

# A ROSE IS A ROSE IS HARD WORK AND \$\$

Braeside Farms, a business owned and operated by four brothers, all under thirty, is well on its way to cornering the rose and cherry markets in Canada. In the rose growing business they rank fifth, and in the cherry business, they have the largest orchard in Canada.

The Hughes brothers Peter, Terry, John and David, run two farms 135 acres on the escarpment outside of Milton, and 85 acres in Norval. No mere chance led them into the business.

They are all well qualified, with Peter, John and David, graduates in horticulture from University of Guelph, and Terry a graduate of honours business administration from Western University. Each has his own area of responsibility, and seem to work together in harmony and efficiency.

The family business goes back a long way, to 1840 when great-grandfather, bought 200 acres in the Dixie area. This was sold in 1936 to become part of Applewood Heights.

## 50,000 BUSHES

The 85 acre Norval farm was bought in 1955 and grow strawberries, tomatoes, beans, corn until the first greenhouse was built in 1963. At that time there were 3,000 sq. ft. of greenhouse, now the greenhouses, full of roses cover 78,000 sq. ft.

To Gertrude Stein, a rose was a rose, but to the Hughes brothers it is hard work and a tremendous investment. Every day of the week, the roses have to be cut, and right now there are 50,000 rose bushes producing 1,600,000 roses per year. In the month of June, alone 200,000 roses will be ready for market.

To men, brimming over with romance or remorse, as the case may be, roses are still red and 70% of the roses sold reflect this, despite the fact roses come in white, yellow, red-striped, orange and now a purple variety is being developed. The lover's ardour may be cooled somewhat to learn that in New York city roses are selling for \$25 a dozen, and a record of \$30 a dozen was set in Chicago last Valentine day.

## CAME FROM HOLLAND

Automation has taken over the rose ranges, (the proper word) at Braeside Farms. In fact it is the most completely automatic rose range in Canada. The control panel in the office controls heating, watering, fertilizing, humidity, mildew and ventilation. It goes so far as to control the wind. If a strong north wind blows, a light comes on the control panel, and the vents on the north side are automatically closed.

This rose range has another distinction. It has the first greenhouses imported from Holland completely built ready to assemble. The six greenhouses came loaded in containerized shipments, from Rotterdam, complete with glass, steel, pipes, automatic watering devices, heating systems, and delivered right into the lane in Norval. Peter Hughes regretfully admitted he could buy the whole thing plus shipping and freight, cheaper than he could in Canada.

## YORKVILLE BOUTIQUE

350 flower-shops are supplied from Braeside, but this summer they are setting up their own rose boutique in Yorkville, a canopied stall with coolers in which to keep the roses. Flower girls with roses in baskets will sell the roses on the streets. Peter hopes to sell 10,000 roses a week this way.

They already have a flower shop on Yonge Street.

Roses should last five to seven days after you bring them home. To do this the stems should be recut, and the flowers placed in warm water, with a preservative which your florist should have included.

## PREDICT 1,000 TONS

While strawberry growing takes up only eight acres of the Braeside farm, most people know it because of the "pick your own strawberry" system

which has been in operation for sometime. There are also cherries grown in Norval, but by far the biggest cherry operation is at the Milton farm.

The total 160 acre cherry orchard, (25 in Norval and 135 in Milton) is the largest in Canada, shipping frozen cherries all over the world, and servicing customers like Laura Secord, Sara Lee, McCains, and Beechams and Sainsberry in England.

By the middle '70s the Hughes brothers predict they will be producing 1,000 tons of cherries or one third of the whole frozen cherry market in Canada.

## Three From Georgetown in Kiwanis Festival

Three Georgetown pupils will take part in the 28th version of the world's largest annual music festival at the Canadian National Exhibition grounds in Toronto, February 6.

Marta Grzeslowski and Marek Grzeslowski will play piano solos and Anne Melcombe will be part of a piano duet at the Kiwanis Music Festival of Greater Toronto.

Thousands of young musicians and vocalists from centres all over Ontario and a number from other parts of Canada and the United States are among the more than 28,000 who will be taking part in the two weeks of competitions during the festival.

## NEW WRINKLES

The move to the CNE grounds where both the Queen Elizabeth Building and the Hockey Hall of Fame will be sites for concurrent performances is the major change in a year of new look for the Toronto Kiwanis Festival.

Another new wrinkle is the inclusion of classes for pop music, the first departure from a predominantly classical program in the Festival's history. The new competitions involved are for stage bands, jazz combos and folk blues bands.

## SILVERWOOD

## Fall Fairs Intimate Link in Canada's Past

Silverwood Women's Institute monthly meeting was held January 14 at the home of Mrs. Leslie Gilfen with an early memory of a fall fair for roll call.

Mrs. George Ironside, who is provincial secretary for the women's section, Ontario Fall Fairs was the speaker. She said when Canada was first settled, fall fairs were a priority along with food, shelter, church and school. Niagara-on-the-lake had the first one in 1792. A prize list in an 1875 fair included a large section for women's work. Admission fee to the fair was 10c.

Mrs. Bruce Lindsay, leader for the spring 4-11 project said she is waiting for a partner to share the work. It was decided that all Silverwood girls who finished the last course would be presented with stainless steel dinner forks.

A bus will take members and their families to Toronto on January 24 to see the Ice Follies.

Mr. and Mrs. Clare Wilson became grandparents on the first day of the new year, when Wayne Christopher was born to Mr. and Mrs. A. Duncan of Brampton.

—Alicia F. C. Scott

## IN THE MAIL BAG

## Bus Service Needs More Advertising

41 Moultrie Cres.,

Dear Sir: Georgetown has many desirable features but please, could someone improve the local bus service?

As a holiday visitor to your town I was very frustrated today.

On my way to the shopping area I inquired about my return trip. The driver handed me a bus schedule which to a stranger who knows neither place names or directions, is useless.

After inquiring at several business places I was delighted to see a policeman, but he too knew nothing about the local buses.

Likewise at the Gray Coach stop I was informed that they knew "Nothing at all" about the local service.

Being unable to locate a pay telephone to call up the transportation company, I opted for a taxi.

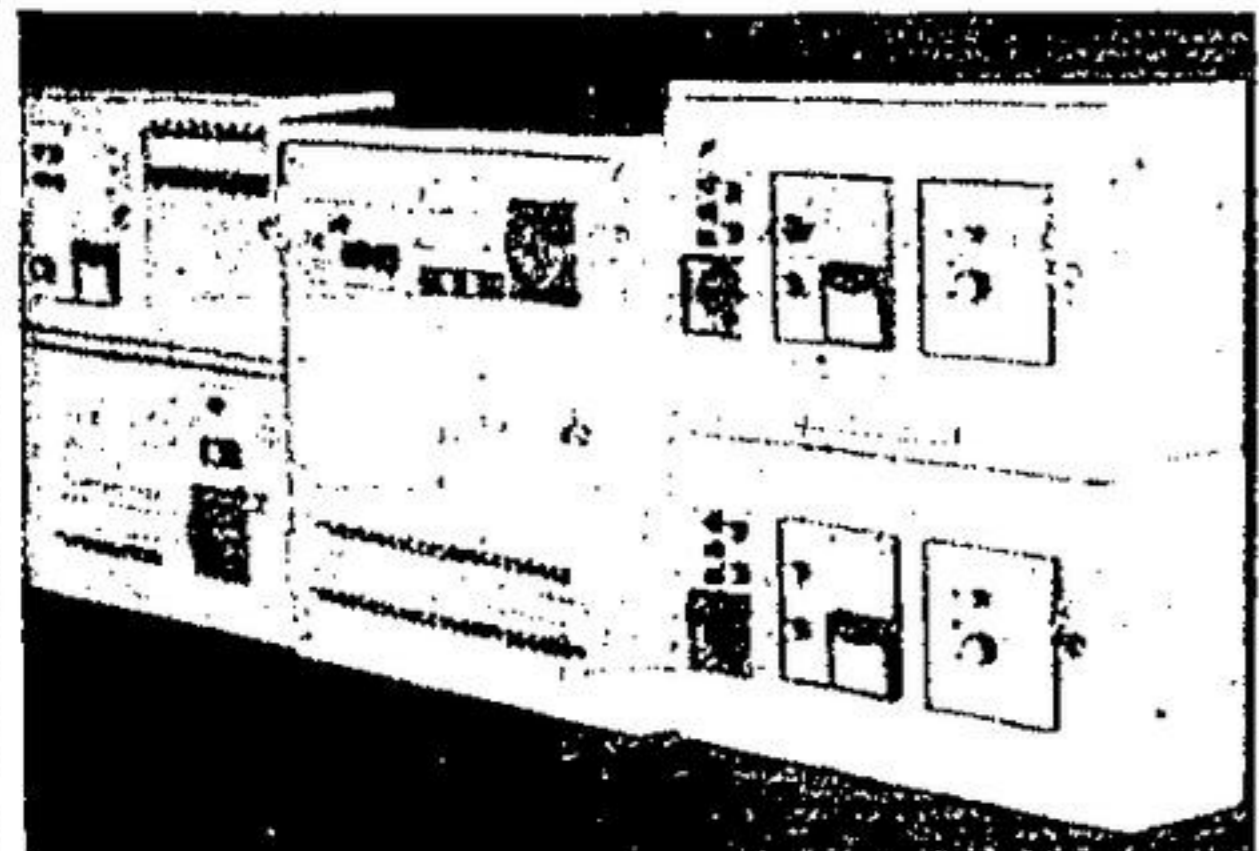
— Mrs. Gratton



Soil is sterilized with steam prior to new plantings.



Vicki Baxter wraps cut roses.



Nerve centre of the Braeside rose complex, this control panel keeps an eye on air and water temperatures among other things. One of its jobs is automatically closing vents if a north wind comes up.



Terry Hughes inspects freshly planted bushes



Braeside rose business manager Peter Hughes shows height of mature rose bushes

# ACTION & P PRICES

Quarter Pork Loin Cut Into **PORK CHOPS** No centre slices removed ..... **68** C lb

FRESH NON FROZEN **PORK ROASTS** SHANKLESS **36** C lb BONELESS **46** C lb  
**SHOULDER**

**PORK ROASTS** LEAN MEATY **46** C lb BONELESS **56** C lb  
**BUTT**

Ontario Grown Canada No. 1 Grade **ONIONS** - Packed by A & P 5 lb. bag **28** c

Canada No. 1 Grade, Ontario **CARROTS** - Bradford Marsh Grown 5 lb. bag **28** c

Premium Plain or Salted **CHRISTIES' CRACKERS** 3 1-LB. BAGS **\$1**

Tomato or Vegetable **AYLMER SOUPS** 10 Fl. oz. tin **8** c

**COCA-COLA** Five 26 oz. bottles (plus deposit) **99** c

**PEEK FREAN BISCUITS** tin tie bag **46** c

Jubilee Pasteurized Process **CHEESE SLICES** - CHEDDAR 8 oz. pkg. **33** c

Fancy Quality A. & P. **APPLE SAUCE** 14 Fl. oz. tin **14** c

A & P - Green or Yellow **SLICED BEANS** 14 oz. can **14** c

**WHITE SWAN TOILET TISSUE** pkg. of 2 rolls **24** c

Bonnie Brand **DOG FOOD** 15 oz. tin **10** c

**AUNT JEMIMA PANCAKE FLOUR** 2 lb. bag **39** c

**RED SEAL SALMON** 7 1/2 oz. tin **55** c

**DELSEY TOILET TISSUE** 2 PLY pkg. of 2 rolls **28** c

**PEEK FREAN PLAIN BISCUITS** 3 8-oz. pkgs. **89** c

Ideal Brand, Fancy Quality **CREAM STYLE CORN** 14-fl.-oz. tin **14** c

**SULTANA BRAND PEANUT BUTTER** 16 oz. jar **39** c