

Marketing Policies Main Item Planned for Dairy Convention

Milk and milk products marketing policies will hold the spotlight at the Dairy Farmers of Canada annual meeting in Toronto, January 19-22, according to president W. B. Rennie of Fergus, Ontario. Delegates from 40 member groups of dairy producers will come to their national convention with mixed feelings after a year of plumbly the mysteries of subsidies, floor prices and deficiency payments as presently being pursued by the Federal government. To discuss these policies at the convention will be minister of agriculture, Hon. Douglas S. Harkness; L. W. Pearsall, chairman of the Agricultural Stabilization Board, Ottawa; E. A. Lewis, president of the National Dairy Council of Canada, Calgary; Mrs. R. W. Morningstar, Canadian Association of Consumers, Toronto; J. B. Lemoine, L'Union Catholique des Cultivateurs, Montreal; Dr. H. L. Patterson, Ontario Department of Agriculture, Toronto.

Mutual Aid Pioneer Honoured by Firemen

The pioneer of mutual fire aid in Ontario was honored at a meeting of the Halton County Mutual Fire Aid Association in Milton. Former Oakville Fire Chief Fred Shaw was congratulated by Kitchener Fire Chief Cecil Putnam during remarks to the Halton County Association. Chief Putnam also extended congratulations to members of the Halton County group as the first in the province to organize fire aid on a county wide basis.

Two grade five pupils, Susan Poppell of Oakville's Oakwood School, and John Gates of Nassagaweya's S.S. No. 3 were honored as first prize winners in the Halton County Mutual Fire Aid Prevention Poster contest. Both pupils were presented with individual trophies which they will retain, and their schools were presented with trophies to be retained for one year. The posters were judged by the Kitchener Fire Prevention Bureau.

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TROPHY FOR ACCIDENT-FREE YEAR

One of three schools so honoured; a trophy for an accident-free record was presented at Harrison Public School. Promoted by Georgetown Police Association and the Rotary Club, the trophies are an impetus to school children to obey safety rules. Left to right, Principal Harold Henry, Ray Pomeroy of Provincial Paper, Ltd., John Esdale, Cr. Anne Currie, board secretary James F. Evans, board chairman Edwin Wilson, constable Ted Scott. -Photo by Jay's Studio, Georgetown.

Chatting

M. H. B.

I'M AFRAID of wearing out the word "beautiful". But it's still the best way to describe the mountainous, lake-studded country we drove thru in the Lake Placid area of northern New York State. As you can imagine, this area is a paradise for summer vacationists. Many of the resorts are also trying to establish themselves as winter playgrounds too. Chairlifts up the steep mountain slopes attract the ever-growing crowd of ski enthusiasts. We were passing thru these places in the off-season, and as a rule, everything was very quiet.

LAKE PLACID WAS the exception to the rule, however. In spite of an unseasonably cold day, the Main Street of this gem of a town, was seething with activity. Apparently a youth convention of some kind was in progress. The main business thoroughfare follows quite closely along one edge of the small lake, with the famous Arena at the far end. Other than a large number of hotels and motels—many of which are quite elaborate—Lake Placid is a small town with tourists as its main industry. I should judge, I was a little disappointed. I had hoped to get a colour picture of the lake reflecting the rich red and gold of the autumn trees. But the sun played hob with me, and it was simply too cold to wait any longer at my vantage point in the lee of a store window.

BY THEN IT was about three in the afternoon, and too soon to stop travelling for the day. We decided to phone ahead to Keeseville, to enquire about the ferry service across Lake Champlain to Burlington, Vt. (We've been leery about ferries ever since the time we had to wait three hours for one to cross the St. Lawrence to Valleyfield). We found there was a boat leaving at 5:30, so we just had time to make it nicely. We didn't want to have to hurry too much because we were looking forward to the drive thru the mountains. And good too the roads were—they were winding and steep. It would have been extremely unwise to have tried to make travelling time on that stretch.

THE DRIVE between Lake Placid and Keeseville was so beautiful I hated to see the sun go down. Many of the mountain peaks tower close to the road. All are densely wooded. In the gathering twilight, the evergreens at the summit looked black. But even the fading light couldn't quench the flaming colours of the maples, elms and sumacs cascading down to the base of the mountain sides below them. In this area, we passed no sign of human habitation. There wasn't even a gas station.

WE ARRIVED AT Keeseville just in time to buy our tickets and enter the line-up for the ferry. Still with memories of the Valleyfield ferry in his mind, friend husband jokingly asked if I wanted to drive the car onto the ferry. That had been a major manoeuvre of skill and luck. One false move and you were in the river. Needless to say, I declined in his favour. But as it turned out, I needn't have worried. These enormous barge-type ferries (two operate constantly on Lake Champlain)

pull up to the dock, and you drive on just as easily as the you were on an extension of the dock. Once on the ferry, we were instructed to make sure the brakes were on, and to stay in the car until the boat was well clear of the dock. Then everyone was free to emerge and enjoy the view of the lake and its islands, or go down below to the lounge where they sold refreshments, souvenirs, etc. Unfortunately, darkness began to descend quickly once we began the hour-long trip across the lake. When finally we could no longer discern the mountains rimming the shores, our attention was drawn shipboard, to two children aged 6 to 8 I'd say, who were having a grand time, running wildly about the deck. What worried me was that both ends of the boat were completely open, except for one strand of strong cable. There was a safety line marked on each end of the boat, with warnings not to pass beyond it. But these youngsters, and I could hardly believe my horrified eyes—were actually swinging out over the water, on these cables. Their parents remained in the car, oblivious. It was hard to keep from interfering.

ANYWAY, THEY gave my eyes a little rest. And they do get tired when we're travelling, and I'm trying to see the scenery on both sides of the road at once. Thanks to their antics which I couldn't bear to watch I kept my eyes closed for the last half of our ferry trip. I opened them when the boat whistle heralded our arrival at Burlington. By now it was completely dark, and the lights of this city of some 33,000 people, lay like a necklace of brilliant along the curve of the lake.

Contemporary Humour Evident on Greetings

"Just a cheap old ratty and insignificant Christmas card to remind you of me. Merry Christmas."

That's a sample of the kind of lively humor to be found on a type of Christmas card zooming up in popularity and which should be in plenty of evidence this Yuletide season.

This "contemporary" humor usually—but not always—pokes fun at the card's sender rather than its recipient.

For example, take the one that loudly proclaims: "Thoughtful, generous people give presents . . . and then there's me. Or there's the one covered with finger marks, that explains 'I'm sending you this Christmas card because . . . they made me buy it when I got it dirty. Merry Christmas.'"

Although Christmas is essentially a traditional time of year and a time for reflection," says William E. Coult, chairman of Coult's Hallmark Cards, "interest in such greeting cards has been increasing tremendously.

"Reason for this, I think, lies in the fact that they reflect modern, relaxed living. They are particularly popular with younger people who don't like to seem sentimental in the cards they send."

A Christmas card that should prove a let down to its recipient is this one from hubby to wife. It shows the man of the house, a snug look on his face, telling his better half: "I got you a wonderful new washer for Christmas."

And, the washer is there all right, in the card. Only, it's the type used in water taps. However, the sentiment is a sincere, "Merry Christmas."

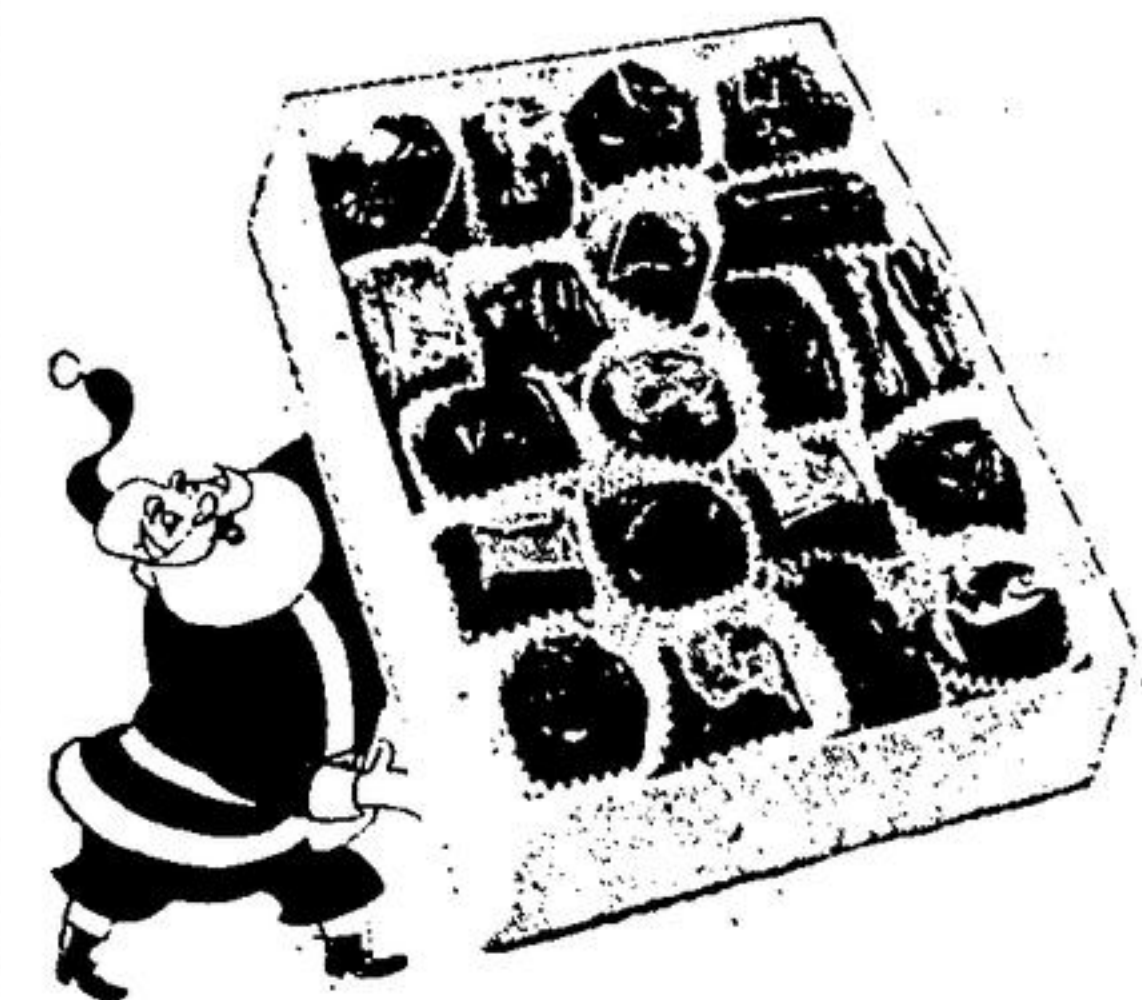
A greeting that should be a rib tickler for cigarette smokers is one declaring: "This card wishes you GOOD . . . like a Christmas card should."

"Contemporary" humor is carried into some of the New Year's greetings also. One of these shows a bottle of champagne on its cover. "I got you a big bottle of champagne for New Year's," notes the opening remark. Inside, we find a red-nosed gentleman explaining: "It was just delicious. Happy New Year."

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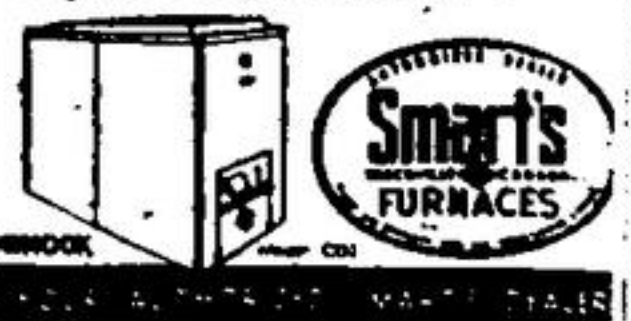
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