

Estimate 125-135,000 attendance

Judge IPM success

Although it was a success, the International Plowing Match in Halton Hills last week didn't break many attendance records.

Officials tallied up the gate receipts on the weekend and estimate the match was down about 10 per cent from last year's show in Lambton, where attendance was figured at 150,000 over the five days.

"That means we had about 135,000 people at the Halton match," said Halton IPM Local Committee's secretary Henry Stanley of Milton. Gate receipts figures indicate a paid attendance of around 100,000 people which, coupled with the free passes given to workers and exhibitors, would indicate about 125,000 total attendance. There were over 8,000 passes distributed, officials said, and thousands of Halton school students were let in free in groups.

"We took in enough at the gates to break even and pay all our expenses," Stanley said, so in that respect the show was a success. Officials were concerned early in the week when cool and wet weather kept the crowd figures down. Halton Plowmen and Ontario Plowmen's Association were depending on record crowds to cover the \$100,000-plus in expenses that it took to organize the 1974 match.

Thursday's crowd, estimated at 30,000 or better, set a new record for a mid-week day at the IPM. Saturday's attendance is usually the highest of the week and the Halton match was no different, as an estimated 35-40,000 passed through the gates. OPA secretary-manager Ed Starr described that as a record figure—"higher than ever before."

crowds were away below previous years and the Friday crowd was a normal crowd.

Several IPM officials said they were disappointed the Halton match didn't reach the expected 200,000 attendance figure, but they figured Halton's declining agricultural population was partly to blame.

Growing urbanization in Halton and surrounding counties meant there were less farm people close by to attend the show, secretary Stanley said. Organizers counted on a big urban crowd Saturday—about the only day city dwellers could get to the match—but rain and cool weather that morning caused many to miss the match even though the sun came out and the afternoon was perfect weather for the show.

"The crowd may have been down from 1973 but it was still a very successful match. The exhibitors were generally pleased and there were very few problems," said OPA's Mr. Starr. "The match was certainly on a par with the two previous years," he added.

Halton chairman Ross Segsworth has called a meeting of committee chairmen for this week, to review the match and total up the outstanding accounts. He said he was very pleased with the success of the IPM and praised the members of the 23 committees who worked so hard to organize the event. "All our work was not in vain," he grinned. "It was probably the best plowing match ever held in Ontario."

Size-wise, the IPM surpassed all previous records. Over 300 exhibitors and caterers rented space in the tented city, which stretched out over 80 acres of land on the Craig Field farm and contained three and a half miles of streets.

About 300 competed for \$20,000 in cash and merchandise awards in the plowing competitions, held on lands surrounding tented city.

Officials estimate close to 24,000 cars were parked in the acres of parking fields.

OPA president Len Jefferson of Fergus said "the crowd was below last year but the match was still a big success." He felt the IPM has a great educational value—"look at the thousands of school children who came here."

"We have achieved our aim—it was a good show, thanks to all the people from Halton who not only worked hard to organize it but also showed us that Halton hospitality is really terrific," the president said.

Next year the match moves

to the Region of Durham and will be held on Highway 7, near Oshawa.

Highlights of the match included:

—Tuesday's opening ceremonies when Halton East MPP Jim Snow, Minister of Government Services officially declared the show open.

—A plowing contest for wardens and regional chairmen. Host Halton Chairman Allan Masson came fourth in this contest.

—The plowing class for

press representatives, won by CBC's George Atkins. He has been a regular competitor in the class and just edged out first-time competitor Joyce Heaton representing The Champion, Milton—only woman along the five entrants in the class.

—Saturday's class for mayors, in which Milton Councillor Don Gordon represented Mayor Anne MacArthur and came second while host Mayor Tom Hill of Halton Hills ran fourth.

—Choose queen

—The Queen of the Furrow

competition which included a plowing contest Thursday, speeches and interview Friday and the crowning of the 1974-75 Queen Arlene Wilson of Bolton in Peel County at Friday night's awards banquet.

—The awards banquet, held at Mohawk Raceway in Campbellville, where 1,841 people sat down to a roast beef dinner served by Halton Women's Institutes.

—The Halton Region display, six tents and a steel building plus outdoor displays, where Halton's

agriculture and community service organizations displayed their aims and work to thousands of local residents and visitors.

—A ladies' program sponsored by Halton women which attracted over 1,000 people each day.

Bert Robertson was the only plowing competition winner from Acton. Other area winners were Stan May, Hornby; Glen Gray, Rockwood; Larry Pickett, Moffat; Dwight May, Hornby.



ONTARIO'S NEW FURROW QUEEN Arlene Wilson of Peel Region was crowned Friday at the plowmen's banquet at Mohawk Raceway. She's pictured receiving congratulations from Halton Queen of the Furrow Carol Somerville of Acton, right. A crowd of 1,841 attended the banquet, served by Halton Women's Institutes.



A CROWD OF 1,841 PEOPLE sat in on Halton's largest-ever banquet Friday. The mutuels area at Mohawk Raceway had wall-to-wall people for the plowmen's banquet, where winners at the

IPM received their trophies. The Women's Institutes of Halton served the roast beef dinner and the Lorne Scots Military Band and Pipes and Drums provided entertainment.

Dignitaries, plowmen share spotlight

The largest banquet ever held in Halton, the awards banquet held in conjunction with the International Plowing Match, saw 1,841 people being simultaneously fed a roast beef dinner in the mutuels area of Mohawk Raceway Friday evening.

It took 13 Women's Institute groups and a year's organization by chairman Bert Hinton of Acton and his committee, but the event went off smoothly—as if it happened every day in Halton.

Diners included OPA and Halton Local Committee organizers, plowmen, exhibitors and special guests, all of whom had a hand

toward the success of the 1974 International in Halton Hills.

The evening featured presentations of trophies and merchandise prizes.

Master of ceremonies was Gordie Tapp. Rev. Dr. Douglas Lowry of Campbellville gave the grace and Ed Starr, secretary-manager of OPA did the head table introductions and announced the prize winners. His assistant Art Peppin handled the Furrow Queen competition.

Greetings were brought from Halton Region Chairman Allan Masson, Halton East MPP Jim Snow who had officially opened the match on Tuesday, and Minister of

Agriculture and Food William A. Stewart. The agriculture minister said the IPM is "a tremendous tradition" and called it "the outstanding event in rural Ontario in any year."

Canada's rep. He paid a special tribute to Carl Timbers of Truffville, who recently won second prize for Canada in the World Plowing Match in Finland.

A special presentation was made to Will Barrie of Galt, a former president of OPA and one of the original OPA directors. Now in his 90th year, Mr. Barrie is still active and visited the Halton match three times. At the Tuesday opening, he had presented a hand-made gavel to Halton Committee extended by chairman Ross Segsworth, who said the match was the result of "everybody working together for one common goal."

An invitation to the 1975 match in the Region of Durham was extended by Robert Timbers, chairman of the Durham Committee. The 1975 show will include the World Plowing Match.

Host farmer Craig Reid concluded this part of the program by thanking his neighbors who allowed their lands to be used for parking and plowing.

They included Earl Wilson, Sandy Barnes, Harold Early, Chester Early, Bruce Nixon, W. J. Russell, Joe Kingdon, Mrs. Wilfrid Bird, W. T. Warming, George Bird, Ralph Cunningham, John Bird, Gerhardt Trevantus, Graydon Chester, M. Guy Wilson and Joe Schertzl.

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