



Howard Hewitt has a serious expression on his face here as he explains the ice cream process to visiting Peacock Point children. (photo by Sue Burman)

Liking Ice Cream Leads To Booming Business

Howard Hewitt likes ice cream.

Thinking other people liked it too, he expanded his dairy business with an ice cream making dairy bar, just east of Hagersville, twelve years ago.

He was so right that he had line ups out the door on Sunday nights and within two years he had to expand his ice cream business by more than three times the size.

A few years ago, in the age of gloves, hats and handkerchiefs, ice cream cones weren't as fashionable, he explains. Adults just wouldn't be seen walking down the street licking an ice cream cone, though it was fine for kids.

Now he makes 1,500 to 2,200 gallons of ice cream to sell at the dairy bar every week and finds that if he doesn't make it one week, they will be short.

"On a good Sunday night we sell 5,000 ice cream cones," he says. "That's a lot of customers."

Although the repertoire of flavours is more than 50, sixteen are available at any one time and are changed regularly.

"I think that's part of our popularity. Someone can come in and say, 'What do you have this week, what should I try?'"

Besides the regular vanilla and chocolate flavours vary from red licorice, green apple, coffee and grasshopper.

"Grasshopper is quite popular and people often ask what's in it," Mr. Hewitt says. "But we won't tell them."

But it doesn't seem to matter what we make, it sells.

The nut ice creams, such as maple walnut, butter pecan and butter cashew are more expensive but the dairy doesn't charge more for them like other dairies do.

"We just hope that if we make only a little profit on a nut ice cream cone, perhaps that person will come back again and buy another type."

The dairy makes more vanilla ice cream than anything else, but that's because it goes into sundaes and milk shakes.

"It's not a big seller in cones," Mr. Hewitt says.

The repertoire of flavors will be added to by six new flavors this fall, one of them called Passion Fruit.

The making of ice cream looks relatively simple.

The ice cream mixture, milk, cream, skim milk powder, stabilizers, corn syrup solids and sugar, comes to the dairy bar from the dairy in a large tank truck.

After being emptied into a huge vat, the ice cream flows into the mixer where the flavoring is added. Another part of the mixer does the actual work, freezing and adding air.

"Ice cream is actually half air and when the ice cream melts it is the air coming out of it," Mr. Hewitt explains.

Although ice cream (continued on page 6)



Howard Hewitt gives tastes of 16 varieties of ice cream, including coffee and red licorice, to a group of interested vacationing girls from Peacock Point. (photo by Sue Burman)

Area Farm Labour Pool Will Take Shift Workers

Bill Hodgson, manager of the new Canada Farm Labour Pool in Cayuga, doesn't think increased industrialization in the area will affect farm labour.

"There will always be that certain class who hates working in the factory," he says.

Most of the farm labour problems in Haldimand County for agricultural workers were caused by the lack of a screening process at the Canada Manpower Centre, he said.

Now the Farm Labour Pool will act as a screening process to provide agricultural help to farmers on a

temporary or permanent basis.

The Farm Labour Pool also hopes to set up a relief milking system for local dairy farmers and will do the paper work for farmers who hire workers through the Labour Pool.

"The farmers can pay us the total salary for the worker. We'll subtract the necessary pension and unemployment benefits and hand the rest over to the worker," the manager said.

"We will also help farmers in providing an orientation pay," he added. "If the worker is

unskilled and the farmer will take the time to train him, the Labour Pool will pay for four days or 32 hours of training."

Most of Haldimand's farmers have dairy, poultry or hog set ups and most are busy all year.

"They're too busy in the summertime and in winter they're just right," said Marie Smith, Secretary at the Labour Pool.

Mr. Hodgson hopes to recruit farm labour mainly from the local area.

"We'll take factory shift workers or people (continued on page 6)

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Cyclists Vie For Prizes

Jim Molnar of Dunnville Senior Public School and Collette Smith of J.L. Mitchener School in Cayuga took the prizes as top boy and girl at the Haldimand County bicycle rodeo finals in Cayuga last week.

They each won a personal trophy and \$25 as well as a trophy which will be on display at their school for the next year.

David Schwyer of South Walpole School and Monica Blomkvist of Oneida Public School took the second prizes of \$20.

Third prize winners Timmy Hines of Grandview Public School and (continued on page 6)



Diane Dagostin, 9, fishes in a tank at Selkirk Sports Day while a "freckle-faced" youngster watches. (photo by Sue Burman)

Haldimand Hears Complaint

Laurie MacDonald, who received heat burns while trying to save her home when a nearby factory burned down, asked Town of Haldimand council to ensure it doesn't happen again.

Mrs. MacDonald, representing the West Caledonia Citizen's Association, said they want assurance that the next building of Harleek Industries in Caledonia comply with fire, noise and sanitary regulation.

Before the fire the building did not meet these, she said.

Sawdust piles and uniform hours are other things the citizens want controlled.

There was another fire four years ago, said Mrs. MacDonald, which destroyed the original building and the empty foundation has not been filled.

If there is another fire, the neighbours are afraid of what will happen, she said.

Councillor Robert Gordon pointed out that the factory had been there before their homes were built.

Mrs. MacDonald explained that when she and her husband had bought their home the factory part was well away from their homes.

"What was behind us was a storage area," she said. "After the fire four years ago he moved all his machinery into the warehouse and carried on."

Mayor David Peirson said there is not much chance of stopping the building as the property is owned by the industry and would be difficult.