

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
 TRIANGLE 7-2881 MAIN ST.

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EXAMPLES OF LOANS

12 Mo.	24 Mo.	36 Mo.
\$15.19	\$29.59	\$40.00
\$12	\$28	\$40

 Get \$50 to \$1200 or more
 Phone for 1-trip loan. Upon approval, pick up cash. Loan custom tailored to your needs, income. Reduce payments, consolidate bills with our Bill Consolidation Service. Phone, or come in. Loans \$50 to \$1200 or more.

Personal FINANCE CO.
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 2nd Floor, Over Chappies - Phone: 1574
 OPEN EVENINGS BY APPOINTMENT - PHONE FOR EVENING HOURS
 Loans made to residents of all surrounding towns - Personal Finance Company of Canada

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.

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 enrollment 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 Hanson 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 so use.
 Each school was given an allowance of \$125 to bring rugby or sports equipment up to requirements.
 A thorough review of the correspondence 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 A motion that all motions concerning this matter be rescinded failed to secure a majority.
 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 ground that the subjects necessary were available in the district.
 A grant of \$30 was made to assist the winners of the Halton Junior Plowmen's Match to attend the International Match this year.

Newspaper Ads Tops Says Chrysler Adman

Watches Brother Open New Barrie TV Station

It was a big moment for Mr. Ralph Snelgrove, brother of Mrs. John Bell, 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 "topical in nature," but many of the "commercials" are done live, so that the building has to have a garage for the cars advertised, and kitchen space for the stoves and frigidares 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.

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 is at the local level primarily that we must meet the buying public."
 During 1955 he added the corporation's outlay for newspaper advertising was the greatest in its history. Tremendously increased sales of the Chrysler-built automobiles throughout the year reflected the value of the program and warranted next year's substantial increase.

LOWER BUTTER PRICE IS ANSWER TO MARGARINE

"Under present circumstances there seems to be no other answer to the competition of margarine than to lower 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 same time, is reducing our sales and increasing our competitors, and to 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 sales having mounted to approximately 115 million pounds at the first of this month."
 "The problem of disposing of these Government owned stocks is steadily becoming 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 I suggest in this connection that the

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

Georgetown Community Swimming Pool

Donation List

Georgetown Lions Club	\$ 6,000.00
Boy Scout Ladies' Aux.	245.00
Milk Bottle Collection, McClure	27.55
Grade 4, Chapel St. School	4.07
Grade 5, Chapel St. School	7.00
Howard Wrigglesworth School	20.00
Chapel Street School	40.00
Baseball game, Lions vs. Rotary	61.07
Jim Turnbull	50.00
Branch 120, Canadian Legion	500.00
Lions Club	4.00
(Raffle at meeting)	2.50
Anon.	50.00
Legion Ladies Auxiliary	571.21
Dolphin Craft boat raffle	1.00
Donna Joynton	6.13
Patsy Barrager	6.13
Baseball game	74.50
Lions vs. Firemen	25.00
Ashgrove W.I.	10.00
Elwood Carney	10.00
Anon.	10.00
D. Maveal and P. Stamp	.43
Doug and Carol Mills, Ginny Le, Vivian Reynolds, John Bennett	8.00
Frances Linton, Ellen Biehn, Carroll Farnell, Lynda Hyde	1.00
M. Yrna Cook, Joy Barber, Sandra Lloyd	5.40
Mr. and Mrs. Harry Gorring, New York	5.00
Vern Archer	10.00
Anon.	1.00
Anon.	50.00
Rev. and Mrs. Morgan	5.00
McFarlane	23.20
Anon.	5.00
Miss V. Molesworth	5.00
Niel Toat	.20
Mr. and Mrs. Dick Licata	500.00
Roxy Theatre, Sept. Show	37.25
Ladies and Men's Curling Club	65.50
Pat Sykes	2.00
S. Hunt	2.00
Billy and Martin Wheeler	3.00
H. A. Staunton	12.00

\$ 8445.09

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 WORK DONE BY ARMENIAN CRAFTSMEN IN OUR SPACIOUS RUG CLEANING PLANT.
 BROADLOOM SHAMPOOING IN YOUR HOME, OFFICE OR STORE

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 COMPLETE SELECTION
 All Binding and Fringing
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 POSITIVELY THE BEST BARGAIN OFFERED ANYWHERE
 Our decorator consultant will call with 150 samples
 NO OBLIGATION EASY BUDGET TERMS
 Regular Pick-up and Delivery Service
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 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
 12 noon till 2 p.m.

CANADA'S OLDEST, LARGEST AND MOST COPIED FOOD PLAN
 - THE -
'Magic Pantry' FOOD PLAN
 Approved by Better Business Bureau
 ● GOVERNMENT INSPECTED HIGHEST QUALITY MEATS, FISH, POULTRY, VEGETABLES, FRUITS AND JUICES.
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