

Profiles

with
Jennifer Barr



sea. He got to Bristol 200 miles from home and was returned by concerned police.
After formal education in the arts and a tour with the Royal Air Force Allen settled into life as a newspaper photographer freelancing for several major British publications.
While occupying a lowly London garret and "slowly starving to death" Allen learned that desperation can make brave men as he belted his way into his first assignment.
"I learned not to take 'no' for an answer."
That bravado got him work with such impressive papers as the Observer, and the Sunday Times and Telegraph. He was shortly doing candid photographs of live television plays for the BBC in addition to newspaper assignments. Allen has worked with Tony Armstrong-Jones and has photographed such stars as the Beatles, Tommy Steele, Lee Remick and Ring Crosby.
A country boy at heart, Allen joined three friends in starting their own newspaper in Lancashire. Giving the competition a run for its money, the newcomers were delighted to find

their paper making vast inroads in circulation. "They couldn't compete with four slick professionals from the city," Allen comments.
When the competition, a chain newspaper, decided to lick 'em by buying the new paper, the four agreed to sell. Allen thought he could now "write his own ticket" but "it wasn't so," he ruefully admits.
He drifted into marketing and selling having picked up a commercial degree in agricultural nutrition along the way and came to Canada in 1967 to straighten out a Peterborough division of Liquefieds. Within six months, he says, he turned the company around and was stationed back in England. Restless, he came back to Canada and joined a marketing firm in Oakville, while living in Elora.
When a client's offer of an attractive contract tempted him, Allen made the break and started his own consulting firm with wife, Dawn, an accountant who looks after the figures.
The two have been living and operating in Eden Mills for six years offering complete

marketing packages to a variety of clients. Allen handles every facet from market research, feasibility studies, competition checks, evaluation, marketing plans, advertising programs and public relations work.
"I offer an objective assessment of the company."
Handling the implementation of his own ideas, Allen also trains existing company people to carry on his marketing plans.
"I work toward my own obsolescence."
Criticizing most Canadian business for having little marketing foresight, Allen says most manufacturers have no marketing knowledge.
"If you can't sell the product it's no go," he adds.
In an effort to keep abreast of rapidly changing marketing strategies, Allen set up his own company selling a unique set of gardening tools throughout the States, Australia and Hong Kong. The three tool set of polished steel trowel, hand fork and transplanter are available in Canada through Dominion seed house and the Bay.



Allen and Dawn Simpson examine the new garden tools marketed by their Eden Mills company.

COMPETITIVE PRICES

A-B

WOODLAND MARKET

FOODLAND 48 fl. oz. fancy tomato juice	.88
3.6 litres Javex liquid	1.38
CAMPBELL'S 10 fl. oz. cream of mushroom soup	.37
BRIGHT'S 48 fl. oz. choice pure apple juice	1.19
BIRDS EYE 12 oz. frozen Awake orange drink	.79
RICHS 500 g. frozen coffee rich	.39
750 ml Bottle Coca Cola, Sprite, Canada Dry, Gingerale	.49

Fresh Produce arrives daily at the lowest possible prices!

8 oz. instant coffee Sanka	5.39
HENLEY 19 oz. choice yellow cling peach halves	.79
BLACK DIAMOND 1 kg. Canadian process cheese slices	4.99
COTTONELLE 4's toilet tissue	1.29
541 g/7 lb. shortening Crisco	.89
EAGLE BRAND 300 ml. canned milk	1.69
DALTON 7 oz. featherstrip coconut	1.09
DELMONTE 375 g. seedless raisins	1.89
REALMON 675 ml. lemon juice	1.35
CLOVER LEAF 775 oz. pink salmon	1.39
14 kg. crystals Sani Flush	1.58
GAINESBURGER 2 kg. beef, flav. dog food	3.99
JOLLY MILLER 3's 3-1/4 oz. orange crystals	.89
GLAD 24's kitchen catchers	1.39
BALADA 60 tea bags OP	1.89
KELLOGGS 725 g. Rice Krispies	2.19
KELLOGGS 400 g. Bran Flakes	.99
FLEECY 5 litres liquid fabric softener	3.49
Whisper 14 kg. Cascade cleanser	3.29
BRIGHT'S 14 oz. applesauce	.89
200 g/7 oz. ass'l. Air Care Solid Deodorant	.79
SCOPE 750 ml. mouthwash	3.59
HEAD & SHOULDERS 350ml condition shampoo & lotion	3.99
SECRET 300 g. roll on or anti-perспирант	1.89
WONDRA 400 g. skin condition lotion	1.49
CREST 150 ml. reg. or mint toothpaste	2.29
PAMPERS 30 newborn diapers	3.59
CHRISTIES 250 g. plain Ritz crackers	.99
CHRISTIES 250 g. Triscuits	1.29
CHRISTIES 350 g. plain Ritz crackers	1.49
SHRUFF 500 g. inst. mashed potato	1.59
AUNT MARIE 19 oz. Tins whole white potatoes	.59
STAFFORD 9 oz. Jar raspberry or strawberry jam	.89
WESTON Pkg. of 12 brown 'n serve rolls	.79
WESTON Pkg. of 6 lemon filled buns	.99
WESTON Pkg. of 6 raisin bran muffins	.99
STUART Pkg. of 10 chocolate swiss rolls	.99
OLD MILL 16 oz. loaf white bread	2.99

FROZEN FOODS

SARA LEE 13-14 oz. frozen meat, cakes/brownies	1.89
MIX & MATCH Blue Water 12 oz. Pkg. Boston blue fish in batter or ocean snacks & shrimp	1.79



Pastor Jean Stairs of the Acton Baptist Church was inducted Sunday night at a special service. Her father, Karl Stairs, first vice-president of the Baptist Convention of Ontario and Quebec; Eleanor Laker moderator of the Guelph Area Baptist Churches; and a former teacher, Dr. Kenneth Jackson, McMaster University; were on hand to offer congratulations.

Committee to review bowling licence fees

Halton Hills council is bringing the special licensing bylaw review committee back to life to take another look at bowling alley fees.
Monday general committee heard from the owners of a bowling alley in Georgetown protesting the fee of \$25 for the first alley and \$10 for every other alley.
Several committee members agreed the fee was too large and councillors decided the licensing committee should take another look at the fee. The committee had been disbanded.
Clerk-administrator Ken Richardson noted other bowling alley owners in Halton Hills have taken out their licences and paid the fees.



Brian Canary brought Snoopy around to the Agriculture Canada free raffles clinic Thursday at the Acton Community Centre.

Chamber helps in new apprenticeship program

The Acton Chamber of Commerce and the Halton Industrial Training Committee (HIT) are involved in a new program that will provide apprenticeship training.
In the past, apprenticeships have been done in a block type method, with a certain amount of time spent on the job, and time spent in the school. However, this created a certain lag in the employee's job.
The way the program is now structured, according to Chamber secretary Janet Fleming, is a day release scheme whereby the apprentice is in school for only one day a week (eight hours a week) for a 30 week period (240 hours per year).
Already within Halton there are 125 industries affiliated with the committee and 80 apprentices in training.
The starting day for the next program is January 5, with openings in: industrial maintenance mechanic; machinist; moldmaker; tool and die; fitted structural steel platework (fitter, welder).
Funding is based on a three year reimbursement program. Fleming explained in the first year 60 per cent of the employee's wages are paid for 20 weeks (800 hours); for the second year 50 per cent for 18 weeks (720 hours); and in the third year 45 per cent for 14 weeks (500 hours).
The contracts are rewritten each year to allow for any wage increase the employee may accrue.
The employee is not eligible for training allowance or unemployment insurance.
Any industry in the Acton area interested in the program is asked to call John Allinson at 853-3164 or Dave Whiting at 853-3725.

Fergus problem leaves us in dark

Thousands of homes between Fergus and Acton were without hydro for about 45 minutes Wednesday afternoon after power lines were downed in Fergus.
Halton Hills Hydro meter superintendent Doug Mason explained this area receives electricity from Wellington County. Any major problems there effects Acton.
Power was out in Acton, Eramosa and Esqueving townships, Rockwood, Eden Mills and Everton.

Tax rebate helps sales

The November provincial sales tax rebate on 1981 model cars has had a good effect on at least one car dealer in Acton.
Lorne Doberthien, owner of L and L Ford on Main St. explained between the sales tax rebate, the manufacturers' and dealers' rebates and declining interest rates, sales are brisk.
He explained the tax rebate, up to \$700, is good only on 1981 cars. The purchaser pays the tax when acquiring the vehicle and then gets the money back from the government.
The manufacturer and dealer rebate is a flat \$500 off cars and trucks excluding Lynx and Escort models. There is also a \$100 rebate if a person test drives a Lynx, Escort, Capri or Mustang, and purchases any small car.
Doberthien said he has no idea of the percentage business increased since the government introduced their rebate scheme earlier this month.
The scheme is only good until November 30 and delivery must be made by December 5.
Les Pellett of Achilles Motors said the rebate has had no effect on his business at all as he has been sold out of 1981 cars since September. He explained he has only used cars and 1982 models on his lot.



Edna Besley of the Dublin WI presents Councillor Marilyn Serjeantson with their second contribution of \$500 for the ActiVan.

December 17 set for appeal

The sentence of a Burlington man who killed three women in a bicycle-car accident in the summer of 1980, including former Acton and Esqueving resident Lorraine Robertson (nee Lavigne), will be appealed next month.
In August Walter Valente was fined \$200 and his driver's licence suspended for one year as a result of being convicted of careless driving. Valente had pleaded guilty to the charge in connection with the accident in which the three women riding bicycles were killed. As well two other women were injured in the accident while riding their bikes.
Crown attorney Jim Treleven initiated the appeal and it will be heard in Milton Provincial Court December 17. Valente had been convicted of driving offenses previously and his licence was suspended a couple of times. Treleven urged a jail term at the time Valente was sentenced and felt the sentence he received was far too light.
A graduate of Stewarttown and Acton High schools, Mrs. Robertson lived with her family at their Cedar Springs motel before moving to Church St. after her marriage. The mother of three lived in the Acton area for about eight years.

Acton GO bus shelters planned

There could soon be two GO bus shelters in Acton. Councillor Dave Whiting says he was informed by regional chairman Jack Rattis that GO has approved the two shelters, but Ministry of Transportation and Communications approval is still needed.
John Goy Sr. gets credit for the idea of having bus shelters here. He suggested to Whiting they were needed and Acton's representative at the region contacted GO with no success. So Rattis, who is a member of the Toronto Area Transit Operating Authority, took over the campaign and convinced GO the shelters are needed.
After checking with their drivers about busy stops, Whiting says, GO wants the shelters located at the Becker's Plaza and on Highway 7 west of Highway 25 near Lakeview Ave.

Grade 'A' Fresh 3-4 lb. Average

chickens

chicken in-a-basket (whole chicken cut-up) **1.19 lb.**

Fresh 'B' Grade 2 1/2 lb. Average

stewing chickens	.59 lb.	Burns Pride of Canada 1 lb. Pkg. skinless wieners	1.29
Freshly Minced medium ground beef	1.89 lb.	Link Pak link breakfast sausage	1.39 lb.
Fresh Meaty side spare ribs	1.49 lb.	Counter Served lean cooked ham	2.09 lb.
sweet & sour ribs	1.69 lb.	Devon 500 g Pkg. Sliced breakfast bacon	1.99
Burns Pride of Canada Ready-to-Serve pressed dinner shoulders	2.19 lb.		

Prices effective Nov. 25, 26, 27, 28/81. We reserve the right to limit quantities.

Pre-Christmas Special

20% off

BULOVA & SEIKO WATCHES
GOLD RINGS

ASK ABOUT OUR CONVENIENT CHRISTMAS LAY AWAY PLAN

Home Gifts - Cards - Jewellery

43 Mill Street East • Acton • 853-3160

Acton Photo & Camera

Leathertown Village, Acton
853-0250

TRUST US with your precious pictures

November Special!

QUANTITY REPRINT SPECIAL!

"SEND A PHOTO WITH YOUR CHRISTMAS CARDS AND LETTERS"

EXTRA SPECIAL PRICES ON A QUANTITY OF PRINTS MADE FROM ONE NEGATIVE

QUANTITY	CP 804 COLOUR	CP 805 BLACK & WHITE
12	\$ 5.49	\$ 4.59
25	10.69	9.09
50	19.89	16.99
100	37.09	31.49

STANDARD PRINT SIZE, DETERMINED BY THE NEGATIVE

THIS COUPON MUST ACCOMPANY ORDER. OFFER IS GOOD UNTIL DECEMBER 31, 1981

We are OPEN MONDAYS

acton photo services

We use Kodak paper for the good look.