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Sugar and Spice

Dispersed by BILL SMILEY of the Winston Echo

Seems to me that life is a lot shorter for people nowadays than it used to be, even though they live longer. If that's too Irish for you, I'm sorry, but I haven't time to explain.

You see, there's the trouble. I haven't time. Why haven't I? Because I've got to get this busy column written, so I can rush off to bed, so I can get up and rush off to work, so I can make some money, so I can pay for that load of topsoil I bought, so I can rush home after work and spread it on my lawn.

The world's going crazy. Everything is speeding up. When I was a kid, people used to sit around on their front porch of an evening and shoot the breeze, then go off to bed soon after dark. If you sit around on your front porch nowadays, all it means is you're a no-good, because if you were any good you'd have enough money so you could either be chasing around the lawn behind a power mower, or sitting inside, like a decent citizen, watching TV.

Sure, your common sense tells you it's ridiculous. "Slow down, boy," you tell yourself. "You're only going through the course once. Don't panic." So you deliberately put on the brakes. You determine, for example, to sit down and relax after dinner, with coffee and the evening paper.

Right-away you feel uneasy. Your nervous system, wound up like a steel spring, rebels against this unfamiliar treatment. You feel like an outboard motor running full speed without a boat under you. You begin to twitch, and when your wife rattles the dishes suggestively, or the phone rings, or one of the kids comes in bawling with skinned knees, you spring up in relief. That's the awful condition to which the perpetual motion existence we refer to as "gracious living" has brought us.

Speed and greed seem to be the basic ingredients in that arid position called modern living that we find so hard to swallow. Speed is the diet of the 20th century, as surely as money was that of the 19th, reason that of the 18th. We worship it cynically, but unashamedly. Greed is the fat, slobbering, little beast inside us that makes us repulsive if we feed it, frustrated if we don't, and happy only if we strangle it at birth.

Speed has ceased to be a means to an end, and is now an end in itself, though we don't admit it. We speed up production so we can "turn out the article more cheaply." As soon as the new method is in operation, the price of the article goes up. "Higher overhead." We speed travel to save time, and spend six months in hospital, when we fail to make that curve. We speed housework with new gadgets, so she'll have more leisure time—to sit around with a bottle, or go out and play bingo.

High in the ranks of those latter-day Satans who cater to, tempt and urge on the poor ordinary slob in his worship of speed and surrender to greed are the advertising men. If that seems a little harsh, don't take my word for it. Just pay a visit to a supermarket.

Shopping used to be a leisurely, pleasant part of daily life for women. It was a hangover from the open market of ancient times. At the grocery store, they met their neighbours, exchanged repar-tee with the grocer, pinched the meat, tasted the cheese, squeezed the bread, thumped the melons, prodded the chickens and sniffed the fish. Above all, they chewed the fat.

To-day, shopping is a gym or deal. The only things the women can get their hands on are the vegetables, and there isn't much joy in pinching, thumping or taking a bite out of a carrot. Where their grandmothers dipped a hand into a box or barrel to taste or feel, they worriedly read labels, or peer perplexedly into a vast, white, gleaming mortuary called a meat counter.

From every shelf, in every colour, they are shouted at to "hurry, be quick, hasten, grab me, buy more, family size, special deal." No wonder they scuttle about furtively, snatching up packages and dropping them like hot potatoes into their shopping carts. Everything spells out speed and greed: mini rice, instant coffee, pre-cooked ham, oven-ready chicken, ready-mix cakes, quick-frozen fish. As a result, they buy twice as much as they need in half the time they should.

Then, instead of a friendly, mutually-suspicious rallying of the bill with the grocer, they hurtle into a line-up, the grub is whisked into bags, the cash register rings out its staccato symphony and they find themselves out in the street, a vast bag in each arm, and only the vaguest idea of how much they spent.

You'll have to excuse me now. My wife wants to know whether I want instant coffee or jiffy cocoa with the piece of pie (instant fill, ready-mix crust) for my midnight snack. Got to save time if I want to read my book digest before bed.

June is Dairy Month Throughout Canada

June is Dairy Month is a slogan with special meaning in Canada, says officials of Dairy Farmers of Canada, the national producers' organization. Starting as an advertising slogan under which dairy foods were related to summer eating, it has now come to take on a broader meaning across the nation. Mention of June conjures up in most minds a host of pleasant associations. Warm weather and green grass are immediately tied up with grazing cows and the scenes of contentment which seem to spread across the land at that time of year.

June is an excellent time of year for urban and rural people to once again consider their interdependence. Canadians eat something like 1035 pounds of dairy foods per capita every year. This is an important part of the individual diet considering either volume or the nutritional aspects of the situation. By their generous purchases of dairy foods, urban housewives enable 455,000 dairy farmers to spend millions of dollars each year for the products of the factories where urban husbands work. There is real interdependence here.

Dairy products are worth a billion dollars a year to the Canadian economy and this is only part of the story. One of the greatest arguments for a dairy industry does not appear in cold statistics. It is generally accepted that Canada needs a healthy and prosperous agriculture as a part of the overall economy. In this context a healthy agriculture means not only good prices but efficient soil use and management. No agricultural practice does more to conserve the vital elements of the soil than does dairy farming, for dairy farming requires large acreages of pasture and hay crops which not only build soil but prevent the ravages of wind and water erosion.

It can be said with some truth that dairying preserves both the human and soil resources of the Canadian nation.

TULIPS IN BLOOM

Tulips and lilacs in bloom make the countryside a thing of beauty this week. The tulip crop is one of the most colourful in years, and should last much longer than last season, when a couple of hot, dry days shrivelled the flowers.

Notice to Creditors

In the Estate of ELIZABETH CUNNINGHAM, late of the Village of Norval, in the County of Halton, widow, deceased.

ALL PERSONS having claims against the Estate of Elizabeth Cunningham, late of the Village of Norval, in the County of Halton, widow, who died in the Town of Georgetown, Ontario, on or about the 7th day of January, 1957, are required to file proof of same with the undersigned on or before the 5th day of June, 1957, after which date the Executor will proceed to distribute the estate having regard only to the claims of which he shall then have had notice.

DATED at Georgetown, this 15th day of May, 1957.
Robert W. L. Cunningham,
Executor Estate of
Elizabeth Cunningham
By his Solicitors,
HEWSON & ORD,
Georgetown, Ontario.

Need Advertising to Boost Dairy Products

Dairy producers have done a good job in the past but they still need to advertise their products if they expect to maintain their share of the Canadian market. This was the warning of Gordon Loveridge, president of Dairy Farmers of Canada, when he asked the 455,000 members of his organization to get behind the drive for advertising funds in June. First national farm organization to go into advertising Dairy Farmers of Canada program was instituted in 1950 with gratifying results, according to Mr. Loveridge. Two major benefits of the program have been noted: increased per capita consumption of dairy foods in Canada; and, increased co-operation and promotion within the dairy industry. Mr. Loveridge said his organization was flattered by the fact that other farm organizations were endeavoring to duplicate the program on behalf of their own products. Dairy Farmers advertising program is financed by producers themselves contributing a cent-a-pound on butterfat marketed during the month of June. This formula raised about \$375,000 in 1956.

Mr. Loveridge is optimistic about the future of the dairy industry, providing the industry itself is prepared to take advantage of the booming Canadian economy. When pay envelopes are full he believes that every effort should be put forward to ensure that Canadian housewives remain conscious of the important part that dairy foods play in the diet of the family. Further, a strong public relations program needs to be maintained to keep the urban public aware of the importance of the dairy industry in the conservation of agricultural resources and in the general economy of the country.

CANDIDATES QUALIFY

Candidates Sandy Best (P-C); Ken Dick (Lib.) and Jack Henry (CCF) qualified for election at a sparsely-attended nomination meeting Thursday in Milton.

All candidates had announced their intentions well in advance of the day, and no surprise "dark horses" appeared to seek election.



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