

ROCKFORD

(Intended for last week)

Layman's Sunday was observed at church services on Sunday evening, with Dr. R. B. Hays of Simcoe as guest speaker. His interesting talk dealt with different ways in which the money given to the M. and M. Fund is spent. He also urged his listeners to consider the matter of titling. W. E. Howard conducted the service and B. Priest offered prayer.

Mrs. David Petheram spent the week-end with Mr. and Mrs. Harold McKean and family at Hartford, Ont. Mr. and Mrs. Manfred Linden of Calgary, Alta., are spending this week with Mr. and Mrs. Wm. Lemery and family and Mr. Len Herron.

Mr. and Mrs. Telford Pettit, Beverly and Sheldon and Mr. Pettit Sr. and Mrs. E. W. King of Welland were supper guests on Sunday at the home of Mr. and Mrs. Wm. Petheram.

Wilbert Howard, Gordon North, Ralph Golding and Bud Priest attended the Layman's Banquet at Kohler on Tuesday evening.

The Solomon's of the Press and Government sound off with regularity with the reasons for the terrific accident toll on our highways. Speed is usually given as one of the foremost contributing factors. Alcoholism and many other things are actually blamed for at least ninety per cent of all accidents are attributable to drivers who are not qualified to drive a charge of a motor vehicle. In other words it is the loose nut behind the wheel.

About twenty-five per cent of the drivers can thank the Almighty for the fact they see the sun rise the day after they have been out on the road because of the care, courtesy and common sense exercised by the other seventy-five per cent of the drivers.

At least fifty per cent of the drivers, and most of these are in the young and carefree group, place too much emphasis on their rights. Approaching a through intersection they will not exercise caution in the event the other fellow discovers their traffic signs. It takes about twenty hours driving to learn this lesson thoroughly.

Then there is the older group. Many older drivers are a menace on the highways because of the high speed with which most traffic moves. If sound common sense could be instilled

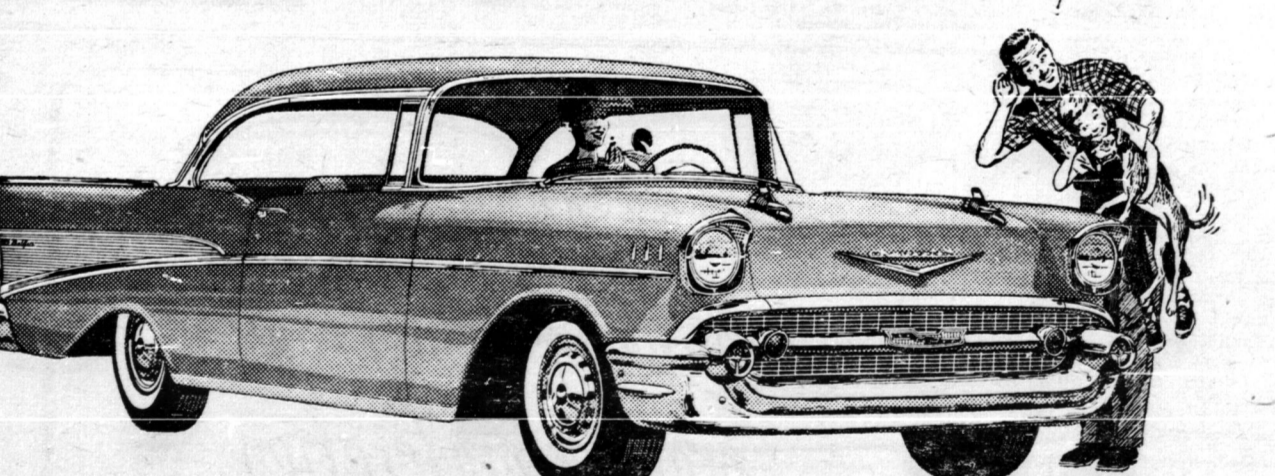
in all classes of drivers the older people could enjoy this pleasure with far less danger than they do today. But the teen-agers particularly show a glaring disregard for their elders and their slower reflexes. They should be ashamed of themselves for this attitude—but such never occurs to them.

If the highways of Canada are to become safe havens for the motoring public the young people starting to drive at the age of 16 will have to be educated. Some means will have to be found to instill into their minds the greatest responsibility that goes along with their right to drive. At the present time they have all the qualifications for safe and sensible driving habits, save for that part of their anatomy that rests above their ears.

Remember this is Safe Driving Week. Do your part.

It's that new V8 in the '57 Chevrolet. It's as quiet as a contented cat and as smooth as cream... and it's cat-quick in response when you call for action!

that purr you hear is no pussycat!



V8 on 6 THE MOST HONORABLE DISTINCTION ENGINE BY THE WORLD See Your Authorized CHEVROLET Dealer LUNDY & HENDERSON JARVIS ONTARIO PHONE 95

Federation Facts

By Keith Richardson

Are farmers spending enough on advertising? According to Lloyd Jasper, President of the Ontario Federation of Agriculture, the Canadian Dairy Farmers are spending less than 1/10 of 1 per cent of their dairy income on advertising their products which had a value in 1955 of \$58 million dollars. Canadian manufacturers are spending in advertising about one per cent of their total sales value. These few figures make it obvious that Ontario farmers are spending very little of their sales volume on promoting their interests either through publicity, advertising or through organizational work.

When the Farm Forums discussed the topic "What About Farm Management?" opinions on how a farm management service should be supplied by farmers, were divided between young farmers or persons starting a farm and farmers with particular problems such as financing, expanding operations, etc.

Many forums discussed the agricultural colleges and agricultural representatives could supply all the information necessary for the average farmer. Almost an equal number of forums stated a farm management service should pay for itself, and the others felt the government should assist in financing it.

There will be a Farm Forum Rally at the Rural Youth Centre, Kohler, on Monday, December 3. Mr. Jack Brockie, a member of the newly formed Board of Governors of the Ontario Federation of Agriculture is the guest speaker for this event.

A challenge trophy awarded to the Forum having the largest representation. Ladies please bring lunch, sandwiches or cookies. All those interested in Farm Forum are welcome.

My sincere thanks to all who remembered me with flowers, gifts, letters, cards and acts of kindness during my stay in hospital. Your thoughtfulness was deeply appreciated.

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