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Creighton's, Maple Farms Merge, County's Largest

Two of Elmira's oldest dairies, Creighton's Creamery and Maple Farms All Star Dairy have merged to become the largest distributor of dairy products operating within Chemung County.

The move was approved at recent meetings of the companies' stockholders and announced Sunday night at a dinner meeting of employees and their families at the Mark Twain Hotel.

THOMAS E. BUTLER, vice president of Maple Farms All Star Dairy and president of the newly merged company known as Maple Farms-Creighton's All Star Dairy, said the consolidation will increase the product lines and services to customers in Chemung County.

Butler said the merger will mean no immediate changes in the operations. He said the schedule will remain unchanged at present.

Maple Farms employs 24 persons, Creighton's has 16 on its payroll. The new company will operate a total of 16 trucks, 10 from Creighton's.

The first change the public will notice will be on a new truck now ordered which will have the combined names lettered on the side. Gradually the trucks will be repainted with the new name.

Butler said the dairies' plants will continue to operate separately indefinitely.

Stanley J. Creighton, treasurer of Maple Farms-Creighton's, said additional personnel will be needed in the near future. Annual payroll of the combined operation will be in excess of \$200,000, he said.

The consolidation means approximately doubling the number of customers, the firm's officers reported.

"This merger is a case of two healthy companies joining to get together to do a better job," Butler said. "It involves many things—better volume of sales, increased production, better control and more efficient arrangement of routes."

Butler said the two companies recognized the problems that faces any industry in competition with other companies, and decided to join forces before each was faced with greater problems.

O. LAWRENCE CREIGHTON, vice president of the new firm, recounted the histories of the two dairies. He pointed out that both started next door to each other at 356 and 360 W. Fifth St.

Creighton's Creamery was established in 1918 when Mr. and Mrs. Janet Y. Creighton, parents of Lawrence and Stanley Creighton, purchased a milk route of about 280 quarts from Mr. and Mrs. Maurice E. Butler, parents of Thomas E. Butler.

Around 1929, the Creighton management bought out the Baldwin & Moore Dairy, which served almost exclusively the A&P stores in the Elmira area. Later, the Spring Valley Dairy was purchased, followed in 1958

by the acquisition of the Elmira Milk Co.

The Butlers started a milk route in 1914, began another dairy in 1921 which in 1928 became known as Maple Farms Dairy. Because it purchased milk from farms along Lower Maple Ave.

In 1928, Maurice E. Butler, Frederick A. Molchay and Mathew E. Gallavan combined their milk routes. Maple Farms acquired Tripp's Dairy in 1949, operated by William S. Wood, who previously had worked for Maple Farms.

Woodhill became treasurer of Maple Farms and is now secretary of the new company.

MAPLE FARMS, located at 225 Brand St. since 1924, added a new plant was built, completed an addition of 8,000 square feet in the early part of this year by adding a retail store, office and processing area. The remodeling also included the installation of a new conveyor, boiler and holding equipment.

The Creighton plant at 360 W. Fifth St. will expand its operation in the processing of manufactured dairy products. New equipment has already been installed and additional units are being planned, Creighton said.

Crusaders Take 21-7 Oxford Win

By TONY CRESCENZI

Larry Hamilton's 92 yard touchdown run with an intercepted pass was the big story Friday night at Notre Dame stadium. The Crusaders, sparked by this key

went on to defeat Oxford 21 to 7.

The Blackhawks of Oxford proved that they came to play football when they scored first on a 22 yard pass play. The D.D. toss capped a 64 yard drive.

The Crusaders then took the ensuing kickoff and marched to the end zone.

Notre Dame next will face Batavia, a fine team with a 4-2 win, Joe record. Batavia, led by Tom Woodring, smashed Cornish East 53-14. East defeated Notre Dame 21 to 0. However, the Crusaders did not play their best football on that occasion.

Batavia also has Bill Boscobel, brother of Don, the professional who plays with the Redskins. The game will see two evenly matched teams battling for victory.

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White Label Dewar's Scotch Whisky

White Label Dewar's Scotch Whisky

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