

Jewellery store 72 years in Marchand name

One of Milton's oldest business firms changed hands this week when, after 72 years as Marchand's Credit Jewellers, the familiar old store at 220 Main St. becomes Ross Brancier Jewellery.

Mr. and Mrs. Ross Brancier of Hamilton have purchased the building and following extensive renovations, are re-opening the store as a jewellery, china and gift store. Mr. Brancier is a master watchmaker and a man well versed in the trade, coming to Milton after 11 years with the Right House in Hamilton.

Older Miltonians will be sorry to see the Marchand name leave Main St., for they have watched two generations of Marchands develop the growing business. It was on a sunny Sunday afternoon in 1894 the young jeweller and watchmaker Emile Marchand and of Preston rode his bike to

Milton to look over the town and C. E. White's jewellery business that was being offered for sale.

A month ago, his son Marcel retired and closed the store that has served the public through those two generations and 72 years.

Emile Marchand, at the age of 10, came to Canada from his native Switzerland. He learned the watchmaking trade at Kitchener and the famed Pegeunat family, and Arthur Pegeunat married his sister. Emile's wife was a member of the third generation of the Pennsylvania Dutch Schierch family to live in Canada.

Mr. Marchand had worked his trade in Kitchener and eventually opened a store at Preston. In 1894 Charlie White put his jewellery business in Milton up for sale and Emile Marchand rode down on the bike to look it over.

On July 25, 1894, the following advertisement appeared in The Canadian Champion, over the signature of "Emile Marchand, practical watchmaker and jeweller".

"Having bought the business of the late C. E. White, I am now prepared to supply the public with goods which no doubt will surprise everybody for the qual-

ity and price at which I will offer them. Don't fail to inspect my stock before purchasing elsewhere. I have some beautiful Gold and Silver Watches which I will sell at astonishing low prices. I have also just received a beautiful line of Silverware, suitable for wedding presents, which must be seen to be appreciated. You will also find in my store a nice line of Engagement Rings and other beautiful articles, too numerous to mention. Whether you buy or not, no trouble to show the goods.

"Repairing of all kinds of watches, clocks, jewellery, etc., neatly done on short notice. All work guaranteed."

Mrs. Marchand, not to be outdone by her husband who made his name in the business world of Milton, also had a distinction that must have been the talk of the town for years. Around 1897 she survived an operation, the second appendectomy ever done in this area, which was performed by Dr. R. K. Anderson and Dr. Stewart. In those days an appendectomy was really something unusual.

Business prospered and Emile's son Marcel literally was "born into the business." Today, in retirement, Marcel re-

calls how he was always around the store as a youth, and how he actually started working in the store as soon as he was big enough to unpack a case of goods. He took over the store in 1932, shortly after his father died, and ran it for 32 years until he closed it July 15 of this year.

Looking back on his own lifetime in the jewellery business, Marcel Marchand recalls many happy times.

For instance in 1914 when Milton's new Post Office was erected at the Main and Martin St. intersection, his father was awarded the contract to install the clock. "I helped my father carry a lot of little parts up into the tower," Marcel recalls, and he also remembers the opening day when Mayor E. F. Earl officiated by swinging the pendulum to set the clock in motion.

One of Marcel's jobs, as soon as the clock was installed and working, was to walk twice a week to the C.P.R. station on Court St. carrying a watch from the store. At exactly 12 o'clock noon the time signal was given, and his task was to set the clock for exactly noon, then walk back downtown and adjust the big Post office clock to ensure the correct time.

In those days, having the proper time at the Post Office was important, because not many could afford to carry timepieces

Grand Jury finds jail in disrepair

Six men and one woman, under foreman R. H. Elliot, performed their semi-annual duties as Grand Jury last week when they turned in their report on Halton County's public buildings to Mr. Justice Donnelly.

They reported that the elderly Halton County Jail is still in bad disrepair, but noted that a new two-county building is in the planning stage.

Insufficient office space at the Halton County Child Welfare Agency was reported, and the jury recommended that additional and proper facilities should be made available at the earliest convenience.

Other public buildings received good markings.

Twelve cases appear on the Supreme Court docket this sitting. These include one rape, two criminal negligence, seven divorce, one libel, and one civil (non-jury) involving two municipalities.

and they depended on the town's lone public clock.

Marcel soon tired of his twice-weekly jaunts to the railroad station, so he and a friend, Graham Peacock, launched a new project — they built one of the first wireless "crystal sets" in town. That way they could catch the time signal from Arlington and save the long walk to the station.

And the clock was always known to be reliable. "The engineers on the C.P.R. used to double-check their watches with that clock," Mr. Marchand reports. They could see it when trains stopped at the local station. "They said that was the only clock between Toronto and Windsor that kept perfect time."

Around the end of the second world war Marcel got "the biggest order I ever wrote up" when the town council decided to honor Milton's servicemen. Marchand's store supplied all the rings for the servicemen who returned home, plus silver trays presented by council to the families of those who did not return.

Similarly at the end of world war one, Marchand's supplied the town with 20 Regina watches for the veterans. He believes Roger Ptolemy and Charlie Kennedy are the only two still alive who have been able to preserve their watches from 1918.

Although the store is changing hands, one old clock will remain in the store and will be given a "place of honor" inside the front door. The clock will be under its fifth ownership when Mr. Brancier opens the doors of his new business.

Mr. Marchand cannot tell the age nor the make of the clock, but it is believed to be well over 100 years old. John Fraser, the first jeweller to work from that store, installed the Austrian-made regulator clock. It was passed on to Charlie White, then Emile Marchand, then Marcel Marchand, and now Mr. Brancier is its proud owner.

"I'll wager there isn't a person in this town, regardless of their age, who can remember the store when that clock was not hanging there on the wall," concludes Mr. Marchand. Except for two years during the war time when it did not operate due to a scarcity of parts, the old timepiece has constantly kept the correct time. Mr. Marchand always used it to set clocks and watches after repairs.

—Wise buyers shop through Champion classifieds.

—The hockey season isn't far away, and ice is expected in the arena by October 1.

School bus safety stressed throughout Esquimes area

Motorists overtaking or approaching a school bus must now come to a complete stop when red flashing lights on the bus are working. This went into effect September 1 under the Highways Act.

When a school bus stops to either pick up or drop off pupils, the bus driver turns on the flashing red lights which appear at both front and back of the bus. This is the signal for all motorists to come to a stop prior to reaching the bus.

Last week, pupils throughout Esquimes Township schools received complete instructions on the proper method of leaving a school bus. Drivers visited each school to train the pupils and give instructions.

When the school bus comes to a complete stop, children leave in an orderly fashion and stay out in front of the bus approximately 12 feet. This is done to give the bus driver a clear view of all children. In the past some of the smaller children could not be seen by the school bus driver, especially when they hugged close to the front of the vehicle.

Once the pupils are in front of the bus, they stop and await the all-clear signal from the bus driver before they cross the highway. Because the children have stopped in front of the bus, this does not give approaching motorists the right to proceed. It is merely an added precaution to prevent an accident in the event some motorist forgets to stop.

When the children have safely reached the opposite side of the road the bus driver turns off the flashing red lights. At this point traffic proceeds and may pass the bus under proper road conditions.

With increased enrollment throughout Esquimes schools, board chairman Russ Miller, himself a school bus driver, along with other board members were anxious to have pupils trained in the proper method of leaving a school bus.

Bus drivers expressed concern about some motorists not obeying the new regulation and are hopeful that soon, every motorist will become aware of the Highway Act in order to prevent a fatality.

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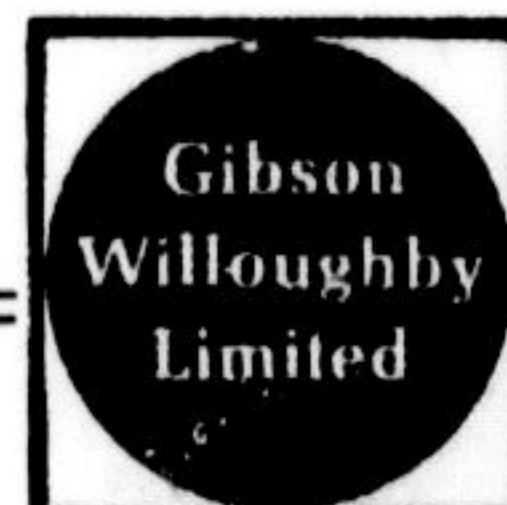
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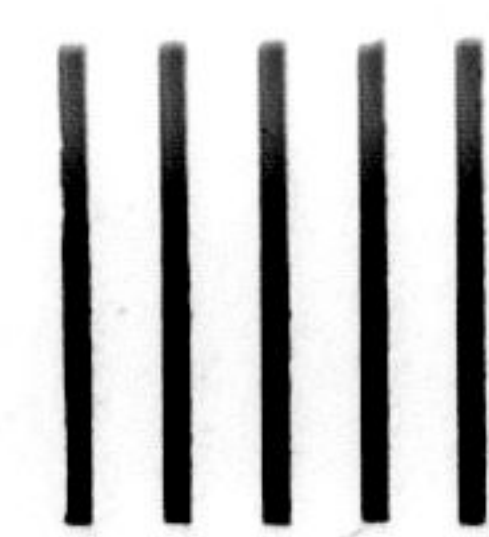
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