TV NEWS

BY WM. WHITING

(intended for a previous issue)

Regulatory bodies governing broadcasters is both the United States and Canada receive complaints from time to time about "loud commercials."

Could a station lose its license because it aired a loud commercial? Could an advertising agency be prosecuted for producing a loud blast? Could a network be fined for airing loud commercials? Come now, who's going to make laws like that?

Too much time is spent complaining about broadcast commercials. You can thank a certain oil company and a brewer for the hockey telecasts which come to Canadians twice weekly during the season.

You can thank breweries, cereal companies, automobile manufacturers, cigarette companies and many other industries for presenting programs for the entertainment of TV viewers.

Stop buying all advertised products on TV, Radio, in News papers, Magazines, etc., and see what happens. On second thought, don't. It would be disastrous.

-oOo-

The two longest-running programs on ABC - "The Adventures of Ozzie & Hariret" and "The Lawrence Welk Show" will be telecast in colour this fall. Ozzie & Harriet have had 13 years on TV while Welk's crew has had 10 years.

And speaking of colour-coverage of the next manned space shot - GT 5 - will be in colour, tentatively scheduled for August 19th.

-oOo-

Let's see whether you are an average television viewer.

A survey taken last January showed that Canadians spent 40 hours and 24 minutes each week watching TV. In March the national average was 39 hours and 6 minutes.

There was a decline, but it was very slight. About a year and a half ago a similar survey in the United States showed that TV viewing was down slightly. The last survey showed an all-time high in viewing. And, with the three U.S. networks going nearly all color this fall, we predict another all-time high will be reached.

What about Canadians? CTV stations and LTO. stations are adding hours to their new schedules this Fall. CBC will no doubt follow. Sale of color sets is on the increase in this country where American stations can be seen. More hours of television plus colour means the average viewing time will hit an all-time record in Canada. There just isn't any other answer. Viewing time will rise.

But, getting back to the survey, the hours-per-week study showed that during the fall, winter and spring months the average Canadian home has its set on for about 40 hours a week. By comparison, the popular working estimate is that the average Canadian sleeps about 56 hours a week.

Alteration of TV schedules over the years, varying competitive situations, the appearance of new programs and the disappearance of old ones do not seem to have materially affected the average amount of time the home TV set is on.

Perry Mason will live on for another season. However, there will be new writers, and Raymond Burr (who plays the lawyer) is insisting on just one plot per week. In the past there have been subplots and sub-subplots. It was even difficult for Perry to follow the action. So, Perry wins again.

-o-

REDCOATS ARE COMING

TORONTO (CP) - A British military tattoo of the kind that performs for thousands of tourists in Edinburgh, Scotland, each year will visit the United States and Canada. More than 130 men of the Royal Marines band and pipers and drummers from the 2nd Battalion Scots Guards and the Royal Scots Greys will open in Toronto Sept. 18, then continue on to New York, Philadelphia, Pittsburgh, Buffalo, Washington, Chicago, Oklahoma City and Dallas.

A COUPLA THE BOYS

"Bless my turtle-neck sweater," says Howard. "Here's Ray Bellew, who's with yours truelifically five days a week on CBC-TV's Razzle Dazzle. The reason he's looking so sober is that the jelly-bean I just ate went down the wrong way."

The Canada Pension Plan and its benefits

Here is what the Canada Pension Plan will do for people like Huguette Samson, a 22-year-old married woman who earns $56.50 a week.

Huguette and her husband, who is earning $4,200 a year, hope that Huguette will work for a few years before family needs require her attention full time.

Assuming that Huguette does just this, her contributions to the Plan will benefit her in several ways. For example, if she works only for another five years, at age 65 she will receive a small retirement pension of $8.38 a month in addition to her $75 a month Old Age Security.

Through her husband's contributions to the Plan, should he die when they have three young children, Huguette would receive a widow's pension of $57.81 a month plus $25 a month for each child—a total of $132.81 a month. She would also receive a lump sum payment of $500.

At age 65, based upon both her own and her husband's contributions she would receive a pension of $57.53 a month plus $75 a month Old Age Security—a total of $132.53.

If she decided to supplement her income at any time by returning to work, she could still receive the widow's and orphan's benefits, could substantially increase her retirement pension, and could also ensure her entitlement to a disability pension if she became disabled.

All benefits under the Plan will maintain their value. The actual benefits payable will probably be higher than those given here since benefits will be adjusted to meet changes in living costs and in wage levels before they are paid and changes in living costs after they become payable.

What will the Plan cost you?

If you are employed and, like Huguette, have earnings of $2,938 spread evenly over the year, you will pay at the rate of 81¢ a week. Your employer will pay the same amount.

This advertisement is one of a series which relates some of the important benefits of the Canada Pension Plan to individual circumstances.

Issued by authority of the Minister of National Health and Welfare, Canada, The Honourable Judy LaMarsh.

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BUSINESS AND PROFESSIONAL SERVICES

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4% ON SAVINGS 5½% TERM DEPOSITS
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Area Code 519
SIMCOE, Ontario
For Representative in Your Area Phone Collect

HA'MO
CREDIT JEWELLERS
- Diamond Merchants -
Best Selection of —
Quality Diamonds, Watches
Silverware and Jewellery
— in Norfolk County
GUARANTEED WATCH REPAIR
38 Robinson St., SIMCOE
Phone 426-3948

GAUL
ELETRIC
& MOTOR SERVICE
72 Water Street
SIMCOE, Ontario

TRAFFORD
TILE & CABINET
11 Colborne St. S. SIMCOE, Ont.
Phone 426-0857
Nights: 426-3385, 426-4186
FLOOR COVERINGS. All types including Armstrong.
CORLONS. Installations by Skilled Mechanics
CERAMIC TILE.
CARPETS, Supplied & Installed
FREE ESTIMATES Without Obligation

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LADIES WE[illegible]
Lingerie - Foundation[illegible]
Sportswear - Acce[illegible]
11 Norfolk Street
SIMCOE, Ont[illegible]
Phone 426-[illegible]
Foundation Garme[illegible]
Warners - Formfit[illegible]
Quality Lingerie [illegible]
Kayser and Harve[illegible]

SUIT CLEARANCE
Reg. $49.50 up to $74.50
20% TO 25% Reductions
SCOTT'S MEN'S WEAR
36 Norfolk St. S.
SIMCOE, Ontario
Phone 426-5856

THE HOUS[illegible]
TEXTI[illegible]
38 Norfolk St., S[illegible]
Phone 426-[illegible]
"The Fabric C[illegible]
Special 10 Day[illegible]
Begins Thurs[illegible]
Morning
Big Selection of Te[illegible]
at Very Special P[illegible]

LEONARD STUDIO
49 Queensway West over Queensway Tire
Phone 426-3827 SIMCOE
Portrait, Passports, Etc.
Copying of old pictures our Specialty
— Your Films Developed —
"You take them, we make them"

MARTIN[illegible]
48 Norfolk St., S[illegible]
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SALES & SERV[illegible]
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TERMS—No Outside

HELP WANTED
MALE AND FEMALE
to work in Processing and Packaging
Poultry Products
Company pays portion of Ontario Hos[illegible]zation and Group Insurance after 4 [illegible]probationary period.
APPLY AT OFFICE OR PHONE 583-10[illegible]
NORFISH LTD. PORT DO[illegible] Ontario

NEWS OF THE COUNTRYSIDE

From the Record's Correspondents

ROCKFORD

Harvest Home Church [illegible]es will be held Sunday [illegible]A.M. and 8 P.M. In the [illegible]ng Mr. James Liles of [illegible] will be in charge of the [illegible] Rev. Francis Moyer [illegible]onduct the evening ser[illegible]

[illegible] and Mrs. Frank Smith [illegible]r. and Mrs. Earl Fisher [illegible] visitors during the week [illegible] and Mrs. James Cox [illegible]hildren of Dundas and [illegible]nd Mrs. Gilbert Varley [illegible]r. and Mrs. Thomas Wri[illegible] of Hamilton.

[illegible] and Mrs. Bud Priest at[illegible]d the funeral of Mrs. Ma[illegible]errance in Woodbridge on [illegible]

[illegible] Andy Buck has moved [illegible] home in Simcoe at 433 [illegible]k St. S. Simcoe.

[illegible]day callers at the home [illegible] and Mrs. Wm. Lemery [illegible]their cousins, George Cox [illegible]antford and Tom Dixon of [illegible]

[illegible] and Mrs. Golding spent [illegible]days last week in Colling[illegible] where Mr. Golding atten[illegible] meeting of the Vegetable [illegible]ers.

[illegible] and Mrs. Bud Priest [illegible] Sunday dinner guests of [illegible]

Dr. and Mrs. A. B. Lemon at their cottage at Cedar Bay, Port Colborne.

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CHEAPSIDE

Mrs. Doris Parsons and Miss Audrey Parsons of Hamilton spent the week end at their home here.

Master Floyd Heika spent Sunday with Stanley and Larry Lofthouse

Mrs. Don Gee and son Mark spent last Tuesday with Mr. and Mrs. Keith Schweyer.

Mr. and Mrs Herbert Moust and Mr. and Mrs. Mervin Miller of Pennsylvania were the week end guests of Mr. and Mrs. Ray Lofthouse.

Weekend visitors of Mr. and Mrs. Verrice Bartlett were Mr. and Mrs. Roy McKeen and family on Friday evening and Mr. Keith Stone, Louise and Randy on Sunday afternoon.

Mr. and Mrs. Chas. Cox Sr. and Mr. and Mrs. Bill Cawley were the Sunday supper guests of Mr. and Mrs. Ivan Cox.

Several friends attended a bridal shower for Miss Diane Bartlett held at the home of Miss Caroline Bassindale on Friday evening.

Mrs. Maude Stewart spent several days last week with Mr and Mrs Norman Steuer at Fisherville.

Sunday afternoon visitors of Mr. and Mrs. Alvin Lofthouse were Mr. Russell Thompson and Miss Betty Dennis of Nanticoke.

The family of Mrs. Georgina Smuck held a surprise birthday supper at her home on Sunday evening.

Rev. and Mrs. E. M. Sider spent the week end with Mr. and Mrs. Harley Osborne in Toronto and were the Sunday dinner guests of Mr. and Mrs. Edgar Stickley at Gormley.

The Couples Club of Selkirk Baptist Church met at the home of Mr. and Mrs. Don Mattice on Friday evening.

Mrs. Garry Wardell spent Monday with her aunt, Mrs. Robert Reeves.

ERIE

W.M.S. Auxiliary

The Mary Edith Group of the W.M.S. of Chalmers Church met for the September meeting. Seventeen ladies were present.

Mrs. Roy Jepson welcomed the group. Meeting was opened with a poem and a hymn followed by scripture and prayer.

The roll call was well answered with the word "Harvest". Collection was taken and dedicated. Minutes were adopted as read.

The most interesting port of the program was when Mrs. B. Brown told of their trip to the East Coast this summer. After refreshments were served by the hostess and her assistants, a sale of new and good used clothing was packed.

The October meeting will be at the Manse in Jarvis.

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Mr. and Mrs. Erule Davis and daughters of Huntsville were weekend guests at the home of Mr and Mrs. Kenneth Swing.

A Birthday Surprise Supper was arranged by the family and relatives of Mrs. Georgina Smuck on Sunday, at her home. Mr and Mrs. Nelson Nopper and Mr and Mrs. Norris Nopper attended a 25th Wedding Anniversary of Mr. and Mrs. Manford Schweyer, at their home on Saturday evening.

Wesley McKeen, when stepping on a brick getting out of the truck damaged the ligaments around his ankle.

Mrs. Ruth Bone, Hamilton, spent the week end at the home of Mr. and Mrs. James Campbell, Nelles Corners.

Mr. and Mrs. Fraser MacRae, Burlington, were Friday evening visitors of their aunt, Mrs. George Duxbury.

Mrs. William Skinner and daughters of Hamilton were visitors of Mr. and Mrs. Wilfred Roth over Sunday and attended the Anniversary Services.

Miss Minnie Shuter, Simcoe, was a Sunday dinner guest of Mr. and Mrs. Nelson Nopper.

Mr. and Mrs. Jack Erwin, Waterford, was a dinner guest of Mr. and Mrs Murray Biggar on Sunday.

Dr. W. H. Fuller, Toronto, was an overnight guest at the home of Mr and Mrs. Wm. Lint hile here as guest speaker for Chalmers (Stone) Church 123rd Anniversary Services. At the morning service Dr. Fuller dedicated a Pastor's Individual Communion Set, the gift of Miss Minnie Shuter, Simcoe. Miss Shuter, whose home was formerly in this area, will, health permitting, reach her 90th birthday January 11, 1966.

Mr. and Mrs Bertley Brown and Mrs Howard Anderson and son Richard of Hagersville spent Sunday afternoon at Niagara Falls.

Mrs. Wm. Laidlaw spent a couple of days at the home of Mr. and Mrs. Frank Laidlaw, Simcoe

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RENTON

Mr and Mrs. Cameron Mitchell spent the week end at Watertown, N.Y.

Mrs Lewis Iliffe and Don spent the week end in New York State visiting her sister Mrs. Allen who is staying at the home of her son and daughter-in-law after being confined to the hospital.

Mr. and Mrs. Ray Bowyer and Mrs. George Duncan attended the School — Ryerse wedding in Selkirk on Saturday.

The September meeting of the Evening Auxiliary of Knox Church, Jarvis, was held at the home of Mrs. Geo. Duncan on Tuesday evening.

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THANKSGIVING DANCE AT ARENA IN HAGERSVILLE

Pumpkins, Corn, Witches, Jack-O-Lanterns, orange and black Streamers.

What a beautiful setting for 3 hours of dancing to the 11 piece orchestra of Jimmy Begg.

WHERE? —Hagersville Arena
WHEN? —Saturday, October 9, 1965, 9 -12 P.M.

Sponsored by the Hagersville Amateur Athletic Association to help wipe off the debt remaining on this great building which stands as a symbol of great district civic pride. No handouts here from the public purse. This was all accomplished by fierce determination hard work and money gathered from all the citizens of Hagersville and the surrounding countryside. The directors of the Hagersville Amateur Athletic Association have managed well this public trust. Through good management and free labour by themselves and members of the HAAA the bank loan has been reduced from $26,000 to $15,000 in 2 years. Let us get in here and support this dance. Let us show the directors we are grateful for their efforts on our behalf. Let us keep their enthusiasm high.

Tickets for this dance $4.00 per couple.

Reserve a table now for 10, 20 or 30 people; phone Don Hyde 768-3207 or Ralph Smith 768-3345 for table reservations.

TICKETS AVAILABLE — CALEDONIA — Ches Martindale phone Ro 5 2770 or Ro 5-2881; Bruce Hudspeth, phone Ro 5-4671; JARVIS—Ernie Craddock, pphone 587-2546 or 587-2352, Stan Mitchell, phone 587-2231 or 587-2528; CAYUGA — Ted Powell, phone 772-3653, or Robert Hall, phone 772-3852; HAGERSVILLE — All Directors of HAAA)—Don Hyde, ph. 768-3207; Philip Awde, ph. 768-3381 or 768-3251; Irving Winger, ph. 768-3351 or 768-3496; Jim Nottingham, ph. 768-3381 or 768-3450; Ralph Smith ph. 768-3345 or 768-3759; Ross Slote, ph. 768-3372 or 768-3336; Harry Slote, ph. 768-3351 or 768-3182; Peter Laidlaw, ph. 768-3704 or 768-3183. Willis Smith, ph 768-3769; Jock Vanni, ph. 768-3150; Lyle Furry, ph. 768-3723 or 768-5174; Charlie Winger, ph. 768-3541 or 768-3496.

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Highest Cash Prices Paid for Dead and Disabled Cows and Horses
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Caledonia RO 5-4716
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DRIVE-IN
eatre, SIMCOE
HUR., FRI., SAT.
Sept. 23, 24, 25
KINGS OF THE SUN"
Technicolor
BRYNNER,
GEORGE CHAKARIS
Rockabye Baby"
hnicolor Jerry Lewis
IG BAD SINBAD"
echnicolor CARTOON
N, TUES, WED.
Sept. 27, 28, 29
URSE OF THE UMMY'S TOMB"
ULT ENTERTAINMENT
Technicolor
RENCE MORGAN,
FRED CLARK
"The Gorgon"
ULT ENTERTAINMENT
Technicolor
r Cushing, Chris. Lee
ast Man on Earth'
ULT ENTERTAINMENT
VINCENT PRICE
"MAGIC FLUKE"
echnicolor CARTOON

AY'S LIVESTOCK CENTRE BOSTON
CTION SALE
VERY WEDNESDAY
TTLE, HOGS & CALVES
Pick-up Service. —
GORDON SHAY
Phone 443-5609
WATERFORD
KEITH SHAY
AUCTIONEER
ded for your protection

Strand THEATRE SIMCOE
HUR., FRI., SAT. — September 23, 24, 25
LAUGHTER - MUSIC and MAGIC!
WALT DISNEY'S
"CINDERELLA"
IN TECHNICOLOR
• ADDED FEATURE HIT •
TONY RANDALL SHIRLEY JONES
"FLUFFY" COLOR
LL NEXT WEEK - STARTING MONDAY
Sept. 27th Thru Oct. 2nd
COLUMBIA PICTURES Presents a HAROLD HECHT Production

A gen-u-ine movie first! A way-out whopper! A funny movie? YOU BET IT IS...!
CAT BALLOU
JANE FONDA · LEE MARVIN · MICHAEL CALLAN · DWAYNE HICKMAN
NAT KING COLE · STUBBY KAYE in COLUMBIA COLOR

AT THE CHURCHES

THE UNITED CHURCH OF CANADA
Rev. Fred C. Bayes, B.A., B.D., Minister
Sunday, September 26th
WESLEY UNITED CHURCH
9.45 A.M.—Church School
11.00 A.M.—Morning Worship
GARNET UNITED CHURCH
127th ANNIVERSARY SERVICES at 11.00 A.M. and 7.30 P.M.
Preacher: Rev. John Vardy, B.A., of Port Dover

PRESBYTERIAN CHURCH IN CANADA
Maj. the Rev. G. Taylor-Munro, C.D., B.A.
Phone 587-2565
Sunday, September 26th
CHALMERS (Stone) Walpole
10.00 A.M.—Public Worship
11.15 A.M.—Church School
KNOX, Jarvis
10.00 A.M.—Church School
11.15 A.M.—Public Worship

ANGLICAN CHURCH OF CANADA
Canon E. A. Brooks, M.A. Rector
Rectory Phone 587-2543
- 15 Trinity -
Sunday, September 26th
ST. PAUL'S, JARVIS
HARVEST FESTIVAL
8.30 A.M.—Holy Communion
10.30 A.M.—Church School
11.30 A.M.—Harvest Mattins and Sermon.
Rev. Gerald Holmes, Rector of Hagersville.
The Harvest Festival continues next Sunday.
CHRIST CHURCH-NANTICOKE
10.00 A.M.—Holy Communion and Sermon. Rev. Gerald Holmes.
10.00 A.M.—Church School

EBENEZER CHRISTIAN REFORMED CHURCH
Minister
Rev. P. Kranenburg, B.A., B.D.
Sunday, September 26th
Services: 10.00 A.M.—English
7.30 P.M.—Dutch
Radio - Back To God Hour, Hamilton, CHIQ at 10.00 A.M. Brantford - CKPC 10.15 P.M.

COMMUNITY BAPTIST CHURCH
BALMORAL, Ontario
Phone Fisherville 779-3323
Pastor Vincent Clark
Sunday, September 26th
10.00 A.M.—Bible School
The time to study God's Word is NOW.
11.00 A.M.—Morning Service
7.30 P.M.—Evening Service
The Evison Trio of London, Ontario will be supplying the Special Music.
8.00 P.M.—Wednesday
Prayer and Bible Study
7.30 P.M.—Friday
Crusaders and Young People
THOUGHT: "Keep your words soft and sweet - You never know when you may have to eat them".

ADULT NIGHT SCHOOL

(continued from page one)

room. Does not have to be new as long as it is cleanable.
2. Oven-knee tables for children in cribs.
Five are needed—wooden, painted and decorated with nursery characters; or metal—preferably so that the legs fold away for storage.
4. Slipperettes for adults and children. (Terry cloth and elastic.)
5. Childrens stockings or terry cloth pyjamas with feet in.
6. Two high chairs—do not need to be new.
8. Nursery plaques for children's ward.
9. Ice cube trays—(not plastic)
10. Floor scales.
11. Plastic squeeze bottles for baby lotion.
2. Tray covers—12" X 18"—linen or cotton in pastel shades of yellow, green or blue.

A menu board is to be made and installed in the Coffee Shop, so that all prices will be clear. Several teenagers worked during the summer months and proved to be very satisfactory. It was moved and carried that any Unit wishing to continue using teenage help may do so.

Mrs Hyde, Hagersville Chairman, reported receipts of $53.76 from a Bake Sale, and that volunteer knitters and crocheters have contributed 56 baby sets to date. These people are certainly thanked most heartily.

Mrs. Phillips, Sewing Convener, reported that all Units have been doing much mending and have been working on drapes. The sewing is being done in the storeroom now.

Mrs. Shoup for Springvale Unit, reported $40.00 from a Bake Sale.

Mrs. Schweyer for Cayuga Unit, said that tickets on a painting had been sold over the summer months, netting $25.00. Their Lucky Lunch con was to be held September 9th. Tickets are all reported sold.

Mrs. Howley, Caledonia air Caledonia, said that members made nighties and diapers in the summer months, and also sold 3 big boxes of mending.

Mrs. Nauman, Fisherville Chairman, reported crocheted items made and tray favors done

A motion was made and carried that we purchase approximately $100.00 worth of blankets for Hospital use.

The Auxiliary Ball Chairman Mrs. Van Loon advised that the "Snowball" will be held Friday Decemoer 3rd, in the auditorium of the Cayuga Technical High School. Ron Wisken and his orchestra have been booked for this gala occasion and a bountiful buffet lunch has been planned. The decorating committee have many exciting ideas and it is hoped that this will be a very colorful affair. A motion was made and carried that the different units provide the foods as suggested by the Convenor and that the price of the tickets be set at $6.00 per couple. Meeting was adjourned.

The next meeting will be held at 1.30 P.M. October 6th in the Hospital Board room.

Do You Know Mr. G. B. Pytrom?

There's a good chance that you do. He lives and works right here. He gets around quite a lot and he knows this town very well. That's part of his job.

He's the manager of your local branch of Canadian Imperial Bank of Commerce. And he's a good man to know. For help with financial matters or for sound advice, on anything to do with banking, he's the man to see.

If you haven't already met him, by all means call in soon. He'll be glad to see you.

CANADIAN IMPERIAL BANK OF COMMERCE
Over 1300 branches to serve you

GARNET W.I.

The Garnet Women's Institute held its September meeting in the Sunday School of Garnet United Church.

The president, Mrs J. Beisch lag opened the meeting with the Ode, Collect and the Lord's Prayer.

Mrs. C. Graham, secretary, read the roll call "My Favourite Book or Magazine and Why". This was well respond ed to.

Correspondence was dealt with.

Mrs W. North opened the program with a poem. Mrs. C. Graham gave the topic "Wisdom is made up of two parts knowing and doing."

Everyone then joined in on current events.

Mrs. W. Harrop gave a very interesting talk and showed slides on her trip to England and France this summer. Everyone thoroughly enjoyed this travelogue and had lots of questions to ask later.

The meeting closed with the Institute Grace and the Queen and a nice lunch was served.

The October meeting will be held at the home of Mrs. B. Phibbs.

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PORTAGE MOUNTAIN, B.C. (CP) - A bulldozer operator at work near the site of British Columbia's Portage Mountain Dam found a 30-inch tusk. Scientists said the fossil probably came from a mammoth that roamed the region at least 10,000 years ago.

PROFESSIONAL CARDS

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DR. W.E. AUSTIN
VETERINARIAN
JARVIS, Ont.
PHONE 587-3651

FUNERAL DIRECTORS

WEIDERICH—YEATES FUNERAL HOME
FISHERVILLE, Ontario
Phone 779-3423
— AMBULANCE SERVICE —

DIAMOND LAMPS have been manufactured in Canada since 1921 and in the picture above Mr. Joseph Bell, our President, holds a Diamond lamp of 1921 vintage (which still burns) while Mr. Charles D. Clarke, Sales Manager, holds samples of the firm's newest products and in the stand are examples of newer lamps still undergoing testing.

Recently in a Hotel in Dunnville, Ontario, one of our stall was surprised to observe a lamp of 1921 vintage burning as a night light. Closer observation disclosed the Diamond etch and markings that proved it to be one of our Carbon lamps manufactured by the Diamond Lamp Company in 1921.This lamp was secured by trading it for one of our new Shock-proof lamps and it now reposes in a room that we have set aside for old lamps and fixtures to be displayed in.