FALL FAIRTIME IN ONTARIO

Photograph by your Ful-O-Pep Photographer

Beeton—Two contestants in the freckle contest at Beeton. Beth Fletcher of Gilford and Keith Robinson of Cookstown.

Photograph by your Ful-O-Pep Photographer

Brussels—13-year-old Jack Hart of Blyth shown above with "Billie", his pet deer, which Jack raised from a fawn.

Photograph by your Ful-O-Pep Photographer

Beeton—Marion Burton is seen at the mike during the spelling match at Beeton Fall Fair.

Photograph by your Ful-O-Pep Photographer

Brussels—The above photo shows the 6 to 8-year-old girls' racing contest at Brussels.

Photograph by your Ful-O-Pep Photographer

Brussels—A view of the opening parade enterin g the fair grounds at Brussels.

Marmora—1st heat of sulky race at Marmora Fall Fair.

Photograph by your Ful-O-Pep Photographer

Zurich—Mr. W. S. O'Neil in left foreground w ith his entry for the young calves' contest. Mr. W. S. O'Neil is a Ful-O-Pep feeder.

Photograph by your Ful-O-Pep Photographer

Marmora—A photo showing contestants and master of ceremonies at the "Take It or Leave It" program at Marmora.

Fairtime Highlights

By Your Ful-O-Pep Reporter

Your Full-O-Pep reporter travelled approximately 2,800 miles during the past week, covering the Fairs at Brussels, Burford, Zurich, Beeton, Caledonia, and Marmora.

The attendance at all the Fairs was well up over previous years and as usual, the livestock champions were, as a general rule, raised on Quaker Ful-O-Pep Feeds. The only complaint received by your reporter in all the many miles travelled last week was that Ful-O-Pep feeds are not in sufficient supply. It is still a little difficult at times to secure all the Ful-O-Pep required. The reason for this is that quality has not been sacrificed for quantity, and as a result, Ful-O-Pep feeds are still the best that money can buy.

At Brussels a concert and dance at the Town Hall climaxed an unusually successful Fair, at which the cattle entries were extremely heavy—more than 200 entries in all.

The Beeton Fair featured a bicycle race for children which drew a great crowd. This was a new event this year and added colour to the exhibition. The Fair Grounds at Beeton were in fine condition. It is a toss-up as to whether the freckle contest or the baby show pleased the proud parents the most.

At Zurich, the School Fair was run in conjunction with the Agricultural Fair, and here Mr. W. S. O'Neill, well-known cattle man and Ful-O-Pep feeder, won prominence with his entry.

The attendance at Burford was well above normal, and all entries were substantially up over preceding years. Jumping and saddle classes drew much favourable comment. A $75.00 prize was awarded for a field crop competition.

Caledonia Fair celebrated its Diamond Jubilee with record crowds—well over 15,000 being in attendance during the three days. This is the only Fair in Haldimand County. Caledonia's newly-formed 40-piece concert band was in attendance and helped create a gay and carefree atmosphere which prevailed throughout the Fair.

At Marmora, the attendance was somewhat less than that of Caledonia, but the holiday spirit was every bit as noticeable and invigorating. Fortunately here, too, the weatherman was kind and a thoroughly successful Fair was held. At Marmora, the men who raise the Champions were once again the men who feed Quaker Ful-O-Pep feeds.

HERE'S HEALTH to the wise housewife who insists on Maxwell House Coffee. It's *Radiant Roasted* to capture every atom of goodness in the Superb Maxwell House blend.