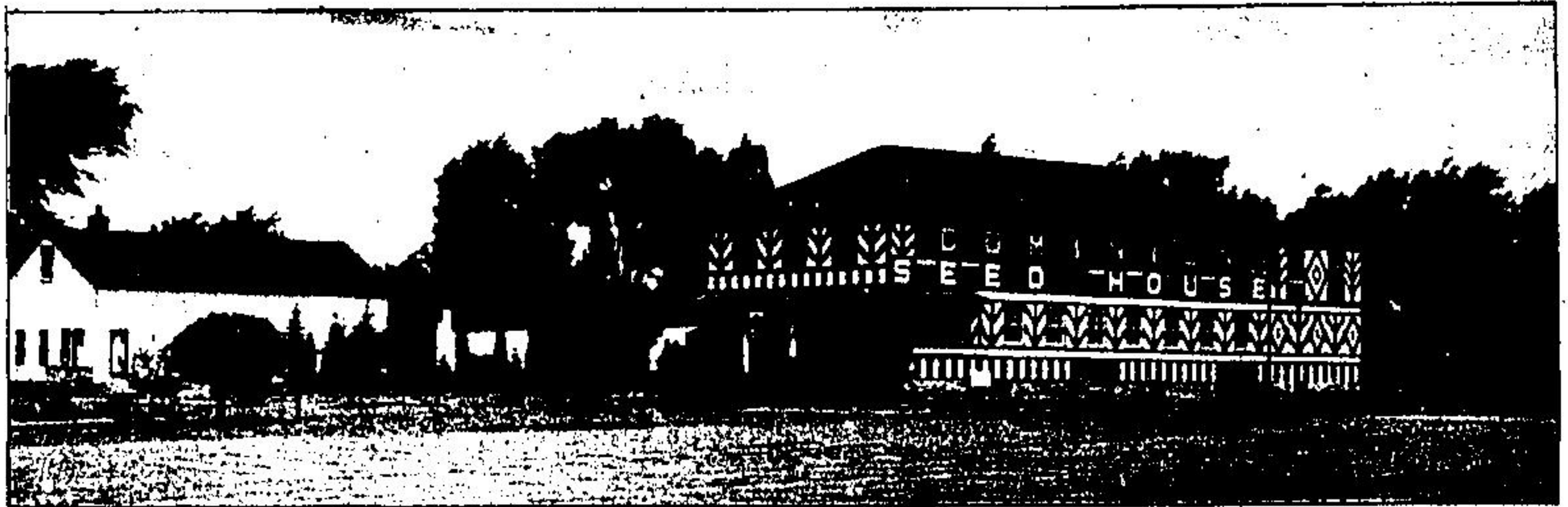


**Dominion  
Seed  
House  
1928-88**



The original Dominion Seed House has a very distinctive look to it, with the interesting use of black and white paint on its exterior. The business' founder, William Bradley, had the building painted to resemble a Tudor

mansion in Sussex, England, after seeing the design in a newspaper. The original building was constructed in 1934.

**From small beginnings . . .  
Planting the seeds of business**



The property of Dominion Seed House still resembles a farm in many ways, with the plants and flowers that are grown there. But a

number of years ago, the entire area was agricultural. The roadway shows above, lined with the elm trees, is now Guelph Street.

Karl Moeschter began working with Dominion Seed House in 1953, and it's plain to see that after 35 years in the seed business, he still enjoys his work immensely.

"You can't spend a life much better, than to make the world a better looking place," he says.

Mr. Moeschter is the head of the shipping department at Dominion Seed, and with the company's tremendous mail order business, this is no small task.

During the peak mailing season, there can be as many as 50 people on the floor filling orders, so Mr. Moeschter says he sometimes must "direct traffic."

Prior to working with Dominion Seed, Mr. Moeschter was employed at the post office for several years. That experience proved valuable and he has streamlined the systems

at the business to the point where it is now a fine science.

In his 35 years, he has seen a number of changes. The most significant, he says, is in the mechanization of the business, where at one time, everything was virtually done manually.

The employees of Dominion Seed House, even though many are seasonal, are a close-knit group. Even the seasonal student helpers often return for visits - sometimes to show off new babies.

"With our employees, it's a close relationship in many ways," Mr. Moeschter says. "There's an atmosphere here you don't find in too many places."

In all the years he has worked there, Mr. Moeschter says there have only been two or three people who did not fit in well, and they were "weeded out quickly" he says.

In terms of the products Dominion Seed House provides, there have been a number of changes through the years. For one thing, Mr. Moeschter says, when he started there were three or four insecticides, but today there are many more and they are continually changing.

He also finds that suppliers are constantly changing, since some of the smaller growers are being "swallowed up" by the larger

growers. And many of the specialty plants are lost because larger companies don't see them as profit-makers.

But at the same time, there are new species of plants being developed continuously, which means Karl Moeschter will be able to go on making the world a better looking place for a very long time.

**"Lightscape"  
your garden**

Add beauty to your home's exterior, and the landscaping around it, with outdoor lighting. During warm weather, it will extend the use of your outdoors for barbecues, volleyball games, parties or quiet moments.

Floodlights will not only show the beauty of your garden, after dark, but will help to ward off unwanted intruders.

They should be shielded from the weather by being mounted under roof overhangs, on home or garage, or by the fixtures themselves. These shielded outdoor fixtures are sometimes called bullets.

Choices in outdoor fixtures include both regular and low voltage electric power sources. Low voltage must be equipped with a transformer to "step down" the power. Although initial cost may be higher, savings in electricity result.

**Congratulations**  
to  
**DOMINION SEED HOUSE**  
ON THE OCCASION OF THEIR  
**60th ANNIVERSARY**  
from **Oseco** INC.  
**THE TURF SEED SPECIALISTS**  
Brampton — Ontario

**Congratulations**  
to  
**Dominion Seed House**  
on your 60th Anniversary  
From  
**Management & Staff**  
at  
 **Canadian Imperial Bank of Commerce**  
Main St., Halton Hills