk produced if it is offered in the form of butter, and then try to induce Canadians to buy it back at prices that are 2 or 3 times the price of margarine. Little apparent notice has so far been taken of the rapidly increasing sales of margarine and the declining sales of butter (on a per capita basis), while the quantity of butter accumulating in Government hands continues to increase at an alarming rate, total stocks having mounted to approximately 115 million pounds at

the first of this month." "The problem of disposing of these Government owned stocks is steadilybecoming more serious. Foreign markets are almost impossible to find at any price and the butter in storage continues to accumulate in cost and

age as well as quantity," he said. Mr. Carlyle stated that "plans which, can be made to look so desirable can easily turn out to be something considerably less. And one of the things we should be most anxious to avoid is any evidence that our industry is trying to compel consumers to accept our products and services on our terms regardless of the preferences or rights of the customers. Such schemes will destroy all the goodwill that Canadians have traditionally demonstrated toward farmers. May suggest in this connection that the

disposal of large quantities of old 1951 butter to Cabadian consumers in the fall of 1955 lod perhaps even into 1956, held in Government storage as a result of one such plan to assist the industry, is precisely the type of compulsion that will be resented. Canadians who have a free choice as concerns buying an acceptable alternative will not long tolerate policies of this sort "

Stating that although "by and large, the impact of the sale of certain fats and proteins which consumers will accept instead of butterfat and milk proteins, has not yet seriously affected any product of dairying in Canada except butter," Mr Carlyle warned that "the potential competition for cheese, evaporated milk, cream and ice cream is just as serious as the present competition of margarine with butter Recent experience has shown that skim milk powder can be adulterated with soy bean flour just as easily as can butterful with soy bean oil. These developments are being prevented gen erally in Canada by legislative restrictions. If such restrictions can not be maintained, then a large percentage of our producers, and perhaps a smaller percentage of our processors, will go out of dairying. For Canadians as a whole, this question is no so much a question of nutrition as of eco-

nomics," he said. "It may be noted in this connection that our good neighbours across our Southern Border are this year anticipating a record crop of soy beans. The price of soy beans has already dropped drastically, and is reflected in recent large price reductions of margarine in Canada. In other words, our dairy farmers are being exposed to price competition from foreign produced oils in large surplus supply, without benefit of any effective tariff and without any attempt being made to meet the competition in the only way the consumer will recognize, namely,

"It is ironic that the consumer demand for cheaper food which comes largely from foreign sources, is undermining the prosperity of a large segment of our producers of basic raw products and thereby also undermining the prosperity of these same con

#### High School **Attendance Shows** Increase of 35

Attendance is up in all three high schools under the jurisdiction of the North Halton High School District Board, it was reported to the meeting in Milton last week.

Georgetown school has an enrolment of 249, an increase of 35 this year, reported Principal Lambert, In Milton the attendance is 245, an increase of five reported, Principal Wood said. In Acton Principal Hansen reported an attendance of 192, an increase of 20.

Four new classrooms will be required in Georgetown before next term. In Milton two rooms are in course of construction and in Acton the three rooms are still incomplete but partially to use.

Each school was given an allowance of \$125 to bring rugby or sports equipment up to requirements.

A thorough review of the correspon-dence regarding the sale of Milton high school to the Milton public school board was made. A motion that all motions concerning this matter be rescinded failed to secure a ma-

The following motion was subsequently submitted and passed: "That Milton public school board be notified that as the majority of the municipal councils have rejected selling the Milton high school, we request that we be released from our offers to sell the Milton high school.

A complaint was received from residents of Milton Heights regarding the bus route serving this district. No change was made and the letter

filed Permission to hold night classes was granted in Acton, Milton' and in Georgetown under the same arrangements in effect last year. It was also decided to conduct classes in basic English at each of the three schools.

Contracts for bus transportation were awarded the present operators at the same general terms. Mileage and other features were set forth in the motion.

Applications for pupils to attend schools in other centres were dealt with. Two applications for pupils to attend technical schools were approved and one was refused. An application for a pupil from Acton to attend Guelph Collegiate was refused on the round that the subjects necessary were available in the district.

A grant of \$30 was made to assist the vinners of the Halton Junior Plowmen's Match to attend the International Match this year.

#### GHS TRAILS, MILTON WINS SCHOOL MEET

Milton high school took top honors in a 4-school field meet in the county town on Wednesday.

Milton athletes outdistanced visiting teams from Georgetown, Acton and Erin with a total of 147 points. Acton was next with 115, Erin 100, and Georgetown 83.

Although Georgetown did not do so well in the scoring, which is on a handicap basis, GHS had two individual champions, Leanne Darou, senfor girls, and Norm Lockhurst, junior

Other winners, who received trophies presented by Principal C. A. Wood of Milton were: Betty Anderson, Milton, intermediate girls; Ruth Landsborough, of Acton, junior girls; L. .. Nodwell, Erin, bantam girls; Bill Skilling, Acton and D. Phoenix, Erin, tled for senior boys; Frank Cooper, Acton, intermediate boys; Jim Kerr, Milton, bantams boys.

CANADA'S OLDEST, LARGEST AND MOST COPIED FOOD PLAN

## 'Magic Pantry' FOOD PLAN

Approved by Better Business Bureau

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