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Sizes 10-18. One price 1.98

ALSO MANY OTHER ITEMS AT BARGAIN PRICES.

Everyone is welcome to come in and browse around.

The Mari Anne

West End STOUFFVILLE Phone 450

MT. PISGAH

Mr. John Mullings had the pleasure of having his mother and sister spend the weekend with him at the Carr home. Mr. and Mrs. Will Bishop and son are enjoying a trip to Western Canada with Bill's father. Miss Doris Chambers is spending this week holidaying with her sister Jean and family at a cottage near Lindsay. Sympathy is extended to Mr. and Mrs. R. C. Bayeroff on the passing of his mother at Stouffville Hospital last Wednesday. We will look for you at church next Sunday morning at 9:45 o'clock, and Sunday School at 11 a.m.

Congratulations to Mr. and Mrs. Jim Brown (nee Doreen Ogden) who were married on Saturday in Stouffville.

The hardest thing about holding on to a job during hot days is the work it takes.

PUBLIC LIBRARY Holiday Notice

Will patrons of the Stouffville Public Library please take notice that the Library will be closed for Holidays from
AUGUST 10th
TO
AUGUST 22nd
INCLUSIVE.

A business for yourself?

You need experience plus capital plus a good deal of 'luck' and even then your chances of success are very slim. Everybody dreams of going into business for himself. The Utopia of the employee is to be his own boss. Even some high school students have the fanciful idea that they would like to go directly from school to a business of their own. Can it be done? Has it ever been done? Who can say you can't do it? Who can say it has never been done? We can tell you that it is next to impossible to start your own business successfully with no practical experience in the field. We have the word of self-made business leaders to back this statement.

The first requisite of any business is capital. How many high school students have accumulated enough money—even a couple of thousand dollars which is a small sum in business today—to finance their own enterprise? Have you? Sure, money can be raised. The silver-tongued sales type can probably persuade others to put money into a business venture. But how many businessmen are going to gamble their money on a 19- or 20-year old?

And the obstacles to overcome in a new business are so great that, once you've been through the tortures of an unsuccessful business venture, make even a low-paid job seem superior.

The odds against new businesses succeeding are slim. Last year, for instance, over 1,000 businesses failed. And, according to that cautious calculator of Canadian business, Dun and Bradstreet, the reason 96.9 per cent of them failed was poor and inexperienced management.

"Before going into business for yourself," one expert advises, "take a cold hard look at yourself and don't rely on your friends' opinions. If you aren't certain that your own vision is twenty-twenty, you'll make a wise investment in the services of a personnel consultant. The elaborate tests that he'll give you will indicate some of your strengths and weaknesses. Remember, it's only in the movies that the innocents in business make a million."

The best advice for the average Canadian high school student who is thinking of going into his own business is: DON'T.

Fact Not Fiction
This may sound like an overemphasized negative in the face of our Canadian system of free enterprise, but unfortunately the advice is formed through fact and not fiction.

Unless your father is a millionaire who is willing to subsidize your wobbly way in the world of business, DON'T get into it at all.

If you have an overpowering urge to open your own business, first get some good, practical experience in the field you choose. Work for someone else for a few years; put away all the money you can. You'll need it.

Keep an eye on business conditions and on the businesses that are prospering—and those that are failing. The Dun and Bradstreet quarterly report contains valuable statistics on the number of business failures. You can obtain these reports by writing to Dun and Bradstreet of Canada, Ltd., 159 Bay Street, Toronto.

Merely imitation of a successful business does not guarantee that the carbon copy, too, will prosper. Too much competition has killed off many businesses. And two successful business-

men, James Shore and William Pollock, who started the successful secretarial organization, Office Overload, point out: "It is a great mistake to think automatically that your own home town is the best place to start in business. Often you will find your business is more acceptable in another area where competition may be less or the need for your services may be greater."

Avoid These
There are some businesses which are particularly vulnerable to failure. Here are some fields which you should especially avoid, unless you are exceptionally talented in these areas or you have a new or novel twist which could turn them into money-makers:

TRAVEL AGENCIES — The field is too overcrowded and the big agencies appear to have the market tied up. Small agencies can't offer the varied services of the big organizations.
TOURIST HOMES — These are now outdated and are passing swiftly from the Canadian scene.

RECORD BARS — Though this can naturally be an interesting field for teenagers, the big, cut-rate music stores are forcing small shops out of business. And the number of retail outlets—from department stores to supermarkets and drug stores—doesn't help the situation, either.

KENNELS — This highly-specialized novelty business just isn't a money-maker. Most people breed dogs as a hobby and make their living elsewhere.

GIFT SHOPS — This is another business which is not too profitable and generally falls into the hobby category.

Here are some businesses which you SHOULD NOT enter unless you have definite aptitude for them. You can lose a lot of money if you stumble blindly into:

PUBLIC RELATIONS — This is a specialized field for people with extensive training in journalism. It is a highly personalized business in that it is YOU and YOUR brains and services which you are selling to a client. If you don't have them, you just won't have any business.

MODELLING SCHOOL — This field—which embraces fashion, beauty, fashion photography and stage work—also requires a high degree of skill. You can't expect to teach these things unless you are an expert in them yourself. You must also have an aptitude for business, which sometimes is incongruous with the other charms which a professional model must have.

BUSINESS SCHOOL — Here, you must be a qualified stenographer, secretary and bookkeeper. You must know the business field thoroughly. You must know how to operate typewriters, adding machines, dictaphones, calculating machines. You must be a specialist in shorthand or some other form of speedwriting.

RESTAURANT — Strange as it seems, this is a specialized field. True, hamburger spots are popping up all the time but just as many are closing. A lot of people in the restaurant business know very little about it. The field is overcrowded and it's one that is better avoided.

So where does all this leave you now?

Like Speculation
Pretty discouraging, isn't it, this superficial glimpse into the world of the self-employed?

But it is better to be discouraged before you spend any money than to be discouraged and bankrupt, too.

Going into business for yourself is a lot like speculating in the stock market, where the rule of the house (though unfortunately, often unheeded) is: "Don't gamble more than you can afford to lose."

And don't—DON'T—go into a business unless you ARE prepared to lose. Because the odds, currently, are stacked terribly high against you.

But if you must take a crack at something, you must. And may luck be with you.

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Your Family Table!

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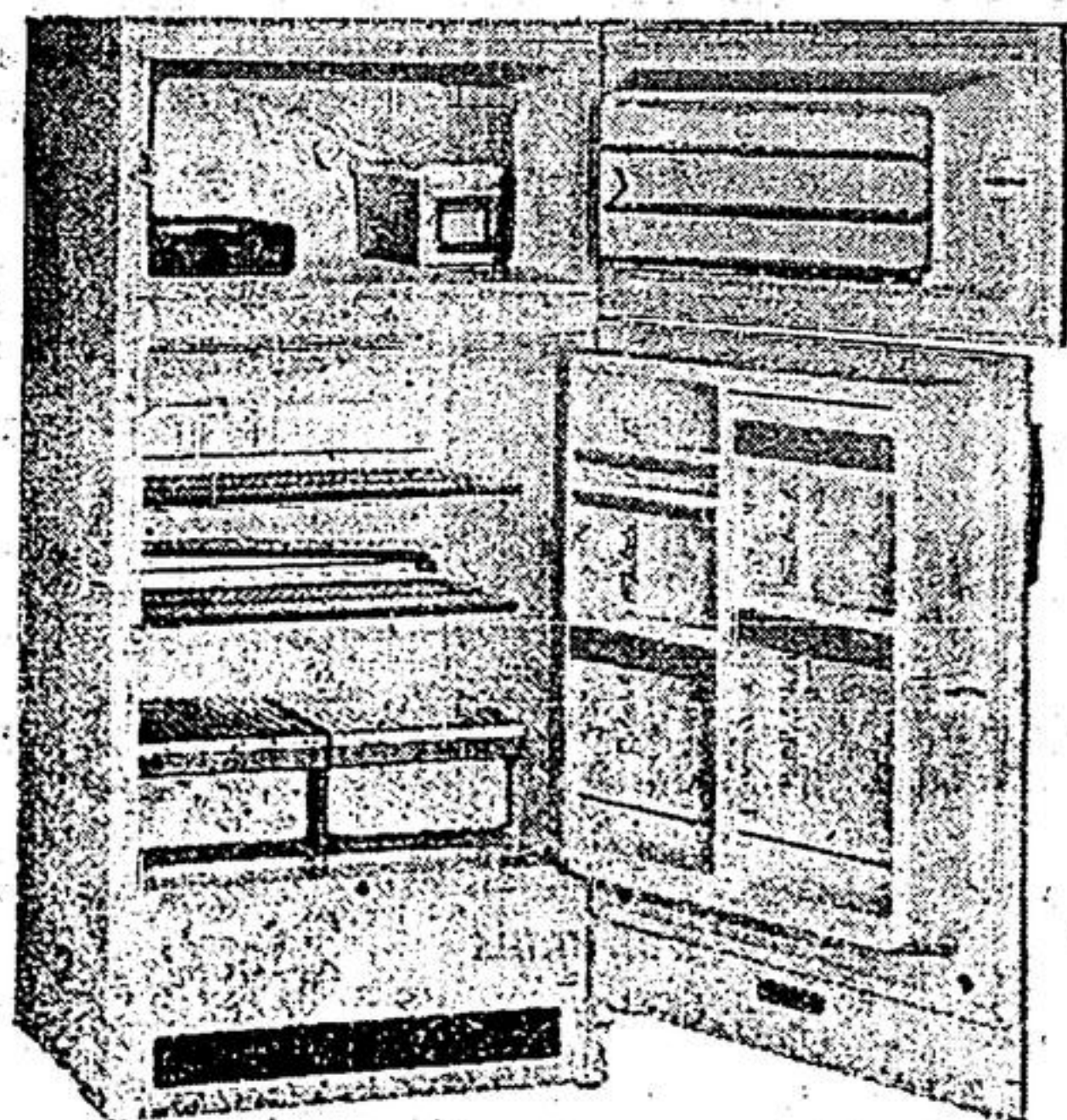
GREEN RIVER

Mr. and Mrs. W. Binsted left this past weekend for a month's tour of the Western Canada's provinces.
Miss G. Comrie of St. Thomas visited with her sister, Mrs. L. Pegg, on the holiday.
Mr. and Mrs. F. Romaine of Toronto spent a few days with Mr. and Mrs. W. Smetham.
Mrs. H. Hare and son Gordon of Montreal are holidaying with them there. Son Dan and family of Uxbridge will be missing as the family has the whooping cough.
Mr. Tom Brown arrived from Fort Pierce, Florida, on Wednesday to visit his brother Wilmot for several days. He is always sure of accommodations as he has his own large house trailer. Mr. and Mrs. Garth Godick of Port Hope also were holiday weekend visitors with her parents.

her mother Mrs. Shoobridge. Mr. and Mrs. L. Pegg and friend visited with relatives over the weekend at Kerney in the north country.
We understand that Mr. and Mrs. Coward have their wee daughter Christine home with them and we trust that she will soon be able to make the acquaintance of her friends and neighbours.
Mrs. Everly and family of St. Catharines are spending a week holidaying with her cousin Mrs. Allan Mitchell and family.
The Ladies Aid will hold their regular meeting in the church in the form of a quilting on Wednesday evening, Aug. 12.
We welcome home Mrs. F. Gostick and Miss Myrtle who have just returned from a most enjoyable trip to Western Canada.
We have been informed that Mr. Neil Postill and Mr. K. Chaffin have had a number of sheep killed by dogs running at large.

THE BAFFLES By Mahoney

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- ★ A separate freezer and refrigerator in one unit.

STOUFFER'S

Crest HARDWARE

Main St., Stouffville Phone - 96

BUTTONVILLE

Mrs. English was pleased to see Betty Huston who called on her last week during a visit with Mr. and Mrs. Stan Defoe at Victoria Square. Betty will spend this month at Five Oaks handling some of the music, while Mr. and Mrs. Huston are vacationing at Pine Falls, Manitoba.

Last week, Mrs. A. W. Miller visited friends at Little Current, Manitoulin Island.

This week Mr. and Mrs. Geo. Baldwin will celebrate their 51st wedding anniversary. We offer congratulations.

This Sunday, church service will be held at Victoria Square United Church with Headford and Brown's Corners congregations joining in. The time is 11:00 a.m.

The Victoria Square Y.P.U. had a lively time at the barn dance held recently at Carol Morton's home. It was Carol's birthday and the young people remembered the occasion fittingly.

Gordon and Doreen Vaughan and Lois Vaughan are vacationing at present in the Meaford area.

Mr. and Mrs. Fred Leaf motored to North Bay, Parry Sound and Midland over the holiday weekend.

Art Storey is still having difficulty with his injured foot, and a week ago returned to hospital at Newmarket again — this time for an indefinite stay which we hope won't be too long.

Local farmers are at the height of their summer work. Combines have been in the fields during the past week and wheat and oat fields are now reduced to stubble. The general opinion is that the yield is good. Corn is tall in the fields and tassling out. Through the country the goldenrod is yellow, sunflowers are blooming, mountain ash trees are bent low with their harvest of red berries and the faint breath of autumn is in the air.

RINGWOOD

Church service 11:00 a.m. on Sunday, August 9th.

It was good to have Bloomington friends put on the missionary program at the Christian Endeavor prayer meeting on Monday night, July 27th. A social time was spent together after the service.

Much of the fall wheat in this district has been combined and the straw baled. Also we have seen oats in stook, so we are reminded of the old saying, "When the wind blows over the oat stubble, autumn is coming."

That delicious mouth-watering vegetable time is here, "corn on the cob". It tastes good, as it does each year.
Mr. and Mrs. George Rosser, Miss Madeline and Karen of

Ottawa are on holiday here

visiting relatives.

Whooping cough still seems to be afflicting the small fry.

We were glad to see Mrs. T. Grove at Sunday School and church service on Sunday after several weeks' absence because of illness.

It is holiday time for many folks these last few weeks: Mr. and Mrs. Walter Vague and family motored to Orillia and took the four hour boat trip from there. Mr. and Mrs. Clifford Morgason spent several days visiting friends in Timmins. Mr. and Mrs. Bruce Fockler and Mrs. J. Fockler travelled to Cornwall and Smith's Falls. Mr. and Mrs. Gordon Holden went to Chatham to visit their daughter and family.

Mr. and Mrs. R. J. Flyer are celebrating their wedding anniversary on the holiday (actual day Aug. 5th) at the home of their daughter Joyce (Mrs. Bruce Stouffer) Cannington. The rest of the family—Frances (Mrs. Walter Vague), Evelyn (Mrs. Lloyd Wideman), Eleanor (Mrs. Clifford Morgason) with their families will join

SUMMER CLEARANCE

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"REAL CHEAPIES"

- | | |
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| 1941 BUICK COACH Reconditioned Motor— \$114.00 | 1951 PONTIAC 2-DOOR BEST OFFER |
| 1951 CHEVROLET COACH Runs Good— \$219.00 | 1952 STUDEBAKER 4-DOOR Cheap transportation— \$219.00 |
| 1950 PONTIAC Clean car for the year—4-door— \$285.00 | 1951 MERCURY 4-DOOR Overdrive, radio, good tires and body. Real comfortable transpor- tation— \$349.00 |
| 1950 CUSTOM DODGE Radio, clean, 4-door. Look this one over— \$239.00 | 1948 CHEV. ¾-TON Pick-up, good motor and tires— \$250.00 |
| 1950 PLYMOUTH 2-DOOR Good driving car— \$229.00 | 1952 CHEV. ½-TON Pick-up. Look this one over — new tires— \$495.00 |

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STOUFFVILLE PHONE 372 of 499