



THE JOHAN HENSON WHO SETTLED AT PRESIDENT OMT, WAS THE MODEL FOR THE NOVEL 'UNCLE TOM'S CABIN'.

THE MORNING LARK IS THE ONLY TRUE LARK NATIVE TO CANADA.

THORNHILL, ONTARIO, BOASTS THE WORLD'S ONLY GOLF CLUBS EXCLUSIVE TO LADIES.

Cream Producers Increase Promotion, Butter Sales

Increased butter promotion will likely be carried on in Ontario and Canada according to speakers and the resolutions passed at the annual meeting of the Ontario Cream Producers Marketing Board this week. Over 200 delegates heard Andrew Leishman of Paris, chairman of the marketing board, point out that consumption was declining and production costs were rising. He admitted that the slack was taken up by a cheap imitation, but he did not feel that this was the cause of lower sales. "It is largely the result of our own inexperience in competing with the tactics of big business. We fail to realize that once a competitor raises its head, and starts a campaign to take over some of the market through an advertising program, that we have to get in there and promote our product a little harder or lose the market."

Mr. Leishman pointed out that only 1/5 of one percent of dairy revenue was now going to advertising, whereas business concerns use from 3 to 5 percent of gross receipts for the same purpose. "Maybe we can't afford it. But it's just as likely we can't afford to lose our market either," he said.

Delegates apparently agreed with the chairman as they adopted resolutions endorsing the present advertising program of the Dairy Farmers of Canada, and called for more emphasis in sales promotions on the beneficial food value of butter. They also asked investigation into providing larger servings of butter in restaurants, and a greater variety of sizes in butter packages to retail outlets. (Most retail outlets now have only one half and one pound sizes.)

James Trebble, advertising and public relations department, Dairy Farmers of Canada, cited the case of a "butter blitz" campaign conducted by Haldimand County Cream Producers last month. He said that one store owner reported an increase in butter sales of 50 percent during the 10 day campaign. A similar blitz could be as successful in many communities, he concluded.

Other resolutions commended the government for its strict enforcement of the regulations of the oleomargarine act; asked the government for a payment to cream producers equal to 25 cents per cwt. of milk; called for use of the marketing board's formula for setting support prices; urged continuation of the present offer-to-purchase type of support program for butter; and asked the board to negotiate for a higher price for butterfat for Algoma and Manitoulin in relation to the price for butter as supported by the Stabilization Board.

CLUB MIDTOWN

by DAR
Jill folks!
The hallowed halls shook and shuddered as the Chords rocked and rolled and the gang romped and stomped to that soul shaking music. We had fun, though, didn't we!

This Friday back to routine. George will jockey the records and there will be a big five contest. This will run every Friday night for the next three weeks. Winners will be chosen weekly and receive prizes. At the end a gala contest will be held, with \$35 first prize, \$15 second and five for all.

Remember the Christmas dance because it will be a big thing.

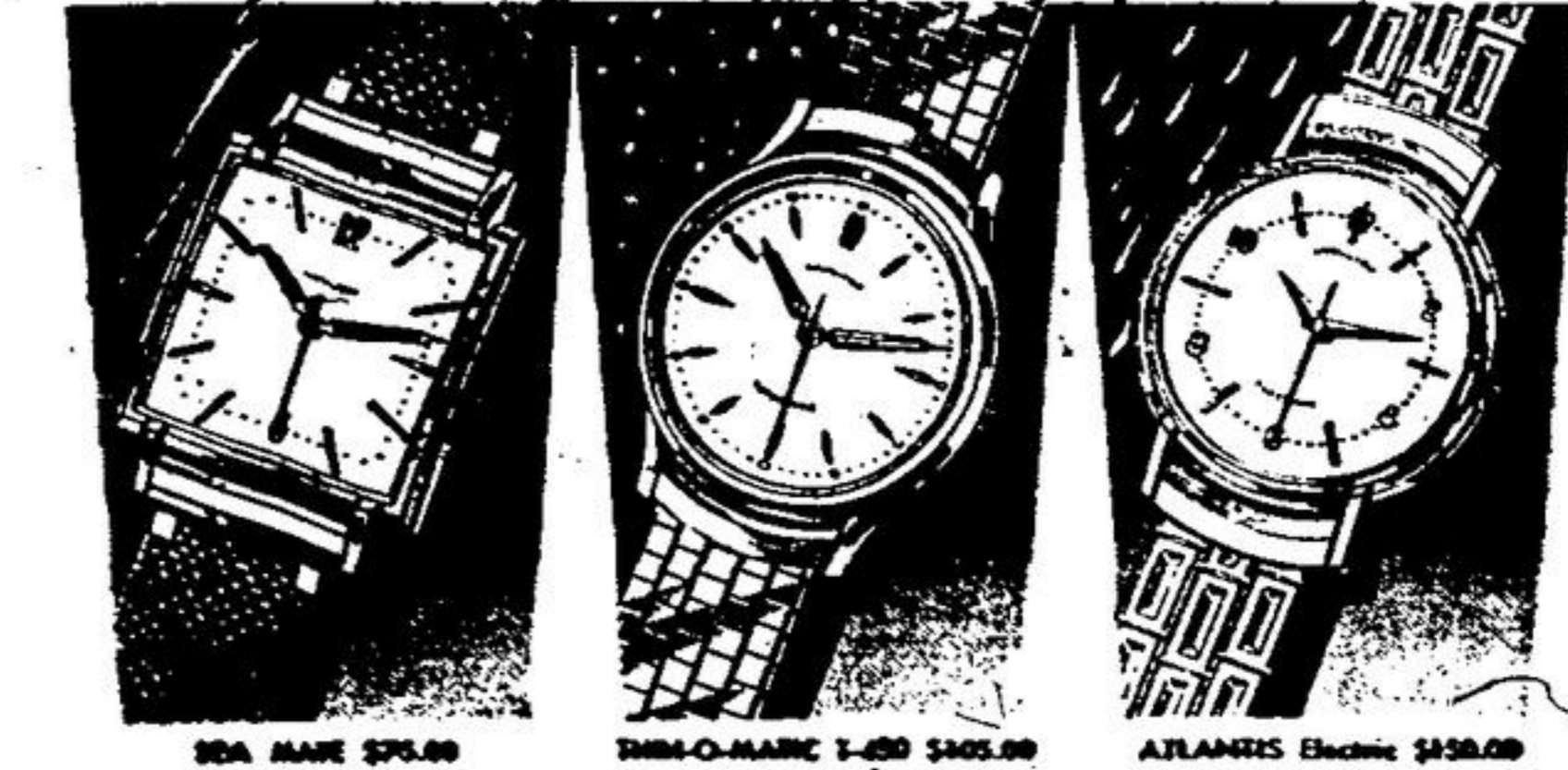
Watch for the Midtown float in the Santa Claus parade December 12th.

Friday, Dec. 11th our fine friends that make up our town's only car club, The Radicals, Rod & Custom will be holding a dance. Everybody welcome, so help support the

boys. They're a good bunch and are working for a fine cause. My pick-hits for this week are Ronnie Hawkins and his new record Southern Love, and Bill Black and Combo with Smokey Part 11. Rick Nelson has a fabulous new record I Want to be Loved. Watch this one.

A Christmas party for Crippled Children in town and district is being held by the Rotary Club of Georgetown, on Sunday, December 20th.

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Esqueuing Nomination

(continued from Page 1)

Reeve George Currie, in his nomination speech, recalled the days when farmers looked after roads under the Statute Labor laws, adequate for those times but replaced today by a better system under the Dept. of Highways.

Two roads which need hard surfacing, the Ashgrove side-road and the road from Glen Williams to Union Church have not been done so far, he said, because the roadbed is too spongy. The county engineer has indicated there will be a government cut in road grants next year, Mr. Currie said, and road financing will be a problem faced by the 1960 council.

Widen Rail Crossing
Agreeing that an underpass is needed at the 7th line CNR crossing near No. 7, Mr. Currie said the government would not consider this but a contract has been awarded to widen the road and help overcome a dangerous condition there.

Financing Difficult
Difficulties in debenture financing were drawn to the meeting's attention, when Reeve Currie told of \$265,000 in Milton high school bonds which, bearing interest rate of 6 per cent could only be sold in the States at 94c on the dollar.

"Our township is in a better financial position than others in the county," he said, "but the staggering debenture debt of the towns lowers county pres-

tige in selling debentures." Next year, he said, the county must float a million and a half issue for Burlington Hospital and possibly \$200,000 for an addition to Halton Centennial Manor.

Foxes Dwindling
The rabies scare a year ago had one good effect, he pointed out, in apparently reducing the fox population, for very bounty claims have been paid by the county in recent months.

More Hardtop Roads
Deputy Reeve Campbell Sinclair said he hopes to see more hardtop roads in the county next year.

Citing dust laying costs of \$600 per mile compared with \$5500 cost for a permanent hard surface, Mr. Sinclair said construction costs are soon overcome when calcium has to be applied two or three times a year.

He recommended that the township should start on a land use planning map, which other county municipalities already have.

Costs of the Credit Valley Conservation Authority should be kept down next year, he said, after a year of big expenditure which included acquisition of Belfountain Park.

Reviews Road Costs
Reviewing some of the major items in the road department, Cr. Wilfrid Bird said purchase of a new grader was good business, replacing as it did a machine which had been several years in service.

Snow plowing was a big item of expenditure, but the \$18,500 spent was necessary, he said, in these days when commuters are so common and school buses must get through each day. Sanding cost \$9400 and weed spraying \$2200.

He pointed to the need for increased office space in the municipal hall.

Likes Graded Schools
"Moving in the right direction," was the way Cr. Walter Linham expressed himself on the trend to replacement of one-room schools by graded schools, and the building of a new school at Speyside.

This has been the heaviest of his ten years on council, he thinks, pointing to such items as dissolution of the union school sections and the central high school board as extra items on council's agenda.

A bad corner near Limehouse school is being straightened, he said and 20,000 tons of gravel were used on township roads this year. Replying to complaints that gravel contains too much dirt, Mr. Linham said he doesn't think so, because if there is too much stone in a road surface, the snow plow removes it all in the winter.

Unable to Attend
Missing his first nomination meeting in his years of public office, Cr. George Leslie sent written notice that he would again be a candidate.

Mr. Leslie is recuperating from a recent illness which has confined him to his home.

No Education Frills
School board chairman Robert J. Cunningham explained that it is the board's policy to give the best education possible without too many frills.

Besides other advantages of graded schools, he said they are cheaper to build and maintain than to attempt renovations on the old one-room structures which have served their usefulness and now must be abandoned.

His Last Report
Last report he would be giving as a member of the high school district board, Murray Coles said he thinks the change to three school districts is premature, because of the building programs in process in Milton, Georgetown and Acton.

Mr. Coles has been appointed a member of Acton School district board, as an Esqueuing representative.

"We on the board have had only one objective," he said, "to provide the very best possible facilities so that students can make their utmost contribution to the generation in which they live."

Says Life Underwriters Qualified Tax Advisers

"Life underwriters are the most resourceful fellows I've met," said John W. Graham, Q.C., guest speaker at the Brampton Life Underwriters Association annual dinner held last Thursday.

Speaking to a gathering of about 55 underwriters and their guests Mr. Graham said that the life underwriter is probably the best qualified layman to advise clients on death duties, and estate taxes.

Entitling his address "Life Insurance and the Estate Tax Act" he gave a brief history of how the tax originated in Ontario, and later through the Dominion government, pointing out some of the legal aspects related to the tax.

President of the association, James P. Henderson, Treleaven Dr. said that this was the eighth annual meeting of the Association which covered Peel, Halton, Dufferin, North and Central York Counties.

Mr. Henderson said they were gathered together to advance the best interests of life insurance. "This is an unique organization where competing underwriters from different companies gather together each year and attempt to solve life insurance problems."

Placing the interests of clients above their own, he said they were trying to protect the public's interest and attempting to stop unethical conduct.

Choose Ed Davenport As President Of The Esqueuing Federation

Mr. Ed Davenport was elected as president of the Esqueuing Federation of Agriculture, at the Annual Meeting of the organization held on Monday, November 23rd, at Stewarttown. The meeting was held under the chairmanship of past-president Mae Sprowl. Those in attendance followed with interest the remarks of Zone Director, Mr. A. H. Daynard, of Perth County. In his remarks Mr. Daynard outlined the work carried on by the Federation of Agriculture, and commented on the deficiency payment plan for farm produce.

In addition to the election of officers for the coming year, the programme included solos by John Wilson, of Norval. At the Directors' meeting which convened following the report was elected president, Annual Meeting, Mr. Ed Davenport, and Mr. M. J. Brown, the secretary.

Changes Mind
Stating that he would be a council candidate, Bev Moody, Glen Williams resident, Leonard Marchmont stated at the meeting that he would not stand for election.

Undecided that evening, Wilfrid Leslie said he thinks council should have a representative from the north corner of Esqueuing, and later confirmed this by accepting a nomination.

School Board Candidates
Final speakers were four other school board candidates, Thomas Hill, Mac Sprowl, Clarence Coles and Stanley J. Brown, the latter two, with Mr. Cunningham, retiring members of the board.

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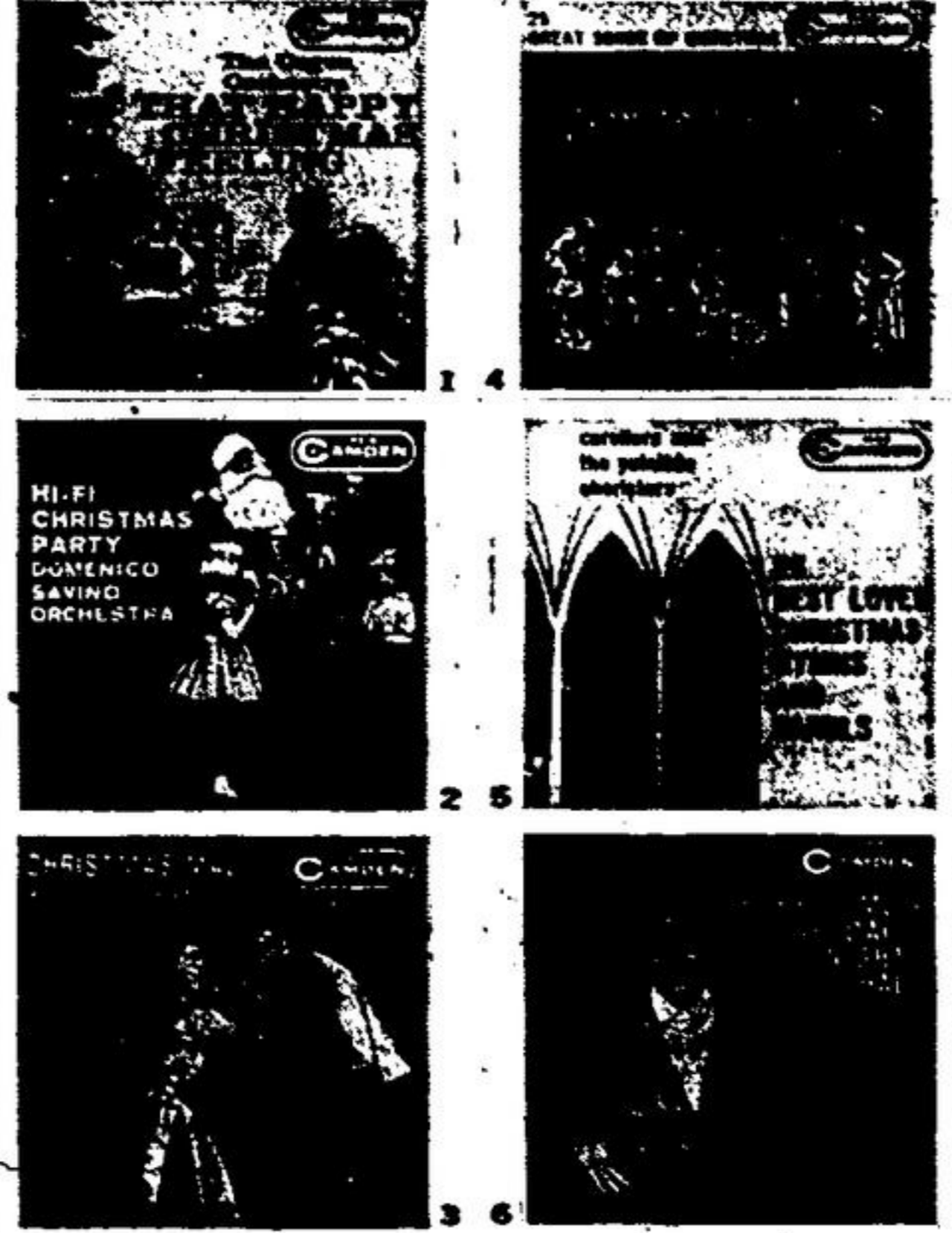


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2. Domenico Savino's Orch. plays "Winter Wonderland"; "White Xmas"; "Sleigh Ride"; 13 others.
3. "It's Like to Hitch a Ride" with Santa Claus; "That Xmas Feeling"; 11 more, by Hugo Winterhalter.
4. The Robt. Shaw Chorus sings 25 of the world's greatest Xmas songs. Everybody's favorites.
5. The Carrolls, Yuletide Choristers sing "Silent Night"; "Hark! The Herald Angels Sing"; 24 more.
6. "Keep It Gay"; "Love of My Life"; "All Through the Day"; and 9 more of Perry's great hits.

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