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AND 30% OF YOUR BUSINESS LEAVES WITH THEM

Hard to believe, but true! If yours is an average business, you LOSE 30% of your customers each year. If you don't believe it, look through last year's accounts and see how many are no longer active.

WHY?

DO YOU LOSE THEM?

Through death, hard feelings, moving to another community, or through the efforts of hard-driving competitors . . . a variety of reasons, some of them beyond your control.

At the same time, there's a normal business increase of only 4% each year.

That leaves you facing a 26% handicap each year . . . a handicap you must overcome if your business is to remain healthy and profitable.

WHAT TO DO ABOUT IT?

The answer lies in better merchandising, better planning, more vigorous promotion of fast selling goods and service.

The surest, most profitable method of sales promotion is consistent, timely advertising in THE STOUFFVILLE TRIBUNE.

THE STOUFFVILLE TRIBUNE advertising salesman is always ready to talk things over with you, and help prepare constructive, profitable advertising layouts . . . at no extra cost to you.

ADVERTISING IS THE LIFE OF TRADE . . .
 ADVERTISING IN YOUR WEEKLY NEWSPAPER.

STOUFFVILLE TRIBUNE
DIAL 640-2100

Stewart Diceman Pres. King-Vaughan Plowmen's Assoc.

Stewart Diceman, R. R. 2, Woodbridge was named president of the King and Vaughan branch of the Ontario Plowmen's Association at the annual meeting held at Snowball United Church, Dec. 15.

Douglas Clubine, King City and Norman Robertson, Richmond Hill were elected vice-presidents and Jack Macklin King and Andrew McClure R.R. 3, Woodbridge were again returned as treasurer and secretary respectively. Aubrey Doan R.R. 2, Newmarket is the retiring president.

Directors for 1965 are William Agar, Gilbert Agar, Ray Jennings, Gerry Walker, Lorne Weldrick, Marshall McMurchy, Wilfred Aitcheson, H. E. Ross, N. D. MacMurchy, Gordon Orr, Clarence Graham, Harvey Usher, Alex McNeil, Jesse Bryson, Albert Rutherford, Archie Cameron, William Neal, Ernie Evans, Floyd Diceman, William O'Brien and Roy Livingston.

Head table guests were Mr. and Mrs. Jack Macklin, Mrs. A. Doan, Rev. H. W. Kemp, Carol Foster, Mr. and Mrs. Gerry Walker, Mrs. Ruddock, Warden Albert Rutherford, Andy McClure, Mr. and Mrs. Stewart Diceman with Aubrey Doan who conducted the earlier stages of the annual meeting.

A toast to the ladies was proposed by Reeve Ray Jennings of King township and the response was made by Mrs. N. D. MacMurchy. The Warden of York spoke on the King and Vaughan plowing activities and brought greetings from County Council.

Paul McMann, R. R. 1, Wood-

Buttonville News

(Thursday, Dec. 31st)

Neighbourhood Notes
 Mr. and Mrs. Elmore Hill spent Christmas with Mr. and Mrs. Bruce Robinson at Thornhill (Hazel Hill) and this week they expect a visit from their daughter Allie, Mrs. Eric Charley of Timmins.

Mr. Terry Whyte preached at Brown's Corners Church last Sunday. Mr. and Mrs. George Hooper sang "Lo, How a Rose."

With a whole weekend to entertain, Christmas parties were well spread out this year.

Sammy and Janet Snider had Janet's parents, Mr. and Mrs. George Oakes as their guests.

At the Albert Jones home on Hughson Drive, the party included Mr. and Mrs. Donald McQuay and their new baby, and Mrs. James McQuay.

Mr. and Mrs. A. W. Miller were breakfast guests of Mr. and Mrs. James Miller and their family at Markham, and later had Christmas dinner with Mr. and Mrs. Paul Mingay.

Mr. and Mrs. Edgar Fuller entertained the Gohn family; and the Bobbets spent the weekend with relatives at Aylmer.

Janet Craig was home for the holidays, and other Christmas guests at the Walter Craigs included Mr. and Mrs. Lauder Hamilton of Colgan.

Mr. and Mrs. Aubrey Stephenson spent Christmas with Mr. and Mrs. Milner at Unionville, where Mr. Milner's daughter, Mrs. Muldoon of St. Thomas and Mrs. Milner's brother, Mr. Galbraith were also present.

At the Rodick farm guests included Mrs. Morrison Sellar, Mrs. S. J. English, Mr. and Mrs. James Rodick, Mrs. Mary MacPherson, and the Harpers of Bolton.

On Sunday, the Aubrey Stephensons entertained Mr. and Mrs. Norman Wilson and Larry of Orangeville, and the Ken Stephenson family. Larry is spending the week with his grandparents, and visiting with the Stephenson children, Glen and John.

Mrs. John Brown entertained on Christmas eve for family members, and on Christmas day

Mastitis Control Prog. Offered by York Cty. Dept. of Agriculture

(A. A. Wall, Agricultural Representative, York County)

A few weeks ago, I asked for suggestions for topics for this column from York County farmers. Well, the post office hasn't had any serious problem handling the replies but I have had a few good ones.

One is on the subject of mastitis from a young dairyman in Markham Township and I think his story is well worth printing here. Here it is, in part:

"I might also mention some interesting and expensive experiences I have had with mastitis in the past several years. More than three years ago, I bought a good producing cow and with her, imported a contagious and stubborn brand of mastitis. It didn't show in her own milk so by the time I discovered the source of the problem, it had infected nearly half of the herd. It seemed to take almost nothing to cause a flare-up — damp weather, wet, muddy conditions, too much corn or concentrate. Last winter, I dared feed hardly any 24%. Last spring I switched to narrow bore nutrition. There was an immediate improvement — no new mastitis infections, just some old chronic cases which I milked last. This fall I closed my eyes to D.H.L.A. production records, took a deep breath and cleared out every cow that was trouble last year. Currently, I am feeding 40-60 ratio of cob corn and oats, and two or three times as much 24% as last year, and my cows have never been healthier. Mind you, I have my fingers crossed as I write this, but as of today, my herd appears to be free of mastitis. However, I am watching closely."

For this man full credit for taking positive steps to solve his problem. As he says though, it was expensive and likely upset his milk production badly.

I think the new Mastitis Control Program available through our Department now offers a better solution. In it, all cows in a herd are checked by laboratory testing of milk for a six month period. Treatment isolation or culling can then be a lot more accurate. Since the policy was announced, only two herds from York have been enrolled. There is only room for eight more and it's on a first come, first served basis. I'd be glad to hear from anyone interested.

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Editor's Mail
 Jan. 4, 1965.

The Editor, Stouffville Tribune, Stouffville, Ontario.

Dear Mr. Editor:

For a while I have been "under the weather". This in itself is relatively unimportant, for I am only one in millions. What is important is the revived consciousness of many things that ought not to be forgotten.

There is, among these, on the one hand the infirmity of the flesh. On the other hand there is the strength of friendship and Christian love, and the concern of the otherwise apparently unconcerned.

I am not being sentimental when I say that my sense of weakness seemed to dissolve into conscious strength on being made aware of the gracious response of my own congregation; everyone rallying to lift from me the weight of responsibility that makes a return to health a slow process. Perhaps a good quotation here would be, "When I am weak, then I am strong."

The ministers of the community, as well as men of the wider field of our denominational-district, forgot whatever differences of opinion and place there existed between us, and remembered only that I was simply a brother in the Lord. Their evident prayer-interest was an inspiration to faith.

The good wishes of friends throughout the community outside our particular church fellowship was added strength. The kindly ministrations of Drs. Smith and Hutchins was greatly appreciated as they showed themselves to be men of understanding and free from the overtones of professionalism.

I would be extremely ungrateful if I failed to mention how much help I received through the staff of York County Hospital. I mean the help that comes through a friendly atmosphere, a readiness to serve, and the sort of treatment that leaves one with the feeling of being a patient-friend rather than a piece of statistics.

Give all I must be, and am, thankful to God for His mercies. (Rev.) Arthur Walsh.

Beauty's Mail

The Editor, Stouffville Tribune, Stouffville, Ontario.

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