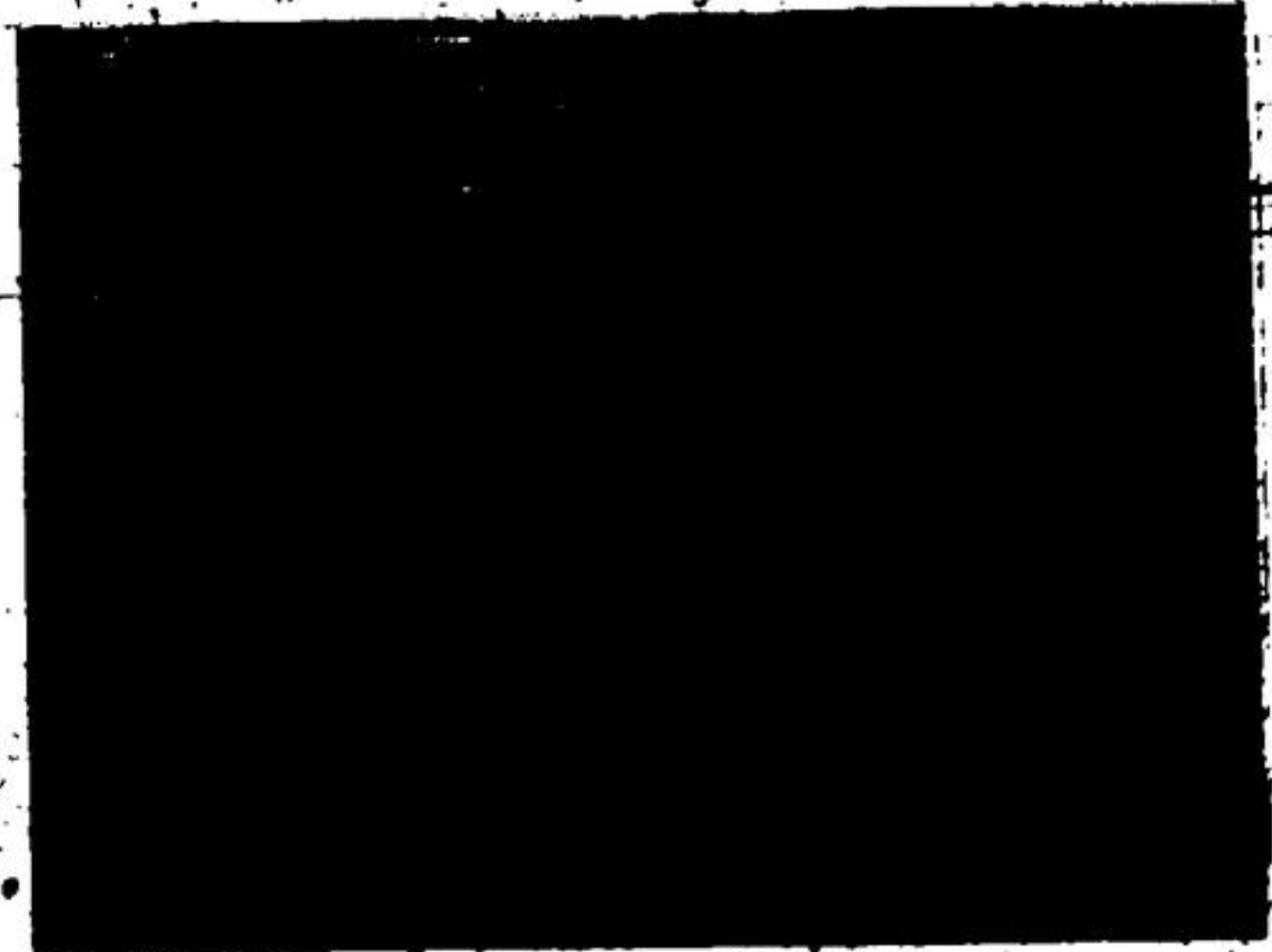


BRETHOUR AND MORRIS FND.

Gold in Yonge St.



RILEY BRETHOUR, LEFT, AND GERRY MORRIS
A house an hour gold from seven Toronto offices.

Reprinted from the Toronto Telegram

It's a success story. Riley Brethour came to real estate from the milk business. Gerry Morris came from Los Angeles after taking a crack at screen writing.

Today they are Brethour & Morris — Toronto real estate brokers — well on their way to a \$35,000,000 turnover for 1954.

Both made their break into the real estate business from adjoining desks in the A. W. Farlinger organization. The firm of Brethour and Morris was born in 1951.

The keystone to the Brethour-Morris success story is a fantastic faith in the future of Toronto.

"We believe that Yonge St. is paved with gold — if you dig for it," they say.

They are brimming with the energy of youth. Riley Brethour is 28. Gerry Morris, 31.

"I came to real estate after three lonely years in the milk business in Georgetown. I had two horses and two trucks and both horses dropped dead in a cup of coffee. I thought of how many quarts of milk I had to sell at a one- and a half cent profit for it," Riley Brethour said.

But he went to selling like a duck goes to water. While still a school-boy, he was running peanut dispens-

ing machines for a weekly return of \$4. He picked up another \$4 a week from magazine and newspaper sales. When he went to Ridley College, his subtle peanut machines still brought him \$1 pocket money every Friday.

Gerry Morris was also a salesman "in short pants." He had a Telegram route and sold magazines too.

About the time they joined the Farlinger company, both took aptitude tests.

The result: Brethour was rated as a salesman — especially a real estate salesman. Morris was also rated as a salesman — but one who would do best in the clothing trade.

But the record proves that both are at home in real estate.

The company now has 110 salesmen who together sell a house an hour. There are seven B & M offices now and two more are expected to open in 1955.

Riley Brethour looks after the administrative side of the business, and Gerry Morris, the promotion.

In his spare time — keeping up his interest in the dramatic arts — Morris produces plays. His last production was "The Happy Time" which played at the Museum Theatre in December.

The happy time is a good theme for the Brethour and Morris business — they work at real estate but they enjoy themselves doing it.

Mr. and Mrs. Harry Hore Fifty Years Married

Mr. and Mrs. Harry Hore, Rosedale Ave., Brampton, celebrated their 50th wedding anniversary, Sunday, January 2nd. Mrs. Hore, formerly Margaret Jane Cowan, came from Toronto as did her husband. They were married in that city by the Reverend John Pearson at the Holy Trinity Church.

Forty-two years ago the couple moved to Brampton where Mr. Hore is still employed with the Pease Foundry. Mr. and Mrs. Hore have six children. A seventh, Alfred, died as a young man. Three daughters, Eva (Mrs. A. Cooper), Edith (Mrs. George Smith), Lillian (Mrs. Orville Ferris) and one son, Douglas, live in Brampton; Lorraine (Mrs. Charles Letton) resides in London, and Thomas, whose wife is the former Ruth James of Georgetown, in Rexdale. There are nine grandchildren and two great-grandchildren.

The entire family was present for a family dinner and celebration with Mr. and Mrs. Hore being at home to their friends in the afternoon. The couple were recipients of many gifts and flowers during the day.

CF-100 Cutback will Lay Off 1000 at AVRO

Some 1,000 of the 10,000 employees at the A. V. Roe plant will be laid off at the end of this month because of a cutback in production of the CF-100 twin jet fighter.

The layoffs will not affect the 6,000 employees at Orenda Engines Ltd., an AVRO subsidiary in Malton.

The layoffs resulted from a federal government order to stretch out production of the jet fighters until about 1958, it is believed when new AVRO fighters are expected to be ready for production. The company is known to be working on a delta-wing jet expected to be twice as fast as the 600 mph CF-100.

A defence department spokesman said in Ottawa the cutback followed the normal pattern of decreasing production once a certain peak has been reached and the basic needs for the RCAF met.

The layoffs were announced in a company notice posted in the plant.

"The areas generally affected by the reductions are assembly bays, production control, procurement, detail manufacturing shops and flight services. Separations will be in accordance with the seniority provisions of the union contract," the notice stated.

NEW... it's sensational for ARTHRITIS-RHEUMATIC PAINS

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YABLETS
READ WHY RIDAPAIN DID FOR
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I want to thank you so much for your Ridapain-Tablets which a friend of mine recommended to me to take for my back.

I had a very serious liver complaint about six years ago and after two years of treatment from a very good Doctor I was cured but it left me with a very weak and sore back.

I have tried different pain remedies on the market and got no relief. I could hardly walk upstairs, could do no housework and it was painful to even try to get out of a chair.

Then I tried Ridapain and now I can do all my housework and it's a pleasure. I took six a day for two weeks but now I only take two before going to bed and I have had no pain for over a month.

Thanking you so much, Yours sincerely Mrs. S. A. McKay, Toronto

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Gentlemen I enclose \$2.00 for which please send me a handy plastic box of 48 RIDAPAIN tablets containing Sulphathiazole. I understand that if I am not satisfied after trying 4 doses of RIDAPAIN, I may return the balance and you will refund my money in full.

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Not only do you save money, you eliminate those dreaded shopping trips this coming winter. Even if this is something you have earmarked for 1955, act now and get full information. Merely call

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Orangeville Couple Mark 50th Wedding

On Sunday, December 26th, Mr. and Mrs. Kenneth Matthews, 44 John St., Orangeville, celebrated the 50th anniversary of their marriage in a very happy manner. The couple were at home to their friends and neighbours from 2 to 5 in the afternoon and 7 to 9 in the evening. About one hundred and fifty took advantage of the opportunity to call and present their congratulations and good wishes.

For the reception, the living room was adorned with bouquets of golden mums and roses. The tea table was centred with a lovely three-tiered wedding cake flanked by golden candles and mums. Mrs. McMillan, Erin, Mrs. Thos. Duke, Mrs. Thos. Bennick, and Miss Jane Clark poured tea. Assisting in serving were Mrs. Sam Lacey, Hazel Duke, Mrs. Mottart and Mrs. James Lacey. Mr. and Mrs. Carl Matthews received the guests.

On December 28, 1904, Bertha Jane Mossop, daughter of Mr. and Mrs. Samuel Mossop, of Orangeville, and Kenneth Matthews, Meadowvale, were united in marriage at the home of the bride's parents, the Rev. J. Goodman officiating.

The bridesmaid and groomsmen of 50 years ago were Mrs. Dalton Patterson and Harold Steen. The couple have one son, Mr. Carl Matthews, of Guelph. Mr. and Mrs. Matthews are members of Westminster Church.

Friends and relatives were present to honour Mr. and Mrs. Matthews from Preston, Guelph, Hillsburgh, Erin, Toronto, Acton, Georgetown, Meadowvale and Brampton.

UNION JANUARY MEETING MISSION SOCIETY

The Women's Missionary Society of Union Church held their first meeting of the new year on Wednesday afternoon, January 5th, at the home of Mrs. Lloyd Crichton.

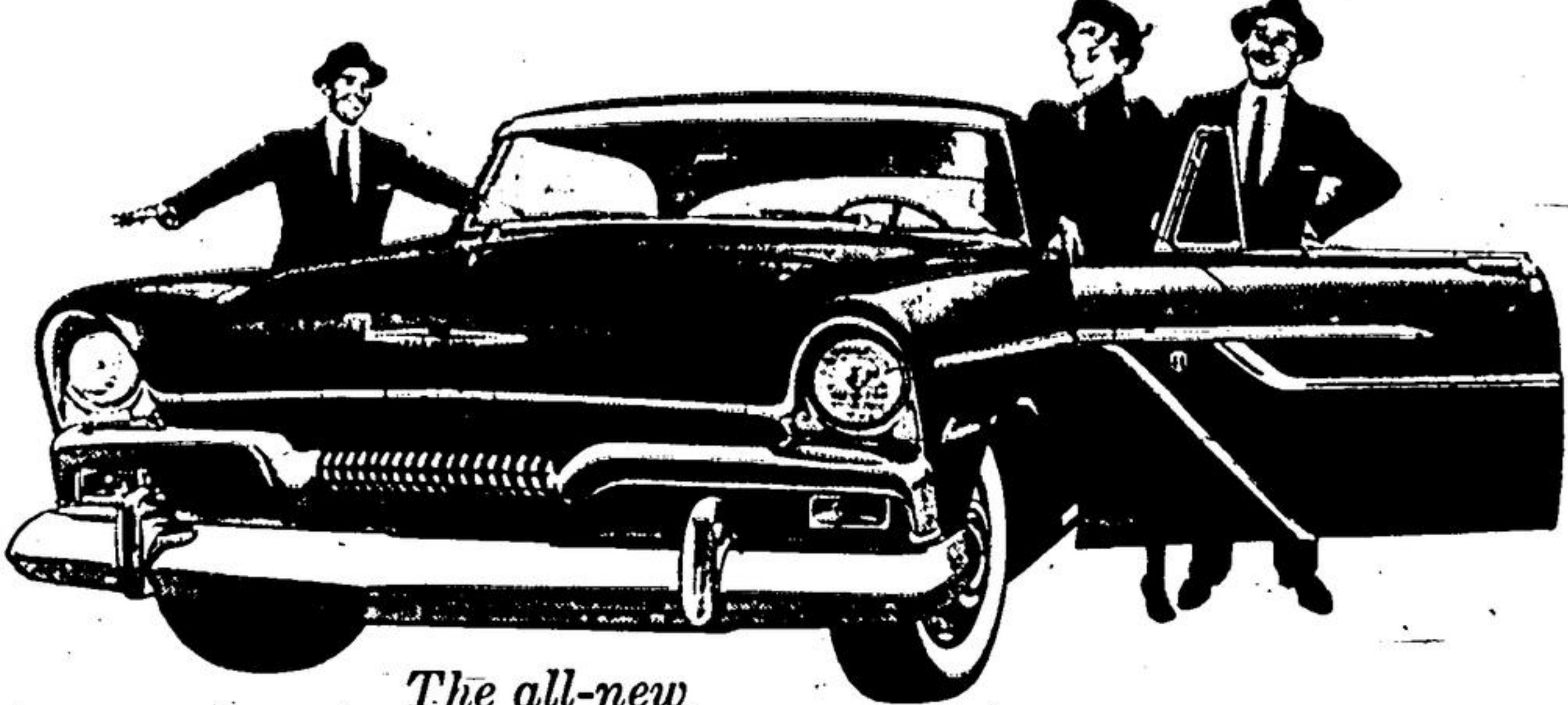
Mrs. Owens MacDonald, the new president, opened the meeting with a call to worship. Following this Mrs. Leslie Young read the scripture, and gave a very fine explanation of it. During the meeting Mrs. Fraser MacDonald and Mrs. G. L. Royal were appointed delegates to attend the Toronto Presbytery to be held on February 2nd and 3rd. This year's study book, "Face to Face With India" was ably taken by Mrs. R. S. Leslie, Mrs. Fraser MacDonald, Mrs. Royal and Mrs. Eason. The meeting closed with prayer, following which Mrs. Crichton served lunch.

HAPPY RETURNS

Small boy (in letter to aunt)—
Dear Aunt: "I'm sorry I forgot your birthday. I have no excuse, and it will serve me right if you forget mine, which is next Friday."

Finland, with an area smaller than that of Newfoundland and situated in the same latitude as Canada's northern territories supports a population of more than four million.

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'55 PLYMOUTH
Biggest of the low-priced 3... excitingly new
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V-8 or 6's

- PACKED WITH POWER—New 157-h.p. Hi-Fire V-8 is the most advanced engine in its field. Top in efficiency for more "mi" per gallon. Or, you may choose the new Power-Flow or Power-Flow Special engines, based on a design famous for thrift and reliability.
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- POWER ASSISTS—Make your driving so automatic as you wish with Plymouth Full-Time Power Steering, Power Brakes, Power Windows, or Power Seats, available at extra cost.

Here's the car to measure against! Plymouth is more than ten inches longer this year... by far the longest of the three leading low-priced cars. Roomiest, too! Most over-all interior space, from instrument panel to rear seat back... most room in the luggage compartment.

Years ahead in style! Lowest and sleekest of all three. Longest hood... most massive grille... most impressive headlights, set deep in the rakish angle of the front fenders.

Built to stay young! When you compare all three for ruggedness and lasting value, consider that Plymouth weighs the most because it's built more solid, stronger. Many extra-value features—such as wider rear springs, electric windshield wipers, independent parking brake.

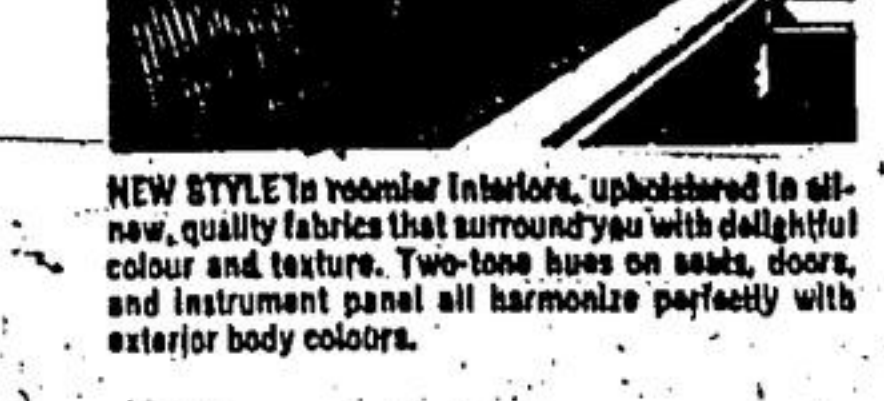
Your Chrysler-Plymouth-Fargo dealer invites you to compare all three. Because, if you do, chances are you'll change to Plymouth!



NEW VISIBILITY is yours through the New Horizon windshield with its rakish slant and swept-back corner posts. It's the first true wrap-around... gives you extra visibility at top corners, where you really need it, as well as at the bottom.



NEW CONVENIENCE with Flite-Control automatic transmission selector lever. Mounted on instrument panel where you can move it with a flick of your finger!



NEW STYLE in roomier interiors, upholstered in all-new quality fabrics that surround you with delightful colour and texture. Two-tone hues on seats, doors, and instrument panel all harmonize perfectly with exterior body colours.

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