

Over 150,000 cows inseminated, services by dairies on increase

In his report to the members at United Breeders Inc. annual meeting at Guelph Dr. C.R. Reeds, General Manager reported that 156,454 cows were inseminated by the association's technicians in 1977. Dairy services increased by 3.28 per cent while beef services were down 15.39 per cent creating an overall decrease of 1.34 per cent. A total of 111,000 cows were bred to Holstein bulls, 71 per cent of them to double plus bulls proven superior for both milk and conformation of daughters.

In spite of the slight decrease in numbers of cows

inseminated the unit's profit picture remained bright, with a net profit of \$366,538 from 3.34 million dollars worth of business. Dr. Reeds credited this to a cost-cutting program which had reduced expenses for the year, combined with increased use of premium bulls. Besides the insemination revenue, the unit had outright semen sales totalling \$975,000.

The largest volume of inseminations was done by United Breeders Elmira office which was responsible for 34,385 inseminations during the year. The Elmira office provides

service for Waterloo region along with Wellington and the north part of Perth county. Formosa and Markdale offices serving Bruce and Grey counties followed with 16,918 and 16,313 cows.

Outlining his plans for the coming year Dr. Reeds set a target of 18 young Holstein bulls to be test mated during the year, two more than in 1977. "The members must continue to sample more and more young test sires," he said. "This is the only way that members can be assured of access to outstandingly proven bulls five or six years from

now." Three Jerseys, three Ayrshires and one Guernsey bull also were test-mated in 1977.

Due to the depressed beef situation, Dr. Reeds explained, the beef bull stud had been consolidated during the year. Several bulls were eliminated with frozen semen being stored for future use. "Future purchase will concentrate on the top five or six breeds by volume," he said. Breeds involved are Hereford, Angus, Shorthorn, Simmental, Charolais and Limousin.

Dr. Reeds concluded his report by encouraging breeders to maintain high health standards in their herds to assure continued export markets for breeding stock which he called "the lifeblood of the cattle industry."

Cold weather can put body off balance

BEING ACTIVE HELPS

Colds are caused by viruses, and there are almost a hundred different cold viruses. But cold weather can be a shock to your body and throw it off balance, too.

Your skin is directly exposed to the elements and when it's chilled, the blood vessels near the skin constrict drastically. Normally, 50 to 75 gallons of blood flow through your skin every hour. But when your blood vessels narrow, the amount of circulating blood every hour is reduced by 10 to 15 gallons.

Because active muscles help supply heat, the more active you are, the more cold you can stand. And in cold weather, muscles need more food energy to produce more heat. Without realizing it necessarily, most people in winter consume about 15 extra calories each day - for each

degree the temperature drops. And plump people generally survive the cold better than thin ones because fat layers beneath the skin act as a blanket warding off cold.

According to the Lung Association if freezing air went directly into the deepest part of your lungs, the delicate lung tissues would be frozen stiff. Then you would suffocate and

die from lack of oxygen. But the icy air is forced through a complicated maze of warming passageways - your nostrils, nasal sinuses, throat, windpipe, and trachealways. By

the time freezing air reaches the tiny air sacs deep in your lungs, the air has been warmed almost to body temperature.

\$2,800 damage done in collision

Damage was estimated at \$2,800 in a collision involving two cars and a telephone pole Jan. 30.

A car driven by David Pattison, 27, of Acton, was southbound on the 8th Line, near 5 Sideroad at the time of the accident. A second car, driven by Maurice Beatty, 61, of RR3, Georgetown, was eastbound on 5 Sideroad, police say, when the two cars collided in the intersection of the sideroad and the 8th Line. The second

car continued into the south ditch on the sideroad, striking a telephone pole.

Damage to the car driven by Mr. Pattison was limited to

the front headlight and bumper, and was estimated at \$100. Damage to the car driven by Mr. Beatty received damage to the front bumper, left front

fender and both left doors. Police estimate the damage at \$1,500. It will cost an estimated \$1,200 to replace the telephone pole.

Smoking parents must endure

Cigarette-smoking parents now enduring scoldings from health-conscious youngsters will have to put up with more lectures from the younger generation if the Hallon Council on Smoking and Health has its

way. Parents who wish to help this effort can help most by giving up cigarettes themselves. Mrs. Bridge said All the smoking habit surveys indicate that youngsters whose parents

smoke are the ones most likely to take up the habit. She suggested contacting the local council at 845-0658 for information on the health hazards of smoking and tips on quitting.

Travel



Escorted tours...still great value

For over a century now, people have been paying good money to be bunched into a compact group, herded by a professional tour escort from one historic European landmark to the next, and bundled into some hotel at the end of the day.

The reasons they do it, and keep coming back for more, are quite obvious: the escorted tour is still the most convenient, least expensive way for a traveller to get the "feel" of a strange country.

It's "most convenient" because all the nagging problems of hotel reservations, language barriers, local customs, where to go and what to see, have been taken care of by the tour company and the tour escort; and the problems of travel connections have been practically eliminated by the luxurious touring bus which stays with you throughout the tour.

And it's "least expensive" because these tour companies make all the arrangements by using their buying power to drive hard bargains with the hotels, restaurants, charter bus companies and others. Some of the savings are passed on to the traveller through low tour rates. It means that an individual tourist couldn't possibly buy all the items that go into a tour for as little as the tour company charges.

Now let's say you want to go to Italy. You've never been there before but all you've heard about it makes it seem fascinating. Yet you don't know one word of Italian. You don't know if the Sistine Chapel is in Rome or Florence, or if Milan is more worth visiting than Sorrento or Venice. And how do you get yourself and baggage downtown from the airport? And which hotels offer your kind of comfort at the best price?

Bewildering, isn't it. By comparison you can read all the colourful tour literature on Italy at home, discuss it with a travel agent and any friends who know the country, decide if the "package" price for practically everything fits your budget, and then have your travel agent do the paper work.

And here's a comforting word about professional tour escorts. Even the

toughest critics of tours (and there are some) happily admit that most escorts are a special breed of amazing people. Intelligent, informed, decisive, patient, these escorts work incredibly long hours (early morning to late night) attending to the needs of their tourists. They speak several languages, know at least a little about art and architecture, food and fashion, and about the people of the countries. And because most tour schedules are admittedly hectic (for the simple reason that most tourists think they want to see "everything" in a few days) the tour escort spends most of the time just rounding up the wayward tourists and baggage.

In short, the tour escort almost single-handedly makes the tour a memorable event (the personality of the trained bus driver has something to do with it, too). And that's why the good ones last and the others are happy to quit.

As a general rule, you should judge tours by the prestige and expertise of the company (the major ones

have a reputation to protect). These days the literature is written to tell you exactly what to expect, so read it carefully. Of course whether or not you have a good holiday depends on how you get along with a group

of people who have similar interests to your own (after all, they were sold by the same persuasive literature). But escorted touring still gives the first-timer the best change at a memorable foreign vacation.

history of buildings of Canada. Of course, the bulk of the book is given to the gazetteer

You've got to hand it to Reader's Digest: whatever they attempt, be it ever so ordinary, they do it with style and distinction. And all it takes is money and brains.

Take their 475-page publishing phenomenon, "Explore Canada", for example. It could have been a typically drab, predictable volume. It isn't.

You can approach it first as a picture book. And as such it's superb. All 700 are interesting. Most of the book's photographs are in full color and the work of five of Canada's leading photographers.

After the pictures there's plenty left. Apart from the 23 maps of the country coast-to-coast (each with an ingenious "continuity flap" to join with the next full-page map), there's the informative "The Shaping of Canada", a look into the geology, and "The Heritage of Canada", on the creation of the Canadian mosaic. Then there's the detailed

of 1,200 cities, towns, villages and national parks: brief but complete.

There's 4,000 miles of Canada coast-to-coast, more than can be packed into a book. But Reader's Digest has caught the feeling and flavour of it, so that two years was well spent. They deserve full marks for

the effort, so much so that outdoor-minded Canadians should have a copy - \$19.98 from Reader's Digest.

Another Reader's Digest epic is "Outdoors Canada" a unique and practical guide to our wilderness and wildlife, gives deeply researched descriptions of Canadian

mammals, birds and plants, offers insights into camping, cooking, climbing and hiking, and an explanation of the weather and weather forecasting.

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