BUSINESS GIFTS

Modest Gifts in Good Taste

Formed last year by a group of sales managers interested in cleaning the air relative to the subject of business gift buying, the Business Goodwill Advisory Council has taken the first significant step in this direction.

In a folder entitled 'Business Gifts at Christmas -- Good or Bad?' the organization set forth seven basic 'Keys to Success' in the selection and distribution of business gifts. The rules developed by BGAC are:

1. Keep your gifts of modest value in relation to the importance of each recipient as an employee, prospect or customer. Extravagant gifts smack of bribery.

2. Choose your gifts individually, considering the tastes of each group of recipients, or preferably, of each individual recipient.

3. Choose only high quality gifts that are useful, durable and dependable.

4. Personalize each gift, if possible, with the recipient's name or initials.

5. Package each gift attractively and securely.

6. Accompany each package with a personal note, greeting card, or at least a special gift label.

7. Deliver each gift with flair, if possible, personally or by special messenger, and preferably to each recipient's home rather than to his office.

The organization makes a strong point of the fact that 'as a result of occasional abuses — some businessmen have made the mistake of forbidding their employees to accept business remembrances before realizing that such a public statement bares basic mistrust of the employees and inevitably results in very poor employee and public relations.'

On the other side, detailed surveys have shown that 'business giving is generally on the upswing, that the practice is definitely worthwhile, but it does depend on how it is done.'

"The giving of well chosen remembrances can be a highly rewarding practice," the survey concludes. "Goodwill generates easily and it generates best when the remembrance is presented in a truly thoughtful manner as an honest token of appreciation."

PROUD OF THEIR DAD

NO GUESTS at the wardens' dinner last week were prouder than the family of newest and youngest Mr. Doug at Sargent. All but baby Paul attended the dinner. Posing in the family group are Bobby, Christine and Mary Jo, and beside his parents, Johnny, who is holding the gavel which the warden used during his year in office. — Photo by Cunningham photo

Plan Juvenile Section In Library Basement

"A small town library should carry a complete line of juvenile books," Miss Barbara Smith, Supervisor for the Junior Division of Public Library Service told the Library Board at this month's meeting.

She explained that it was financially impossible for a small library to cater to all the adult needs, but adults could always go to a larger library elsewhere. However, in the case of children, who can't go elsewhere, they simply do without.

She classified the Georgetown library as above average in the reference department, about average in the adult section, but below average in the juvenile division. To help overcome this deficiency the Library Board plans to have the basement remodelled into a Juvenile Library and the space thus created upstairs made into the Librarian's workshop. It is hoped the remodelling can be done under the Winter Works programme, whereby the senior governments pay 50% of the labour costs.

Miss Smith also expressed surprise that the Library has been able to operate completely out of current revenue. Most libraries she informed the board, have building repairs done under debentures.

The proposed repairs to the building have been caused by a recent flood, she informed members.

ANSWER THAT ONE

Auntie was trying to persuade little Rosalie to go to bed at sundown by saying that the hens were chickens went to bed at that time.

"Yes," agreed Rosalie, "but the old hen goes with them."

1961 CAR PLATES ON SALE
MONDAY, JANUARY 2nd
Car and Truck Licenses and Permits on sale at 9.00 a.m.
MOTOR VEHICLES BRANCH
41 Main Street South - TR. 7-3078

Here's a smile for you

DON BARRAGER

The distraught young woman explained to the psychiatrist that her sick husband thought he was a refrigerator.

"I wouldn't let that bother you," the doctor soothed.

"Well, it isn't that alone," she went on. "You see he sleeps with his mouth open and that little light keeps me awake."

Some people do have their problems. But here's one problem you needn't have — and that's selecting a dry cleaner. You can thoroughly trust your most precious garments to Just send your dry cleaning to us and we'll do your worrying for you.

GREETINGS

Our sincere thanks to all our good friends for their continued patronage. May you all enjoy a very merry holiday season and a very happy New Year.

Don, Doris and Staff

BARRAGER'S CLEANERS Shirt Service LOCATION TR 7-2370

No Birthday Party Without Christmas

Were it not for the observance of Christmas the greatest of all birthdays, there would probably be no birthday parties throughout the rest of the year. In ancient times only pagans took part in birthday festivities. Early Christians associated birth with the assumption of original sin and therefore did not look upon the birthday as a time for celebration.

The Pharaohs of Egypt celebrated their own birthdays, and we are told that King Herod did, too. But it was not until the 300's that the birth date of Christ was even noted. In the year 354 the Bishop of Rome declared December 25 to be the anniversary of the birth of the Christ and from that date until now, Christians have observed this most wonderful of all birthdays.

Holiday Cards Now In Many Languages

Foreign language greeting cards, once available only on a limited basis, now are available for a number of foreign countries.

For example, if you wish, you can send holiday greeting cards in respective languages to such countries as Norway, France, Germany, Italy, Spain, Sweden, Hungary, Poland, Lithuania, Czechoslovakia. The cards are available in many colorful designs ranging from religious motifs to the traditional symbols of Christmas such as holly leaves and candles.

Much the Same

Actually, the manufacturers say people in other lands have just about the same taste in greeting cards as we here in Canada. The Three Wise Men for example, one of the most popular motifs in the U.S., is also greatly favoured by people of foreign lands. Angels, bells and Christmas decorations [illegible] are popular [illegible] Yule'.

[illegible] Christmas may [illegible] higher than [illegible] an object on a level with yourself. -- J. Hawes.

W.A. Members Have Candlelight Service

Mrs. Ian Fleming conducted a very beautiful candlelight service for the devotional period at the Christmas meeting of the Park group of St. John's United Church W.A. held at the home of Mrs. R. Wright, Charles Street. Mrs. Curtis read the Scripture lesson from Luke, 2 ch. 1-7. Jesus said "I come as a light into the World." Mrs. Fleming stressed the thought that the only true light is the light of Jesus Christ shining in our hearts which will strengthen and uplift us. Several ladies took part, lighting candles which were symbols of Faith, Courage, Mercy, Hope and Love and read short meditations. Mrs. E. Bishop and Mrs. Fleming sang a lovely duet, "Dear Little Stranger," which was most appropriate.

Mrs. J. Kirkwood presided and opened the meeting with singing carols and prayer. Mrs. V. MacDonald giving the treasurer's report stated the sale of aprons at the bazaar had been very successful, about ninety lovely aprons had been made throughout the year. A committee was formed to prepare the programs for the coming year. A special collection was taken and will be sent to CARE as a Christmas offering.

Mrs. R. Wright then favored with a piano solo. Mrs. E. Peters had a "Candy Guessing" contest which was won by Mrs. Bishop and Mrs. Fleming and Mrs. Brownridge were winners in a "Christmas Carol" contest conducted by Mrs. Kirkwood.

An exchange of Christmas gifts was followed by delicious refreshments served by Mrs. Thompson, Mrs. Brownridge and Mrs. Whitney and a very enjoyable social time was held. Mrs. Ian Ritchie moved a hearty vote of thanks to the program and lunch committee.

Council, Town Employees Have Annual Dinner-Dance

Town employees, councillors and guests including a number of past councillors and contractors who have worked for the town attended a party at Hilltop Lodge, Esso on Saturday.

It is a party which has become an annual event, and this year arrangements were in charge of Town engineer Geoffrey Birch and his assistant George Rowe.

Mr. Rowe was dinner chairman and speakers included Mayor Erin Hyde and Assessment Commissioner Joseph Gibbons, who is a former mayor of the town. A lucky door prize was won by Mrs. William J. Walker.

Doris Hall's Orchestra played for dancing later and Mr. and Mrs. A. C. McBride won prizes for a lucky spot dance. During intermission Harry Hale was accompanied by Jessie Leavitt at the piano in a couple of his humorous songs and Council for Ian Cass played for a sing-song.

Dinner guests included Mayor Erin Hyde, Reeve Douglas Sargent, Councillors John Elliott, William F. Hunter, Ian Cass and Fred Harrison and incoming councillors Jim Brown, Don Barrager and James Lamerson and their wives. Mr. and Mrs. Geoffrey High, Mr. and Mrs. George Rowe, Mr. and Mrs. Joseph Gibbons, Mr. and Mrs. Cliff Hobbert, Mr. and Mrs. John Walsh, Mr. and Mrs. A. C. McBride, Mrs. J. Corbett, Mr. Neil Crowley, Mr. and Mrs. A. Nietvispach, Mr. and Mrs. William J. Walker, Mr. and Mrs. Egan Madson, Mr. and Mrs. Frank Whitmee, Mr. and Mrs. Duncan MacMillan, Mr. and Mrs. Harold McLaren, Mr. and Mrs. Frank Robinson, Mr. and Mrs. Phil Carter, Mr. and Mrs. Collie Coil and Mr. Jim Leborton, Mr. and Mrs. Frank Moretto, Mr. Norm Williams, Miss Marilyn Carter, Mr. and Mrs. Thomas Eason, Mr. and Mrs. Garfield McGillivray, Mr. and Mrs. Harry Hale, Mr. Jessie Leavitt, Mr. and Mrs. Stan Allin, Milton, Mr. and Mrs. Walter Biehn, Mr. and Mrs. Bob Lane, Mr. and Mrs. William B. Hamilton, Mr. and Mrs. Roy Hodge, Mr. and Mrs. Ed Hoey, Mr. and Mrs. Fraser Hay.

About Decorations

Keep the following points in mind when decorating your house for the yule season.

1. [illegible] some symbol of the season in your decoration plans. A Nativity scene would be ideal. Have some kind of religious decoration or your decoration [illegible] will be incomplete.

2. [illegible] your children [illegible] in the decoration.

3. Fresh flowers such as [illegible] are preferable as a gift that extra [illegible] to your [illegible].

4. All decorations should be [illegible].

5. Keep them simple.

25 Men on Duty for County Snow Removal

Halton County Works Department is prepared for the worst when the first snows come. A [illegible] of three men are continuously on duty, and the total snow removal crew consists of about 25 men.

About 2½ miles of road have been added since last winter, making the department a total of 675 miles of road to cover. Sand is stockpiled throughout the county at Brookville, Stewartown, a farm along the Guelph Road and at Milton.

The department says that in the event of a severe storm they would be able to have snow ploughs available in one hour. Sandings have already been out at least once this year.

Christmas in Brazil

Christmas in Brazil is hot and summer and is associated with picnics, fireworks displays, festivals and other outdoor events. The religious observance however is given [illegible] with some 211 church [illegible] to [illegible] special preparations [illegible] the birthday of Christ. A procession of people in full costume and regalia lead the way to the cathedrals for mass.

Winter Term Begins JANUARY 2nd

The Canada Business College serving Ontario for Forty Five Years, has developed a unique programme of specialized training and student services to assist young men and women to careers in business. Students attending the College from your district will soon be graduating as Secretaries, Stenographers, Accountants and Data Experts. The College refers graduates directly to employers for interviews.

Since no further enrolments can be taken after January 2nd students wishing to start in time to graduate this year are encouraged to inquire at once and mail their Application for Registration by Jan. 2nd. Applications for "Mothers Helper" Accommodation in return for light services should be submitted before December 28th, 1960. Tuition Fees may be paid by one of three convenient plans.

All inquiries may be directed to Mr. R. H. Spotten, Registrar, CANADA BUSINESS COLLEGE (Toronto) Located 949 St. Clair Avenue West, Toronto 10, Ontario.

TO OUR FRIENDS AND CUSTOMERS

W. H. KENTNER & SON
COAL — FUEL OIL
45 Queen Street Georgetown

With sincere appreciation for your patronage we wish you and yours a Christmas filled with happy joy!

NORTON - TURNER LTD.
"MIKE" NORTON
Burlington, Ontario TR. 7-4993

ROBERTSON ELECTRIC
KEN ROBERTSON
52 Norton Crescent TR. 7-2924

MERRY CHRISTMAS
May your holiday be bright with blessings, aglow with good cheer.
R. H. Thompson Hardware
OIL & GAS HEATING
Hardware & Plumbing
TR. 7-2971

Milliere TV
WESLEYAN ST. — GEORGETOWN

DYSON SEWING CENTRE
Authorized Singer Agent Main St. North

NOTICE

Nomination Meeting

DECEMBER 28th 1960

HOLY CROSS SCHOOL

7p.m. to 8p.m. - NOMINATIONS

8p.m. to 9p.m. - ELECTIONS

for the purpose of electing Trustees to the R.C. Separate School Board

ALL THOSE INTERESTED ARE ASKED TO ATTEND.