



HOST FARMER J. D. McGugan and Mrs. McGugan were presented with a miniature windmill Wednesday when Ontario Minister of Agriculture and Food William A. Stewart attended the press day at the site of the 1973 International Plowing Match at Alvinston in Lambton County. At left is Max Stedman, Lambton's director on the Ontario Plowmen's Association, who helped with the presentation, with Mr. and Mrs. McGugan and Mr. Stewart.



HE TURNS A MEAN FURROW. Given a bit of coaching, Ontario's Minister of Agriculture and Food William A. Stewart demonstrated his plowing ability when he turned the first "official" furrow for this year's International Plowing Match in Lambton County on Wednesday. A press day was held to promote the Sept. 25-29 match at Alvinston, which is expected to draw 200,000 visitors. Halton County Council will have a tent there promoting the 1974 match in Halton. (Photos by R. Downs)



ONTARIO FURROW QUEEN Linda Shouldice of Shallow Lake is an expert plowgirl but she was a little hesitant about trying her hand at a horse-drawn plow. Linda, who has spent the past year promoting plowing in Ontario, was among the dignitaries attending the 1973 International press day near Sarnia on Wednesday and is pictured with a team that gave a demonstration.

Halton delegation attends Lambton IPM "pre-opening"

The International Plowing Match and Farm Machinery Show this year is in the western end of the province. Lambton County is host for '73 and the match will be held Sept. 25 to 29 inclusive on the J. K. McGugan and neighboring farms north-west of Alvinston, off Highway 79.

Wednesday a press and exhibitors' day was held at the site, with over 200 media representatives, Ontario Plowmen's Association, Lambton County Committee and exhibitors on hand for the official "pre-opening" ceremonies. A large delegation from Halton attended as Halton will host next year's match and the local committee was keen to see how Lambton is running its show.

The Halton delegation found Lambton a county of lush corn and soybean crops, in addition to the Sarnia area's number one product—oil. The match site looks ideal and the hospitality was warm as the Lambton hosts extended a welcome to visitors interested in helping make this year's IPM another record breaker.

Starts with plow
Minister of Agriculture and Food, William A. Stewart was guest speaker at Wednesday's press-exhibitors day. He reminded the group the top six inches of the soil in Ontario is responsible for all our agricultural production so it is important to stress the value of good agricultural farm land—and that begins with good plowing", he said. Mr. Stewart turned the first sods with a tractor-mounted plow to kick off the 1973 match, then posed with a horse-drawn plow for pictures. He also helped Ontario Plowmen's Association present the host farmer J. D. McGugan with a miniature windmill bearing a sign about the IPM.

Mr. McGugan is reeve of Brooke Township and extended a doubly warm welcome, once as host farmer and once as reeve. Lambton Warden James Moran and OPA secretary-manager Ed Starr were among the speakers. A dinner followed.

Back again
This year's match is the 60th annual. Lambton hosted the match just 50 years ago

this year. Over a dozen members of the Halton IPM '74 committee were on hand for the press-exhibitors day. The delegation was headed by Ross Segsworth of Burlington, chairman of the local committee. George Swann of Milton, publicity chairman for the '74 match, was there with his Super-sweet Feeds sound car.

Halton County Council will have a large tent at the 1973 International, to promote next year's match on the Craig Reid farm south of Georgetown Sept. 24-28, 1974. The county engaged Rud Whiting and Peter Saxon of Oakville to design and operate the tent, with assistance from county council's agricultural committee headed by Deputy Reeve James Watson, Halton Plowmen's Association, the local Women's Institutes and 4-H girls, and others.

"Hospitality"
Theme of the Halton tent will be "Hospitality Halton" and it will be divided in two sections. One area will be an old-fashioned country store and post office where advertising for the '74 match will be distributed and the other area will be a tea room along old-fashioned lines. In the tea room a four-projector slide show on Halton will be shown.

Organizers hope to have a "pony express" man touring the grounds and handing out free draw tickets which will win a family an expense-paid trip to the IPM in Halton next year.

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