Chronicles Ginger Farm

Written Specially for the Acton Free Press by Gwendoline P. Clarke

are told, and so most of us believe, ance of a meeting or a product Ohain stores department stores is often assessed by the amount of and independent small town mer- advertising it is given. A farmer chants, all advertise their wares sees an annual meeting advertised Candidates for election, all the way in a bold type display and he imfrom local councils to the Federal mediately thinks "This must be government buy plenty of news an important meeting to rate that paper space. Santa Claus parades, much advertising guess I'd better Red Cross drives nomination meet- go and find out the score". The ings, auction sales, bazaars or chances are that without that diswhat have you nearly always run play he might not have known any-. display advertisement where it thing about the meeting at all until will do the most good in their he soes it mentioned as a news

local paper

But when it comes to farm meet- Farmers have a reput it on for ings even to the annual meeting being sadly lacking in the business

wily for advertising purposes - under coming events? but the request for this June "set | Maybe I am speaking out of turn aside" is given far more publicity but that is the way it appears to than the subsequent advertising of me, especially as I so often hear the milk itself. In fact any time farmers say-"I would have gone funds are required most farm or- to such-and-such a meeting only I ganizations develop a pretty good | didn't notice the announcement." publicity program—as for instance. I might also add this is not the current appeal to farmers to plug for our local papers - they support the Co-operative Milk are quite well able to look after Plant. But when it comes time their own advertising.

for an annual meeting an organization appears satisfied with about a dozen lines under the "coming events"! The executive apparently goes to a lot of trouble to secure good speakers for these meetings -eneakers who doubtless have excellent information and advice to pass on to the farmers, but, because the executive falls down on the advertising angle it often happens that such meetings are poorly attended. Farmers of course, are partly to blame they should be watching for annual meeting announcements. But I venture to say that the onus is chiefly on the executive of the farm organizations "It Pays to Advertise" so we concerned. After all the import. dem the following week

of various farm organizations, management of their farms. This Within the theme there is a variawhat do we get? Merely an an- probably stems from days gone by nouncement under the "Coming when farming was a way of living lar look, to a much fuller coatt, of-Events" along with dances, church rather than a business. Now times ten with wrap-around possibilities. bazaars and school concerts. Some have changed. To succeed a man Beauty is in the construction and es as well as handsome modern farm folk read the announcements, must run his farm on a business- fabric, with abundant stitching desome don't. Women usually follow like basis. The same applies to tails that are both attractive and classic motifs. the social events but most of them farm organizations, and, since the functional pass up annual meetings. But, if executive is presumably drawn a meeting is advertised by what from successful farmers, they must length is certainly noticeable. is known as a "display advertise- of necessity be on their toes if the ment" it naturally attracts atten- organization is to stay alive. And tion directly the paper is opened, one way is to advertise important it creates a shoulder spanning Farmers see it, remember it, and meetings. The cost is little com- wdith or an illusion of a lowered or if they are interested make a men- pared with the results obtainedtal reservation to attend that meet- and there are surely funds avail- and cord stitching also add new inable for this purpose. As members terest "But that sort of advertising runs of the Milk Producers Associainto money," you say. Certainly it tion, farmers pay 14 cents per 100 does but hasn't every organiza- lbs. of fluid milk; Cream Producers Use Greeting Cards purpose? The Milk Producers, ation of Agriculture, in some dis-Cream Producers, Fruit Growers, tricts, has an optional levy on farm the Federation of Agriculture, and assessments. Other farm organizaso on, all receive annual fees from | tions have similar levies commentheir members, and it is generally surate with the amount of produce understood that part of this amount sold. Surely then farm organizathus collected shall be allocated to tions could afford prominent eyeadvertising And there IS a cer- catching display advertisements. tain amount of advertising, but rather than a few lines under the what does it amount to compared "Coming Events" - which is the with other trades or industries" cheapest form of advertising avail-For instance there is the June "set able. Or why not both . . a disaside" for milk producers--prim- play plus a detailed announcement

THANK YOU

FOR THE ACCLAMATION ACCORDED ME AS DEPUTY-REEVE FOR ESQUESING TOWNSHIP, 1954

- Compiments of the Season -

WALTER LINHAM

GEORGETOWN ELECTRIC WELDING

ACETYLENE AND RADIATOR REPAIR

4 Young Street - Georgetown

SNYDER TRANSPORT BLDG.

Phone TR 7-2951 - Guy Rodgers

MANY THANKS TO THE PEOPLE OF NASSAGAWEYA FOR SUPPORTING ME FOR REEVE IN 1954

A. R. Service

Here are the machines that CUT your Winter Production Costs

FERGUSON BOMBARDIER HALF-TRACKS FERGUSON CORDWOOD SAWS FERGUSON MANURE LOADERS GEHL HAMMER MILLS DAVIS FRONT-END LOADERS

HYDRA-FLEX CHAIN SAWS

THE NEW FERGUSON TWENTY 85

We have a full line of tractor winter accessories lights, chains, comfort covers, Prestone and many others

LORNE GARNER MOTORS

Phone 452 Acton

EARL J. McCONACHIE, Your Farm Equipment Representative

Fashion Hint



The winter story in coats is a reation of many characters, with the general theme of slenderness. tion from the straight, almost tubu-

Despite the controversy, short Stitching has taken on a new dimension. Used as emphasis on yokes, lifted waistline. Slot seams, welt

To Decorate House

cards, cardboard cutouts of Santa's green are to be found. sleigh and reindeer or metal or plastic sleighs are designed to hold list. cards. They would be perfect on a mantelpiece.

mas cards is to hang them on a gold, moss and olive green and mock tree. Take a bare branch, give burnt orange are used as accents it a coat of silver paint, and then for smoother, subfler ground tones. attach cards to the branches with Vari-colored effects using two.

draperies or blinds. Greeting cards will dress up a

New Floor Covering Says Retirement **Smartens House** Age Superstition

Homemakers thinking of a new There are many false beliefs still carpet or rug should see the new widely held about the ability of patterns and fabrics in the furnish. the older worker, says J. Il. Mcings stores of their community. The Genchy, associate editor of the Tonew floor, coverings are amongs routo Globe and Mail, in the latest the most interesting in many years | issue of "Health." It is necessary In addition to all wool carpets, to make the facts much better the most significant contribution to known among those responsible for the soft floor-covering field in a personnel policies in Canadian incentury is the introduction of car | dustry if our economy is not to pets made of blends of virgin woot suffer severely from premature reand carpet rayon.

These floor-coverings are woven on standard looms and include plains, novelty texture weaves sculptured and carved effects.

ven on standard carpet backs are learning or adaptability. designs.

A number of casual designs all-wool are very reminiscent traditional provincial colorings so becoming to the light and tawny fanishes of modern and provincial furniture. They should delight the more casual type of home.

The cotton carpets and rugs come in a full range of colors, including pastels as well as high and dark decorator colors.

There are fine formal designs 1 in two or three level texture weavversions of traditional floral and

Carpets and rugs made from wool and carpet rayons or 100 per cent, carpet rayon are to be found

The color picture is as agreeable as it is rectful. Nature has played a great part in inspiring new carpet shades. These range from pale and beige through earth tones. mocha, chocolate, red earth and deepest brown.

A particularly amenable green is coming into the picture, soft yet with a slight blue cast. Willow green the color of young spring If you like to display Christmas leaves and several values of forest

Gray is still high on the wanted

Real color excitement is shown in the patterned carpets where Another good way to show Christ- flashes of lemon peel yellow, dark three, and even four colors of yarns Or, you might staple cards to a are seen in casual hit-and-miss long ribbon and attach the ribbon to arrangements.

> Visitors from overseas countries spent \$18,000,000 in Canada in 1952.

tirement and wasted manpower.

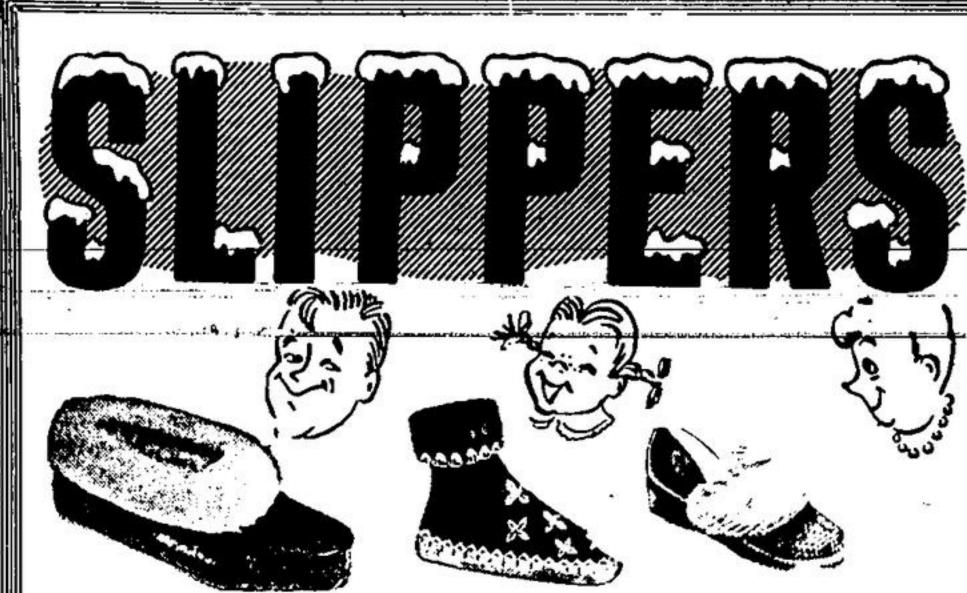
"The older man, admittedly, has less physical strength than the younger one; but he makes up for this by a gain in endurance," explatas Mr. McGeachy. "Up to age A few cotton floor-coverings wo- 160 there is no loss in power of

also being shown in a variety of "The employment of older workers does not mean a loss of production. Men in their 50's or maly 60's are absent fewer days in a year and lose less tune through accidents, than men in their 20's and 30's. These statement are the result of expert surveys in factories and other business enterpises and younger set who lean toward the they paint a picture very different from popular legend.

MY THANKS --

TO THE ELECTORS OF ACTON IN AGAIN ELECTING ME AS MAYOR OF YOUR TOWN FOR 1954 IT WILL BE MY CON TINUED EFFORT TO PROMOTE THE BEST INTERESTS OF ACTON

TO ONE AND ALL MY BEST WISHES FOR THE YULETIDE AND CONTINUED GROWTH AND PROSPERITY FOR AC TON IN THE YEARS AHEAD



A WIDE SELECTION FOR DAD, SIS, MOM AND JUNIOR -

MEN'S DRESS OXFORDS

In addition to our regular lines of Hartt, Slater, Valentine and Tebbutt men's dress shoes, we are now carrying Scott-McHale, another well recognized name in men's footwear. Drop in today and we will be pleased to show you any of these fine lines.

PRICED FROM \$6.00 TO \$27.50

A CHRISTMAS GIFT TO ENJOY THE YEAR ROUND

E. BRAIDA SHOE STORE

BINGO ACTON TOWN HALL FRIDAY, DECEMBER 11

8.00 p.m.

Admission 25c for 15 games

5 Specials at 10c for two turkeys and three Share the Wealth

ANNUAL TURKEY DRAW -Auspices Acton Y's Men's Club



COOPER'S DRUG STORE