

## Aware Citizens Shop Canadian

'Shopping Canadian' helps create jobs, encourages our manufacturers to improve their goods and services, helps manufacturers reduce their unit costs and export at competitive prices, enhances our living standards, and helps create government revenues to carry out the many services needed by Ontarians.

Women as a consumer-an important consumer responsible for influencing 80 cents of each retail dollar. Indeed, you're a vitally needed consumer taking a more active role in merchandising. And you're increasingly responsible for products boasting distinct and superior Canadian design, which has become the most significant factor in successfully competing for world markets.

As a consumer, you're an important ingredient in our economy, some so-called women's liberation groups resent women being labeled in any way-be the complimentary label 'Constructive Consumer,' 'Happy Housewife,' 'Marvellous Mother,' or 'Creative Career Woman.'

Today's man, then, is becoming aware that woman is a being - therefore, let her be...be whatever she wants to be, that is. Today's woman maintains that you never hear of a man being asked how he manages to combine marriage with a career. Today's emancipated woman holds that sometimes the best man for the job is a woman.

So we're all starting to realize that women are increasingly determined to play larger roles in our society-roles they consider limitless and life enhancing.

One of the main challenges of the 1970's for all of us...both men and women is creating a more humane environment in which all of us can increasingly relate to ourselves, relate to each other, relate to our neighbors, relate to our communities, and relate to the world. A bettering our social and environmental conditions by striving for the highest standards in every phase of our lives, men and women building a stronger, richer, and better Ontario...with the emphasis on better.

As the province's recent speech from the throne pointed out, all of us in Ontario must re-evaluate our past and chart our course for the final years of this century.

In the past 25 years, for example, Ontario has been expanding its industry, harnessing its natural resources, building thriving cities, and providing goods and services for a rapidly growing and increasingly affluent population. We have concentrated on many of life's material necessities, which accompany such rapid growth. By flexing our economic muscles, most of us have shared in the benefits of having created one of the highest living standards in the world. We should be proud of those worthy accomplishments.

Our attitude has been: 'You can't buy happiness, but give us the money, and we'll do our own shopping.' There's nothing wrong with that kind of enlightened self-interest. It's provided us with the motivation and the morale to succeed.

But as we move into the 1970's, we must devote more of our attention to creating an even richer, more rewarding life for ourselves, our children, and their children. To ensure our vitality continues, we must learn to cherish what a philosopher once termed 'The Habitual Vision of Greatness.'

Besides improving essential services for health, education, housing, industry, and agriculture, we must direct greater efforts to human rights, leisure, recreation, and cultural activities. We must emphasize reasonableness and a sense of values.

The 1970's will see the machinery of government evolve to deal more efficiently with the complex problems of modern life. And all of this-coupled with wisdom, courage, and foresight-will enable the individual to enjoy a fulfilling life and make an affirmative contribution to his province and country. I'm talking about positive contributions by both men and women.

For our growth and wealth can-and will-be directed to alleviate many of the social and environmental problems that growth itself creates. Better housing, efficient transit systems, job training, eliminating disease and poverty, clear air and water-all those things require the wealth that only

an affluent, stable, and expanding economy can finance.

Further to this, only through the application of advancing technology and know-how can we raise the quality and horizons of our society.

We must continue to expand our labor force, our productivity, and our investment. And we must redirect a greater proportion of that investment to the job of cleaning up our environment. And we're doing just that. Since 1957, for example, public and private expenditures in Ontario for waste treatment and pollution control amounted to about \$1½ billion.

And the price for achieving both an expanding economy and an improving quality of life will cost a great deal more in the future. It's a price we have to pay, but it's easier to pay

in a high-growth economy than in a low-growth or no-growth economy.

By discussing the availability of Canadian products and the advantages of buying them, by dealing with the influence of women in improving Canadian design and product standards, by promoting Canadian fashion and crafts-by doing all those things and many more, we're all helping create the 100,000 new jobs we need each year in the province, we're enhancing our living standards, and we're expanding our wealth to fight society's ills and fulfill our country's aspirations.

As an enlightened consumer, as a skilful homemaker, as an active career woman, as an aware citizen-in all your roles-today's woman building a stronger, richer, healthier, happier, a better Ontario.



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## Thinned Pear Trees A Must For Good Fruit

Thinned pear trees produce mature fruit of the best quality.

Excess fruit exhausts the reserves of the tree to such an extent that winter injury occurs, and little or no crop is obtained the next year.

Bartlett pears generally do not require thinning, according to professor B.J.E. Teskey, Department of Horticultural Science, Ontario Agricultural College. It would appear that a healthy, vigorous Bartlett tree on a good site and in a favorable location can size a full crop of fruit, he says.

However, he points out that on some sites, and in certain seasons on any site, Bartlett would benefit considerably from fruit thinning.

The Keiffer tree variety frequently requires thinning, says Professor Teskey. Keiffer is hardy, easy to grow, resistant to fire blight and, when

well-grown fruit-thinned, is a attractive pear of good quality.

There are two methods of thinning pear trees. Hand-thinning of pears still be accomplished effectively and precisely, done at pruning time, old fruit spurs can be rubbed or knocked off. The method allows for thinning of the developing crop and promotes growth of new spurs in operation.

Professor Teskey says that chemical thinning, second method, has been carried to the degree of success with

as has been achieved with apples. Results with tend to be inconsistent season to season and one area to another, says.

Most pear varieties should be thinned until the trees are no closer than 8 in.

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FARM EDITION

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## Strawberry Plants Big Business

by Doug Galbraith

Strawberry plants being grown to supply growers with certified plants is big business in Norfolk.

R. I. Freeman in partnership with his tobacco sharegrower Lloyd Baker grow 30 acres of seed plants on Freeman's farm four miles northwest of Simcoe.

In season, which starts about the second week of April, as many as 140 workers dig the plants on a basis of getting paid for what they dig.

Some of the workers, such as a husband and wife team, make as high as \$70 a day.

Mr. Baker said the payroll for digging the strawberry plants would make tobacco harvest wages look like peanuts.

Grown in the Freeman operation are nine types of strawberry varieties. These are Redcoat (The most popular), Gairdman, Grenadier, Catskill, Midway, Vestar, Sparkle, Surecrop, Vibrant and Earldawn.

Mr. Baker said the farm ships from two to three million plants each year depending on the season. He said the plants are shipped from coast to coast in Canada.

He said Mr. Freeman and himself started the strawberry plant operation about seven years ago when the cut in tobacco acreage was quite high.

He said the farm has about 66 acres basic tobacco rights of which he grew 55 last season.

He said the plants are grown strictly for seed and no strawberries are picked on the farm.

"We have to go to one of the nearby growers to get berries for ourselves", he said.

### SEED TREATMENT DEVELOPMENTS

Registration recently of a 'systemic' fungicide marks a new phase in the continuing evolution of seed-treatment chemicals for cereal crops, says Dr. T. G. Atkinson of the Canada Agriculture Research Station at Lethbridge, Alta.

The fungicide is Vitavax, the first seed-treatment chemical that will control embryo-borne loose smuts of wheat and barley. Seed growers will probably be the first to use this new product.



Growing strawberry plants for seedlings is big business in Norfolk. Shown are a group of women digging plants.



This group works a little faster in getting the plants out of the ground. The workers are paid on the basis of the number of plants they dig. (Staff Photo)

## How You Can Help Stop Pollution

Over the past few years pollution threats have become a dangerous reality. As we realize that this century's rapid technological progress has been accompanied by some harmful ramifications, but how fully we appreciate the fact is another question.

As in so many other national crises, we feel that the elimination of pollution should be the entire responsibility of our government leaders. After all, surely any contribution we as individuals might make would prove inconsequential at best! It would seem, however, that an attitude stems more from apathy than from ignorance.

Everyone gasps at the horrors of automobile pollution, yet how few people feel compelled

to install anti-pollution devices on their own cars, or have their engines tuned to maximum efficiency? How many of us are aware that the phosphates in several brands of detergents are causing algae in this country's lakes? Who among us have never thrown litter from a car or on the sidewalk?

Learn what you can and must do to solve the pollution problem. Then do something about it!

### BIOMAGNETISM

Eight years ago, U. J. Pittman of the Canada Agriculture Research Station at Lethbridge, Alta., found that magnetism influences plant growth.

Today, new evidence is emerging to indicate that magnetism has a complex and far-reaching effect on plants.

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