

Grand Opening Haldimand's Newest Store

"Progress in the 70's" isn't merely a slogan with E. J. (Jim) Armstrong, J. E. (Jim) Sarge and Lyle Shinton, as this is exactly what they intend to achieve in one of Haldimand County's newest businesses. Today, Friday and Saturday, April 2nd, 3rd and 4th, will see the "Grand Opening" of Quality Home Furnishings Co. on Highway 3 a quarter of a mile west of Cayuga.

This new business is housed in a striking, blue and white, steel-covered, barn-shaped building, which they refer to as "The Blue Barn."

Originally a small barn was situated on this site. Mr. Armstrong, after much thought and discussion with friends, realized the possibility of a furniture business handling quality merchandise in the area.

Mr. Armstrong and many to whom he spoke felt that the future of a business of this type could only be good as forecasts show much growth in Haldimand County due in part to the influx of industry along the lake shore.

Mr. Armstrong contacted Mr. Sarge requesting he draw up the working plans for the building, incorporating both the old barn and an addition. The partners got together to roughly sketch a floor plan from which proper plans could be drawn.

After the working plans were completed, Mr. Armstrong resigned his

employment, and began working with the contractors on the building.

As the basic construction neared completion, Mr. Armstrong requested Mr. Sarge to draw sketches, and plans for the Interior Decoration of the building. He was also asked to design a company symbol, letterhead, business cards, etc.

As work progressed, and the building neared its completion, Mr. Armstrong soon began to realize that the successful operation of the "Blue Barn" could not be solely carried out by himself, because of its huge size.

He decided to secure the services of a part-time salesman and accountant to handle the T.V. and Stereo, and accounting departments respectively.

Mr. Armstrong approached Mr. Shinton and Mr. Sarge to accommodate these two positions, whereby they became co-partners of Quality Home Furnishings Co. for services to be rendered.

Last week Mr. Shinton resigned from his employment and the partners of Quality Home Furnishings Co. decided to add an Appliance Sales and Service Department to the growing list of merchandise to be handled.

Mr. Sarge also resigned his employment shortly thereafter, to take charge of the accounting, advertising and pricing activities of the business.



This building, which once was an ordinary barn, will house the newest business to open in Haldimand. The company will handle furniture and appliances. The company, Quality Home Furnishings Co., call their building "The Blue Barn." (Staff Photo)

THREE STOREY

Part of the original building was torn down and a large addition was added to the basic structure.

The result is a three-storey building containing a total of 6,000 square feet. The partners say when they are in full operation, approximately 4,800 square feet will be utilized for display area,

leaving the remainder for offices, workshop, and warehousing.

The first floor is comprised of a showroom for small and major appliances, televisions and stereos; a tastefully decorated office; a warehouse; and a repair workshop.

The second floor is entirely display area for furniture. The third floor, to be opened in the near future, will be used for the display of chrome suites, bedding etc., and possibly used furniture and appliances.

Use has been made of the old pine boards taken from the original building. This material, refinished, has added a distinctive touch to the decorating scheme - a combination of antique and modern.

On the first floor a white tile ceiling and strip fluorescent lighting combine with walls of angel-stone, panelling, barnboard and a wrought-iron railing to create a bright and decorative atmosphere in the showroom.

To add to the "barn" atmosphere the warehouse doors are of barn-board, as well as the sales-counter.

On the second floor, recessed lighting has combined with tile ceilings to create a warmth for fine furniture displays. The various styles of furniture such as Colonial, Spanish and Traditional, are shown against backgrounds of appropriate panelling or barn-board. Decorative fronts have been built into the building complete with doors, windows and partitions, behind which living-room, dining-room and bedroom settings are displayed.

The entire area of the second floor is carpeted, contributing to a warm homey atmosphere that was desired. On this floor, the "barn" feeling has been maintained by leaving the original barn-beams in place, and refinishing them in a soft charcoal shade.

A loading dock has been built onto the warehouse

and an elevator installed for ease of transferring merchandise to the second and third floors.

Messrs. Armstrong, Sarge and Shinton say the Quality Home Furnishings Co. will be handling exactly what the name implies: "Quality" merchandise. Some of the brand names that are being carried include: La-z-boy, Kilgour, Simmons, Royalite, Engel, Maskinonge, Troister, Singer, Kessler, Luby, Monarch Furniture; Beatty Appliances; and Fleetwood T.V.s and Stereos, to name only a few.

The three partners say the project has been a combination effort. They said "Pohl Bros. Construction, Cayuga, did the basic structure of the building, and renovation of the Old Barn, while many friends, relatives and former fellow-employees gave of their valuable time and services to complete the interior of the 'Blue Barn', for which we are most thankful and sincerely appreciative."

They are obviously proud of "The Blue Barn." The partners said the project will

be the largest retail store of its kind in Haldimand County.

All three were former employees of Haldimand Co-Op. Mr. Armstrong served the Cayuga branch for the past 10 years, held the position of Secretary-Manager for the last three years, previous to resigning in November to begin work on the construction of "The Blue Barn." Mr. Sarge served with the Cayuga branch for the past 15 years, and held the position of Office Manager, accountant prior to resigning to carry out his duties. Q.H.F. Mr. Shinton served both the Dunnville and Cayuga branches for the past 15 years, and held the position of Appliance Sales and Service Manager for the last three years, previous to his resignation to begin organizing the Appliance Dept. of the Company.

During their years at Haldimand Co-Op, made many friends in the county and gained a substantial knowledge of merchandise management, and accounting respectively.

89th Birthday



Mrs. Effie Huffman will celebrate her eighty-ninth birthday this week end. She has already received many cards of congratulations and best wishes from friends. (Staff Photo)

Federation Facts

By ROY HAGAN

This will be the last column under this title for a while. In looking back over the past five months and the many times I have been asked to express the views of the Federation of Agriculture. Then to have any of you people tell me to read this column. Your flattering responses as to the value of the Federation. Of course one of the major efforts has been the promotion of the individual Service membership. The county has its objective two membership, and reached about 50 per cent of that goal.

Also has been a real effort to hear people tell the Federation how they feel about these past few years. There have been many problems regarding the development of the Federation. This seems to be going throughout the county.

There have been many problems regarding my role in the Federation after the April, as my term of office ended at that time. I am now Secretary-fieldman. I am now executive secretary and the man of the various duties be responsible

for their committees as follows: Rural Development-Bill Creighton, Insurance-Ken Anderson, Education-Jim Louks, and Property-Otto Crore.

It should be kept in mind these men farm too and time with them means as much as it does to you.

Some people knowing I have a hobby of putting thought in verse, suggest I should use some of them in this column.

So to close the series:

THE CALL

When there's a call to help with things needed to be, And the call is answered with the thought why me?

But when the job is done and the benefits are free, Then will that thought remain, why me?

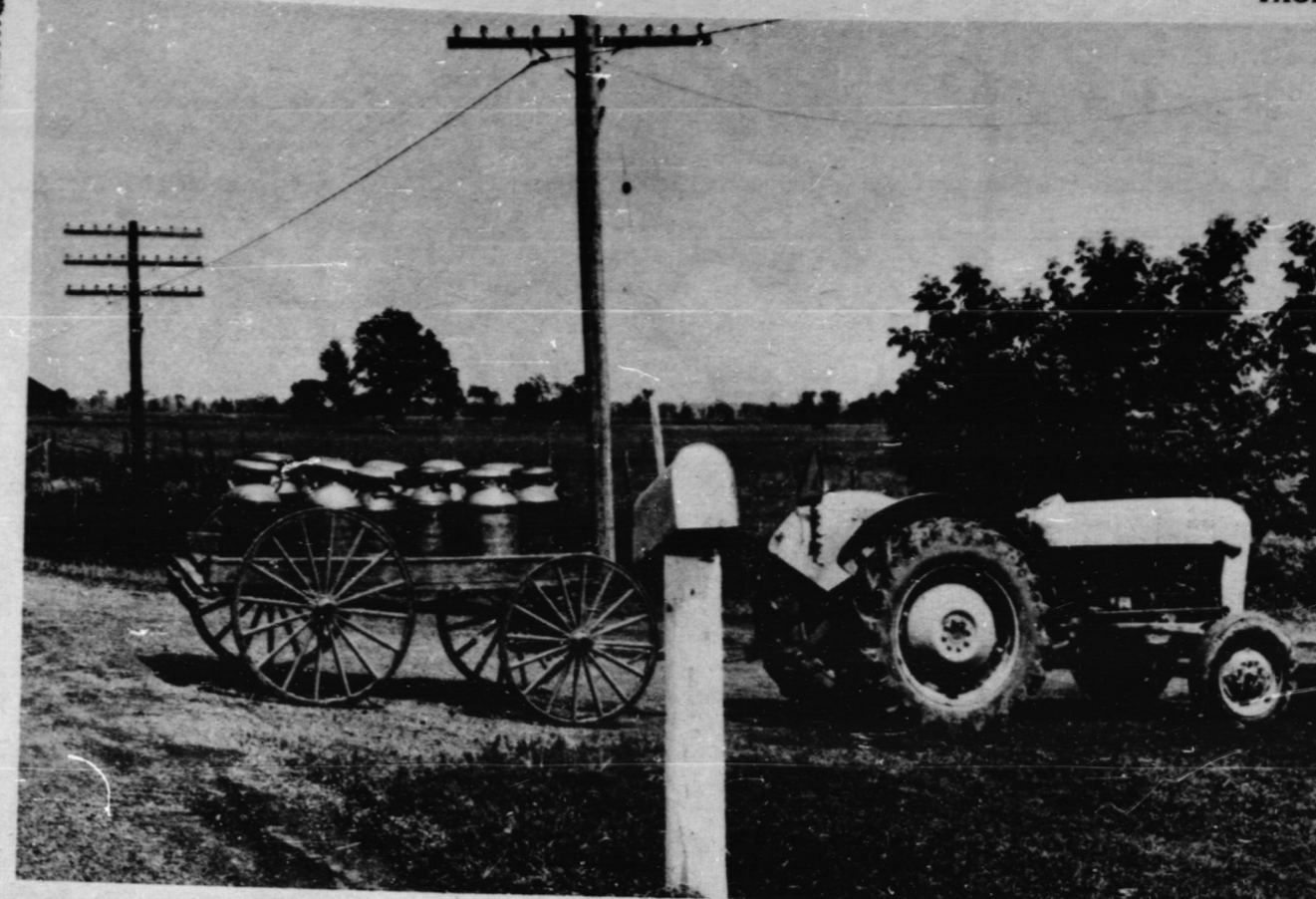
IF WE WOULD

If we would in traveling life's road, More often share a neighbour's load, If we would in our play and work,

Less often our duties shirk, If we would more thoughtfully pray, For loving guidance along the way.

If we would more often think and say friend, So much of the sorrow of life would end.

If, if we would, were changed to we will, Life then would be a glorious thrill.



Industrial milk cans, a familiar sight along some country roads will witness yet another change in Ontario's dairy industry. Under The Ontario Milk Marketing Board's centralized price pooling system for industrial milk, to begin April 1, 1970, there will be a separate pooled transportation charge for canned and bulk milk.

Machinery Advisory Board Helps Solve Problems

The Farm Machinery Advisory Board, established in 1963 by Wm. A. Stewart, Ontario Minister of Agriculture and Food, was formed to receive and review complaints concerning farm machinery, and to assist in reaching solutions acceptable to the parties concerned.

Mr. Hal Wright, Secretary-Manager of the Board, said it is made up of members from all sectors of Ontario agriculture,

including dealers, distributors, manufacturers, farm organizations, and farmers. Each sector is represented by one member appointed by the Minister.

Delays in parts, warranty problems, machinery malfunctions, and poor service are the most common causes for complaint, said Mr. Wright.

Many of the problems arise because of a lack of proper communication. A farmer might want a machine

'rushed' for example, but will neglect to tell the dealer this, and the order comes through in the usual time. The Board's proposal that a Farm Machinery Mechanics Course be initiated was acted upon, and this course is currently in operation at the university of Guelph. Graduates are finding ready employment with farm machinery dealers.

Mr. Wright also noted that, at the request of the Board, the parts depots of all the major farm machinery manufacturers have remained open for emergency service to their dealers on Saturdays and holiday during the production season. Those wishing to file complaints about any aspect of farm machinery should write to Mr. Wright, Ontario Farm Machinery Advisory Board, School of Engineering, University of Guelph, Guelph, Ontario.

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PHONE 772-5454