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ELMIRA VICTIMS AS JUNIORS WIN AGAIN

The Georgetown Junior Raiders sparked by a four-goal display by Theo Charlton, soundly trounced the highly rated Elmira club 10 to 3 in Elmira Thursday night. Again it was the passing game that enabled Georgetown to take their second win in as many starts, after dropping the league opener to Preston. Positional hockey such as Georgetown played was great to watch and tough to defend. At times Elmira had two and three players chasing the puck carrier and consistently left a wing open in the process. Harrison took advantage of this type of play when he passed to Richardson for Georgetown's first goal while the teams were five a side. Charlton, left uncovered, romped in untouched to score his first of the night at 9.16. Elmira, down two goals, started to press, but Lockhurst robbed them on several attempts, the most dangerous of which was a breakaway that had goal written all over it. With six seconds left in the period Charlton made it 3-0 on a pass from Thompson. Bauwman launched a one-man attack for Elmira in the second period, putting them back in the game after 20 seconds had elapsed and cutting Georgetown's lead to one goal at 12.54, as Georgetown

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 Richardson 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 scoring outbreak in the third period, on assistance from Beckett at 0.16 and all alone at 1.58. 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. Thompson finally found the range at 17.16 with Black and 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 started. 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
1. Georgetown—Richardson (Harrison) 4.30
2. Georgetown—Charlton (unassisted) 9.16
3. Georgetown—Charlton (Thompson) 19.54
Penalties: Preston, Gillies; Georgetown, Beckett (roughing) 2.50; Preston, Gillies (slashing) 7.07; Georgetown, Hart (charging) 15.15.

Second Period
4. Elmira—Bauwman (Bouwman) 0.20
5. Elmira—Bouwman (un-assisted) 12.54
6. Georgetown—Charlton (Thompson) 15.25
7. Georgetown—Harrison (Beckett, Richardson) 15.36
Penalties: Elmira, Galmer (tripping) 4.36; Bullender (slashing) 10.54; Brubaker (crosschecking) 16.26.

Third Period
8. Georgetown—Harrison (Beckett) 0.16
9. Georgetown—Harrison (unassisted) 1.58
10. Elmira—Busher (Bouwman) 3.08
11. Georgetown—Thompson (Black, Charlton) 17.16
12. Georgetown—Charlton (Thompson) 18.00
13. Georgetown—Hillier (Auter) 19.28
Penalties: Georgetown, Pomeroy (elbowing) 2.39; Dobbie (highsticking) 9.34; Elmira, Dalmer (roughing) 9.34; Dunach (interference) 11.32; Georgetown, Thompson (interference) 11.32; Elmira, Brubaker (charging) 12.12; Gillies (cross-checking) 13.37; Georgetown, Richardson (slashing), Elmira, Block (slashing) 16.05; Elmira, Gillies (tripping) 17.03.

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Budget \$372,000 for 1957 Dairy Advertising
Dairy Farmers of Canada, national producers' organization, will spend \$372,000 for advertising and promotion of dairy foods in 1957. In making this decision directors from across Canada noted the effectiveness of the more than \$2,000,000 which had been spent in advertising by dairy producers 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 children the per capita consumption of three quarters of a pint of milk

per person per day means that a great many people who should be doing so are getting no milk at all. Nutritionists are increasingly disturbed by the fact that older people do not get sufficient calcium which can be most easily and economically secured from milk and milk products. Six month-long promotions will be run in 1957 by Dairy Farmers, as follows: February, concentrated products; March, butter; April, fluid milk; June, all dairy foods related to summer eating; October, cheese; November, butter. Only major media change will be in the size of ads used in daily newspapers. Size of ads will be sacrificed for frequency of appearance of the ad messages. In some papers frequency of appearance will be increased three times over the present rate.

PRESSMENS STAG PARTY AT ODD FELLOWS' HALL
The "Pressline" group at Smith & Stone held their annual Christmas stag party in the Odd Fellows Hall last Friday evening. About forty-five men enjoyed the turkey dinner which the men and their wives had prepared. After dinner the men played cards for the evening.

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