

DUFFERIN DRIVE-IN Theatre
TWIN PLAYBOARDS
TWIN REFRESHMENT STANDS
SOUTH OF NO. 7 HIGHWAY ON DUFFERIN ST.

Thurs. & Fri. JUNE 3 & 4
JAZZ SINGER
(Technicolor)
Danny Thomas
Cartoon News

JUNE 5 - Saturday
BATTLES OF CHIEF PONTIAC
Lex Barker
Helen Westcott
Cartoon News

JUNE 7, 8, 9
Mon., Tues., Wed.
INNOCENTS IN PARIS
Claire Bloom
Sir Alastair SIM
WINTER PARADISE
Cartoon News

CHILDREN UNDER 12 YEARS FREE
2 SHOWS NIGHTLY - RAIN OR CLEAR

Fifty Head In York County Jersey Show

The York County Jersey Club each year sponsors a Jersey Show in co-operation with Richmond Hill Spring Fair on May 24. This year 50 head were actually shown and exhibitors were Mr. and Mrs. Alfred Lanning, Maple R. R. 2, A. G. Little, Markham R. R. 1, Cecil E. Mortson & Sons, Queensville, J. A. Northey, Todmorden R. R. 1, Hugh Sheardown, Schomberg, Valleyanna Farm, Markham R. R. 1, and N. P. Jacobsen. Judge was Arden Baker, Avonlea Farms, Brockville. The executive of the Jersey Club includes W. R. Chapman, Queensville, president, and W. M. Cockburn, Newmarket, secretary-treasurer.

Horse Shoe Pitching
Third and fourth place winners in the doubles horseshoe pitching contest at Richmond Hill Fair on May 24 were P. Ginn and J. Moore, third, and A. McConnelly and E. Phillips in fourth place.

Sec. 1 — Bull, 3 years or over. 1. A. S. Lanning, Don Head Farmers, Don Head Royal Maid Jester.

Sec. 2 — 2-year-old Bull: 1. Valleyanna Farm, Valleyanna Dorothy's Dreamer; 2. Cecil Mortson & Sons, Edgelea Beacon Standard Pinn.

Sec. 3 — Senior Yearling Bull: no entries.

Sec. 4 — Junior Yearling Bull: 1. Alfred S. Lanning, Quemont Basileus 5H; 2. J. A. Northey, Hyfields W. R. Judge; 3. Hugh Sheardown, Northview Beacon Laddie; 4. Cecil Mortson & Sons, Mordale Beacon Domino.

Sec. 5 — Senior Bull Calf: 1. Valleyanna Farm, Valleyanna Wonderful Jester; 2. Cecil Mortson & Sons, Mordale Beacon S. P. Henry; 3. Cecil Mortson & Sons, Mordale Beacon S. P. Walter; 4. J. A. Northey, Hyfields Jester Dreamer.

Sec. 6 — Junior Champion Bull: Alfred S. Lanning, Quemont Basileus 5H; Reserve: Valleyanna Farm, Valleyanna Wonderful Jester.

Sec. 7 — Senior Champion Bull: Valleyanna Farm, Valleyanna Dorothy's Dreamer; Reserve: Cecil Mortson & Sons, Edgelea Beacon Standard Pinn.

Sec. 8 — Grand Champion Bull: Valleyanna Farm, Valleyanna Dorothy's Dreamer.

Sec. 9 — Cow, 4 yrs. & over. Dry: 1. Valleyanna Farm, Valleyanna Design Alanova; 2. N. P. Jacobsen, Kakoka Rose Petal; 3. Alfred Lanning, Donna Hue Royalist Sally.

Sec. 10 — Cow, 4 yrs. & over. in milk: 1. Valleyanna Farm, Valleyanna Design Bride; 2. Valleyanna Farm, Valleyanna Design Lady; 3. N. P. Jacobsen, Rosemonte Basil Topay; 4. Hugh Sheardown, Northview Fairy; 5. N. P. Jacobsen.

Sec. 11 — Cow, 3 yrs., dry: 1. Hugh Sheardown, Northview Bell's Rosie; 2. Valleyanna Farm, Valleyanna Musette's Mervia; 3. Alfred S. Lanning, Donna Hue R. Basil Lucy.

Sec. 12 — Cow, 3 yrs., in milk: 1. Alfred S. Lanning, Donna Hue R. Basil Theresa; 2. Valleyanna Farm, Valleyanna Dream Girl; 3. Alfred S. Lanning, Donna Hue R. Basil Marie.

Sec. 13 — Heifer, 2 yrs., dry: 1. Valleyanna Farm, Echo Lane Doris 3G; 2. Hugh Sheardown, Northview Beacon Corrie; 3. Cecil Mortson & Sons, Mordale R. B. Blossom; 4. N. P. Jacobsen, Sitka Favorite Princess.

Sec. 14 — Heifer, 2 yrs., in milk: 1. Cecil Mortson & Sons, Mordale R. B. Faye; 2. Valleyanna Farm, Valleyanna Crowning Princess.

Sec. 15 — Heifer, Sr. Yearling: 1. Alfred S. Lanning, Quemont

R. Basil Lilly 8G; 2. Cecil Mortson & Sons, Mordale R. B. Bessie; 3. Hugh Sheardown, Northview Goldie's Molly; 4. J. A. Northey, Hyfields Basil's Sunny.

Sec. 16 — Heifer, Jr. Yearling: 1. Valleyanna Farm, Valleyanna Royal Barbara; 2. Cecil Mortson & Sons, Edgelea Sporting Patricia; 3. Hugh Sheardown, Northview Beacon Spotty; 4. Cecil Mortson & Sons, Mordale R. B. Rosie.

Sec. 17 — Heifer, Sr. Calf: 1. Valleyanna Farm, Valleyanna Sunflower Queen; 2. J. A. Northey, Hyfields W. R. Tessie; 3. Valleyanna Farm, Valleyanna Royal Barbara; 4. A. G. Little, Meadow Lawn Standard Queen; 5. Hugh Sheardown, Northview Beacon Fern; 6. Hugh Sheardown, Northview Beacon Joan's Lulu; 7. Cecil Mortson & Sons, Mordale R. Royal R. Toots; 8. Cecil Mortson & Sons, Mordale R. Royal R. Star; 9. A. G. Little, Meadow Lawn Standard Check Miss; 10. Alfred S. Lanning, Quemont Maharajah's Pansy 17H; 11. Alfred S. Lanning, Quemont Maharajah's Greta 8H.

Sec. 18 — Jr. Champion Female: Valleyanna Farm, Valleyanna Sunflower Queen.

Reserve: Valleyanna Farm, Valleyanna Royal Blonde.

Sec. 19 — Sr. Champion Female: Valleyanna Farm, Valleyanna Design Blonde; Reserve: Valleyanna Farm, Valleyanna Design Alanova.

Sec. 20 — Grand Champion Female: Valleyanna Farm, Valleyanna Design Bride.

Sec. 21 — Progeny of Dam: 1. Valleyanna Farm, Valleyanna Surville Musette; 2. Alfred Lanning, Sally's Nobby Marie; 3. Hugh Sheardown, Northview Molly's Bluebelle; 4. Hugh Sheardown, Northview Peggy's Duchess; 5. Cecil Mortson & Sons, Flirts W. R. Faith.

Sec. 22 — Jr. Herd: 1. Valleyanna Farm, Design's Royal Jester; 2. Alfred S. Lanning, Belvin Pansy's Royalist 2nd; 3. Cecil Mortson & Sons, Avonlea Records Basil.

Sec. 23 — Pr. Get of Sire: 1. Valleyanna Farm, Sunflower Royal; 2. J. A. Northey; 3. Hugh Sheardown, Edgelea Beacon Basil.

Sec. 24 — Sr. Get of Sire: 1. Valleyanna Farm, Design's Royal Jester; 2. Alfred S. Lanning, Belvin Pansy's Royalist 2nd; 3. Cecil Mortson & Sons, Avonlea Records Basil.

Sec. 25 — Graded Herd: 1. Valleyanna Farm, 2. Alfred S. Lanning, 3. Cecil Mortson & Sons.

Jr. Showmanship Special (under 12 yrs. of age): 1. Bill Lanning, 11 yrs.; 2. Johannan Van Dyk, 10 yrs.; 3. Betty Mortson, 9 yrs.; 4. Robt. Little, 8 yrs.

Jr. Showmanship Special (12 to 20 years): 1. Jim Mortson, 17 yrs.; 2. Leonard Mortson, 14 yrs.; 3. Hugh Sheardown, 17 yrs.; 4. Barrie Little, 13 yrs.; 5. Peter Van Dyk, 15 yrs.; 6. John Sheardown, 18 yrs.; 7. John Van Dyk, 13 yrs.



The seventh annual Rally of York Central Wolf Cubs was held in Thornhill Park last Saturday afternoon. Due to the morning rain, and the threatening sky, only 27 of the 46 expected Cub packs registered. However the sun came out, and the smartly uniformed packs who did attend gave a better than ever exhibition of good cubbing. Shown above are Robert Percival, Don Heise, Murray Giffen and Brian Atkinson of Richmond Hill Pack, preparing for signalling.

To facilitate proceedings the packs were divided into five groups and stationed in different sections of the park. As the groups gave simultaneous demonstrations of signalling, knot tying, compass reading, ball throwing, jungle dancing etc., the scene was an animated one, high-lighted by the fluttering, yellow silk Wolf Cub standards, and the piping of young voices.

The rally was not competitive, but each pack was graded by inspecting district cub masters, and Mrs. T. W. Jackson, Assistant District Commissioner for York Central, said higher grades had been attained this year. Among packs to receive A ratings were 1st Thornhill A pack, 1st Thorn-

Iris Show June 12
June activities of the Richmond Hill Horticultural Society include the Iris Show on June 12, and a picnic to Midhurst on June 20.

B. M. Mundy has arranged for more Garden Tours, the dates of which will be announced as weather conditions permit. Members and friends are therefore requested to watch the Coming Events Column for further details.

STOUFFVILLE: Principal Geo. Pearce has resigned from the District High School here.

Dependable Used Cars

- 49 Dodge Sedan
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NOTICE

"In future a condition of any agreement for subdivision of property be that all topsoil shall be retained on the property, and that in cases where it is necessary to remove topsoil for purpose of road construction, building excavations, paved parking areas, etc., the topsoil be carefully conserved and re-spread within the subdivision, and that the Planning Board exercise this policy."

Markham Township Council

64 Head Cattle Net \$18,355.00 At Holstein Reduction Sale

The annual reduction sale of purebred Holsteins from the herds maintained throughout Ontario by the Ontario Hospital was held May 25 at Langstaff. Sixty-four head were sold for a total of \$18,355.00 for an average of \$286.00.

The 44 bred heifers sold averaged \$329.00. Sixteen open yearlings \$175.00, and four bulls \$233.00.

Highest Price
Highest price of the day was \$450.00 paid by Dr. P. B. Rynard, Orillia, for a bred heifer, O. H. Wo. Symbol Pabst, consigned by the Ontario Hospital herd at Woodstock. She was a daughter of Glenafon Symbol and is in calf to Elmercroft Voyageur M, one of the bulls in the Artificial Breeding Unit of the Oxford and District Cattle Breeding Association.

The second top price paid was also for a daughter of an Oxford and District Cattle Breeding Association sire, Rex Ideal Successor, which was consigned by the Woodstock Hospital. She went to Amos Hoffman, Waterloo, for \$420.00. Mr. Hoffman bought three head altogether including a bred heifer from the Ontario Hospital at Brockville at \$400.00.

Bull Goes For \$400.00
Highest price paid for a bull was \$400.00, this for a son of Glenafon Symbol, out of a daughter of Montvic Bonheur Pietje Boy from the Woodstock Hospital. The buyer was J. Duncan MacDonald, Inglewood, Ontario. W. A. Calverley, Orillia, paid \$400.00 for a bred daughter of Symbol, while John Graham of Lindsay, bought a bred daughter of O. H. B. Rag Apple Baron from the Brockville Hospital at \$400.00, the daughter in calf to Maplepeuk Rag Apple Master, one of the bulls in service in the Eastern Ontario Cattle Breeding Association. Arthur Ball, Clarence, N.Y., who bought several head in all, paid \$405.00 for a bred heifer from the Langstaff hospital.

Other buyers were: Wes J. Yellowlees, Enniskillen; Hays Farms Ltd., Oakville; Earl Dorrell & Sons, Nestleton; Floyd Thomas, Rockwood; Kenneth W. Graham, Lindsay; J. G. Forgie, Markham; C. L. Gray, King; H. H. Berry & Son, Orillia; Joseph Robinson, Richmond Hill; D. H. Huter, Unionville; L. E. Cole, Port Hope; Water M. Baron, Akrona, N.Y.; James Robertson, Richmond Hill; Canada Packers Ltd., Maple; Harold Cole, Port Hope; R. H. Gilmore, Meaford; John Knox, Hampton; Alex Ratcliffe, Stouffville; Harold Holding, Owen Sound; C. M. Parker, Minesing; H. M. Weatherell, Unionville; B. Lockie, Sutton West; Lloyd Pegg & Sons, Sutton West; Edgar Smalley, Uxbridge; Messenger Bros., Hamilton; James E. Graham, Lindsay; J. Thompson & Son, Cheltenham.

Academy award winner, William Holden, stars in the picture which helped to make him top star of the year, Stalag 17, at the Richmond Theatre this coming Monday Tuesday and Wednesday, June 7, 8 and 9. Stalag 17, the Prisoner of War camp where the Germans made the mistake of putting 630 U.S. Army Sergeants together, is taken from the stage play which took command of Broadway for three solid years.

If all the Federal government's civilian employees — 329,565 as of August 1953 — were gathered in one city it would rank as the fourth city in Canada. Add their dependents and you'd have Canada's No. 1 centre, population-wise.

F. L. LOWRIE R.O. OPTOMETRIST
will be at 41 Yonge St. S., first door north of Bus Station WEDNESDAY, JUNE 9
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MEMO TO ADVERTISERS

Questions and answers about NEWSPAPER ADVERTISING

- Q. What are the 3 most important rules for profitable newspaper advertising?**
- A. 1.** Your advertising message should be newsy, friendly, informative, easy to read. Give facts and news about your merchandise and service.
- 2.** Advertise regularly. Make your advertising do what successful salesmen do—call on customers and prospects consistently.
- 3.** Insist on audited circulation reports that give you the FACTS about the audience that your sales messages will have when you buy newspaper advertising.
- Q. Is there a measure for the value of newspaper circulation to an advertiser such as the standards a merchant uses in buying merchandise—for example, like STERLING on silver?**
- A.** Yes—in the well known circulation standards of the AUDIT BUREAU OF CIRCULATIONS.
- Q. What is the A.B.C.?**
- A.** The A.B.C. is a cooperative, non-profit association of 3,450 advertisers, advertising agencies and publishers in the United States and Canada. Organized in 1914. Brought order out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and reporting the circulations of newspapers and periodicals.
- Q. What does A.B.C. do for me?**
- A.** At regular intervals one of the Bureau's large staff of experienced circulation auditors makes a thorough audit of the circulation records of each publisher member. The results of each audit are published in an easy-to-read A.B.C. report for your use and protection when you buy newspaper advertising.
- Q. What are the FACTS in A.B.C. reports?**
- A.** A.B.C. reports tell you how much circulation, where it goes, how obtained and other FACTS that help you buy advertising as you would make any sound business investment—on the basis of known values and audited information.
- Q. Are all publications eligible for A.B.C. membership?**
- A.** No. Only those with paid circulation. This is important to advertisers because it is evidence that the paper is wanted and read.
- Q. Is this newspaper a member of the Audit Bureau of Circulations?**
- A.** Yes. We are proud of our circulation. We want you to know the FACTS about the audience your selling messages will have when they appear in these pages. Ask for a copy of our latest A.B.C. report.



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