RON CRAINE



Second

and a Happy New Year

Merry Christmas



"In Essentials Unity; in Non-Essentials Liberty; in all things Charity"

And thus endeth another Christmas season. It went not with a flourish nor a fanfare but with torpid groans and greetings from those of us who didn't heed the admonition and ate too fast and ate too much. While it lasted it was brief, hectic and expensive. We usually dread it's coming and deplore it's going. A Christmas like many another may the Lord be thanked!

Postmen have groaned and sweated under an avalanche of gaily coloured cards all bearing the traditional greetings. Ask one of them if they're not happy the season is over! Just like every other year cards came to the house which provided a certain amount of confusion and a great deal of head scratching. You know the kind - usually signed Ed and Myrtle which invite you to drop in and see them when you're in their bailiwick. Only one problem - who in this wide, wide world are Ed and Myrtle. The card is tasteful and whoever wrote it writes in a neat clear hand. They seem to be the kind of people you'd like to visit - if you had any idea who, what, why and where!

All through the holiday season Ed and Myrtle are very much on your mind. Could they be the couple?? - no, they aren't that couple at all - his name was George and hers was Ethel. And so it goes all through the week until finally you quit in despair - you aren't even going to be sure just who these obviously charming people are more's the pity. Wonder if this could be the guy who sold you that last insurance policy??

Some fine old year real soon we're going to get even with Ed and Myrtle. We're going to get together a batch of cards - pick names from the telephone directory at random and dispatch them with warm messages. The kind that say "had a grand time last summer, hope to do it again real soon!" Boy! That ought to upset someones Christmas completely!

But, on the other hand, after sober consideration there's a very strong possiblity that we are someone elses Ed and Myrtle right now. Our card list is in such a shambles that there's a good chance we're playing the game right now. Unwittingly, naturally!

CONGRATULATIONS BEVERLY WILSON Congratulations and best wishes for success early in the New Year are due Miss Beverly Wilson of the Richmond Hill Figure Skating Club.

Beverly recently competed in the Canadian Subsectional Championships at the Toronto Cricket Skating and Curling Club. This was her first time out in competitive skating and the young miss placed fourth in the novice class. Her placing automatically puts her into the Central Ontario Championships to be held at Peterborough on January 3 and 4.

Miss Wilson has put hours of time into polishing her routine and is gaining strength and poise everytime out. A host of well wishers are pulling for the Richmond Hill lass to come up with a big performance at Peterborough. If hard work and determination can count for anything she has a better off Gurney's stick. Steve Brown had his juvenile Town and than good chance of placing.

LOTS OF SNOW FOR SKIING With all this snow around new sleighs and skis should get a real workout during the holiday period. The sleigh set are pretty much on their own -

nobody has yet organized a sleigh and belly flopper club — but ski enthusiasts can get a real deal from the Toronto Ski Club. During the winter months Summit Golf Course is covered with snow and skiiers in about

equal proportions. There are hills for beginners and tougher runs for the more expert. Ski tows are in operation and instruction is available. No matter where you live in this area it isn't too far to the Summit and the Toronto Ski Club.

..ouse — to go along with those new skis — would the game to give the C.F.G.M. be a junior membership in the club. It costs a mere \$3.00 and gives them all the privileges of the club plus a nice shiny button to put on that new ski jacket. Sort of gives them that gay European look so necessary to skiing. Or so it seems.

joyment for your offspring then there's nothing league. As a filler Roy Brooks better in this area. To register them you merely put his young charges into an have to get them to Summit, register and pay your money - it's that easy. And while you're there you might get bitten with the bug youself - if there's any danger of this then send junior with your next Bob Gilpin to score the opendoor neighbour - let him get bitten. Young junior's language becomes quite pro-

fessional after a few trips to the slopes and he (or she) talks calmly and knowingly of christies, the C.F.G.M. hopefuls by a 9-1 paralled skiing and wedeln. Then you're forced into buying a book just to keep in communication. Or, once again, taking up the sport yourself. If you do join the gay, mad throngs - rotsa ruck ! ! - The Ontario Hospital Plan is a real good go!



### Now Here's How Its Done

A full-scale turn out of 33 area coaches and 100 students featured the all-day basketball rules clinic conducted recently by Kitch McPherson of Hamilton at Thornhill Secondary School. Just a small representation of the large number in attendance is shown in the above photo watching as Mr. McPherson (with chalk in hand) goes over some of the rudiments in basketball officiating.

Left to right are high school students Tony Beck, Richmond Hill High School; Peter Meeuwse, King Composite School; Don Forbes, Newmarket and District High School; Mr. Mc-Pherson; Hugh MacKenzie, Thornhill Secondary School, and Mr. E. Lazar, teacher at Thornhill who headed the clinic. Mr. McPherson is a well-known personality in basketball circles having refereered the games played by the touring basketball team from Russia last year. He is also (Photo by Barbour) an official in the Oympic Games.

#### Local Teams Busy

# Hockey Action Right Up To Xmas Score 2-0 Win Last Thursday Senior basketball

In a fast clean game against

Barrie Jack Dubkowski fired

two goals and was assisted on

both counters by Dave Day. On

in the net for Town and

Country in both games but

especially against Orillia.

His timely saves kept T&C

in contention throughout

the game and he gives pro-

mise of better things to

On December 15th Coach Ray took the lead early in the thir Brooks and his squirt-aged period as John Cropp scor C.F.G.M. Radio Kids played on the opening tally assisted exhibition game with Scarboro John Barnett. Fifteen secon Cliffcrest. As the siren sound- from the end of regulation tin ed to signal the end of the third Aurora got a break and score period the Kids had racked up to tie it up. It was clean, faa 4-2 win over the Scarboro hockey throughout and was on of the better games of the cur

Bill Gurney, John Stokes and rent season. Chris Andrews combined to open the scoring with the puck deking into the Scarboro net the past week, Coach Bill Points tourney play. scored a picture goal in the Country team take part in two second period to sent the C.F. exhibition games. Both games G.M. squad into a 2-1 lead at were against very strong clubs and on both occasions the T&C the end of two periods. squad dropped one goal decis-

The local team put on pressure in the third period to rap in two goals to take a 4-1 lead. John Stokes notched the first one assisted by Val Steffan and Bill Gurney while the final counter came from the stick of Ron McBrien with the two Johns-Cropp and Barnett drawing as-

Cliffcrest come up with A nice package for the pride and joy of YOUR goal in the dying moments of

Last Friday the C.F.G.M. Kids were slated to play a league game with Beeton. Beeton had proved woefully inept in previous meetings and have If you want the maximum amount of ski en- been withdrawn from th exhibition game with a very powerful Wexford team. Early in the first period Dennis "The Menace" Acomb combined with ing goal of the piece. It was the last time the Kids were to lead of the first period and blasted count at the final bell

Aurora and C.F.G.M. played last Saturday. Two evenly matched teams battled right down to the wire. The Kids

Jim Wilson and Reg Acomb Il be taking North End Clean- Christmas came a little early Roy Finlayson dropped in the s to Riverside, near Windsor, this year for the Richmond Hill most points for the Old Boys.

ke part in a three day bantam about it. ay and the second at noon on hockey club.

The Cleaners have compiled an enviable record so far this season winning fourteen and tying two as against no losses. We think they have a good chance of going all the way in this one and would like to wish Mr. Acomb, Mr. Wilson and the team best of good luck!

Friday Orillia, last year's O. M. H.A. champs played a return ers played to a 2-2 tie with Thompson and Gord Sale playthe local squad. George Sheph- was unable to finish off plays second shut-out of the season. erd and Ken Crook scored for around the Newmarket goal, the T&C squad with Dave Day Dave Broderick and Harvey being credited with one assist. Gordon scored the Cleaner Bob Ritchie was brilliant | goals with Wayne Harrington

> The Hornets played a league game with Newmarket in Newmarket on Friday and squeezed out a 2-1 win. Gerald Methe and Paul Brown were the goal getters with Bob Wilkinson assisting on both counters.

ssisting on both scoring plays.

Coach Gord Pipher had great praise for the steady netminding of Chris Amos.

# Over Newmarket an Old Boy's squad 34-32. Cancer

Thursday of this week to midgets and they're happy

riday against Leamington. Leading the scoring way for City was defeated 53-23 as Bob his will be a two game, total the locals were Bruce Shilton Finnigan scored 12 points to

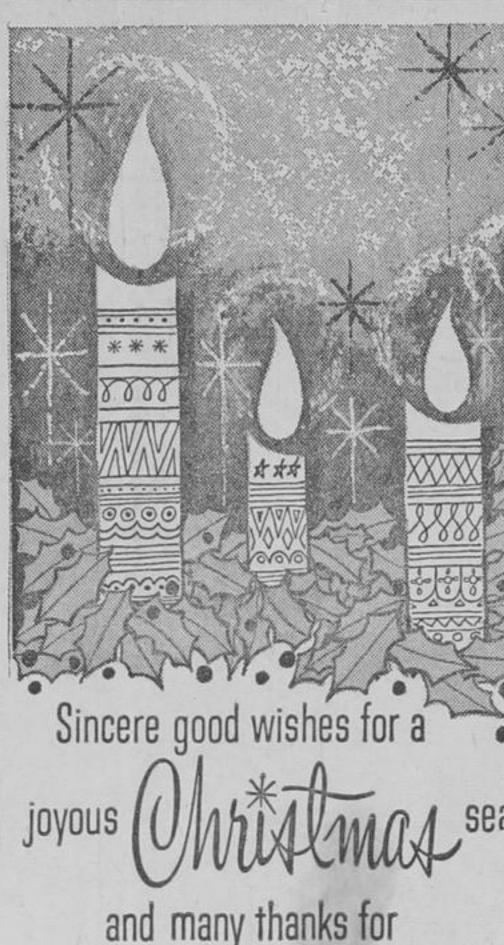
Reports have it that the locals exerted great effort in this

one and covered their checks like the proverbial blanket. One of the top defensive stars in this category was the same Mr. Acomb who managed to pick up an assist too. Most improved player on the

ice for the locals was Al Wind-Last Friday night the Clean-rim and along with Doug game at Richmond Hill and Newmarket. Despite having the ed a steady game on defense to squeezed out a 3-2 win against best of the play the Hill team give goalie Bobby Saffruk his

> Richmond Hill: Goal-Bobby Saffruk; defence, John Ross, Al Windrim, Doug Thompson, Gord Dale; forwards, Phil Dobbs, Doug Acomb, Gary Charity, Jim Zubek, Fred Held, Rod Mabely, Bruce Shilton, John Buckalam, Peter Bird.

> > MORE SPORTS PAGE 7



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69



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#### BAYVIEW SECONDARY

The wrestling squad tested a 39-33 win. Dave Smith was their combined potentials in an the high sharpshooter as he exhibition tilt with Victoria hooped 12 points. Park Secondary School last Not to be outdone by their week. Results were most grati- older brethren the junior basfying from a Bayview point of ketball squad dropped King view as they won the match 36 City 43-22. points against 16 for Victoria The results of the intramural

They were all good bouts as follows: -Bayview won 6 on pins and 2 on points. They lost one match by default, one by a pin and two on points. Results of individual matches are as fol-

95 lbs. Guy Parker lost 103 lbs. Dave Leroux won 112 lbs. Bruce Russell won

120 lbs. Wayne Rumble won 127 lbs. Bill Hughes won 133 lbs. Bob Suzuki won 138 lbs. Wayne Everett won

154 lbs. John Sykes lost 165 lbs. Don Timperon won 180 lbs. Bob Hoernigh lost.

Victoria Park is expecting a return engagement some time after the holiday season. All Bayview basketball teams

are slated to see action against Thornhill on January 10. The R. H. Midgets will play at Thornhill at 4 p.m. while the juniors and management and you'll keep them. seniors will be at home to THE Thornhill on the same date

Last Thursday Bayview's OF senior basketball team nipped the current senior team while

RICHMOND HILL HIGH

ockey tournament. The first It came wrapped in a 2-0 win Richmond Hill's senior basime goes at 5 p.m. on Thurs- over the Newmarket Optimist ketball squad won two games last week. On Monday King oals to count series with the and Doug Thompson. Assists lead the green and white squad. With no league action during winner moving along further in went to Jim Zubek and Doug Dave Smith accounted for 9

In a nip and tuck game with

# HIGH

Aurora the Hill team eked out

mixed volleyball tourney are as

Miles No. 1, First; Miles No. 2, Second; Richmond No. 1, Third; Richmond No. 2, Fourth.

THORNHILL SECONDARY at the Thornhill seat of know- maket with an expensive adledge. Activity was confined volising splash. But the image solely to practice sessions as never lasts unless the product

holiday schedule. Year to everyone.

DEPARTMENT OF HEALTH Heavyweight Warren Hurren TOWNSHIP OF NORTH YORK a car dealership is to create SEASON'S GREETINGS

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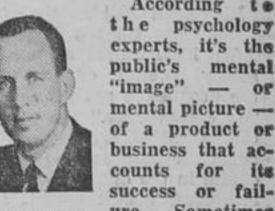
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## WE ALL BUY THE IMAGE

Did you ever stop to think of what it is that makes people one product rather than another? Or why one business prospers and another fails? According to



ure. Sometimes a good image of a business or product can be built up by clever advertising propaganda to bring overnight

Often this is the case with a It was a resonably quiet week new product, introduced to the teams prepare for the after delivers the satisfaction it promises - unless the picture of So in the meantime a Merry promised satisfaction is REAL, 145 lbs. Victoria Park default. Christmas and a Happy New This is true of all advertising that doesn't represent the facts. 

the kind of establishment that we would want to do business with IF WE WERE THE CUS-TOMERS. Customers want honest treatment, truthful guarantees, good service and fair value in everything. Give them that

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89

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3