

# Probe wants garbage study broadened



Pollution Probe Georgetown has submitted a brief to the technical co-ordinating committee looking into a Halton solid waste recovery program urging that the study's terms of reference be broadened to consider means of reducing waste instead of merely handling it.

## Judy Alexander seeking second term as chairman

Judy Alexander is not expected to be opposed in her bid for a second term as chairman of the Halton Board of Education. The Oakville representative on the board stated late in 1975 that she would be seeking her second term and her acclamation to that position is expected to take place this Thursday evening when the board holds

its inaugural meeting for 1976. There could, however, be an election for the office of vice-chairman. Rev. Gary Morton of Burlington, the present vice-chairman, has stated that he will not be seeking a second term, leaving the office open.

1975 was perhaps the most controversial year in the board's history as many trustees found themselves targets for criticism by parents and teachers. Rev. Morton, in particular, has found himself in awkward situations recently as he has been directly confronted by Renaissance representatives on his stand on the board's affirmation of their Judaic-Christian principles in teaching.

where possible. The aims of the study being carried out presently by the province and the region should include, Mr. Mitchell noted: —Reduction of the amount of garbage at source. —Re-use of the greatest feasible proportion of the garbage i.e. returnable bot-

les, cactons, crates, pallets, etc. —Extraction of energy from the remainder to leave a minimum inert quantity for landfill or other use. Mr. Mitchell added that those suggestions, when presented to a previous consulting firm looking into

Halton's waste disposal problems, were "fairly dismissed...as motherhood statements only relevant to federal and provincial policy...There is much (however) that can be done at the regional level if the inertia and unwarranted skepticism can be swept away."

## 'Come Along' full of fun for the family

Providing the weather cooperates with lots of snow, the Credit Valley Conservation Authority will once again proceed with its annual "Come Along" program of activities, at Terra Cotta Conservation Area.

The C.V.C.A. has a Sunday-to-Sunday program scheduled and once again it should be reminded that this schedule depends strictly on the weather.

Bill Garrard. Snowshoe classes, Carl Monk. Cross-country skiers in action, Georgetown Y. February 1: Survival course, Bill Garrard. February 8: Snowshoe hike, 10:30 a.m., Bruce Trail Assn. February 15: Snowshoe hike 10:30 a.m., Bruce Trail Assn. February 22: Snowshoe classes, Carl Monk. February 29: Snowshoe classes, Carl Monk.

WHAT A GAL! Beth Laidlaw, daughter of Mr. and Mrs. William Laidlaw of RR2 Norval is Halton's 1976 Dairy Princess. Beth, a third year student at Guelph University, strongly believes that Halton's agricultural industry is on the "up and up."

# Norval girl Halton's Dairy Princess

Beth Laidlaw, Halton's acclaimed Dairy Princess for 1976 is confident that Halton will continue its steady growth in the agricultural business. Resulting from that, she predicts, Halton will become more and more recognized as an important agricultural area.

Beth, the 21-year-old daughter of Mr. and Mrs. William Laidlaw of RR2 Norval, has lived on a farm all her life and knows just about all there is to know about the Holstein cattle industry. With her parent's farm focused on Holstein cattle and with herself having completed 13 4-H Home-making Courses plus two call clubs, on top of being a third year student at the University of Guelph, Beth has been and continues to be,

surrounded by farming. The Halton Milk Committee, representatives of the Ontario Milk Marketing Board, contacted Beth to ask her to be Halton's Dairy Princess. On Saturday, Dec. 20, in the new agriculture building in Milton Beth was crowned by Joyce Gowan of Milton, Halton's 1975 Dairy Princess.

"I really can't see why I enjoy farm living so much. I guess it's just because I like it. I would like to live on a farm of my own for the rest of my life." In her 21 years of rural living Beth has experienced everything from the delivery of calves to the chasing of loose cattle, to the final destiny of the livestock; experiences which urban folks are totally unaware of. Beth feels there are really few differences between rural and urban living.

"One of the few differences I know of, is, as a child, I had much more space to play in than children in subdivisions. But Halton is so close to the big centres that you don't have that feeling of isolation. When farms are somewhat isolated, that is when you find a big difference in life styles and ways of living."

"There is a lot of hobby farming in Halton. People from the city buy a piece of land, breed some horses or cattle, simply to experience a somewhat slower, more relaxed way of life." Beth, being involved in the 4-H organization since the age of 12 holds much admiration in the club.

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9:15 a.m. Family Eucharist  
11:00 a.m. Morning Prayer  
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**Hugh Shearer and two of his products**

**Parties a new way to sell**

Avon and Fuller Brush were really the pioneers of the craft of selling in homes. But it wasn't until Tupperware began to adapt some smooth refinements to the process that the major new trend in merchandising—the "party" mood of making a sale—really began to catch on with the North American consumer.

And according to Hugh Shearer, 6 Ann Street representative of one of the newest companies adopting the "party" method, the reasons for the sudden interest in selling by the sudden interest in "The Method" of the future.

First of all, Mr. Shearer noted, "party" selling is the ultimate in convenience for the buyer. No longer must he or she face a long lineup at the checkout, worry about finding a parking space or deal with any of the other myriad problems that go hand in hand with shopping today.

The store, in fact, comes to the customer.

Second reason for the spreading interest in the "party" method is that it's much cheaper.

"We're getting away from the three- or four-tier marketing concept with this system," he commented. The middle man is almost eliminated with a resultant drop in costs.

Mr. Shearer is currently just setting up the framework of such a marketing system in the south-central part of Ontario for the Oakville-based Carriage House Design Products.

The firm's products include a wide assortment of artificial and dried fruit and floral arrangements displayed in glass, wooden or ceramic containers ranging from coffee mugs to elaborate wooden kegs. The items range in price from \$5 to \$17.

Sales will be strictly through the party method. A housewife or a church group will sponsor a party at which the products are shown. In return 10 percent of the sales made during the evening are given to the hostess or sponsoring group.

Beyond the actual organization of the party hostess is required to do very little. The book work and delivery of the items are all taken care of by the company's representative.

With a minimum of middle man between the manufacturer and the customer, costs remain extremely low.

In fact, noted Mr. Shearer, when retail outlets were originally contacted to see if they would be interested in the Carriage House product lines their suggested mark-ups were so high the manufacturer refused to allow them to be sold at those prices.

"Pricing is no longer a matter of what a product is worth, it's what traffic will bear," he said.

(Christmas shoppers paying \$3 or \$4 for "pet rocks" proved that point.)

"No one likes getting taken for a ride but that's what the larger retail outlets are doing to the public. The result is that many customers are becoming disenchanted with the large corporations. People just don't feel that they can trust them anymore."

The same reason personalized, at home shopping methods are regaining favor among today's shoppers is the basis of the resurgence in the popularity of small stores and businesses, he added.

"People are just tired of the high pressure sales methods of the plazas and downtown stores."

# Cercor produces unique chess sets



AZTECS VERSUS THE SPANIARDS. One and a half years in the making but it was well worth the wait for Al Rice of Georgetown who

proudly owns one of the 14 such chess sets made.

Standing proud and erect on the walnut, birch and mahogany trimmed chess board the two gallant opponents face one another. The ancient civilization of North America, the Aztecs versus the stalwart Spanish forces are the two teams fighting to come out the victors in the chess game being played by Al Rice of Georgetown.

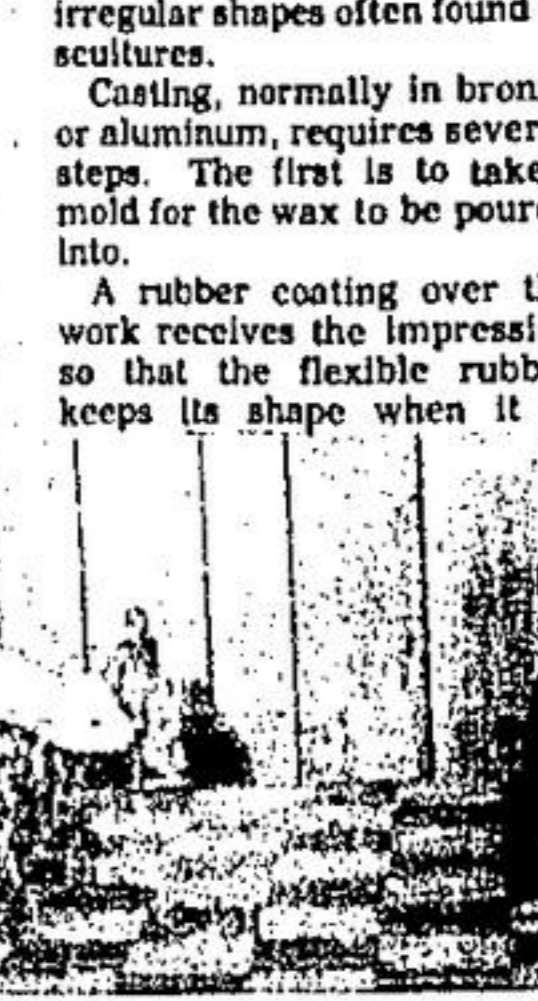
Siggy Puchta, who designed a similar chess set with the opponents being the Indians and the Settlers, approached Cercor, formerly called Mid-Canadian Investment Casting Ltd., to cast and bronze the set. The company accepted with the stipulation that the three men each received one of the sets.

It took one and a half years to complete the bronzing of the sets. The pawns weighing about half a pound and the Kings close to one pound. Cercor specialized in casting precision machine parts up until eight years ago when Eric Knoespel was approached by a number of Toronto sculptors to begin casting sculptures. Now art pieces have become one of the busiest sections of the company.

Cercor is one of the few companies remaining in Canada which still uses the "lost wax" process. In its casting, in which a wax copy of the original piece is used to make the casting molds. The method thus lends itself to irregular shapes often found in sculptures.

When the job is done the wax is heated to about 300 degrees Fahrenheit and is poured away or "lost", giving the process its name.

The empty ceramic shell is baked in order to make a truly hard ceramic. Then it is checked for minute cracks that could cause the shell to crack when it receives the molten alloy.



PLAYING CHESS IN STYLE. Nadine and Denise Rice of Georgetown find it all that much more fun playing chess when it's the Aztecs and the Spaniards competing against

each other. The biggest decision at times for the girls is deciding which team to choose as their own

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