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Your time has a Money Value—Every day you are away from your work or business by reason of sickness or accident you suffer a money loss.

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General Agent Continental Casualty Company
Georgetown, Ontario Phone 207

New Chevrolet Prices In 490 Coupe & Sedan

Effective January 1st, 1922

Coupe \$1145
Sedan 1195

The Finish and Trim will be same as in most expensive Cars.

SEE US FOR TIME SALES PLAN.

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Just Received a Fresh Shipment of

Willard's Hand-Dipped Chocolates
Vanilla Creams, Fruit Creams, Carmels
Chips and Peanut Clusters Dipped in
Delicious Vanilla Chocolate
Special 29c Per Pound

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The Willoughby Farm Agency, Georgetown

Price, \$5,000. 100 acres. 50 acres workable. Balance bush and pasture. The buildings are splendid. Good frame house of 8 rooms. Water inside and bath. Bank barn in good condition also pig pen and hen houses. This farm is situated about 2 miles from Acton on the radial. Only \$1000 cash.

Willoughby Farm Agency

Head Office: 43 Victoria St., Toronto. Phone Main 4573
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Wm. Evans :: Butcher

Choice, Fresh and Cured Meats
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Good Supply of Fish always on hand
Parties wishing to get Quarter of Beef call and get Prices.

W. EVANS

Phone 208
MILL STREET/GEORGETOWN
Stores at Acton and Georgetown

LOVELY LAKE WINDERMERE



Lake Windermere, B.C. Windermere Camp.

Lake Windermere district, just west of the Columbia Rockies, seems well on the way to become one of the most popular summer resorts in British Columbia. It lies in a Valley, the stillness of which had not been broken for a long time by the coming of the five years ago, like some beautiful thing, slumbering and knowing nothing of the world outside its sheltered Port Kootenay. It is true, was constructed as far back as 1867, but David Thompson, the explorer, who built that first road, foresaw no more than the Indians with whom he traded what the Valley could give to mankind. The Kootenay Trail, commonly known as the Old Waikey Trail ran from Fort Steele to Windermere, then across the Rockies by way of the Sinclair Canyon and the Kootenay River to the construction gangs of the Canadian Pacific Railway. In those days, and the trail resulted in much profit to the bootlegger.

R. Randolph Bruce, C.E., F.R.G.S., of Invermere, saw the possibilities of this highway, he knew it was time the old pony trail should be replaced by a good motor road, and through his efforts in 1909 the Canadian Pacific Railway, and the Government of British Columbia ultimately took the matter up. Work was commenced on the British Columbia end of the motor road in 1911, but the work was done very intelligently owing to lack of funds, and the war. The district is opened sufficiently now to reveal in good roads, and the scenic points of interest can be reached comfortably.

Feeding the completion of the Banff-Windermere Road, autos can be shipped by rail between Banff or Lake Louise to Golden on the Canadian Pacific Railway. From Golden the "highway" commences with the Columbia Valley Road, via Windermere road. Lake Windermere has much to offer the tourist, and lover of nature, for the country is varied for sports and amusements, and accommodation can be had to suit all tastes, hotel, or camp life if preferred.

Invermere is the station which is the key to this Utopia of the Columbia Valley, a tiny structure which looks like a town, and is rather a relief after the noise and bustle of larger ones, and savors of the country. As soon as one alights from the train, and begins to wonder where the town, hotel, or any semblance of civilization is, you are approached by a man who asks if you wish accommodation at the hotel or Lake Windermere Camp, and at the same time he satisfies your curiosity by adding "A drive of a mile must take you."

Lake Windermere Camp consists of twenty-five bungalow cabins for living purposes, with a central club house for dining, dancing and social recreation. The site of the camp lies on a natural terrace overlooking the lake. The cabins are below the level of the lake, and it is a pleasant change to have your own little cabin, an artistic affair, made of logs and stained wood, instead of the ordinary hotel room.

Looking at Lake Windermere gives one a sense of peace and calm. The valley is miles in length and pastoral in its beauty. The lake stretches out a scintillating sheet of water, situated as it is among the pines. The site is ideal, and it is a pleasant change to have your own little cabin, an artistic affair, made of logs and stained wood, instead of the ordinary hotel room.

The links are on the promontory where the camp is located. The point was called Kalk-tee-hal-lait, and by the way it is on the district site of Fort Kootenay, which was commenced in 1857 by David Thompson, astronomer, and surveyor, of the North West Trading Company. After eight years of long and arduous labor, the project was abandoned on that site and Fort Kootenay was built two miles north in the same year. David Thompson was the first white man in the country, and it was he who discovered the Columbia river. The golf course is nine holes, and surely no course has a more beautiful situation. The fishing is good in many of the lakes in this district, and for big game hunting the adjacent mountains hold out every inducement to those who are keen for this sport.

The fairmont to the south also holds everything from Glacial regions, to hot springs. Sinclair Hot Springs is in the country, and it was he who attracts many on account of the curative properties of the water. Fairmont to the south also holds everything from Glacial regions, to hot springs. Sinclair Hot Springs is in the country, and it was he who attracts many on account of the curative properties of the water.

The water in Lake Windermere averages about sixty-eight degrees, affording good bathing which is unusual in mountainous regions.

Animals That Advertise

Everywhere one goes in the country signs may be seen which indicate that creatures of the wild know the value of advertising just as much as do human beings.

Often this advertising may be just a dash of the wild creature's publicity or animal to attract the attention of another creature and has designs upon him as a desirable dinner morsel.

This publicity of nature is noticeable in regard to the butterfly, which is an excellent public relations agent. Certain kinds of butterflies have a quality which is not to the liking of birds, but there are other species which are just the reverse. The latter consequently assume the appearance of the former, and so by advertising their inedibility to birds, manage to preserve their lives.

The same tactics are adopted by beetles, but it is from wild and animal life that we get the best examples. Certain kinds of snakes, for instance, use a peculiarly shrill sound as they catch sight of a sheep, and this is kept up until they have advanced to the side of the sheep and are on the lookout. Wild sheep, also, are clever in this respect. They usually use one of their number at attention with head up and ears pricked forward. It becomes suspicious and ready for flight. Again, when deer register the presence of a foe, they send a signal to every member of the band by proclaiming his strength far and wide.

With just the same object does the rattlesnake shake his rattles. The sound of them reaches the ears of his foe and, awed with the dreadful warning of the snake's latest power, they rapidly disappear.

But it is at the mating season in the wild that the full power of publicity is brought to bear. There is a general flaunting of color and parade of strength, with the object of proving to a possible mate how much more desirable than his rival each one is.

This competition for favor is particularly outstanding in bird life, and the display of colors and ornaments to catch the female's attention to perfection. The great peacock, while conscious of his beauty, is not so vain as he is made out to be. He is just as beautiful, and to stand him from favor he hides himself up and, as it were, puts on his Sunday best.

Birds of Paradise wave their wonderful silky plumes, and the humming-bird with great skill flashes his gems among the flowers, making a perfect, colorful scheme.

Other birds, less fortunate in the matter of color, find the power of song a great factor in gaining favor; so these songsters chant their sweetest melodies or chirrup and whistle as best they can.

Even the lumbering alligator knows how to advertise, and, in searching for a bride, does his best to stage a fight so that the victor's choice may see him come forth the victor.

The same applies, writes Mr. Ernest Ingersoll, in "The Wit of the Wild," to lions and tigers, and even the monkey, so if you see any of those fellows vainly strutting about at the Zoo, don't laugh. They know what they are doing!

Danes Want Tobacco. All the tobacco in Ontario, which at the present time consists of some three million and a half pounds, may be placed on foreign markets in the near future. Christian Hansen, of Copenhagen, Denmark, who represents the tobacco import agencies of Denmark, which are backed by unlimited capital, visited Ontario for the purpose of purchasing all of the 1921 crop of tobacco that has been grown in the tobacco belts of Kent and surrounding counties.

Mr. Hansen has completed arrangements with the Canadian Tobacco Co-operative Company, of Kingston to process all of the tobacco which will be purchased as a representative for his concern, which will consist of approximately three million and a half pounds of burley tobacco.

Mr. Hansen states that his concern is in the market for 10,000,000 pounds of tobacco, and he will buy up to Quebec to purchase enough tobacco to make up the quantity desired by the foreign market.

A Wonderful Bird. Mrs. Casey—"Birds are intelligent; you can teach 'em anything. My sister has one as lives in a clock, and when it's time to tell the time it comes out and says 'Cuckoo' as many times as the time is."

Mrs. Casey—"It is, indeed. And the most wonderful part of it all is, it's only a wooden bird."

Nice Distinction. "All men are liars," said the prettiest girl, and burst into tears. "But my dear, said her friend, 'you mustn't be such a cynic. There are exceptions.'" "Oh, very likely," said the prettiest girl, "but all the really nice men are liars."

A Battle Plane. The latest type of battle plane to be used by Great Britain, weighing nine and one-half tons, will carry machine guns mounted in a kind of gallery.

Herald Advertising Pays

ENCOURAGING CANADIAN FORESTRY



Scene of a Forest Fire.

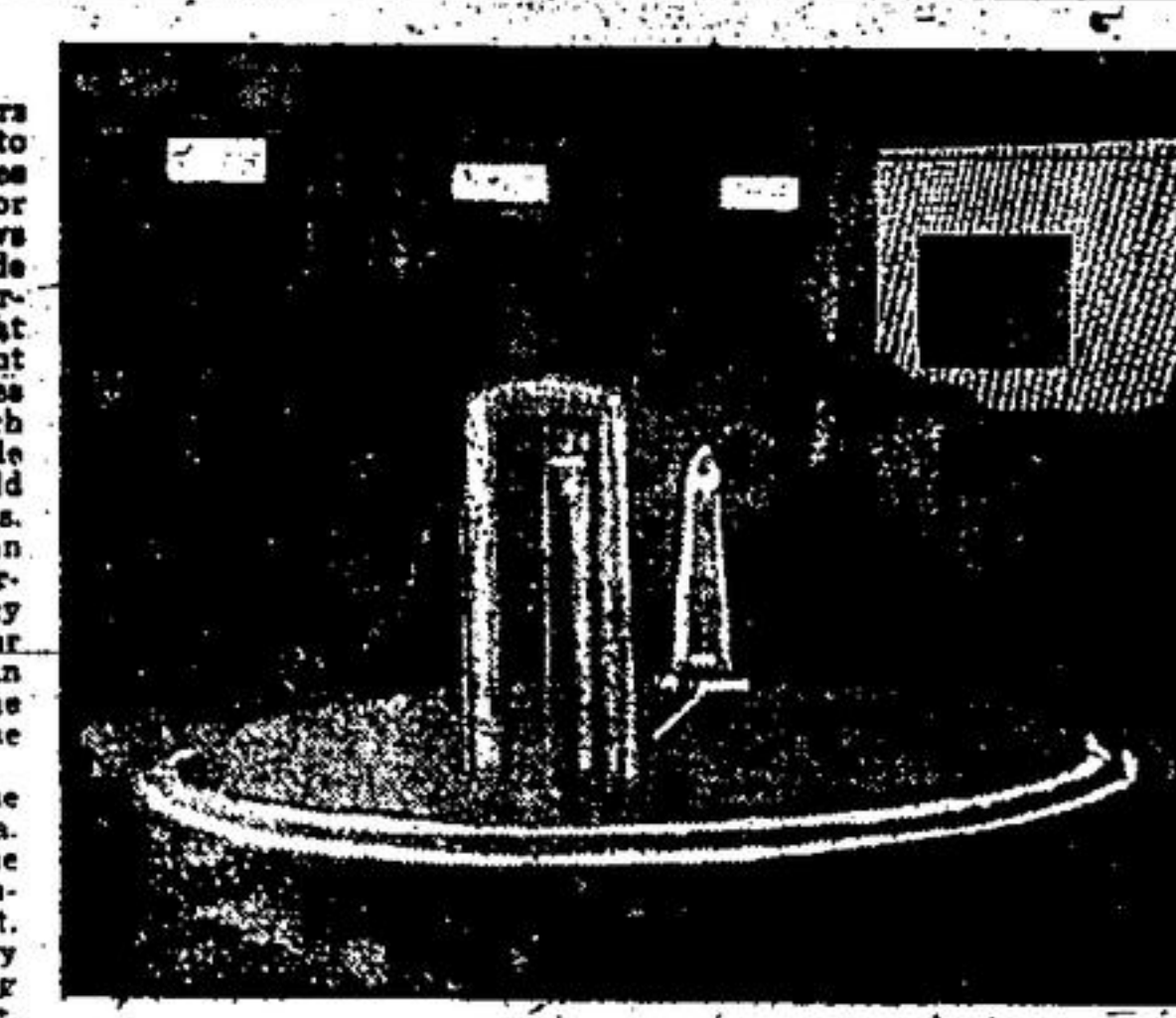
It was only during recent years that the public of Canada began to realize the value of the trees of the country, and the necessity for protecting them. One man who has the world of a tree until its shade is gone. Canada was so rich in forests that the people thought their forests were inexhaustible. But years after year devastating fires swept over the wooded areas to an alarming extent that the people at last realized that steps were to be taken to save the trees.

Twenty years ago the Canadian Forestry Association was inaugurated. To-day under the presidency of Mr. C. E. Usher, passenger traffic manager of the Canadian Pacific Railway, it is one of the most flourishing organizations in the Dominion.

The produce of the forests is one of the greatest assets of Canada. The pulp and paper business and the lumber business supply tens of thousands with profitable employment. The object of the Canadian Forestry Association is to preserve existing forests, to encourage tree planting, and provide the most up-to-date forestry administration.

The Association has now 12,000 members, the majority of whom are not financially interested in timber limits, saw mills or paper mills. It is completely independent of government departments and commercial bodies and has the moral support of the nation. It has established an aggressive educational campaign. From the beginning the association has aimed to encourage a spirit of intelligent partnership between the Federal and provincial governments and the wood-using industries in connection with the protection and management of the forests.

To establish more than that to the destruction of the forests by fire is considered by the association to be by far the most important problem. After that it gives consideration to replanting and general forest management. The very effective results of its educational campaign are due to the variety of practical methods that are followed. These include public lectures through the newspapers, a speakers' bureau of three hundred voluntary workers traveling lecture cars in the East and West, the preparation of crystallizing



The new Forest Fire Finder, an instrument recently invented to locate a fire quickly. It is expected to reduce the danger and loss from fires to a minimum. The instrument has been installed in the look-out towers in California forests and a fire can be detected 60 miles away.

strutting a shelter built of trees by showing them exactly how to proceed and supplying complete data to assure success.

The economic importance of constructing windbreaks of trees," said Mr. Robson Black, executive secretary of the Canadian Forestry Association, "cannot be overestimated. Thick shelter belts are a powerful preventive of soil drift, and of wind damage to crops. A thick growth of trees protects the land to a distance equal to ten times the height of the trees. There is also to be considered the need of every farmer for fence posts and fuel and small construction timber. It is very easily and cheaply produced such necessities on his own property.

"Our tree planting campaigns are heartily endorsed by agriculturists and foresters for they are thoroughly practical. They have the financial backing of one of the prairie provinces, Saskatchewan, and of the railways, land companies, and retail wholesale houses in Winnipeg."

"Saturday Treat"



Some say business is poor, some say it is fast, we say business is what you make it. We are making business good by giving the public good service and high quality. Goods at reasonable prices.

Apple Blossoms 29c

This line is such a favorite that we have been requested to offer them as our treat. A rich cream centre dipped in fondant and rolled in coconut. Reg. 10c.

Saturday Treat Price 29c

Week-End Chocolates 32c

We sell a lot of chocolates every day and on Saturday it keeps us stepping to supply the demand for our Week-End Chocolates. Assorted flavors.

Saturday Special 32c a lb.

Saturday-Sunday Chocolates 49c box

When you want a box containing a pound of high class chocolates at a reasonable price try our special Saturday-Sunday Box for 49c a box.

Neilson's Cream Cakes 8 for 25c

Sounds unreasonable because this is less than the wholesale price, nevertheless it is true. Neilson's assorted Cream Cakes. Reg. 5c. Saturday 8 for 25c.

Hot Drinks

A drink of Hot Bovril or a Hot Chocolate touches the spot. Visit our Parlors.

Eskimo Pies

We are certainly selling a lot of pies. We sell Neilson's. Try one, 10c.

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The Canadian Pacific Railway And Its Young President

A noteworthy tribute to the Canadian Pacific Railway and its president is paid in an article which appears recently in the London Times. A review of the Canadian Railway situation leads to the conclusion that at least the figures phase the position of the C.P.R. among American railways and the responsibility of the office for which Mr. Beatty has succeeded. The Times article follows:

"Although a railway is apt to be considered as typical of a soulless corporation, most people in Canada are secretly of the opinion that the steady solidity and efficiency of the Canadian Pacific."

"This pride has not been diminished since the appointment as president some three years ago of Mr. Edward Westwood Beatty, the previously vice-president and general counsel of the company."

"It is in the line which includes the names of Lord Mount-Stephen and Strachan, Sir William Van Horne and Louis St. Laurent, that Beatty is the first native Canadian to be president of the Canadian Pacific. He was born in 1877 in Ontario and educated at Upper Canada College; and the University of Toronto called to the bar in 1902. He is a member of the bar of the Ontario, Quebec, and the Dominion of Wales. He is also a member of the bar of the Dominion of Wales. He is also a member of the bar of the Dominion of Wales."



E. W. Beatty, K.C., President C.P.R.

the Canadian Pacific. The task, therefore, to which Mr. Beatty has set himself is to operate a great private railway system, to deal with the political problems which are inherent in such a situation, to maintain a relation with the national railways which will produce the best results, and to do so in a way which will prevent any ill-considered movement towards nationalization of the great private railway which remains under private control. Then for the will that Mr. Beatty has displayed in his earlier career, he has shown in this situation demands. He enjoys the confidence of the government, and he has the confidence of the public carrier and the shippers and travellers who provide his revenues.

Hadward Beatty's Defeat. In 1919 there was a deficit on the national railways of \$28,000,000 (\$112,000,000 pounds), and for 1920 \$70,000,000 (\$280,000,000 pounds). It is manifest that freight and passenger charges which would give a living revenue to the national railways would greatly increase the surplus of the Canadian Pacific. It is just as clear that proposals to reduce the capitalization of the national railways, which would result in a reduction of the surplus, would be disastrous to the public carrier and the shippers and travellers who provide his revenues.

"No president of the Canadian Pacific has had a more difficult task than that which Mr. Beatty has been required to undertake. Through the rash optimism of governments and people the country has built three trans-continental railways where two would be quite enough.

"Even before construction was completed depression fell upon the country. In the crisis of the depression the war came to aggravate and complicate the situation. Millions were advanced to the companies, but the relief afforded was inadequate, and the country became exasperated over the certain prospect of many more millions to follow. It is believed that if the Canadian Pacific could have been induced to purchase and operate the Canadian Northern system and the Grand Trunk, the provincial guarantees, but the government hesitated to accept a proposal which would so augment the power and prestige of the pioneer trans-continental system, and so challenge the authority of the federal government in the country which became steadily more clamorous for public ownership and operation of the railways. Now the Grand Trunk and the Canadian Northern and Grand Trunk Pacific and nationalization of the Grand Trunk system is the order of the day."

Equal to the Occasion. To this demand the government yielded only on condition that the private railway giving service should be for a general use, but the backbone of Canadian credit and one of the chief sources of Canadian employment and confidence.

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