

Profile of a business man

Beselaere's Clover Farm at Courtland is a family business. Store owner Ken Beselaere and his wife Carole have three children and they try to get everyone involved.

"Our girl is just 14-years-old, and already she is an exceptional cashier," says Ken.

According to Ken, the Clover Farm is not really a general store, but they like to keep enough general household items around so that people can satisfy most household needs there.

"We are the only store within a 20 mile area that is

open Sunday and handles fresh meat," says Ken.

"Also our business is on a very personal level with people. We try to know all our customers and be friendly with them. In a rural area like this you have to treat people like that. They all know that if they ever have any trouble with any of the merchandise, that they will have no trouble returning it."

The business was started by Ken Beselaere in August of 1967 with 1000 square feet of space. Since then the store has expanded to 5100 square feet and has gone

through a number of name changes to finally become the Clover Farm.

"Clover Farm is a good voluntary chain," says Ken, "Lumsen Bros. are a good group to deal with, and they have a plan that suits my customers."

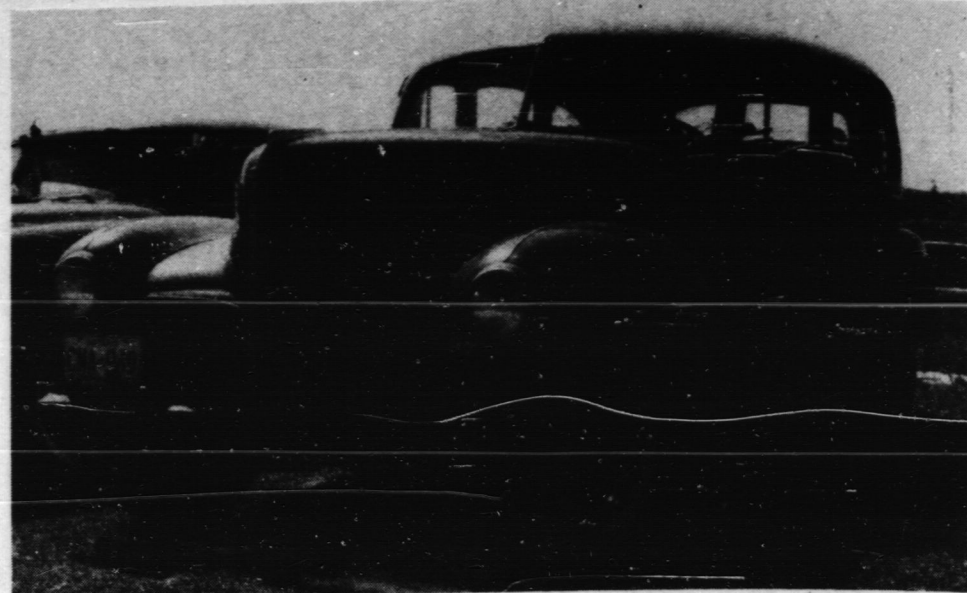
Before he started the Clover Farm, Ken was a salesman for Bicks Pickles. "I covered all the area between Simcoe and Windsor. When you see yourself making money for someone else, then you just know that you can make money for yourself."

"I think that anyone who really wants to work can make money," says Ken. "If you don't then you can just work a regular nine to five day. It is that extra effort on everyone's part that makes a business go."

"However there is no way that anyone can start out today the way we did in 67 and survive, the interest rates are just too high."

"Today in order to start a business like we did, you would need much more capital behind you."

When Ken is not involved



The pride of Ken Beselaere's antique car collection is a completely restored 1940 Hudson. (Photo by Richard Houghton)

in groceries at the Clover Farm his hobby is antique cars, especially Hudsons. When driving through Courtland, a car enthusiast would notice the yellow and white Hudson sitting in front of the store before he notices the Clover Farm.

He has a completely restored 1940 Hudson sitting behind the store as well as a couple of 1947 Hudsons, that Carole says are "a couple of basket cases". However, this was disputed by Ken. Keeping the Hudsons company is a

1955 Lincoln which is also in good condition. Carole's hobby is antique furniture.

When asked about the future of the price of groceries, Ken replied that he couldn't foresee the price of anything going down.

He attributes the high cost of groceries to increasing costs of labour and transportation.

"Everybody is out working to make his standard of living better, and this is what drives the prices up. Rising prices is a problem that we all have because we all cause it."

Pt. Rowan notes

The local branch of "The Little Red Door" is meeting on Tuesday afternoons at the Port Rowan IOOF hall to make pads for cancer

patients, and would welcome assistance from any who would like to drop in to help, as the supplies are urgently needed.

Valley Heights visions

by Karen Franklin

Valley Heights was generally quiet this week: I guess mainly because everyone has talked out their holidays by now. I have finally got back into the groove of not sleeping (I get so involved in watching all the after-school shows such as "The Flintstones" or "Lassie" that I have to stay up all night to do my homework) and everything is pretty well back to normal... except for a few diversions.

Early last week, the 1975 Grad Council was elected. This council will be working to organize the Grad Banquet that is to be held in May, as well as Grad Day.

On Wednesday, the Valley Heights badminton team went to Port Dover for the area tournament. Apparently our team didn't fare too well, but anyway

"trivial," right sir? There wasn't very much female enthusiasm shown towards badminton and full scale recruiting for players of the fairer sex has now started. This is just a suggestion (obviously written by a female) but do you think maybe a few lady players will help out the team?

Valley Heights students are subject to computer

programming. That is, our timetables of the subjects we have chosen to take are figured out by a computer in Toronto. Early last month, all the students made out an "option sheet" of the subjects they wish to take next year. These sheets were sent away to be programmed, and somewhere between the "mailbox" and the computer, the sheets played a disappearing act. So far, they can't be found, so all our students made out new sheets, hopefully remembering what they decided before they wanted. With a little luck, these sheets will reach their destination. Now, I wonder, will the computer work?

Early Friday afternoon, VHSS suffered a traumatic experience - sort of. Just as I was thinking of some way to excuse myself from class, the fire alarm went off. Since we never know whether the fire alarm is going to mean a fire drill or an un-fire drill, we waited for directions. "Since it's such a nice day out, consider this a fire drill and proceed to the nearest exit," the P.A. said (I don't know what P.A. means, but it's also called the intercom). When we were all

outside, we saw a firetruck drive in, which doesn't usually happen. How exciting! A real fire! Well, not quite, it was just a lot of smoke, but it was exciting all the same, and the best part was, I got out of that class... along with everyone else!

Friday night, the VHSS teachers dared to take on the student body (or at least part of it) in an athletic night. The staff Super Stars (alias Spastic Stars) versus all students who signed up in basketball, volleyball, and other games. Everyone had a lot of fun, and it was an all-together exciting evening.

Port Rowan notes

Mr. and Mrs. Frank Long had as guests during the weekend, Mr. and Mrs. Robert Rockefeller and family from Harrow.

On Wednesday, Mrs. Henry Reimer had numerous neighbours, friends and relatives call on her to honor her birthday and enjoy cake and ice cream.

Mrs. Lillie Gates had as Thursday guests Mr. and Mrs. Dean Gates and son Lee, North Bay and Mr. and Mrs. Bal Gates and Gene, Walsingham.

Many from here attended the funeral service for Alex Suderman Sr. at Verhoeve Funeral Home, Langton, on Thursday and burial after in Fairview Cemetery.

Mr. and Mrs. Harry Franklin were visitors with Mr. and Mrs. Art Mattice, R.R. 1, Jarvis, on Thursday. Mrs. Erma Doerksen spent the weekend with Mr. and Mrs. John Thiessen, Kitchener.

The Mohawk Area of the Christian Boys Service Brigade enjoyed a banquet

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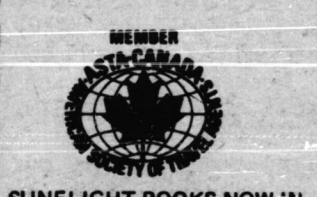
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Catholic women meet

The Langton Catholic Women's League held their annual meeting at the Langton Community Centre on Monday, preceded by mass at 7:30 p.m.

Church life was reported by convenor Rose Sinnesael; culture life by Gladys Peters; christian life, Betty Horvath; community life, Harriet DeCleir; radio, press and T.V., Alice Loncke; cards and flowers, Alice Loncke; membership convenor, Jeanette Goossens. A motion was made to buy new vestments for the church. A service pin was presented to Ross Sinnesael for her outstanding work in the League.

The bazaar held on April 2nd was a great success. A

rummage sale will be held in Port Rowan on Friday and Saturday April 18th and 19th. It will start at 10:00 a.m. A Communion breakfast will be held on Sunday, April 27, at nine o'clock mass in honour of our Lady of Good Council. Confirmation to be held on Sunday, April 20th at 3:00 p.m. On Monday, May 5th, a birthday party will be held at Sacred Heart Villa for senior citizens. A convention will be held in Windsor, Tuesday and Wednesday, May 13th and 14th.

The new officers were installed as follows: President, Mrs. Gladys Peters; first vice-president, Mrs. Betty Horvath; second vice-president, Mrs. Harriet DeCleir; third vice-president, Mrs. Alice Loncke; treasurer, Mrs.

Jo-Anne Slaght; secretary, Mrs. Jenny Zamecnick. Outgoing president, Mrs. Tony Kersten, was presented with a past president pin and a lovely crystal dish. Past treasurer, Mrs. Richard VanDeWiele, was also presented with a lovely gift.



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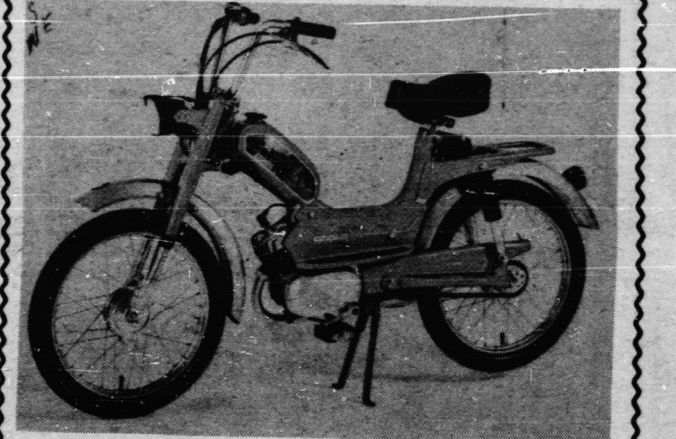
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