

A New Holland man, through and through

Over the years I've learned that most guys are brand loyalists.

In other words, they are religiously attached to a certain brand or product.

In my dad's day, men were either Ford or Chevrolet guys. (And there was, of course, the occasional misguided fellow who would call himself a 'Chrysler guy'.)

It was like a religion— if they were really fanatical, some would go so far as to be 'Buick guys' or 'Mercury men,' or some other, more prestigious title.

I grew up in a General Motors family, cutting my teeth (and burnin' out the clutches) on mostly Pontiacs and Chevys, with a GM pickup or two thrown in as the farm truck.

When the local General Motors dealership closed down, I changed my religion and became a 'Ford guy'. It was an easy transformation for me. I owned a Mustang for a few years, and a drag racing buddy of mine was the local Ford dealer.

And I've been driving Fords ever since.

Now cars and trucks aren't the only thing that guys have a brand loyalty to.

In my profession, I've carried Nikon cameras for three decades. In my mind there is no other brand, in spite of the fact some people have told me there's another brand, a 'Canon', that is equally as good.

I do have a Fuji point and shoot camera for fun, but changing to a Canon would be beyond my comprehension.

On the farm front, brand loyalty is fierce, and it seems to be based on colours.

There's the green and yellow, (a.k.a. John Deere)— I do own one of them—it's used to cut the lawn.

Then there's the red and grey (Massey Ferguson), the red and black (Case-IH) and the orange, (Kubota, our Japanese entry.) There are other brands, but these tend to be the top four.

When my dad and I were farming full-time, we had another loyalty to a brand. It was red and yellow, and that line of equipment was dedicated to forage, hay,



Ted Brown

grain, and silage.

We were smitten by the New Holland line of equipment. Dad maintained there wasn't a piece of New Holland equipment that didn't run like clockwork.

A few years ago, when I decided to re-enter farming, I went looking for a baler. I took a polite cursory look at other makes— John Deere, International, Massey— but I still heard the siren call of the New Holland.

And one cold day in February years ago, I found my baler, and it being February and completely out of season, purchased it for a song.

I have two other pieces of New Holland equipment, a hay rake and a mower-conditioner (commonly called a Haybine).

And like any other New Holland equipment, they both run like a Swiss watch.

Dad would be pleased to see them parked in the shed.

It seems being a guy means we'll probably maintain a love affair with a make or model of car, truck, motorcycle, snowmobile and other equipment—even power tools.

Women tend to take another approach to brand loyalty. Some seek out brands like Guess, Coach or Gucci. Workout clothing must be Lululemon, and the name Prada can make some girl's eyes glaze over and their toes tingle.

In preparing this column, I asked The Sidekick what brand she was loyal to.

She thought for a bit, then finally declared boldly.

"I'm a Charmin girl, from top to bottom."

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2012 Winners

Georgetown District High School School Council and The Rebels Swim Team Congratulate the winners of this year's Duck Race!

1st Place - Nevin Aneli (2864)	9th Place - Christine Lacombe (1787)
2nd Place - Kate Murray (2350)	10th Place - Karyssa Cartwright (2619)
3rd Place - Linda Mandarino (1614)	11th Place - Diane Kayess (367)
4th Place - Patrick Downes (1260)	12th Place - David Venning (1854)
5th Place - Christina Francis (893)	13th Place - Cathy Kovacs (3611)
6th Place - Jennifer Cousins (099)	14th Place - Karleen Broadbent (1174)
7th Place - Bruce Garrod (2900)	15th Place - Nadine Lamothe (1477)
8th Place - Andree Dionne (1117)	

Duck Race organizers thank the community of Glen Williams and the 40+ GDHS student volunteers for their help in making this **Duck Race** a fun and successful event.

Celebrate with published local author, **Lisa Parkinson**, in the release of her short story **City of Vengeance!!**

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ALSO NEEDED: ADULT CARRIERS

If interested, please call CIRCULATION 905-873-0301

Best Buy CORRECTION NOTICE

NEWSPAPER RETRACTION FOR THE BEST BUY JUNE 29 CORPORATE FLYER Please be advised that on page 6 of the June 29 flyer, the HP H8-1227 (WebCode: 10208233) was advertised with incorrect specifications. The CORRECT specs for the H8-1227 include a 3rd generation Intel® Core™ i5-3450 processor, 8GB Memory, 1TB Hard Drive and a Radeon 7450 Graphics Card.

We sincerely apologize for any inconvenience this may have caused our valued customers.

FUTURE SHOP CORRECTION NOTICE

NEWSPAPER RETRACTION FOR THE FUTURE SHOP BUY JUNE 29 CORPORATE FLYER On page 14 of the June 29 flyer, the Gateway PC with 3rd Generation Intel® Core™ i5-3450 Processor (DX4860 EF16P) (WebCode: 10207076) was advertised with an incorrect feature. Please be advised that this PC does NOT have a Blu-ray disc player, as previously advertised.

We sincerely apologize for any inconvenience this may have caused our valued customers.

FUTURE SHOP CORRECTION NOTICE

NEWSPAPER RETRACTION FOR THE FUTURE SHOP BUY JUNE 29 CORPORATE FLYER Please be advised that the fine print listed on page 16 of the June 29 flyer related to the "Get \$10 Toward Any Game In August with Purchase of The Secret World or Final Fantasy Theatrhythm" offer (WebCodes: 1020775 / 10208010) lists an incorrect gaming credit. The CORRECT gaming credit is \$10 NOT \$20, as previously advertised.

We sincerely apologize for any inconvenience this may have caused our valued customers.

Dr. Robert Yantho and Mrs. Joanne Yantho along with Martin and Wendy Behling are pleased to announce the engagement of **Sara Yantho and Erich Behling**

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