

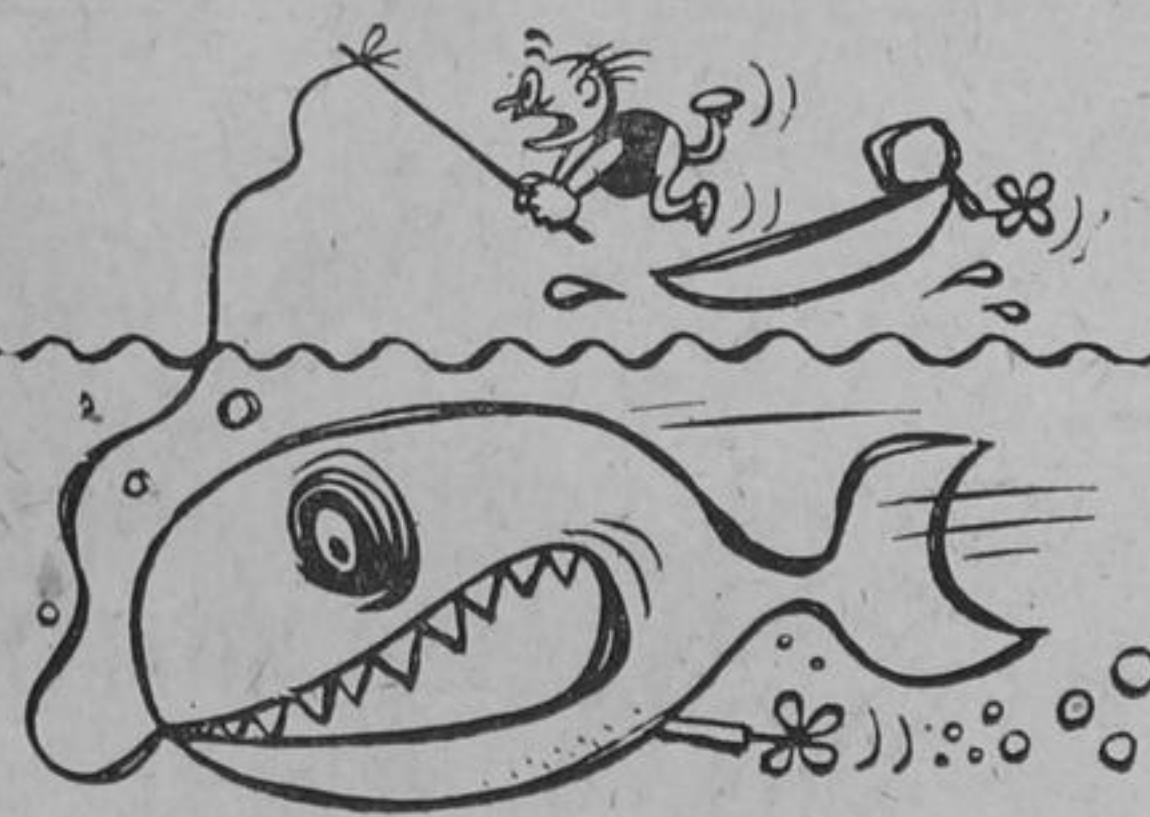


### THINKING ABOUT PROFITS?

The people who conduct public opinion polls

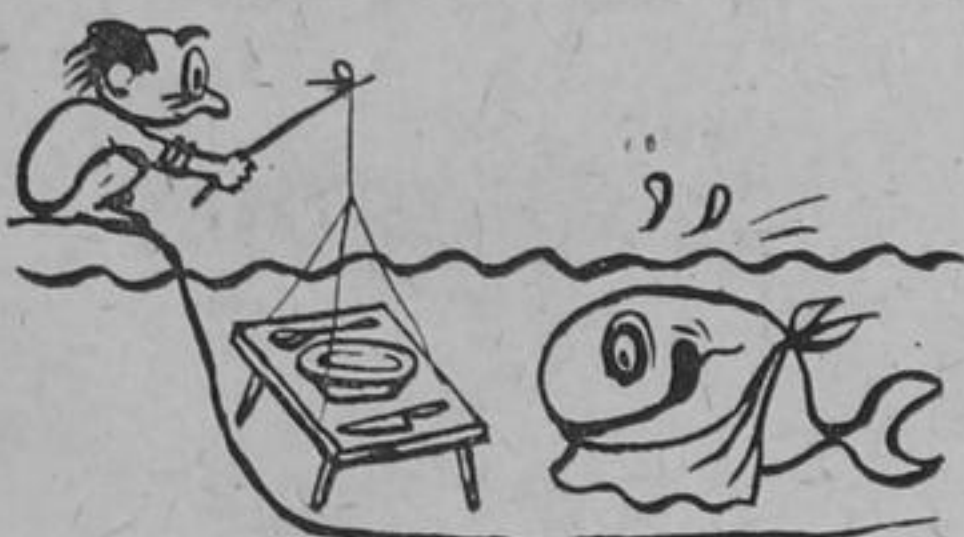


asked a large number of Canadians this question:

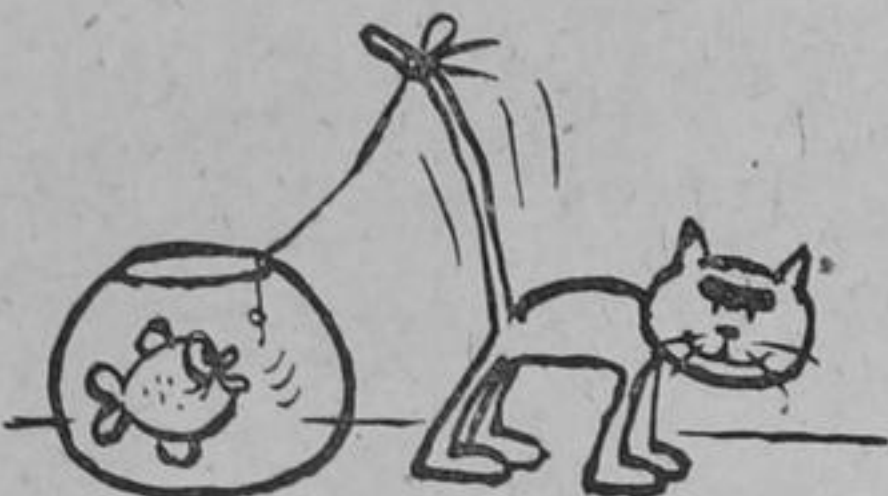


"How big a profit do you think the average Canadian company makes?" Most people thought it was nearly 28% on the income dollar.

Then these people were asked what profit they thought a company ought to make. Most of them thought it was



about half as big as that, or around 16%. Actually, Imperial's profit last year was less



than one-third of what people thought we made, or a little more than 8%. Of this, just over 4% was distributed to Imperial's shareholders.



The rest went back into the business, to help replace worn-out equipment and meet future needs.



IMPERIAL OIL LIMITED

## ELGIN MILLS - JEFFERSON NEWS

CORRESPONDENT: MRS. H. G. ROBERTSON  
Brookside Road, Telephone Turner 4-1396

(Held over from last week)

**Fund**  
The lounge, sunroom and porch at the Summit Golf and Country Club overflowed with over 200 ladies last Saturday afternoon as the season at the Summit Club was officially declared open with the annual Spring Bridge party.

Mrs. Arthur Gibson was in her usual spot, behind the mike, as Mistress of ceremonies. It was also Mrs. Gibson's birthday and she wore a pretty corsage of pink roses presented to her by women members of the club.

Among those who received some of the 67 prizes donated by club members and given away during the afternoon were: Tom Cole, King; Mrs. Alvin Moses, Joan Oliver, Aurora, Edith Robertson, Newmarket, Mrs. I. Walker, Newmarket and Mrs. Helen Todd, Richmond Hill.

**Happy surprise** for your correspondent, at the close of the pleasant afternoon, was the information received from the Ladies' President, Mrs. Ellen Brice, that the proceeds from the day would be turned over to us to add to our campaign for the Richmond Hill and District Cancer Society Fund.

**Campaign Returns**  
We would appreciate receiving all donations promised by mail, in our canvas of this community for the Richmond Hill and District Unit of the Canadian Cancer Society Fund, as soon as possible so that we may give a complete record of the money contributed in our district in

next week's column.  
Mr. and Mrs. Alfred MacDonald of Jefferson were guests of honor Saturday evening, May 14, at the home of Mr. and Mrs. John Empringham of Gormley, when about 40 relatives gathered to help them celebrate their 32nd wedding anniversary.

The table covered with a lace cloth was centred with a lovely two-tier wedding cake, made and decorated by Mrs. Percy Bennett of Victoria Square. Tulips and lilies of the valley decorated the rooms.

Mr. and Mrs. MacDonald were the recipients of many lovely and useful gifts as well as cards and good wishes. Mr. and Mrs. Alfred MacDonald of Jefferson had supper Thursday evening with Mrs. W. J. Moses and Mr. Clayton Moses of Sharon, formerly of Elgin Mills.

Mr. and Mrs. Norman Cowan and sons, David and Tommy of Willowdale spent Sunday with Mr. and Mrs. Alfred MacDonald of Jefferson.

### GORMLEY

Correspondent:  
Mrs. Chas. Milsted  
Phone Stouffville 67104

(Held over from last week)  
Mr. and Mrs. Albert Heise, Alma, and Mrs. Bond had a pleasant trip to Dundas and Hamilton on Tuesday.

We welcome Mr. and Mrs. Wm. Humphreys and daughter who have moved into Mr. Ernest Eade's at New Gormley.

Mr. and Mrs. Harold Sherk and Mary Ann of Port Credit had supper on Sunday with Mr. and Mrs. F. Harvey.

Congratulations to Mr. and Mrs. Paul Farmer who were married on Saturday in the United Missionary Church.

Little Teddy Bennett, 11 month old son of Mr. and Mrs. Frank Bennett, underwent a hernia operation in Sick Children's Hospital, Toronto.

The Young People of Heise Hill church presented a program at Cheapside on Sunday night.

Mr. E. Hunt and Ruth, Mr. Ron Elliott and Mrs. Bond had Sunday supper with Mr. and Mrs. S. N. Doner.

Mr. and Mrs. F. Harvey and Joyce had supper with Mr. E. Hunt and Ruth recently.

Misses Hubbard of Manitoulin Island spent the week-end with Mrs. C. E. Hunking.

The Young People of the United Missionary Church presented a programme at Stouffville W.M.S. Church Monday night.

Miss Dinah Wilcox entertained her friends at a birthday party on Monday afternoon.

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## TEMPERANCEVILLE NEWS

CORRESPONDENT: MRS. ED. PAXTON, R. R. 3, KING  
Phone TU. 4-3059

Church News

The W.A. and W.M.S. meetings were held at the home of Mrs. Lorne Cunningham May 19. Mrs. Albert Follitt led in prayer while Mrs. Jack Macklin read the scripture. It was decided to hold a strawberry supper in late June. The committee consists of Mrs. W. Jennings, Mrs. Frank Bell and Mrs. Jack Macklin. Program convenors Mrs. Fred Boys and Mrs. Wm. Turner.

Flower standards costing \$17.20 were purchased for use in the church. The next meeting will be held at the home of Mrs. Wm. Turner.

**W.M.S.**  
In the absence of the president, Mrs. W. Hudson, Mrs. Turner conducted the W.M.S. meeting. The theme was "We Must Share." Mrs. Bell read the scripture after which Mrs. Turner read a poem. A letter of resignation, due to unforeseen circumstances, was received from president Mrs. Hudson. Mrs. W. Turner was elected as president for the remainder of 1955. An invitation from Kettleby W.M.S. to attend their June meeting at which Stouffville W.M.S. will put on the program, was accepted by Temperanceville members.

The evening's program was convened by Mrs. W. Turner. A poem was read by Miss Sheila Cunningham, David McClure entertained with two piano selections. The members then enjoyed a demonstration of "Flower Arrangements" by Mrs. Wm. Turner.

The main aim of flower arranging is to have something pleasing to the eye. Flowers should be picked in the morning or evening not in the heat of the afternoon. A little starch in cold water will make the flowers last longer said Mrs. Turner. The program ended with a contest. Mrs. Follitt, Mrs. Annand and the hostess served lunch.

The Family Night, sponsored by the W. M. S. was held Friday evening May 20th. Those who attended thoroughly enjoyed the pot luck supper and program which followed. Rev. Victor Wood acted as chairman with Mr. Wm. Turner at the piano everyone took part in a sing song period.

The evening entertainment included piano and vocal solos, a vocal duet, several readings and two skits. Among those contributing to the enjoyable program were Miss Joan Hare, Miss Marilyn Annand, Sharon Palmer, Audrey Herrema, Miss Ruth Beynon, Cathie Kestinghuck, Wayne Paxton, Judy Paxton, Mrs. Fred Boys, Mrs. Stella Paxton, Mrs.

### HEADFORD NEWS

Mrs. H. Acreman  
Correspondent:  
R. R. 2 Gormley, Ont.  
Phone Turner 4-2236

Birthday greetings to Millie and Don Willis.

Among the week-end visitors to the Acremans were Mr. and Mrs. Harry Sharpe and their children, Patricia and Tommy of Barrie.

Mr. and Mrs. Herb Smith called on the Joe Fishers on Sunday afternoon.

**Appoint Sports Committee**

An emergent meeting of the staff of the Sunday School after the morning session, appointed a sports committee, set a date and place for the Sunday School picnic.

**Sunday School Anniversary**

It is earnestly hoped that everyone will remember that next Sunday is the Sunday School Anniversary at Headford. The children will assist at the morning session, when Rev. Huston will be the speaker. In the evening at 7.30, Rev. Horace Burkholder, B.A., B.D., General Secretary of the Ontario Council of Christian Education will address the congregation.

Lorraine and Murray Acreman were guests on Saturday of Mr. and Mrs. Howard Follitt of Willowdale; and with Mr. and Mrs. Brasse of Montreal spent the evening bowling at Willowdale, returning to the Follitts' for lunch.

We are sorry to hear of the accident to Percy Briggs and trust he is on the road to recovery.

Richmond Hill TU. 4-1731

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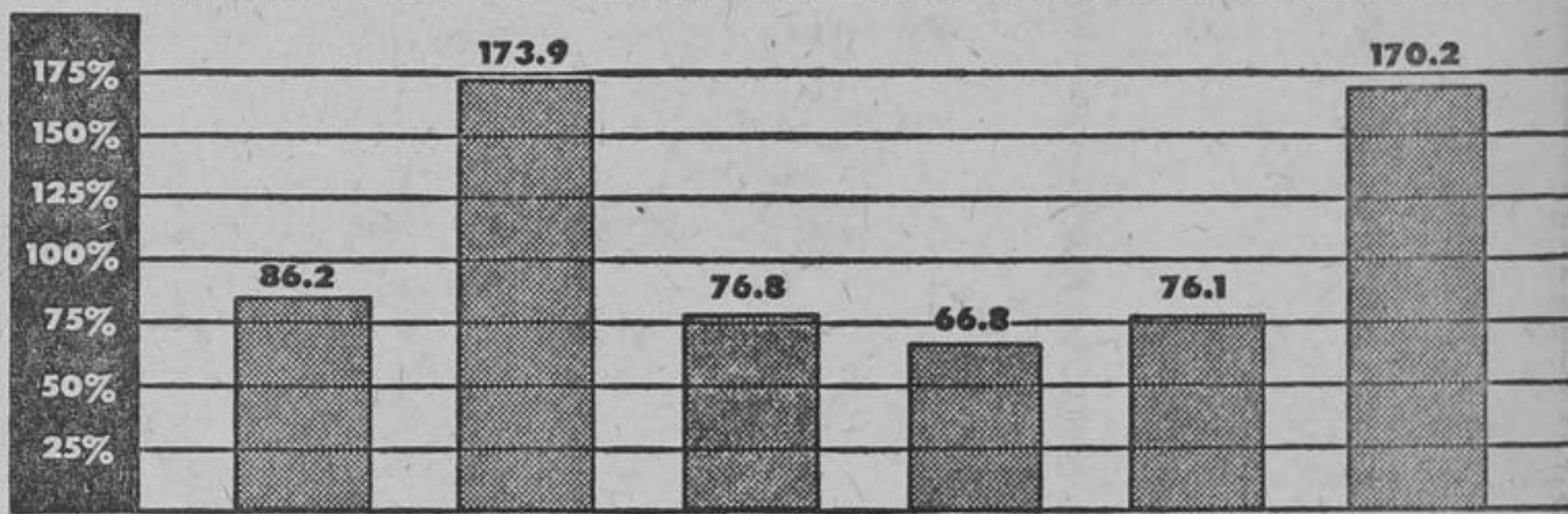
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B-A PRODUCTS

### PERCENTAGE OF PRICE INCREASES IN CANADA SINCE 1941



Index of total farm products; Average hourly rates of pay - Massey-Harris-Ferguson Canadian plants; Total index of all commodities; Index of Massey-Harris-Ferguson farm implements and tractors sold in Canada; Index of Canadian farm products; Index of farm wage rates.

## FARM IMPLEMENT PRICES Maintained at Low Level of Increase

Throughout the past ten years farm implements have offered more and more in time and labour saving advantages. In fact, owing to the scarcity and high cost of skilled labour, farmers found in mechanization the means to maintain their operations efficiently and profitably.

And the chart above clearly shows an outstanding achievement by the Company in maintaining prices at a low level of increase over 1941. The index for Massey-Harris prices of implements and tractors sold in Canada has increased by only 66.8% from 1941, whereas the index of "all commodities" shows an increase of 76.8%. The index of raw materials that go into farm implements is up by 80.2% and the index of hourly

rates of pay in Massey-Harris-Ferguson Canadian plants is up by 173.9%. Farm products prices index is 76.1% higher and the index of farm labour wage rates is 170.2% over that of 1941.

To place equipment in the hands of the farmer at the lowest price practicable, farm implement prices over the years have been held to an exceptionally low level of increase in the face of the great advances in the cost of labour and materials.

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