

THE CHANGING CAR BUSINESS

NEVER UNDERESTIMATE THE POWER OF A WOMAN

The automobile manufacturers have long recognized that the "little woman" looms pretty big when it comes to deciding on the family automobile and most modern body styles and interiors are aimed at satisfying her taste.

The surveyors got some shocks recently though when they brought their marketing data up to date with a poll of female drivers. First off, the girls told them they didn't like their advertising — too many pictures of pretty girls and too few ads explaining the advantages of the car — which makes sense.

Less than half of them had driven in the new smaller cars, but they liked the idea for the ease of handling and parking. And practically all thought they could do with less horsepower.

A real surprise was that most preferred FEWER style changes, higher seats, more built-in safety, doing away with the drive shaft hump, bigger glove boxes and — more places to hang things!

A few came up with a suggestion that a lot of the men could put to good use. They wanted a set of instructions covering "how to fix it" for such things as flooded carburetors and other minor mechanical problems.

One of the most common ideas proposed was for instruction courses for ladies so they could understand the workings of their cars and look after them better. Come to think of it, a few good looking female mechanics around to brighten up our garage might just do wonders to boost business

JOHN HALE, Vice-Pres.

Markham Chrysler-Dodge

No. 7 Hwy. & Laidlaw Blvd.

On The Farm Front . . .

"Pour On" Method Treats Warble Flies In Beef Cattle

A. A. Wall, Agricultural Representative for York County, Newmarket.

NEWMARKET — In the last two or three years, an entirely new approach has been taken on the control of warble flies for beef cattle.

For a long time, the battle against warble flies has been fought with two rotenone sprays in the spring months. The principle was to kill the grubs as they emerged and in this way check the adult egg laying population.

It never worked very successfully because it required accurately timed spraying over all herds in the country. The spray programme coincided with cattle being turned out to pasture and this added up to frustration for both cattle owners and spray operators. Perhaps the weakest link of all was the fact that infested cattle lived through the whole winter with their problem. There is no doubt that warble grubs affect gains.

New Method

The new method solves most of these problems. It uses a

systemic insecticide that is poured on the backs of cattle in the fall. The grubs are killed in the cattle soon after the material is put on, so that there is no loss of gain through the winter feeding period. Also, the difficult job of spraying in the spring is eliminated.

Application of the new material is easy and simple. It is poured on the backs of cattle with a small can or dipper. The amount used depends on the weight of the animal. With a cattle squeeze or a narrow crowding chute, a couple of men could do large numbers of cattle in an hour or two.

More Experience

The pour-on treatment is more expensive than spraying. "Pour on" works out to about 6 cents per hundred pounds live weight, or 36 cents for a 600 lbs. animal. However, the extra gain and the easier method of application should easily offset the extra cost. If cattle are badly infested, profit from the new method is well worthwhile.

Several companies have this product on the market now, and it is available in local stores. The most common names are Rulene, Neguvon, and Co-Ral.

The best time to apply the insecticide is right now. There is some danger in using this after the first of December, and also, if there are grubs, the sooner they are killed, the better.

Unfortunately, this new method is for beef cattle only. It cannot be used on dairy cattle or milking cows because it is a systemic poison. Beef cattle can't be treated within 21 days of slaughter either, and the manufacturer's directions should be carefully followed.

THORNHAVEN W. A. PLANS BAZAAR AT MARKHAM PLAZA

THORNHILL — The Women's Auxiliary of Thornhaven, and District Association for the Mentally Retarded, are holding their annual Yuletide Treasure Sale, Saturday, November 20th, from 10 a.m. to 4 p.m. at Morgan Hall, in the Markham Shopping Plaza. Featured this year will be the gift counter, toys and doll clothes, sewing and knitting, white elephant table, Christmas decorations and the bake table. Miss Ketola and the trainees from the adult workshop will also be selling their handcrafts, Christmas cards and Christmas enclosure cards. Please plan to attend and help the Mentally Retarded.

The November meeting of the Thornhaven W.A. will be held Tuesday, November 23rd, at the Thornhaven School for Retarded Children, 317 Centre

LAFF OF THE WEEK



"Well, how'd you enjoy your vacation in Yellowstone?"

HOUSTON'S
—for PRESCRIPTIONS
DRUGS and SUNDRIES

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1 MAIN ST. E. STOUFFVILLE

CREAM SHIPPERS

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Stouffville Creamery Co.

CLERK'S NOTICE

OF

FIRST POSTING

OF

VOTERS' LIST

VOTERS' LIST 1965, TOWNSHIP OF MARKHAM, COUNTY OF YORK.

Notice is hereby given that I have complied with Section 9 of The Voters' List Act, and that I have posted up at my office at Bultonville, on the 8th day of November, 1965, the list of all persons entitled to vote in the municipality at municipal elections and that such list remains there for inspection.

And I hereby call upon all voters to take immediate proceedings to have any omissions or errors corrected according to law, the last day for appeal being the 22nd day of November, 1965.

H. C. T. Crisp,
Clerk of the Township of Markham.

IT COSTS \$166.00*

TO RAISE A HEIFER TO MILKING AGE

*Source, Ontario Department of Agriculture

IT COSTS \$5.00

TO GIVE HER THE GENETIC ABILITY TO MILK

Dairymen across Ontario are taking the gamble out of their breeding program by raising daughters of A.I. proven sires, bulls whose older daughters have already shown their inherited ability to produce under all types of management.

Most of these sires are still available at the basic \$5.00 breeding fee, and service from qualified, licensed technicians is as near as your telephone. Please remember our calling hours, weekdays (10:00 a.m. for Sunday service in most areas, phone Saturday, 6 - 8 p.m.)

Our offices are listed in local telephone directories for your convenience.

Central Ontario Cattle Breeding Association

FREE TB TEST FOR EVERYONE
help prevent tuberculosis
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TB CHRISTMAS SEALS

One-stop banking

In a few minutes they'll be out again, with all their banking done. Right now they want to cash a cheque, get something out of their safety deposit box, have their savings account book made up. Next time? He may be in about a loan; she to buy a money order for her aunt's birthday. An able, obliging staff looks after them; and should they need help on some financial problem, the manager is there — a good man to talk things over with. Complete service. Trained people. Convenient, one-stop banking at your chartered bank.

THE CHARTERED BANKS SERVING YOUR COMMUNITY

Through 5,650 branches, all across Canada, the chartered banks bring full-range banking within the reach of everyone.



St. E., Richmond Hill. The work of this W.A. is to raise funds to assist the Pre-school class, retarded children aged 3-5, and older children, whose I.Q. limits their attendance at the Thornhaven School, the Thornhaven School for Retarded Children and the Adult Retarded Centre. This organization financially assists with supplies, toward the recreational program and the extensive summer camp program for the Mentally Retarded. The Thornhill and District Association is planning to towards a residence for the Mentally Retarded. This will be an added responsibility for the association and to the Women's Auxiliary. New members are needed. Please feel free to join this organization.

The largest white diamond, the Cullinan (3,106 carats), was found in South Africa.

21 YRS OLD?

When you turn 21 you're no longer covered by your parents' Hospital Insurance. To keep insured, you must take out individual membership within 30 days. Get your application form at a bank, a hospital, or from the Commission.

NEWLY WED?

The 'family' Hospital Insurance premium must now be paid to cover husband and wife. Notify your 'group' without delay OR, if you both pay premiums direct, notify the Commission.

NEW JOB?

To keep insured follow the instructions on the Hospital Insurance Certificate of Payment 'Form 104' that your present employer is required to give you on leaving.

Your ONTARIO HOSPITAL INSURANCE Plan

Ontario Hospital Services Commission
Toronto 7, Ontario

Standards \$7 a month, 3 months for \$18.
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Tribune Office Supplies
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Tortoise shell combs are made from the shell of a tropical marine turtle.

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PIONEER PROVEN CHAIN SAWS

This year Pioneer line of chain saws offers a model for every need. From occasional use around the cottage to big timber logging operations you'll find what you want with Pioneer.

11-10	The new deluxe light-weight chain saw with professionalized power.	450	Economically priced, the compact chain saw proven by professionals.
650	Most popular saw in the pulp industry, unmatched reliability.	750	Improved! Best big power chain saw for logging and landing jobs.
850	Geared for the big, sustained cutting job.	PIONEER ATTACHMENTS	Your guarantee of peak performance with Pioneer chain saws.

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Lucky Dollar Store, Bringham
Balston Grocery, Brack Road
Patterson's Grocery, Ballantyne
Lucky Dollar Store, Claremont
Bosindale, Green River
Watson Grocery, Goodwood

St. Albert Hardware, St. Albert
I.G.A., Fonthill, Sutton
Madis Drugs, Jackson Point
Red & White Store, Jackson Point
Pauley's Meat Market, Sutton

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COUPON KLEER your Septic Tank December One can 10c

COUPON KLEER your Septic Tank January One can 10c

Use complete coupon for 3 CANS A WINTER SUPPLY

Expires End of Jan., 1966.