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ELMIRA VICTIMS AS

The Georgetown Junior Raiders ardson for Georgetown's first goal sparked by a four-goal display by while the teams were five a side. Theo Charlton, soundly trounced | Charlton, left uncovered, rompthe highly rated Elmira club 10 ed in untouched to score his first to 3 in Elmira Thursday night. of the night at 9.16. Elmira,

had trouble getting the puck out of their own end.

Georgetown came back strong near the end of the period as Charlton teamed up with Thompson to score at 15.26 and Richard son relayed Beckett's pass to Harrison who backhanded it into the lower left hand corner before the Elmira goalie was fully recovered from the previous tally.

Harrison continued in his scoron assistance from Beckett at 0.16

Elmira fought back gamely as Busher scored Elmira's third goal. Bouwman picking up his second assist but the Jr. Raiders were at no time in any real trouble.

Georgetown's fast pace started to tell on the Elmira team mid way through the period as their checking was reduced to desperate sweeps at the puck carrier, Georgetown swarmed around the Elmira net but their eagerness to increase their lead cost them a couple of goals. Several shots missed the open corners and at about the twelve minute mark Hyde hit the goal post for the second time in the game.

Charlton picking up assists as Richardson of Georgetown and Block and Gillies of Elmira looked on from the penalty box. They were still there when Charlton took a pass from Thompson and scored his fourth goal and Georgetown's ninth at 18.00 minutes even. Hillier netted the tenth one at 19.28 to cap the scoring.

A fight almost developed at the 9.34 mark when an Elmira player was bodied heavily just inside the red line. Players on both sides got into the shoving act, but the punches that were thrown just hit air. When it was all over Dalmer of Elmira and Dobbie of Georgetown were sent off. Dobbie's penalty, high-sticking, was a little tough to explain since he lost his stick before the rucus

Georgetown played without defenceman Cal King and Glenn Dance who are still nursing fractured wrists. King re-injured his in a practice session.

First Period Georgetown-Richardson

(Harrison) Georgetown-Charlton (unassisted) Georgetown-Charlton

(Thompson) Penalties. Preston, Gillies; Georgetown, Beckett (roughing) 2.50; Preston, Gillies (slashing) 7.07; Georgetown, Hart (charging) 15.15.

Second Period Elmira-Bauwman

(Bowman) Elmira Bouwman (unassisted) Georgetown-Charlton (Thompson)

Georgetown--Harrison (Beckett, Richardson) Penalties: Elmira, Galmer ping) 4.36; Bullender (slashing) 10.54. Brubaker (crosschecking

Third Period Outfits - 11.45 up 18 Georgetown---Harrison

Georgetown-Harrison (unassisted) 11. Georgetown-Thompson

(Black, Charlton) 12. Georgetown - Charlton (Thompson) 13. Georgetown-Hillier

ing) 9.34; Elmira, Dalmer (rough- related to summer eating; October, ing) 9.34; Dunach (interference) cheese; November, butter. Only (tripping) 17.03.

Budget \$372,000 for 1957 Dairy Advertising

nal producers' organization, will & Stone held their annual Christspend \$372,000 for advertising and mas stag party in the OddFellows proomtion of dairy foods in 1957. Hall last Friday evening. About In making this decision directors forty-five men enjoyed the turkey from across Canada noted the ef- dinner which the men and their fectiveness of the more than wives had prepared. After din-\$2,000,000 which had been spent ner the men played cards for the in advertising by dairy producers evening. since 1950. Increased per capita consumption of dairy foods all along the line had been noted in 1955, the last period for which complete figures were available. Canadians ate an average of 1,037 lbs.

of dairy foods in the year. Dairy Farmers officials point out that a budget of \$372,000 is inadequate for the job of dairy foods promotion which needs to be done in Canada. As an example they cite the case of fluid milk consumption which in itself is low on a per capita basis. In a country where one third of the population is chil-TORRESPONDENCE OF THE CONSUMPTION OF THE PROPERTY OF THE PROPE

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per person per day means that a great many people who should be 0.16 doing so are getting no milk at all Nutrionists are increasingly dis-1.58 turbed by the fact that older peo-10. Elmira-Busher (Bowman) 3.08 ple do not get sufficient calcium which can be most easily and econ-17.16 omically secured from milk and

milk products. 18.00 Six month-long promotions will be run in 1957 by Dairy Farmers, (Auger) 19.28 as follows: February, concentrated Penalties: Georgetown, Pomeroy products; March, butter; April, (elbowing) 2.39, Dobbie (highstick- fluid milk; June, all dairy foods 11.32; Georgetown, Thompson (in- major media change will be in the terference) 11.32; Elmira, Bruba- size of ads used in daily newspapker (charging) 12.12, Gillies (cross- ers. Size of ads will be sacrificed checking) 13.37; Georgetown, Ric- for frequency of appearance of the hardson (slashing), Elmira, Block ad messages. In some papers fre-(slashing) 16.05; Elmira, Gillies quency of appearance will be increased three times over the present rate.

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Dairy Farmers of Canada, natio- The "Pressline" group at Smith

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JUNIORS WIN AGAIN

Again it was the passing game down two goals, started to press,

that enabled Georgetown to take but Lockhurst robbed them on se- ing outbreak in the third period, their second win in as many veral attempts, the most dangerstarts, after dropping the league ous of which was a breakaway and all alone at 1.58. opener to Preston. Positional hoc- that had goal written all over it. key such as Georgetown played With six seconds left in the period was great to watch and tough to Charlton made it 3 - 0 on a pass from Thompson. At times Elmira had two and Bauwman launched a one - man

three players chasing the puck attack for Elmira in the second carrier and consistently left a period, putting them back in the

wing open in the process. Harri- game after 20 seconds had elapsed of play when he passed to Rich- one goal at 12.54, as Georgetown

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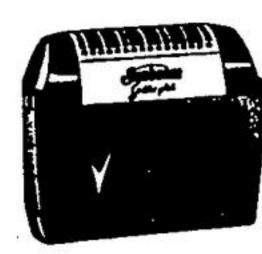
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