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BUSINESS DIRECTORY Form Young Liberal Assoc. in York North

An enthusiastic group of al- Federation, told the group that niost 70 politically-minded there are numerous things a young adults gathered in the Young Liberal can do during Legion Hall. Actora, on Friday, and between elections if he or and elected a York North she is interested in maintaining Young Liberal Association exe- a stable governmental system cutive. Previously, the riding in Canada. He said that being has not had a Young Liberals, a Young Liberal could be a lot group. Under the chairmanship of fun as well as giving young of John Neufeldt of Maple, people a real opportunity to President of the York North help their country and have a Liberal Association, the follow- voice in national and provincial ing were nominated to form an matters. executive steering committee to Mr. John A. Addison, candiget the fledging organization date for nomination as the Lib-underway — Miss Sheila Allen, eral standard bearer in York 28 Birch Ave., Richvale; Miss North, told the group at the Heather Chapman, 83 Cousins meeting some of the things he Drive, Aurora; Donald Chris- felt would emerge as issues in tian Jr., 29 Bayview Ave., New- the forthcoming election. He market; Norman Alexander, 75 commented that it would be a

Naylon Ave., Maple. N. L. Alexander was elected new York North Young Liberal chairman of the group and Association chairman, Norman Sheila Allen was elected secre- Alexander, said that he would tary. Every major centre in be happy to hear from any the riding was represented at other young liberally minded the inaugural meeting.

Edgar Ave., Richvale; Edward bad thing for Canada if anti-J. Paquet. 43 Morton St., Sha- Americanism became an issue.

ron; and William Kerrigan, 17! During the coffee and donut period after the meeting, the Mr. Terry Wright, president were interested in joining the of the Ontario Young Liberals new association.

On The Farm Front..

Farm leaders have been talking about the drastic changes in the industry for a long time now. It's a story that gets worked over almost every week, and I hesitate to take another crack at it. But sometimes, I wonder if farmers really think it applies to their own farm operation. Some think it's fine for the industry generally, but on their own farm, they tend to stick to the tried, proven and traditional way of doing things.

In York County, probably unwiling to break tradition than others. Comparison with conditions twenty years ago, will show dairy cows milking better, hens laying more eggs, poultry meat produced with a lot less feed, much larger hog set-ups, and machinery really being put to work in growing crops. On our beef farms, a cow still only comes up with one calf a year, and it takes just about as long to get that calf to market as it ever did. Feed efficiency hasn't changed much either. The costs of making a pound of beef have skyrocketed, while the income is about the same.

York County farmers who raise beef aren't to blame for this, of course. Research just hasn't been able to come up with as many answers for beef producers. But the profit story on beef makes it crucially important that everyone who depends on beef for a living, take a good long look at his busi-

In order to help, we have arranged a Beef Producers' tour next week. Some farmers here have made some important changes, and this will be a chance for everyone to have a look. The tour will be held next Thursday, February 28th. It starts at Harry Walker's farm, just east of Newmarket. His cow and call herd requires very little labour, a necessary fcature in a sound set up. The next visit will be to a spectacular, new, feed lot. The D.H.S. Ranch, owned by Don Boyington, just north of Markham, has the most modern push button feeding method I've seen anywhere. It's well worth a look. Perfomance testing is responsible for progress in breeding, and we will see one of York County's famous herds on test too. The third call will be to George Rodanz' farm at Ringwood.

At the end of the tour, we will have a short meeting to consider forming a Beef Improvement Association. So beef producers should circle Feb. 28th on the calendar, and meet us at Harry Walker's, Newmarket, at 1:15 in the afternoon.

A.A. Wall, Agricultral Representative for York County. If You Live

If you are fortunate to live to be 70 you will have spent-20 years asleep. 5 years shaving, washing, dress-

years seeing films, plays, TV. year on the telephone. 3 years sitting at a table. 2½ years smoking. 3 years wakening.

5 months tying your shoelaces. the beef men have been more 30 hours each year looking in 4 hours a year wiping the nose. 4,000 hours playing cards.



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Ontario Derserves an Orchid

One of my pet peeves for many years has been the quality, lack of imagination and spurious origin of our so-called authentic Canadian souvenirs. I have watched with a certain heartache my fellow travelers search the counters of gift shops for something that struck them as being typically representative of this vast land to take home to their relatives and friends. It always humiliated me when there was little to choose from but garish foreign made plastic replicas of our famous "Mounties" and badly enameled maple leaves on silver plated teaspoons or paper knives.

Only in Toronto, Victoria and Nova Scotia have I found gift shops devoted entirely to the sale of Canadian-made handicrafts. Beautiful as these have always been, they are often too expensive for the average tourist to stock up on in any quantity. This also applies to our newly discovered Eskimo art. These are typical of course; with that I have no quarrel. My plea is for the little souvenir and yet, because of my lack of artistic talent along this line I have had, up until now, little to offer in the way of suggestions to improve the situation.

Imagine my excitement when I read in the January issue of Ontario Travel News that many entries have already been received for the Ontario Souvenir and Handicraft Design Contest. Before this column is in print there will undoubtedly be many hundreds more to be judged this week, February 18-21 at the C. N. E. Coliseum during the current 1963 National Gift Show.

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Quoting from the bulletin which is produced monthly,."The flow of entries from individuals and manufacturers exceeds 1,000 and the campaign is being enthusiastically supported by advertising and public information organizations through the Travel and Publicity Department. The programme, of course, is an effort of the Ontario Government to stimulate production of souvenirs and handicrafts in the province; and develop an industry that will considerably reduce imports of this type of merchandise which aggregate over \$7 millions annually.

"In launching the programme, the Ontario Government is hopeful of developing a fresh and original approach to allover and regional images of the province, stimulating quantity production of qaulity MADE IN ONTARIO handicrafts and souvenirs, encouraging markets for individual craftsmen and craft guilds, cottage industries, and bringing into sharper focus the history, geography, crafts and culture of Ontario by creating interest in these aspects of the province for resident and visitor tourists."

Next week I have another exciting story about souvenirs. Those stalwart miners of Springhill, N.S., many deprived of a living below ground through circumstance, have turned their talents to the manufacture of appealing articles to be sold to tourists and those from other lands searching for a typical Canadian souvenir.

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