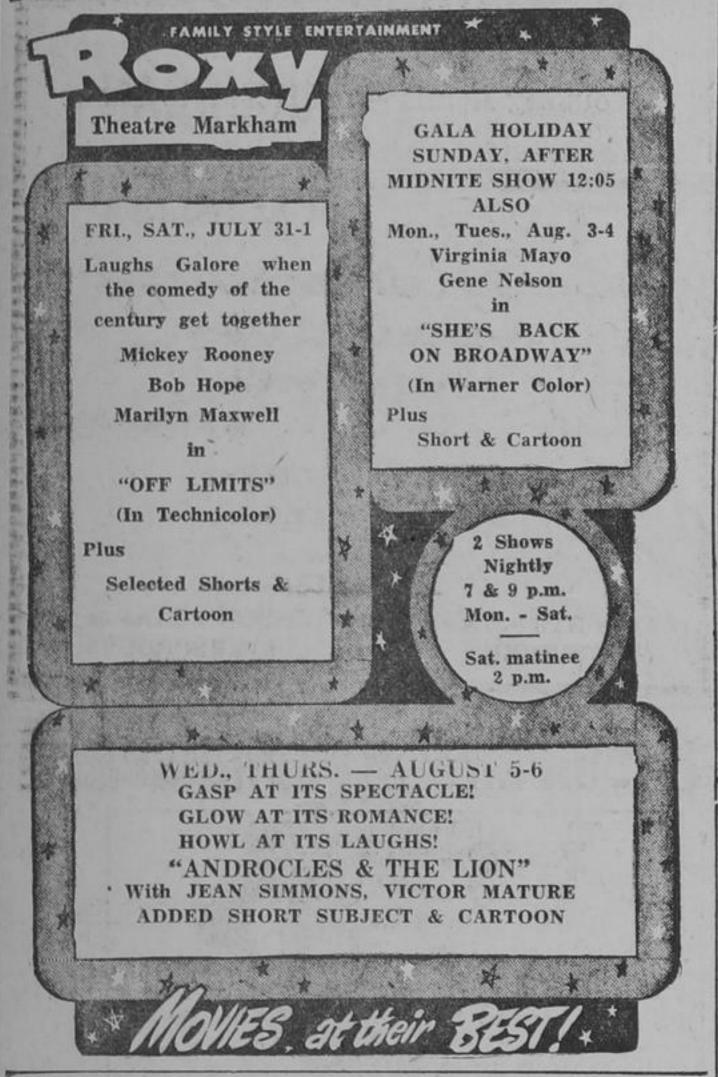


16 inch cut "Hornet", reg. \$89.50 . \$79.50 18 inch cut "Scout", reg. \$124.95. . 110.95 18 inch cut "Cub", reg. \$139.50 ... \$124.50

#### Paris Auto Supply Ltd. RICHMOND HILL TURNER 4-1541



### Want Ads Are Not New; They Are as Old as Recorded History.

Advertising has existed as far back as man used written symbols, and probably well before that. Back in early Babylon the merchants employed barkers to describe their wares to passersby. The first written advertisements were want ads. They were announcements on papyri offering rewards for the return of runaway slaves and bond servants. Lost articles were also sought through those early want ads.

In Greek mythology, when Psche ran away, Venus requested Mercury, "to proclaim her in public, and announce a reward to him who shall find her."

Both Greeks and Romans used the walls of their houses as places to scratch or paint inscriptions concerning their affairs. Many such inscriptions were found when Pompeii was excavated.

The oldest newspaper paragraph fitting the description of an advertisement appears to have been a "want ad" for a book on botany, printed in an early German newsbook in 1591.

Notices of arrivals and sailings of ships, with lists of cargoes, are found in most sixteenth-century English newspapers. The first paid advertisement in an American newspaper appeared in the second issue of the Boston Newsletter (May 1, 1704). It was about two anvils which had been lost, and read:

Lost on the 10. of April last off of Mr. Shiffen's Wharff in Boston. Two Iron Anvils, weighing between 120 and 140 pounds each: Whoever has taken them up, and will bring or give true Intelligence of them to John Campbell Postmaster, (also editor of the newspaper) shall have a sufficient

reward. At first advertising occupied a relatively minor place in American newspapers, but by the middle of the eighteenth century many printers were becoming prosperous from the publication

of three, four, and five pages of miscellaneous advertisements. Gradually, as the confusion among the jumble of advertisements grew, want ads concerning one class of commodity or service were grouped together to facilitate the reader's finding what he was looking for.

Credit for "classifying" the advertisements is given to Benjamin H. Day, who founded the New York Sun in 1833,

Wants ads have furnished one of the richest sources for historians seeking to learn about the everyday life of Americans. News stories in colonial newspapers often were colored according to the publisher's ideas, but want ads were honest and forthright, telling researchers about the needs and interests of our ancestors.

#### OAK RIDGES & LAKE WILCOX NEWS!

CORRESPONDENT: MRS. C. L. STEPHENSON TELEPHONE TUrner 4-1261

The teachers of the senior class- | Mrs. C. Dawson, Mrs. E. Clark, es of the Sunshine Sunday School, Mrs. L. Atcheson, and Mrs. M. Oak Ridges, Miss Freda and Miss McLeod, of the Elmwood Park As-Ruth Henderson, entertained their sociation (Lake Wilcox) entertainclasses at a garden picnic at their ed the children of the members of

home at Gormley, last week. Mrs. D. Gunn was hostess last Wednesday, July 22, at the Lake Wednesday when the friends and Wilcox Public School Grounds. neighbors of Mrs. W. Musson and Starting at 10.30 a.m. and contin-Mrs. W. Broad gathered to say farewell to these two ladies who es with various contests made up will soon be moving to their new the program. Fifty children sat homes. Tables were set on the down to lunch supplied by the lawn and both guests of honor received corsages, which were presented by Miss Vicki Gerrard, and Dairy, and the bread and doughsilver dishes presented by Miss nuts by Weston's Bakery. Each Katharine Coon.

Mr .and Mrs. Walter Musson and family are moving the end of the month to their new home in New-

the Association at a field day on committee, with the ice cream and child received a prize and a bag

Kenneth Judge, five year old son of Mr .and Mrs. Fred Judge, 2nd concession, Lake Wilcox, climbed tonbrook.

The adult Bible Class of the Sunshine Sunday School held its annual picnic at Woodland Park on the 17th. Mr. Alan Heise is the very capable teacher of this class which meets every Sunday. class which meets every Sunday dent was investigated by Constable morning at 10.45 in the Oak Rdiges | Holdsworth and the hydro men, Mrs. C. Cassidy is spending a child reached the wire and suffer-week wih friends at Niagara Falls. ed the burns.

#### TEMPERANCEVILLE NEWS

CORRESPONDENT: MRS. ED. PAXTON, R. R. ?, KING

Phone King 3R11

The Mission Band held a month- | took Mrs. Albert Folliott to Ottawa ly meeting in the Sunday school- to visit Mrs. Folliott's daughterroom on Saturday, July 25, at 2.30 in-law Mary and son Gilbert, who p.m., with the president, Miss Clara are suffering from injuries receiv-Herrema presiding, and Miss Donna ed in an accident a week ago. Gil-Jennings acting secretary. 18 chil- bert who received injuries to the

Clure read a story of "A true Mary who has received a number Friend." Audrey Herrema recited, of blood transfusions to save her 'My Dolly," and Susanne Levison life, is suffering from pelvis, head sang "Balloons." The piano solo and hip injuries. She is now in the 'Largo" was played by David Mc- hospital in Ottawa. It is hoped Clure. The children then enjoy- they will be able to be moved to ed playing a number of games and a semi-private room in one hosreceived their customary treat of pital before long so that they may candy. The next meeting will be be together. We in Temperanceheld August 29 at 2.30 p.m. | ville pray for their recovery and Last Evening Service

throughout the summer, to be held little daughter Sheryl. at 10.30 each Sunday morning. Funeral Service However, next Sunday will be the On Thursday, July 23 funeral last evening service to be held for services for little Sheryl Folliott, a month.

Strawberry Festival Please keep the date of the held at Thompson's funeral parlors, strawberry festival, August 5 in Aurora. Rev. E. C. Moddle and mind. There will be games for Rev. J. R. Jenkinson officiated. Due the children and any adults wish- to the injuries received by her paring to participate. Mrs. Wilbert ents, they were unable to attend Jennings, Miss Margaret Beynon the funeral of their only child. and Mrs. Stella Paxton are in who was killed in the same accicharge of the games. The admis- dent. sion will be the same as last year. Her grand parents, Mr. and Mrs. It is requested that the ladies Albert Folliott and Mrs. Wellesley sion will be the same as last year. munity are welcome.

This past week Mr. and Mrs. ger of Barrie, Mr. and Mrs. Morris Burton Palmer, Sharon and Mr. McKinnon of Toronto and Earl Palmer Sr. took a trip to Niagara Wellesley of Fort Erie were pres-Falls and across to Buffalo.

On July 27 Bob Turner is join-ing the Toronto Police Force. Bob Folliott, Ruston Folliott, Bruce will be residing in Toronto in the Parker, and the three Cadden Brofuture and all the good wishes of thers, Archie, George and Carl. friends in Temperanceville go with him in his new vocation. Undergoes Operation

It is with sincere regret we hear of Mrs. James Gillham's illness. She has undergone an operation at the Women's College Hospital. Our sincere wishtes for a speedy peonies Barbara Herrema, daughand complete recovery.

the week-end with Mrs. Ruse's marriage to Harold Hanastma of parents, the Umehara's. Jim is Columbus, Ontario at Temperancespending the summer months in ville United Church on Saturday assisting his uncle who is a doc- July 18. Rev. E. C. Moddle offici-

Mrs . Moddle is still suffering | Given in marriage by her father from strained ligaments of her leg the bride wore a ballerina-length which she received while crossing gown with fitted bodice of lace, a street car track a couple of weeks long sleeves and full skirt of ny-

nelon Falls. Their three small a bouquet of red roses. chidren are also going to enjoy

Miss Elsie Anderson is vacation- quet of roses.

ing in Toronto at her sister's, Mrs.

Richard Baycroft's illness in the Jennings. Wellesley Hospital, Toronto. Mem-

visiting Mr. and Mrs. Alvin Wide- sories. Upon Mr. and Mrs. Han-

Superintendent Mrs. M. Mc- arm is now in hospital at Almonte. extend sincere sympathy to them Sunday School will continue both in the bereavement of their

> daughter of Mr. and Mrs. Gilbert Folliott, Chateaugay, Que., were

please supply two pies each. All and other relatives consisting of members and friends of the com- Eldon Folliott, Miss Ruth Folliott, Douglas Wellesley, Mrs. Floyd Bur-

Interment was in King cemetery.

HANASTMA-HERREMA Amid a setting of pink and white ter of Mr. and Mrs. W. Herrema of Mr. and Mrs. James Ruse spent Temperanceville was united in ated at the ceremony

I'on net over taffeta. Her finger-Mr. and Mrs. Faulkner are spend- tip veil of nylon net was caught ing two weeks at a cottage near Fe- to a white nylon cap. She carried

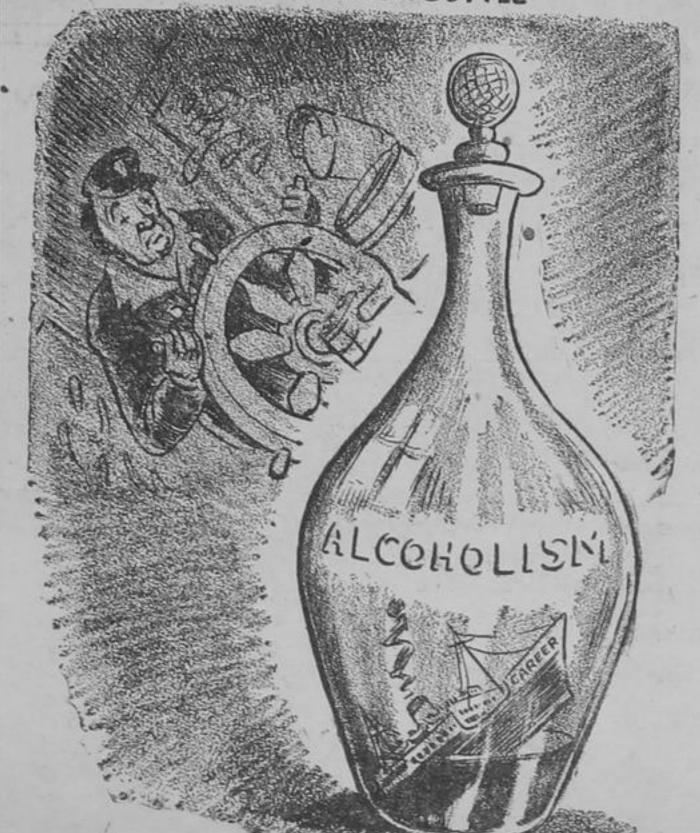
Matron-of-honor was Mrs. Ross Smith gowned in a blue ballerina-Miss Beth Gellately of King length dress of lace and net over spent a few days with Miss Joan nylon. She wore a bandeau of matching blue and carried a bou-

Ross Smith was groomsman and ushers were Jerret Herrema, a It is with regret we hear of Mrs. brother of the bride, and Gerald

The reception was held at the bers of the W. I. and friends in Ridge Inn where the bride's Temperanceville wish her a spee- mother received the guests assisted by Mrs. Hajn of Caledonia. Mr. and Mrs. Wilbert Jennings, For travelling the bride chose a

Donna and Gerald, spent Sunday pink silk dress with white accesastma's return they will reside in Mr. and Mrs. Wilbert Jennings Columbus, which is near Oshawa.

#### SHIPWRECK IN A BOTTLE



AUGUST 6 - 7 - 8 COME TO THE

# CARNIVAL

In Aurora Town Park

# FUN - EXCITEMENT - GAMES

VISIT THE

### MOTOR CITY SHOWS

SPONSORED

### AURORA BRANCH CANADIAN LEGION

THE GREATEST ENTERTAINMENT VALUE FOR ALL THE FAMILY EVER BROUGHT TO AURORA

# 8 MAMMOTH

Ferris Wheel — Caterpillar — Tilt-A-Whirl Merry-Go-Round — Auto Rides — And Others MIDWAY — MIDWAY — MIDWAY

## CHILDREN'S PARADE THURSDAY, AUGUST 6th

'A Prize For Every Youngster and Two Main Prizes

#### A BICYCLE AND A TRICYCLE

Here's what you have to do. Decorate a bicycle, a tricycle, a doll carriage, a wagon or any other vehicle. Be at the Public School grounds at 6.30 p.m. on Thursday, August 6. When you get there give your name, age and address to one of the officials. Line up in the parade and move off with it. Everyone who enters will be given a free ride on one of the rides on arrival at the park. Remember — there's a tricycle for the prize in the one to seven year old class — and a bicycle for those in the eight to sixteen year old class.

# Eleven Top Flight Professional Entertainers

... They're good! They're outstanding! give spot shows throughout the carnival on Thursday, Friday, and Saturday.

COME AND SEE THEM

# REMEMBER AURORA TOWN PARK THURS., FRI., SAT., AUGUST 6 - 7 - 8

-ADMISSION

THURSDAY - FREE. FRIDAY & SATURDAY 25c It's the biggest and best show of its kind ever to visit Aurora.