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**Retiring Insurance Man  
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Fellow insurance men from Galt, Kitchener, Guelph, Brampton, Georgetown, Hespeler, Brantford and Toronto gathered at the Latin Quarter of the Green Rooster, to offer a farewell party to John Keast, who served with the Prudential Insurance Company of America for the past 33 years, and who retired as of September 1st.

Mr. Keast was presented with a variety of gifts, which clearly showed the esteem in which he is held by all his colleagues.

In 1900 Mr. Keast went to Guelph where he attended the Guelph Collegiate Vocational Institute. Subsequently he worked with the Royal Bank, living in Ottawa for a short time before joining the 29th Battery in Guelph in 1915. Going overseas, he spent four years with the service. It was in 1921 that he entered the insurance service.

Mr. Keast was branch manager in Guelph for 13 years. He also served in Georgetown, Acton, Brantford and Fergus during his long career. Leaving Fergus in 1939 he has been in Guelph ever since.

With 33 years in the insurance business behind him, Mr. Keast feels very satisfied in the knowledge "that I've been of service to my fellow man."

As for plans for the years to come Mr. Keast says "We've got the greatest country in the world and I'm going to see it."

**Dancing**  
Stanley Park - Erin  
**Every Friday**  
MODERN AIRES  
ORCHESTRA  
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**Moore, Cooke Heading  
Pinecrest Trophy Race**

Three months and 25 programs ago, the stock car racing season opened at Pinecrest Speedway. Right from the start, Ivan Moore of Toronto looked like the number one driver. Even though Ivan has done nothing since July 10, when he won his last feature race, he's still ahead in the points race for the Carling's season championship.

But time is running out. Willowdale's Jack Cook is just 24 points back, boasting a total of 151 to Moore's 175 (prior to last Saturday's card.) Etobicoke's Jim Hallahan, who has just one feature win this season but has been the model of consistency, has 120. Buffalo's Gene Blair boasts 118 while defending Carling king Bill Nugent, also of Buffalo, has 99. Brantford's Jack Burbridge has compiled 98 and Bill Hamilton of Guelph 96.

Not too many of the 8:30 p.m. Saturday cards remain on the No. 7 highway track's agenda so Cook, Hallahan and Co. had better keep rolling if they plan to make things interesting for Monsieur Moore.

One factor is in their favour. Moore has been plagued with motor trouble lately. If this bad luck continues, Ivan could have trouble protecting his lead. On the other hand, Moore can derive encouragement from the fact "outsiders" are beginning to interfere with the domination of the big wheels of the track. Labor Day for example, New Toronto's Norm Mackareth, who had never won a feature, walked off with the 50-lap championship.

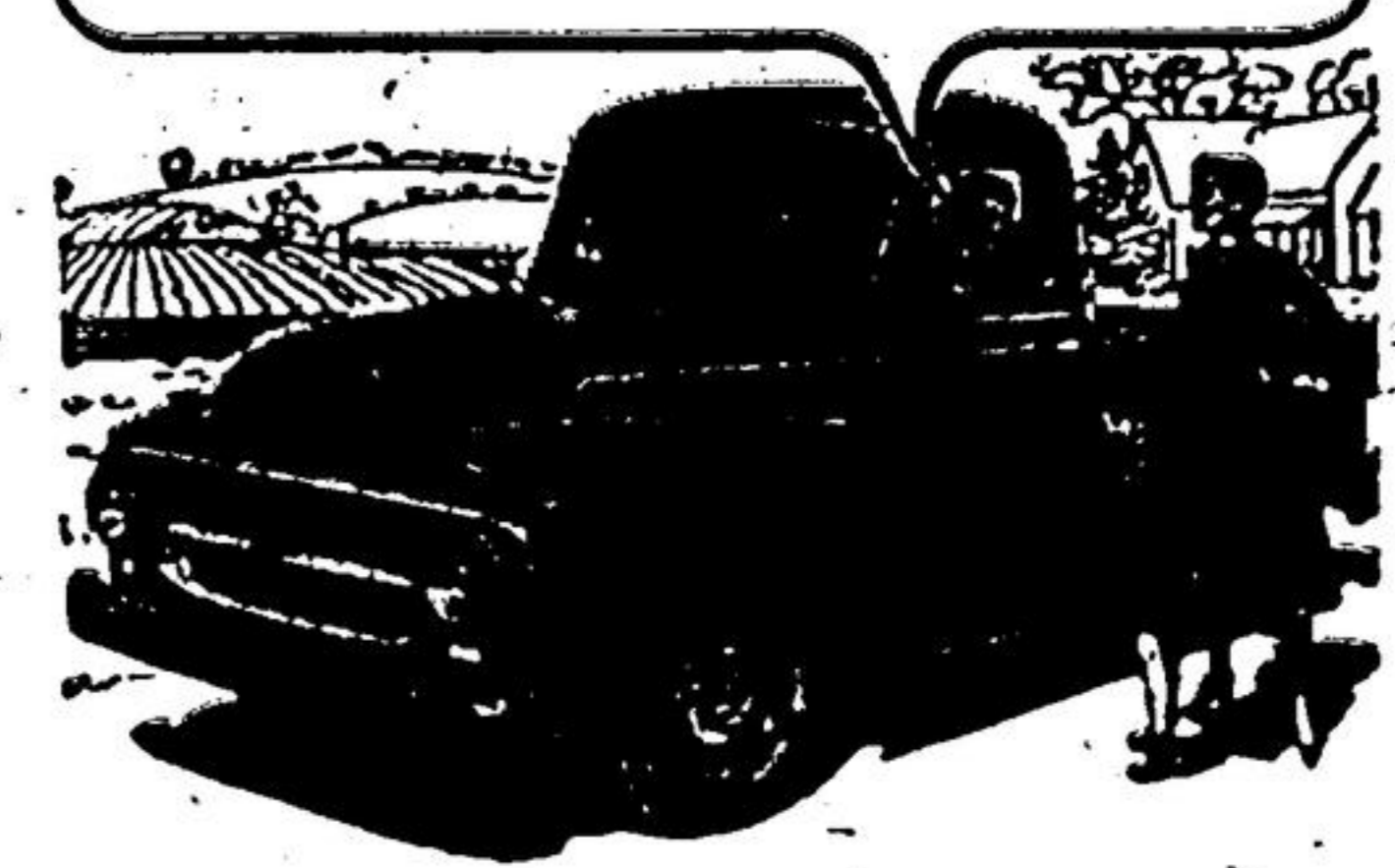
Cooke's rush into the spotlight saw him pick up 12 points over that Labor Day week-end. The man who made the biggest strides of all, though, was Hamilton. Bill won both Carling's features in that 48-hour span for a total of 20 points. However, the Guelph ace's total of 96 may leave him too far back unless he gets exceptionally hot.

In the matter of feature wins, Cook is leading the way. He's taken five, which accounts for 50 of his points. Moore, Blair and Hamilton each have won four. Burbridge is the only other multiple winner with two. Singletons have gone to Jim Howard, this year's international champ, Fred Burnett, Jim Wilson, Bill Cromb, Jim Hallahan and Bob Pronger, who topped the August late model event.

Actually, the experts are saying that it will be between Moore and Cooke when the final returns are in. The next few Saturday night meets will tell the story.

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**ANOTHER BIG SALE AT CAMPBELL FARMS.**

Buyers from South America and United States vied with Canadian breeders in the bidding at the annual consignment sale at Campbell Farms, Moffat, on September 4th. Eighty five head of Scotch Short-horns sold at a reported average of \$1145. The top female, a two year old by the noted Cook Robin, senior

herd sire at Campbell Farms, sold at \$2500 to Capt. Cyril Mumford, Hampton, Ont., with the second high female, an imported heifer, going to Colonel Beardmore of Mono Mills. The top male also imported sold at a \$3,000 figure, to Jack Goetz, of Midway.

Canada's 1953 apple crop is estimated at 11,600,000 bushels, four per cent off last year.

**DAYMOND HOME FURNISHINGS GUELPH**

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AT 107 QUEBEC ST. NEXT TO BUS STATION GUELPH

on **TUESDAY SEPTEMBER 21st**  
AT TWO O'CLOCK

BY HIS WORSHIP THE MAYOR OF GUELPH  
Mayor Harry Worton — accompanied by Guelph's First Lady, Mrs. Worton

**OPEN HOUSE** Tuesday, September 21st 2 p.m. to 10 p.m.  
Wednesday, September 22nd 1 p.m. to 10 p.m.

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