

NORFOLK COUNTY FAIR

HORSE SHOW

SIMCOE

OCTOBER 4-5-6-7-8

OVER \$15,000. IN PRIZE MONEY OFFERED

TUESDAY, Oct. 4th	WEDNESDAY, Oct. 5	THURSDAY, Oct. 6	FRIDAY, Oct. 7	SATURDAY, Oct. 8
Gates Open to Public 5.30 p.m.	Official Opening Norwich Band	Hagerville Band	CHILDREN'S DAY	Georgetown Girls' Pipe Band
All Exhibits in Place	Wallace Bros. Shows	Horse Show	Six Nations' Indian Band	Wallace Bros. Shows
Wallace Bros. Shows	Horse Show	Cattle Show	Horse Show	Cattle Show
Grandstand Performance	Cattle Show	Grandstand Performance	Grandstand Performance	Grandstand Performance
FIREWORKS	Grandstand Performance	Grandstand Performance	Grandstand Performance	FIREWORKS

Some of Ontario's Most Colourful Bands

HORSE SHOW PROGRAMS

WEDNESDAY, Oct. 5	THURSDAY, Oct. 6	FRIDAY, Oct. 7	SA. URDAY, Oct. 8
OFFICIAL OPENING 6 Harness Heats Hackney Ponies Running Race Saddle Horses Chariot Race Hunters Jumpers Six-Horse Hitch	3 Harness Heats Saddle Classes Chariot Race Palominos Hunters Jumpers Running Race Hackney Ponies Six-Horse Hitch Roadsters Carriage Horses	Palominos 3 Harness Heats Ponies Roadsters Chariot Race Belgians Carriage Classes Running Race \$300.00 Stake Jump Four-Horse Hitch Percherons Gentleman's Road Race Six-Horse Hitch	6 Harness Heats Roadsters Palominos Four-Horse Hitch Clydesdales Running Race General Purpose Horses Chariot Race Gentleman's Road Race Six-Horse Hitch

CATTLE SHOWS

IN THE BEAUTIFUL NEW COVERED CATTLE PAVILION

WEDNESDAY, OCTOBER 5	THURSDAY, OCTOBER 6	FRIDAY, OCTOBER 7	SATURDAY, OCTOBER 8
Western Ontario Jersey Championship Show	Norfolk Black and White Show Herefords Aberdeen-Angus	Ontario Guernsey Championship Show Shorthorns	Ayrshires Dual-Purpose Shorthorns

EVENING GRANDSTAND

THE EVENING GRANDSTAND SHOW IS GIVEN OVER TO QUALITY ACTS BOOKED THROUGH GEORGE A. HAMID, INC. OF NEW YORK CITY. THRILLING, FUNNY, SPECTACULAR, BEAUTIFUL — — — THE SKY KING PERFORMING 125 FEET IN THE AIR; BOBBY WHALING AND YVETTE, ON TRICKY BICYCLES; MIKE MONROE, ON HIS TRAMPOLINE; THE BEAUTIFUL SHANGHAI TWINS, GYMNASTS; THE RASALES SISTERS, IN AN AMAZING ACT; GREEN AND DOOLEY, FUN MAKERS; THE PLUTOCRATS, IN A STARTLING DOG ACT, AND JEAN WILKINS AT HER ELECTRIC ORGAN. DON'T MISS THE NIGHT SHOW!

"WHERE CHAMPIONS MEET"

GRANDSTAND PERFORMANCE EVERY EVENING — INCLUDING TUESDAY

MAMMOTH FIREWORKS DISPLAY — TUESDAY AND SATURDAY NIGHTS

GENERAL ADMISSION:	AFTERNOON GRANDSTAND ADMISSION	EVENING GRANDSTAND ADMISSION
Adults 35c Children 15c Cars 50c	Adults 50c Children 25c	Reserved Seats 75c Adults 50c Children 25c

For Concession Display Space: LLOYD CULVER, Mgr., R.R. 4, Simcoe
President: PERRY L. SOWDEN, Simcoe
For Exhibits or General Information: HAROLD I. POND, 55 Colborne St. S., Simcoe

New Studebaker On Display at Church's Garage

New 1950 Studebaker passenger car models are now being displayed in the showrooms of Church's Garage, Jarvis.

"These are the automobiles which generated so much enthusiasm when they were introduced in Toronto at the Canadian National Exhibition," according to S. J. Church. "These new cars are so entirely different in appearance that it is difficult to do them justice by trying to describe them," he said. "I am particularly anxious for the people of this area to visit our sales rooms and see for themselves."

The front end of the 1950 Studebaker is especially striking. Mr. Church pointed out. It embodies an airplane fuselage-type hood, flanked by air-fol front fenders and set off by a chrome "spinner." In addition to providing an ornamental touch, the "spinner" augments four frontal openings which direct air to the engine for maximum cooling. The largest of these air passages consists of two oval-shaped honey-comb grille scoops located below the two smaller air channels which flank the "spinner." Chrome moldings over these small twin channels contribute to the unusual decorative effect.

Mr. Church believes that the complete change in frontal appearance and fender treatment will be of special interest to automobile enthusiasts. "It makes the cars look as if they are in motion even when they're standing still," he said.

"Riding and handling qualities are greatly improved, too. These are the result of a number of engineering refinements but are due principally to a modification of Studebaker's balanced chassis to include a new self-stabilizing coil spring front suspension. This involves a new mount for the front wheels so that they strike road bumps at a retracting angle instead of head-on. In other words, they roll with the bumps. They don't take the full force of the blow."

"Another important change is an increase in the standard compression of both Studebaker engines. The Commander's compression is increased from 8.5 to 1, to 7.0 to 1. This steps up the power and helps gasoline economy without making it necessary to use premium gasolines. Champion brake horsepower is now 85; the Commander's is 102."

Newly designed instrument panels are located about four inches farther forward than previously. Mr. Church pointed out, thus providing even greater space in the front compartment. Control switches are grouped directly in front of the driver so that they can be checked at a glance. The steering column of the Commander and Land Cruiser is enclosed in an oversize steel jacket.

The Commander tire size has been increased to 7.0x15 inches. The Champion is equipped with 6.4x15 tires. All Studebaker tires are the extra low pressure type, with wide-base rims.

SEPTEMBER MEETING WESLEY W.M.S.

The September meeting of the United Church W.M.S. was held at the home of Mrs. N. Pond on Tuesday afternoon. The President, Mrs. Light, took the business part of the meeting. Mrs. Pond had the worship service assisted with prayer by Mrs. Duxbury. The program, taken from the book "Crowing With the Spirit"

(written on the achievement of the United Church in the quarter century of her history) was taken by Mrs. Newbery. Mrs. Light, Mrs. Telford and Mrs. Light after singing, the Benediction was pronounced by Mrs. Pond.

ATTENTION FARMERS

WE ARE PAYING THE HIGHEST PREVAILING PRICES FOR DEAD OR CRIPPLED FARM ANIMALS

HORSES - CATTLE - HOGS

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CALEDONIA 300A

THE INTERNATIONAL PLOWING MATCH AND FARM MACHINERY DEMONSTRATION

H. W. AMY'S FARM OCTOBER 11 - 12 - 13 - 14, 1949

Brant County, 10 miles west of Brantford, Highway 53
The world's largest Match. The Continent's greatest exhibit of Farm Equipment and Supplies

— \$14,000.00 IN PRIZES — 8 TRIPS —

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E. Gordon Jackson, R.O.

— OPTOMETRIST —
— Complete Visual Analysis. —
— Eyes Examined. —
— Lenses Prescribed. —

THE E. H. JACKSON CO., LIMITED
PHONE 2 (SIMCOE) FOR APPOINTMENT

Special Treats!

DOUBLE DIP CONES 5c
TAKE-AWAY SUNDAES 10c
ICE CREAM BARS 5c
ICE CREAM DRUMSTICKS 10c

SPECIAL THIS WEEK!
ICE CREAM DRUMSTICKS 10c

Stan Elz
No. 3 Highway
4 Miles East of Jarvis

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through
SUN LIFE ASSURANCE CO. OF CANADA
W. J. McCarthy, C.L.U.
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HAGERSVILLE, ONT.

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ANTHRACITE

STOVE & NUT COAL

— PHONE —

Don Leatherdale
(SIMCOE 603-12)

News of the Countryside

From The Record's Correspondents

ROCKFORD
Harvest Home Services will be held on Thursday evening with Mr. and Mrs. John Moore.

The Woman's Association and the Women's Missionary Society held a joint meeting at the home of Mrs. Gordon Simpson Thursday afternoon September 22nd, with twenty-three ladies present.

Beach Theatre
PORT DOVER, Ont.
FRIDAY and SATURDAY
September 30, October 1

"Canadian Pacific"
(Color)
— starring —
RANDOLPH SCOTT, JANE WYATT
— Plus —
CARTOON

MONDAY and TUESDAY
October 3, 4
"The Bishop's Wife"
— starring —
LORETTA YOUNG, CAREY GRANT
— Plus —
CARTOON & NEWS

WEDNES. and THURS.
October 5, 6
"Scott of the Antarctic"
(Technicolor)
— starring —
JOHN MILLS
— ADDED FEATURE —
"STOWAWAYS"

— NEXT WEEK —
MONDAY, TUESDAY,
WEDNESDAY
October 3, 4, 5th
ERROL FLYNN
VIVECA LINDBORS,
ROBERT DOUGLAS

STRAND
THEATRE, SIMCOE
Phone 673

MATINEES DAILY at 2:30
Continuous Wed. and Sat.
Evenings from 7:00 P.M.

"Adventures Don Juan"
(in Technicolor)
— ADDED FEATURE —
BOSS FORD, GLORIA HENRY
"AIR HOSTESS"

— NEXT WEEK —
THURSDAY and FRIDAY
October 6 - 7th
PAUL MUNI, ANNA LEE

"Commandos Strike at Dawn"
— ADDED FEATURE —
LAURENCE OLIVIER,
RAYMOND MASSEY
"THE INVADERS"

— SPECIAL PROGRAM —
SATURDAY ONLY, Oct. 8
GEORGE REEVES, RALPH BYRD
"Thunder in the Pines"
— ADDED FEATURE —
WILLIAM BOYD
as "HOPALONG CASSIDY"
"BAR 20"

REGAH THEATRE
HAGERSVILLE, ONT.
FRIDAY and SATURDAY
SEPT. 30, OCT. 1
"THE YEARLING"
(Technicolor)
Gregory Peck, Jane Wyman

MONDAY and TUESDAY
OCTOBER 3, 4
"THE PALEFACE"
(Color)
Bob Hope, Jane Russell
FOX NEWS

WEDNES. ONLY, Oct. 5th
"THE UPTURNED GLASS"
James Mason, Rosamund John
"THE ROOSEVELT STORY"
(Documentary)
SHORT SUBJECTS

THURS. ONLY, Oct. 6th
"ACT OF VIOLENCE"
Van Heflin, Robert Ryan
Janet Leigh
"FOTO-NITE" THURSDAY

Shows Start at 7:00 and 9:00 P.M. week days — 6:30 and 9:00 P.M. Saturdays Only

SUNSET DRIVE-IN THEATRE

2 SHOWS NIGHTLY
RAIN OR CLEAR
CHILDREN FREE
ADULTS 50c
FRI, SAT, Sep. 30, Oct. 1
"DRUMS ALONG THE MOHAWK"
Claudette Colbert,
Henry Fonda
"Swiss Cheese Family"
"Aqua Capers"
MON, TUES, Oct. 3, 4
"MOTHER WORE" (Technicolor)
Betty Grable, Dan Dailley
"Lazy Little Beaver"
WEDNESDAY & THURSDAY, OCTOBER 5, 6
"HE WALKED BY NIGHT" (Adult Entertainment)
Richard Basehart, Scott Brady
"TALL DARK & GRUESOME"
"SPRING FESTIVAL"

WITH IN-A-CAR SPEAKERS
3 MILES WEST OF BRANTFORD ON BURFORD HIGHWAY

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IMMEDIATE DELIVERY ROY REFRIGERATORS

— 7 1/4 Cu. Ft. Capacity
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— No Vibration
— Designed for Low-Cost Operation

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Confederation Life
Jarvis



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Mr. W. J. BUTTS, Sr.
will continue to ice and decorate
WEDDING, ANNIVERSARY & BIRTHDAY CAKES
at his home, Peel St., Jarvis
Phone 412



GREYHOUND

FRIDAY and SATURDAY
SEPT. 30, OCT. 1
"THE YEARLING"
(Technicolor)
Gregory Peck, Jane Wyman

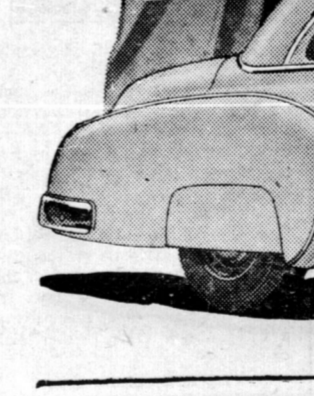
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CHEVROLET



"Why accept anything less than the most beautiful BUY of all?"

Stand by for a Chevrolet and get the most for your money

It's your money you're spending, and you're entitled to get the most motor car, in return. All Canada says that mean Chevrolet—the most beautiful buy of all—and the car that gives EXTRA VALUES in every phase and feature of motoring. It brings you line-car advantages after line-car advantages, from Fisher Body Styling and Valve-in-Head performance to Centre-Point steering ease and the greater riding comfort of the longest, heaviest car in its field. And offers these advantages of the lowest priced. So, why accept anything less than the most beautiful buy of all? ... Invest in a Chevrolet and get the most for your money!

- WORLD'S CHAMPION VALVE-IN-HEAD ENGINE**
the extra efficient power plant that's setting the trend for the industry.
- FISHER BODY STYLING AND LUXURY**
found elsewhere only on higher priced cars.
- CENTRE-POINT STEERING**
giving maximum steering ease with minimum driver-fatigue or "corwan-der" and found elsewhere only on costlier cars.
- CERTI-SAFE HYDRAULIC BRAKES**
(with Dual-Link Roadless Brake Linkage)
assuring swifter, safer stops for you and your family.
- FISHER UNISTEEL BODY CONSTRUCTION**
with steel welded to steel all around you for maximum solidity, quietness and safety.
- CURVED WINDSHIELD WITH PANORAMIC VISIBILITY**
supplying that extra vision which means extra safety, exclusive to Chevrolet in its field.
- LONGEST, HEAVIEST CAR IN ITS FIELD**
with WIDEST TRAIL, as well as giving more room, more riding-comfort, more road-steadiness and safety.
- 5-INCH WIDE-BASE WHEELS**
(with Extra Low-Pressure Tires)
the widest rims in the entire low-price field, providing greater ride-stability.
- EXTRA ECONOMICAL TO OWN-OPERATE-MAINTAIN**
and bringing you more than you trade for. Chevrolets are most wanted — new or used!

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