

*Season's Greetings*

'Tis the season to thank you for your loyal patronage and wish you all the pleasures of a good old-fashioned holiday!

Mrs. F. Topping Hal Gibson  
Mrs. F. Lawrence Ted Topping

**Ted's Men's & Boys Wear**  
STOUFFVILLE

**Ted's Tot's & Children's Wear**  
MARKHAM

**A FRIENDLY HELLO**

With best wishes for Holiday Happiness from our door to yours.

**Stouffville Arena**  
STOUFFVILLE - ONTARIO

There's Still Time!  
to give a subscription to  
**The Tribune for Christmas**

**Merry Christmas**

...and all good wishes for a completely happy holiday season

**Schell's Food Market**  
MAIN STREET - STOUFFVILLE

## Implement Dealers Gather For Annual Business Talks

The Retail Farm Equipment Dealers' Association held its fifteenth Annual Convention at the Westbury Hotel, Toronto.

An advertising symposium, directed by Mr. Mel Welsh, of Willis Advertising, Toronto, introduced Messrs. W. Telfer of the Canadian Weekly Newspapers Association; C. W. Fenton, of Sheldon & Towndrow Ltd.; and K. Steeles of the Canadian Association of Broadcasters, who, in turn, discussed the best advertising purposes to which their media could be put; and the respective advantages attained through their use.

Delegates attending from Ontario and Quebec and guests from the Western Provinces and the United States were welcomed by ORFEDA's 1959 President Mr. S. J. Chapple. Special recognition of the guests was given from time to time; and introduced Messrs. J. Buxton, Federated Mutual Insurance Company of Owatonna, Minnesota; C. Pasmore, Pennsylvania Farm and Industrial Equipment Association; N. Feuerhelm, Minnesota Implement Dealers' Association; H. Main, New York Farm Equipment Dealers' Association; E. Schnell, Alberta Retail Implement Dealers' Association; V. Bishop, Alberta Retail Implement Dealers' Association; R. Martin, Canadian Federation of Farm Equipment Dealers, Brandon, Manitoba; and Dr. R. O. Petersen, Rheinstahl Hanomag of Canada Limited, Toronto.

President Chapple officially introduced the 1959 ORFEDA Executive. Reports for the year indicated a considerable increase in Membership and Insurance income in spite of the lower rates necessitated by the introduction of new Plans at the beginning of 1959 when the Ontario Hospital Services came into effect.

Mr. K. L. Austin, Secretary of the Minnesota Implement Dealers' Assn., discussed the Dealer-Member's role in being an Association member; stressing the need for the dealer to work together with the Association by supporting its campaigns and special events; by submitting problems so that action can be taken; and by prompt payment of membership and other dues on request; for only by working with the organization can it

know what is desired by the dealer.

Mr. Blair Williams, Vice-President and General Manager of the New Idea Farm Equipment Company, Coldwater, Ohio, considered the value of specialized lines of machinery to the dealers' operation, pointing out that a short line franchise together with the main line contract will better assure maximum profits, increase interest in the machinery display, and thereby improve sales. Mr. Williams also stressed the need for an adequate credit plan and a good follow-up field service.

Mr. R. G. Martin, President of the Canadian Federation of Farm Equipment Dealers, visiting from Brandon, Manitoba, reported on the activities of the Federation's operation during 1959; outlining the campaign for Farm Safety in July, the representation to Government Departments in an effort to obtain rulings in connection with the End User's Certificate, Customs and Duty problems, etc.; the bulletins issued to dealers relative to the problem of Tight Money; and reported that a Canadian Tractor and Farm Equipment Guide will again be prepared for publication in January of 1960.

Regular Convention Sessions resumed with the report of the Nominations Committee. Those pledged to the service of the retail dealers through the ORFEDA Executive for 1960 will be as follows:

Pres., A. E. Charette, Sudbury, Ont.; Vice-Pres., J. X. Levesque, Mont Joli, Que.; Vice-Pres., G. C. South, Heathcote, Ont.; Vice-Pres., W. J. Allinson, Kingston, Ont.; Director, R. C. Parr, London, Ont.; Director, L. Dorsey, St. Catharines, Ont.; Director, C. McGuire, Stoney Point, Ont.; Director, S. Lancaster, Wellesboro, Ont.; Secty.-Treas., C. Richards, Stouffville, Ont.; Executive Director, L. L. Sykes, Willowdale, Ont.

Projects of the Association for 1960 outlined by Executive Director, L. L. Sykes, included: (1) The establishment of a "Dealer of the Month" campaign; (2) Continued effort to increase the "Association Building" fund; (3) The investigation and development of a Superannuation Plan or Home Medical Plan

through the Insurance Department. (4) The establishment of a more effective Canadian organization.

Mr. T. W. Jenkins, Vice-President and General Manager of John Deere Limited, Hamilton, Ontario, considered the position of the retail farm equipment industry in Canada, emphasizing the need for greater progress. He then suggested ways of achieving this needed progress through the improvement of each individual dealership; and stressed the fact that a closer working arrangement with the manufacturers would help greatly in improving operations.

Mr. Norman Moore, Director of Public Relations, Cockshutt Farm Equipment Ltd., Brantford, discussed the activities of an organized body of retail dealers such as ORFEDA from the manufacturer's standpoint; suggesting that his Company sees the Association as a vital link in the industry aimed at the solution of problems through co-operation and group action, and offering dealership services, government representation, insurance coverage, information, and special functions for the betterment of the farm equipment industry; and pointing out that the services rendered by such an organization are dependent upon the co-operation and support given it.

Mr. J. X. Levesque, International Harvester Dealer, and ORFEDA Vice-President, of Mt. Joli, Quebec, summed up some of the prime requisites for successful retailing as: respect for the territory served by other

dealers, good service operations, prompt attention to the customers' needs and desires, and a genuine interest in their welfare.

The 1960 ORFEDA Convention will be held in Montreal. The closing event of the 1959 Convention was the Banquet on Tuesday evening. Guest speaker Mr. Arnold Edinborough, Editor of Saturday Night Magazine, very effectively aroused the pride of the audience with his address, "What About Canada?"

*Season's Greetings*

...and warmest wishes to all our friends

**RAXLIN FURNITURE and STAFF**

**SANTA IN AMERICA**

A jolly old gent, with a "little round belly," "dimples how merry," and a nose "like a cherry" ... who but Santa Claus?

The description, of course, is from Clement Clark Moore's famous poem which begins "Twas the Night Before Christmas." Thomas Nast are generally credited with being responsible for the image of Santa Claus as we know him today.

Irving is credited with being the "father" of Santa in this country. The year was 1869 and the publication of Irving's Knickerbocker History of New York, which contains 25 references to the fabled gift giver.

According to Irving, Santa wore a "low, broad-brimmed hat," a "huge pair of Flemish trunk hose, and rode over the rooftops dropping his gifts down chimneys. He also had Santa smoking a pipe, which was twisted in the hand of his broad-brimmed hat when he was not smoking. It was Moore who took Santa from the horse-drawn wagon and put him in the sleigh, exchanging the horses for eight tiny reindeer. Thomas Nast, who enjoyed a great reputation as a political cartoonist, started drawing caricatures of Santa about 1863. He retained Santa's pipe, as given him by both Irving and Moore, as well as the beard and furs. But he enlarged considerably Santa's "little round belly," making it the big round one Santa has sported ever since.

**INOBEL**

As the Prince of Peace inspired faith in the hearts of men, may His love fill your heart with peace and happiness, this Christmas. To you, a joyous Noel!

**F. G. Alsop Insurance Agency**  
STOUFFVILLE - ONTARIO

## Universal Christmas Has But One Meaning

Probably, if all the words that have been used to describe the meaning of Christmas were laid end to end, side by side, they would form a gigantic bridge from here to Bethlehem.

Throughout the world, in every corner of Christianity, Christmas is THE holiday, universally celebrated, universally recognized.

Because of the fact that so many have written so much about Christmas and its meaning, it is remarkable that the story of the Nativity has remained such a simple and unaffected narrative... "For God so loved the world, He gave His only begotten Son." In this modern world that we live in, and the space age to which we have directed our best minds and greatest talents, it should be a welcome change for every man, woman and child to seek the serene solitude of the Master's House and there meditate, with reverence, unashamed, upon the true meaning of this holiday that we celebrate as Christmas.

Away from the laughter and festivities, the caroling and the presents, one can still stand in the shadow of the momentous event which took place nearly 2,000 years ago. Because God so loved the world, He sent forth a Redeemer, His only begotten Son, bringing the promise of eternal salvation.

The true meaning of Christmas is neither hidden, nor is it obscure. It is obvious. And it cannot be ignored. This is why Christmas is universal; why it belongs to men of all races, in every corner of the world. And this is why each and every one must carry the meaning of Christmas within his heart—and build his own bridge to life eternal.

**SINCERE WISHES**

May Santa bring you everything you've ever wanted... as well as some wonderful things you never knew existed!

ROSS GILES  
JIM BROWN GORD HOLDEN  
NEIL DOBSON JACK MARKS  
BILL RICHARDSON GLADYS HOSTETLER

**Giles Chevrolet Oldsmobile**  
331 MAIN ST. W.

So that our staff and their families may enjoy Christmas to the fullest, we will be closed Christmas Day and Boxing Day.

**underwood**  
*Golden-Touch Portable*

DELUXE QUIET TAB  
Perfect Teen-agers' Typewriter

More big-typewriter features than any other portable!

There's still time to have one under your tree for Christmas

SEE  
**The Stouffville Tribune**  
PHONE 152 or 153 - STOUFFVILLE

**GREETINGS**

It is a real pleasure for us to send you our heartiest Christmas Greetings and to express to you our sincerest wishes for a joyous Holiday Season

**SANDERS & BEACH**  
B.A. Service Station

**Greetings**... Here's hoping that the cheery glow of holiday candles is matched by the happiness that's in store for you this Christmas.

**RENNIE TRANSPORT**  
W. T. RENNIE & SON