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Tree Business Was Record

Canada's multi-million-dollar Christmas tree industry reached record export sales this year. Estimates from the exporting provinces indicate that the 1959 export crop of 15,000,000 trees netted \$7,000,000, compared with the 1957 high of \$6,400,000 from 12,260,000 trees.

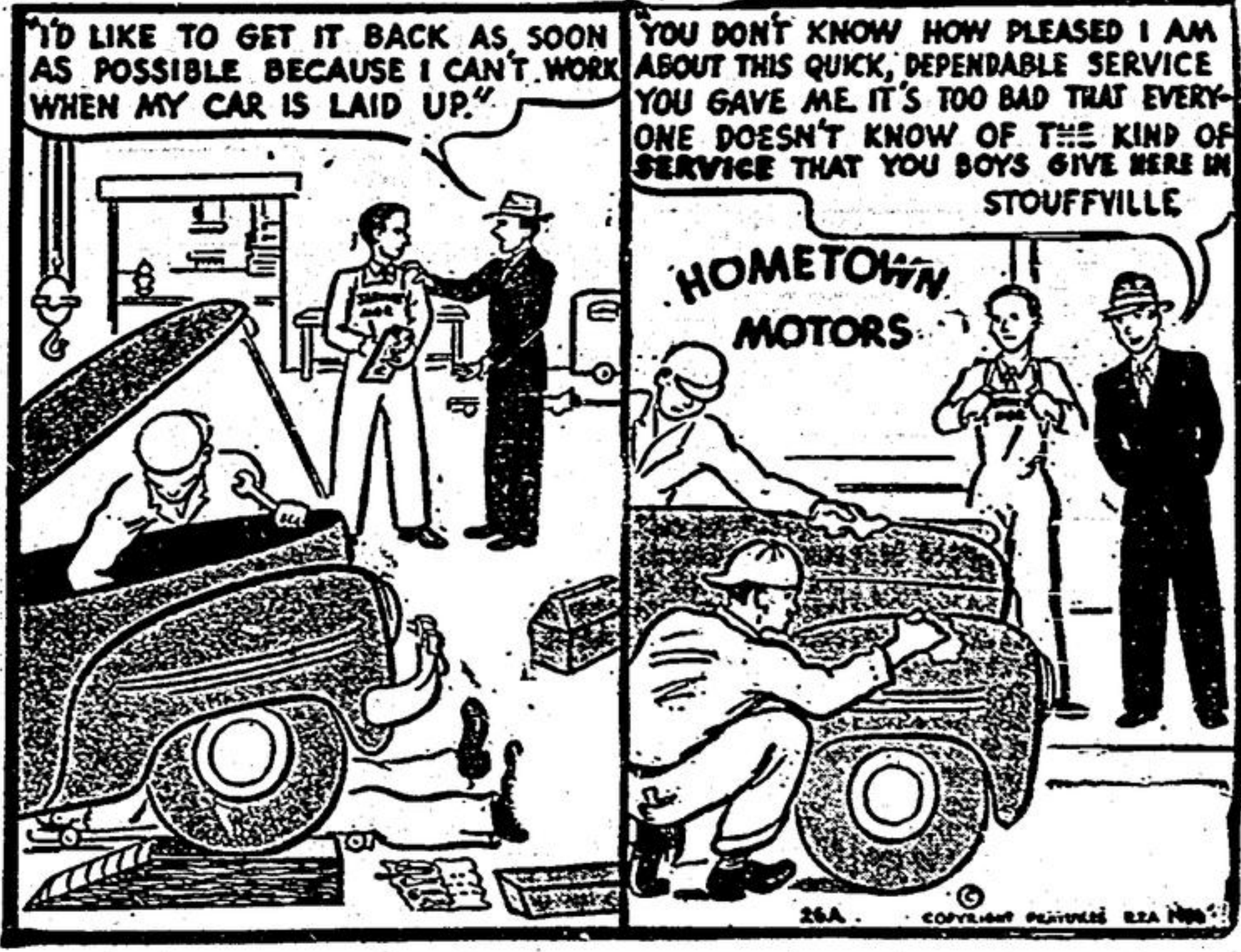
Last year cold weather and insect plagues reduced export earnings to \$5,500,000 on fewer than 10,000,000 Christmas trees.

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Canadian trees met tougher competition in the West Indies and South America. About 64,000 trees were shipped there last year, compared with 9,800,000 sent to the U.S.

HOW BOUT THAT

By RALPH TEE



AUCTION SALE

22 HEAD HOLSTEIN CATTLE
 Yorkshire Hogs, M-H Tractor, Tractor Equipment, Woods Milling Machine (2 unit)
AT LOT 18, CONCESSION 2 UXBIDGE TOWNSHIP
Friday, Jan. 29
 The property of
BRUCE TAYLOR

- CATTLE**
 1—Holstein Cow, due Feb. 24
 2—Holstein Cow, due May 5
 3—Holstein Heifer, bred Dec. 21
 4—Holstein Heifer, bred Nov. 30
 5—Holstein Cow, bred Nov. 14, milking
 6—Holstein Cow, due Feb. 24
 7—Holstein Cow, bred Sept. 21
 8—Holstein Cow, bred Oct. 13, full flow
 9—Guernsey Cow, due Feb. 14
 10—Holstein Heifer, bred Dec. 15
 11—Holstein Heifer, bred Nov. 9
 12—Holstein Heifer, bred Dec. 21
 13—Holstein Heifer, open
 14—Poll Angus Heifer, 15 mos., open
 15—Poll Angus Heifer, 15 mos., open

- 16—Poll Angus Steer
 17—Poll Angus Steer
 18—Holstein Heifer
 19—Holstein Calf Steer
 20—Holstein Heifer, 16 mos., open
 21—Holstein Heifer, 16 mos., open
- Above cattle vaccinated and blood tested
- HOGS**
 1 Sow, bred Nov. 13
 2 Yorkshire Sows, bred Nov. 11
 3 Yorkshire Sow, bred Nov. 9
 4 Yorkshire Sow, bred Jan. 12
- HAY & GRAIN**
 About 500 Bales of Mixed Hay
 About 400 Bus. of Gary Oats
 About 2 Tons of Rye
 1 Stack of Loose Straw
 Quantity of Turnips
- DAIRY EQUIPMENT**
 Woods Milking Machine, 2-unit with 15 outlets
 Victor Drop-in Milk Cooler, like new
 M-H Separator
- IMPLEMENTS**
 M-H Tractor No. 20
 I.H.C. 2-fur. Ace Bottom Plow
 6-ft. I.H.C. Cultivator
 7-ft. Cockshutt Double Disc Steel Wagon & Rack
 Rubber Tired Wagon
 I.H.C. Dump Rake
 Many other articles
- Terms: cash
 Sale at 1:30 p.m.
 No reserve—giving up farming
LLOYD TURNER, Clerk
A. S. FARMER, auctioneer.

ZONED HEAT SEEN BOON IN SPLIT-LEVELS

An automatic heating system must be tailored to the size and design of a home and family living habits if it is to produce the high standard of comfort desired by Canadians today.

In a compact home containing less than 1,000 square feet of floor area, normally a single comfort system — if it is properly sized and adjusted — will provide adequate indoor comfort.

Created By Trend—
 But, K. L. Wilson, vice-president of Minneapolis-Honeywell Regulator Company, said today's trend toward rambler and split-level homes has created the need for a new comfort concept known as zoning.

"Zoning," he added, "is necessary in approximately 20% of the homes with 1,200 to 2,500 square feet of space. In houses larger than this, zoning is virtually mandatory."

He explained that large or irregularly-shaped homes in many instances actually are two or more houses from a heat gain or loss standpoint.

"The 'arms' of 'L' shaped, 'T' shaped or U-shaped homes have different heating requirements than the main portion of the home," he said.

Utilize Thermostats
 When zoning is necessary, it is accomplished through use of two or more thermostats. This can be done with multiple heating units or a single heating unit with the necessary mechanical equipment to apportion the amount of heat required in each zone.

In a particularly large home or one in which living areas are widely separated, it sometimes is economical for the home-owner to install multiple heating units.

More and more wives are taking up bowling. Oh, that's where the pin money goes that hubby gives her.

Everybody learns something every day, says a writer: Does that keep up with what we forecast?

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Crowding of the market follows a post-war boom in Christmas tree sales that has made the business a major industry in North America.

From a 1945 export figure of 5,800,000 trees worth \$1,244,000, Canada's shipments soared in 1957 to more than 12,000,000 trees — a record.

In that year it is estimated 45,000,000 domestic and imported trees were bought in the U.S. Total Canadian production in 1957 was 16,400,000 trees, valued at \$9,000,000.

Natural forest growth is no longer sufficient to supply this rising demand, and vast numbers of conifers are "farmed" in Ontario and the U.S. for the Christmas trade. The Yule Tree Farmers' Association of Ontario estimates that at least 12,000,000 are planted in that province every year. A recent Pennsylvania Department of Agriculture survey counted 75,000,000 Scotch pines in plantations in New York, Michigan and Ohio. Since 1948 Pennsylvania production has increased 1,100 percent.

Canadian production reports this year indicate that Quebec is still among the leading exporters. About two-thirds of the estimated cut of 4,065,000 trees, worth about \$2,035,000, was sent to the United States. Of this figure, woodcutters received some \$895,000 after deduction of transport and other costs.

Local prices of six-foot firs, preferred to the stronger-smelling pines, were between 90 cents and \$1 in Quebec and Ontario.

Nova Scotia reported steady prices and expected a cut of 3,000,000 export trees. Farmers, fishermen and lumbermen earn about \$2,000,000 from this part-time occupation. Exports of spruce are banned.

The 1959 tree crop in Ontario equalled the province's best year in 1955 when \$2,334,542 was earned. Last year's export of 5,500,000 trees brought in \$1,953,321.

Bruce Kelly, extension forester at the University of New Brunswick, calculated that the province in 1959 has cut well over 2 million trees with an export value of more than \$1,000,000. Cold weather last year reduced the cut to 1,200,000 trees

BIRTHS

SHAW — Mr. and Mrs. Percy Shaw, RR 3, Stouffville, are happy to announce the birth of a baby boy on January 18, 1960, at Brierbush Hospital.

FORFAR — Mr. and Mrs. Robert Forfar (nee Gloria Lapel), R.R. 2, Stouffville, are happy to announce the birth of their daughter on Jan. 14, 1960, at York County Hospital, Newmarket; a sister for Terrence.

BUNKER — Mr. and Mrs. Mervin Bunker, Altona, are happy to announce the birth of a daughter on Tuesday, Jan. 9, 1960, at the Uxbridge Cottage Hospital.

ATTEND RUSSIAN GAME
 A large contingent of Stouffville fans were among the 14,000 spectators at the Whitby-Russia exhibition game in Maple Leaf Gardens on Tuesday night. Some of those present were Les Clarke, Geo. Smith, Tom Wedseloff, Rick Wedseloff, Ted Topping, Bill Parsons, Gord Birkett and several more. The "Dunnies" humbled the "Selects" 9-1. Bob Hassard picked up an assist on one of the Whitby tallies.

Nobody gives the groom a shower, apparently on the theory he's all washed up anyway.

Warning to the obese: A small portion of rattlesnake meat contains 200 calories.

A man will go a long way to save his face, and a woman just to the corner drug store.

WHAT IS THE PROPORTION OF PEOPLE OF ENGLISH ORIGIN IN CANADA?

At the time of Confederation, people of English origin in Canada constituted little more than 20 percent of the population. There were many more persons of Irish origin and almost as many Scots. By the time of the First World War, the proportion of English had risen to about 26 percent, where it has since remained. The census of 1921 was the first to show the population of English origin more numerous than the Irish and Scottish combined.

In Newfoundland the people of English origin are three-quarters of the total population. In the Maritime Provinces, Ontario and British Columbia, the proportions are between 30 and 37 percent, considerably above the national average. The 20 to 33 percent proportions in the Prairie Provinces are below the average of 26 percent. In Quebec, while the English are only 7 percent of the population, they represent about 40 percent of those not of French origin.

The latest figures available on domestic consumption of Christmas trees in Canada show that about 4,119,000 were bought in 1957. Biggest consumer was Ontario, followed by Quebec.

NOTICE

Stouffville Radio-Television Centre will discontinue operations effective January 23, 1960.

We wish to thank all those who have patronized us during the past five years.

All warranties, guarantees, etc., still in effect, will be honoured.

Vivian & Graham Crowhurst
STOUFFVILLE
Radio-Television Centre

FOR OFFICE SUPPLIES & BUSINESS MACHINES

500
 THE STOUFFVILLE TRIBUNE

CHURCH NEWS

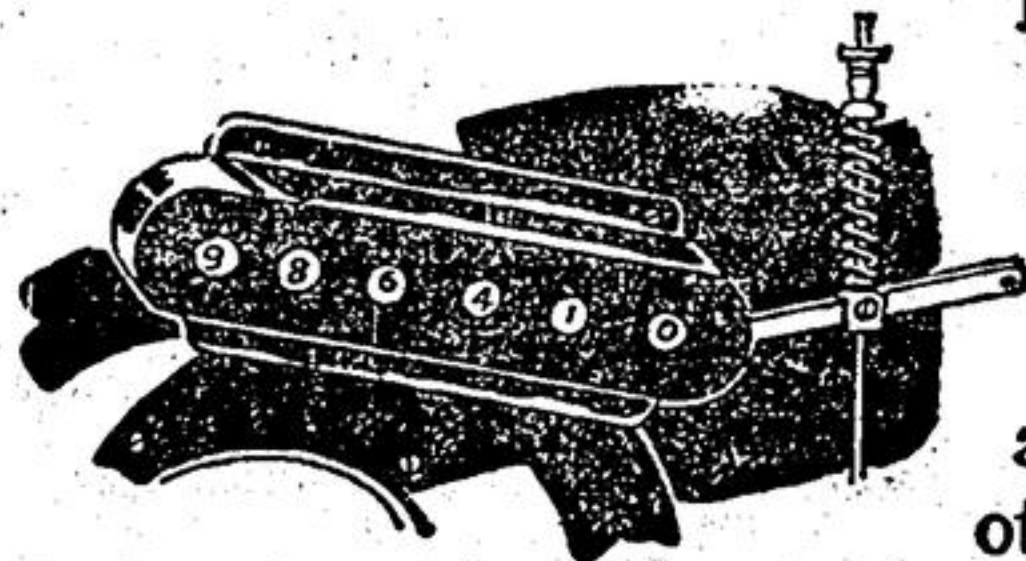
- CHRIST CHURCH ANGLICAN STOUFFVILLE**
 Rev. J. D. TILLER, Rector
 Sunday, January 24th, 1960
 Third Sunday After Epiphany
 10 a.m.—Morning Communion
 10 a.m.—Junior Sunday School
 11 a.m.—Senior Sunday School
 7:30 p.m. Wed.—Choir Practice
 Monday, Jan. 25th—The Annual Vestry Meeting will be held in the Parish Hall. All members should make it a point to be present.
 Thurs., Jan. 28—Ladies of the Evening Guild will meet at the home of Mrs. Roper, 120 Maytree Ave., at 8:15 p.m.
- UNITED CHURCH STOUFFVILLE**
 Rev. Douglas Davis
 Sunday, January 24th, 1960
 Sunday School
 9:45 a.m.—Junior to Senior
 11 a.m.—Nursery to Primary
 11 a.m.—Morning Worship
 2 p.m.—Young People
 Mon., 7 p.m.—Explorers
 Tues., 7:30 p.m.—Cubs
 Wed., 7:30 p.m.—Scouts
 Thurs., 7 p.m.—C.G.I.T.
 Sat., 8:30 p.m.—Couples Club
 8:30 p.m.—Choir
 Worship is the most challenging, cleansing, inspiring and creative exercise of our souls. When we truly expose ourselves to the Living God, He flows through heart, mind and strength with newness of life.
- ST. JAMES PRESBYTERIAN CHURCH, STOUFFVILLE**
 Minister
 Rev. Gordon Hamill, B.A.
 Sunday, January 24th, 1960
 10 a.m.—Morning Worship
 10 a.m.—Church School
 "Worship With Us"
- BRETHREN IN CHRIST CHURCH (Helse Hill) Gormley**
 Pastor—Rev. Wm. Vanderbent Ph. Richmond Hill TU 9-4355
 Sunday, January 24th, 1960
 Sunday School — 10 a.m.
 Worship Service — 11 a.m.
 Evangelistic — 7:30 p.m.
 Midweek Prayer Service Wed., 7:45 p.m.
 You are cordially invited to all services.
- STOUFFVILLE BAPTIST CHURCH**
 (A Church with a Message for Today!)
 Sunday, January 24th, 1960
 10 a.m.—Bible School (all ages)
 Come and join our growing school
 11 a.m.—Family Worship
 7 p.m.—Prayer Meeting
 7:30 p.m.—Subject "The Ten Commandments"
 Wed., 8 p.m.—Prayer Meeting & Bible Study
 Thurs., 4 p.m.—Children's Sunshine Corner
 Preacher: Rev. J. Williams (Pastor) (Bible Teacher & Evangelist)
 We Welcome You!
- STOUFFVILLE MEMORIAL CHRISTIAN CHURCH**
 Sunday, January 24th, 1960
 10 a.m.—Sunday School
 11 a.m.—Morning Worship
 7:30 p.m.—Gospel Service
 Wed., 7:30—Jr. Choir Practice
 Wed., 7:30—Prayer & Bible Study
- VIVIAN McCORMACK MEMORIAL CHURCH**
 Rev. Bruce Hisey, Pastor
 Sunday, January 24th, 1960
 10:30 a.m.—Bible School
 7:30 p.m.—Evening Worship
 Tues., 8 p.m.—Prayer and Bible Study
 Thurs., 8 p.m.—Young People's Meeting
 A Warm Welcome To All.
- CHURCHILL MUSSELMAN'S LAKE BIBLE SCHOOL**
 Sunday, January 24th, 1960
 10:30—Sunday School
 — The Church That Cares —
- GORMLEY UNITED MISSIONARY CHURCH**
 Rev. C. E. Hunking, Minister
 Sunday, January 24th, 1960
 10 a.m.—Sunday School
 11 a.m.—Morning Worship with Mr. Ellis Lager speaker, from St. Clair Church, Toronto
 7:30 p.m.—Evening Service Rev. H. S. Hallman, speaker
 Services this Sunday in the interest of Home Missions. Offering taken for this work.
- ALTONA CHRISTIAN UNITED MISSIONARY CHURCH**
 Rev. Dow Sargeant, Pastor
 Sunday, January 24th, 1960
 Sunday School, 10:30 a.m.
 Worship Service, 7:30 p.m.
 Wed., 8 p.m.—Prayer & Bible Study
- BLOOMINGTON CHRISTIAN ASSOCIATED GOSPEL CHURCH**
 Mr. E. N. Simmons, Minister
 Sunday, January 24th, 1960
 9:45 a.m.—Sunday School for all
 11 a.m.—Worship Service
 2 p.m.—Young Peoples
 7:30 p.m.—Gospel Service
 Wed., 8 p.m.—Prayer & Bible Study
- SECOND MARKHAM & BAKER HILL BAPTIST CHURCHES**
 Rev. Bruce Hisey
 Sunday, January 24th, 1960
 Second Markham
 Prayer Service every Wed., 8 p.m.
 Next Lord's Day Bible School, 10 a.m.
 Morning Service, 11 a.m.
 Rev. Stan Wellington
 Young People's, 7:30 p.m.
 Baker Hill
 Prayer Service, Thurs., 8 p.m.
 Next Lord's Day Bible School, 1:30 p.m.
 Service, 2:30 p.m.
 — All Welcome —
- UNITED MISSIONARY CHURCH**
 Rev. C. E. Bell, Minister
 Sunday, January 24th, 1960
 9:45 a.m. & 7:30 p.m.—The Pastor will preach
 10:50 a.m.—Sunday School
 Wed., 8 p.m.—Prayer & Bible Study
- MARRHAM**
 10 a.m.—Sunday School
 11 a.m.—The Pastor will preach
 Thurs., 8 p.m.—Prayer & Bible Study
 We invite you to worship with us!
- STOUFFVILLE UNITED MISSIONARY CHURCH**
 Rev. Arthur Walsh, Minister
 Sunday, January 24th, 1960
 10 a.m.—Missionary Day in the Sunday School — Mrs. Eldon Boetger of Nigeria will speak to both Jr. & Sr. departments.
 6:30 p.m.—Young People's Meeting
 The Pastor will preach at 11 a.m. and 7:30 p.m.
 Thurs.—Mid-Week Prayer Meeting & Bible Study
 YOU are cordially invited to any or all of these services.
- UNITED CHURCH MELVILLE CHARGE**
 Rev. G. Davison
 Sunday, January 24th, 1960
 10 a.m.—Peach
 11:40 a.m.—Melville
 2:30 p.m.—Bethesda
 Fri., Jan. 22—Y.P.U. at the home of L. Brillinger, 8 p.m.
 Mon., Jan. 25—Official Board meeting in Bethesda Church, 8:15 p.m.
 Wed., Jan. 27—Melville W.A., 8:15 p.m.—Mrs. R. Chaplin, guest speaker.
- RINGWOOD CHRISTIAN CHURCH**
 Pastor, LeRoy Soper
 Sunday, January 24th, 1960
 10 a.m.—Sunday School
 11:10 a.m.—Worship Service
 8 p.m.—C.E. Prayer Meeting

Press Counter...

Connected to our presses, this device counts the number of copies we print each issue.

That's all it does.

It doesn't tell us—or our advertisers,



how many copies were sold, spoiled, or never delivered; how much the reader paid or where he lives; or the answers to a host of other questions.

Our A. B. C. report* does, though.

This report is a factual inventory of our circulation audience, based on an audit of our records, and measured according to A. B. C. standards and terms.

It is important to merchants, who buy advertising time or space as a means of circulating product or service messages, to know what they are buying.

Gross press run figures, like probable audience figures, are important. But not for describing circulation coverage.

Ask to see a copy of our latest A. B. C. report.

The Stouffville Tribune

*The Audit Bureau of Circulations is a non-profit circulation auditing association whose representatives regularly visit member publishers' offices and whose reports provide facts on each publication's circulation. Copies of our latest A.B.C. report are available to interested persons without obligation.



GREATER FOOD SAVINGS

- AYLMER CHOICE
- Cream Style Corn** 20-oz. 2 for 35¢
- Aylmer Catsup** 11-oz. BOTTLE 18¢
- Quaker Muffets** 3 OFF 2 for 31¢
- APPLEFORD'S
- Save All Wax Paper** 100-ft. ROLL 2 for 55¢
- Ontario No. 1 Potatoes** 10-lb. 49¢
- All Pork Sausage** FARMER'S STYLE lb. 39¢
- Peameald Bacon Sliced or Piece** lb. 69¢
- Fresh Leg of Pork Roast** lb. 49¢

Schell's Food Market
 FREE DELIVERY PHONE 220W