

Farm News Page

Say Farmers Should Advertise To Raise Products' Consumption

Advertising by the farmer of his products and whether it pays was the topic discussed by the Ontario Farm Radio Forums the first week of February. The broadcast, heard February 1, asked three questions.

Do you think that more commodity groups in Canada should adopt national advertising programs or should they devote their resources to finding out what the consumer prefers?

Should we have a national food advertising program embracing all commodities to increase the farmer's share of the consumer's dollar?

In what other way could we increase the consumption of your products?

Sires Research

In answer to the first question, most forums thought more commodity groups should have national advertising campaigns but quite a number stressed the importance of research into consumer preferences and felt the two programs should go hand in hand. Some thought the research should come before the advertising and a few said farmers couldn't afford money for either advertising or research (this should be left to the middleman or the retailer).

In considering a national food advertising program embracing all commodities, about two-thirds of the forums thought it was a good idea although there was some difference of opinion about whether it would increase the farmer's share of the consumer's dollar. Quite a number didn't think it would and of those who favored a national scheme, about one-third qualified their approval.

These forums would support it if such a program would increase the farmer's share. Of those who were not in favor, the majority thought individual commodity groups should handle their own campaigns while some could see no value in the farmer trying to increase his products because they were all in raw form and he couldn't stand behind the end product.

Marry Off Bachelors

Suggestions as to how the consumption of farm produce could be increased ranged all the way from marrying off the bachelors and outlawing slimming diets to improved food education, improved quality, packaging and merchandising.

Almost half the forums thought the maintenance and improvement of quality through better breeding, feeding, grading and so on was a possible method of increasing consumption. Increased population, especially by encouraging immigration, was also suggested. Research into new uses for farm products was mentioned while increased exports, to newly countries, had some support.

Halton Delegates Attend Conference

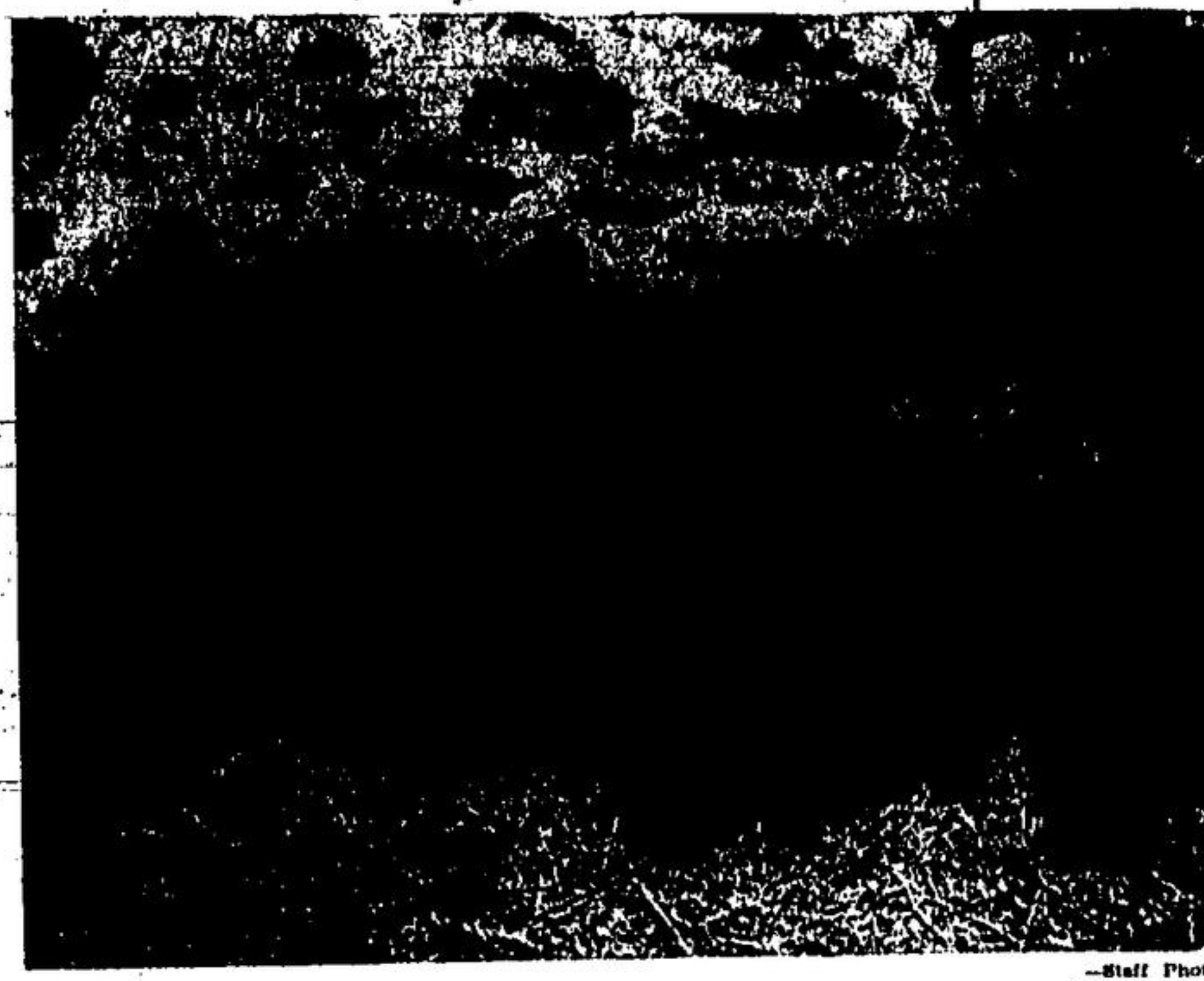
Five delegates from Halton were part of the 900 members attending the Ontario Farm Safety Conference held at the Ontario Agricultural College, Guelph, on February 9 and 10. The Farm Safety Conference is sponsored jointly by the Ontario Department of Agriculture and the Department of Transport.

This program was started in 1959 with a similar conference to get under way the Ontario Farm Accident Survey presently being conducted by the Ontario Department of Agriculture and farm families in Ontario.

This year's conference will mark the start of a coordinated safety program in each county and district in the province. The conference program was designed to focus attention to the nature of farm accidents that have occurred during the last six months period. During the conference, considerable discussion took place on the various methods of conducting safety programs.

Farm Accidents Report

The results of the Provincial Accident Survey will be compiled immediately following the conclusion of the survey, at the end of February. In addition to provincial statistics, each county will have a compiled report on farm accidents.



TOP GAINING ANGUS BULL in Ontario in the 1959 "broader" classification was Eileenemere of Woodhill 15th, bred by J. B. McCall of Killbuck and owned by farm manager Charles Hepburn. Eileenemere, who averaged a 2.87 lbs. gain per day while on test, will be sold March 2 at the Ontario Beef Bulls Sale. The owner receives a \$50 prize from the Ontario Red Triangle Baby Beef Association at the annual meeting in Chatham later this month.

The survey in Halton county is being conducted by the Halton District Women's Institutes.

Delegates to the 1960 Safety Conference included Mrs. Velma Norris, president of the Halton Women's Institutes; Mac Sprawl, president, Halton Federation of Agriculture; A. R. Coulter, chairman, 4-H Club Leaders' Council; Sandy Barnes, president, Halton Junior Farmers' Association; and J. A. Francis, agricultural representative, Halton county.

POOR SPORT

Husband hunting is probably the only sport in which the animal that gets caught has to buy the license.

Valentine Party, Lunch Highlight School Day

A Valentine party was held at the school on Friday afternoon with an exchange of valentines and cleaned by lunch and can be being served.

Miss Wilma Klooster spent last week with Mr. and Mrs. Knapp and family near Elm.

Knox Auxiliary Studies Nigeria

The Afternoon Auxiliary of Knox Presbyterian Church met on Thursday afternoon, February 11, at the home of Mrs. R. R. Parker, 4 Park Ave.

The president, Mrs. Bonnie, opened the meeting with a call to worship. The meeting was turned over to the program committee under the leadership of Mrs. E. J. Hassard. The scripture reading was read respectively, John 1:14. This was followed with prayer by Mrs. R. J. Davidson.

The offering was received and dedicated by Mrs. Hassard.

The study, Changing Ways of African Life, was taken by Mrs. Hassard and "Nigeria" was the topic for this meeting.

Night School Over Plan Display Night

Serious sessions of sewing, lectures and instruction climaxed in pleasant class parties Monday and Tuesday just before night school "closed its doors" for another season. Lessons are all finished, still to come is the annual display night on Saturday, February 27.

After regular classes, coffee, cream and sugar were dispensed by night school committee members from the home economics room in the high school to separate class parties. There the students had brought delicious contributions to the evening affair. The class even had strawberry shortcake with mounds of whipped cream.

Presentations were made to the instructors with words of thanks. Last minute arrangements for the display and demonstrations next week were made.

Many Pass Tests In Swim Club

The Dolphin and Sealion sections of the Water Y's Swimming Club continued their vigorous swimming periods at the Guelph Y pool the past two weeks in spite of conflicting engagements.

On Friday, February 5, Susan Clarke and Ludame Beer of the Sealion section passed their pre-beginner test with a swim in deep water and David Sproston completed his first star tests.

Last Friday, Bill Reed and Carl Wen passed tests to complete their third star and crest tests in the Dolphin section.

Instructor Jim Buckland and his assistants are continually coaching the young swimmers in an attempt to have them complete all tests before the winter swimming instruction comes to a close.

POET'S CORNER

THE VALENTINE

Today I found a Valentine
Among my hoarded treasure,
And solved filled this heart of mine
In overflowing measure.

The script is large, the spelling wrong
The picture smeared with trying
But like a burst of golden song
The message underlying.

And once again, my very dear,
Through snow lies deep above you,
Your voice comes back from
yesterday
And whispers still, "I love you"
—Isabel Anderson

IN MEMORIAM

Donations to support research in cancer can be a constructive In Memoriam. Your local undertaker will receive donations and give official receipts.

Husband Gets Final Word Wife Wins \$300 at Bingo

The old adage "A woman is always right", did not ring true in the case of Mrs. J. Creevey, when she won \$300 at a Guelph bingo.

On Saturday, February 6, when the Junior Chamber of Commerce in Guelph staged their bingo, Mrs. Creevey, who had ten attended, decided not to venture to Guelph.

A little coaxing by her husband and she was soon on her way to join the thousands who frequent the place regularly.

While waiting for a certain number to come up, the Acton woman was suddenly surprised to hear her number called. When she called "bingo", she was thrilled to hear she had won \$300.

Mrs. Creevey has been an attendant bingo for some time and until recently attended the weekly bingo in Acton sponsored by the Legion Ladies' Auxiliary.

Dorothy Dawkins, R. E. Tremblay Wed in St. Joseph's Church

A honeymoon trip to Buffalo reception following at the home of the groom's parents, 35 Nelson Ct., Acton, where Mrs. Raoul Tremblay received in a black brocade sheath with a white corsage of white carnations. She was assisted by Mrs. Cecile Dupont of Guelph who wore a green frock of printed pearl de sole and a corsage of white carnations.

For the trip to Buffalo, the bride wore a beige and white print sheath dress with accession of red, yellow and green, topped by a tan jacket with a yellow orchid corsage. They are making their home in Guelph.

Wedding guests were present from Acton, Guelph, Looksville, Port Credit, Kitchener, Bridgeport and Montreal.

Recent Bride, Groom Honored at Parties

Recent bride Miss Dorothy Dawkins was the guest of honor when a shower was held at the home of Mrs. H. Tremblay, 34 Charles St., Guelph. A few games were played followed by the opening of gifts and a delicious lunch was served.

A surprise stag party was held for Bob Tremblay the groom at 35 Nelson Court. Numerous friends and relatives attended.

Rev. P. A. Sawyer Conducts Services

Sunday services at St. Alban's church, Acton and St. John's church, Rockwood, were conducted by Rev. P. A. Sawyer of Hepler and St. George's church Guelph.

The Rev. H. B. Stokroff and Mrs. Stokroff are vacationing in Florida.

Jazz, Old Dances on Program Club Stars Teenagers' Choice

February 6 brought Family Night again for the Acton Scottish Dance Club, the night especially set aside when the whole family can attend the meeting and as many age groups as possible are catered for with a variety program.

In the first number, soloists were Sheila Donnelly, Ann McMillan, Angela and Evelyn Ross.

Percussion Band

As the Acton Junior Pipe Band were not playing, Mrs. Buckner had prepared three groups to show what can be accomplished by a percussion band. The beginners gave four numbers. Soloists were Evelyn Ross, Diane Bousfield, Claire Dunham and Henry Wiszczyk; also taking part were Anne Rogers and Robert McMillan.

Group two, intermediate, played and the children in this section were Sheila and Leslie Donnelly, Dougald and Sally Dick, Terry Dowling, Heather Anne Dumarch, Mark Hurst, Heather McGeachie, Ann McMillan, Angela Ross, Ellen Wiszczyk and Christine Blunn.

In the advanced group, playing from their own scores, were James Blunn, David Chapman, Gerald Dick, Phillip Graham, Catherine Higgins, Jill Hurst, Vivienne Reynolds, Anne and Lyndee Jamieson, Jack Wensley and Sally Wilson. Music stands were kindly lent by Acton Citizens' Band.

Variety of Dances

Three new toys performed the Highland Fling, Anne and Jane Watson and Margaret Slawen. Two songs were given by Sheila Donnelly, Terry Dowling and Mark Hurst. Mrs. Oliver Moran was accompanist for this part of the program.

At regular intervals, everyone was invited to get up and join in the various dances.

The second phase of the program was announced as Teenagers' Choice, arranged by a committee comprising Katherine Kirkness, Jane McPhedran, June Rennie, Susan Wilson, Robert Foyers Jr., Paul McGeachie and Brian Sproun.

Guests were welcomed by Susie.

GIRL GUIDE NEWS

We started the meeting with O Canada. Then to patrol corners for passing and studying tests, discussing the duties of the patrol for the evening. Mrs. Watson then separated the Tenderfoot, Second Class and First Class girls for studying and passing tests.

The game was taken by the Daisy Patrol until campfire. At campfire Fairy of the Valley did a skit much to the enjoyment of the company.

The meeting closed with Day is Done and Taps.

Old New Dances

Margaret and Kathleen Thompson once again braved the roads from Galt with a party of young people. Their dance, the Double Swords, was performed with ease and dexterity and good breath control.

Young Andrea Camella of Milton and Penny Izatt of Clarkson showed their versatility in an item new to their Acton friends and in keeping with the teenagers' choice, in Modern Jazz. Attired in black leotards and leopard skins, they gave an excellent portrayal of their subject with lithe grace.

Former exhibition ballroom dancers and silver medalists in Britain, Mr. and Mrs. S. A. Rafford were given an enthusiastic reception for their demonstration of the quick step and a modern waltz.

In charge of generous box lunch refreshments and of kitchen chores were Bob Currie of Guelph, Bob Foyers, Jack McGeachie, Sid Saltz and Bill Wilson.

A beautiful color film, Scotland Dances, concluded the entertainment. Dancing followed with the inclusion of some live music in response to the teenage members' request. Variety is usually the spice of life and there was plenty of it at the Family Night on Saturday.

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