CORRESPONDENCE

WHAT A CUSTOMER HAS TO SAY ABOUT NEWSPAPER ADVERTISING

Toronto, November 21, 1930.

The Georgetown Herald,
Georgetown, Ontario.
Gentlemen:

We thought you would be interested to know that our sales in Georgetown are showing a very satisfactory increase over last year. In fact, our business there has grown almost constantly from the time when our first pound of tea was sold in Georgetown and we believe that to a considerable extent your publication has been responsible.

From the fact that we have utilized the newspapers for nearly 40 years, it is evident that we appreciate the power of this form of advertising and we wish to thank you for the part your publication has taken.

Yours truly,
Salada Tea Company of Canada, Limited.
Per: Ernest Simpson.

INSTANT VISITING

Two friends were taking an evening walk down-town. Suddenly one of them stopped and exclaimed, "I'm going home!" "Tonight?" asked the other. "Why, it's a long trip!" "Not—by telephone. Look at that sign—'Visit Home Tonight—by Long Distance!' Well, I'm going to—right now, old man!"

Both By-Laws Carried

MAJORITY OF SEVEN FOR DAYLIGHT SAVING AND 151 FOR CEMETERY DEBENTURES

But a small vote was recorded here on Monday, the absence of a fight for positions in the council taking away the usual enthusiasm evident here on election day. Both by-laws passed but daylight saving only passed by a majority of seven. The by-law to authorize the issue of debentures for $10,000 for enlarging and improving the cemetery was given a majority of 151. The vote was as follows:

Debenture By-Law

	For	Against
Ward 1	65	5
Ward 2	48	24
Ward 3	77	10
	190	39

Majority: 151.

Daylight Saving

	For	Against
Ward 1	38	39
Ward 2	34	66
Ward 3	80	40
	152	145

Fine Fruit

American Tourist (picking up a melon)—Is this the largest apple you can grow in England?

Coster—Stop fingering that grapes.

FOR RENT

House on George Street, six rooms and sun-room, bathroom and furnace, newly decorated inside and out. Built-in cupboards and ironing board and electric wall heater in bathroom. Wired for electric stove and water heater. Rent $25.00 per month.

Apply to office of

J. B. Mackenzie & Son
GEORGETOWN ONTARIO

PURE FOOD STORE

2 lbs. Guelph Creamery Butter 67c

CORRECTED PRICES

5 lb. Hand picked White Beans	25c
5 pkgs. DeLuxe Jelly Powders	25c
3 Tins Pride of the Valley Peas	25c
Large Tin Banner Tomatoes	11c
Full 15 lb. pk. Potatoes	19c
Roman Meal, per pkg.	31c
Pure Lard, per lb.	16c
7 lb. Bag National Pastry Flour	21c
Choice Breakfast Bacon, sliced, per lb.	31c
Choice Peamealed Back Bacon, sliced per lb.	37c
3 Tins Heinz Cream of Tomato Soup	29c

Choice quality Oranges, Candies and Mixed Nuts; also Raisins, Currants, Peel, Dates, Figs, Shelled Almonds, Walnuts, Candied Cherries and Pineapple for your Xmas baking.

SEE OUR NICE ASSORTMENT OF FANCY CHINA

A. E. FARNELL
Prompt Delivery Phone 75

TOWN COUNCIL

Council met at 8 p.m. on Tuesday evening, Dec. 2nd with Mayor Mackenzie in the chair. Reeve McIntyre and Councillors Bessey, Cummings, Cleave, Davis and Parr present.

Minutes of previous meetings were read and approved.

Communications were read from Department of Unemployment Relief, Toronto and Guelph General Hospital.

The following accounts were passed:

H. Marchment, sts., good roads	$ 18.00
Wm Armstrong, w.w., sts.	9.90
Chas. Garner, w.w., sts.	8.10
Wm. Huggins, sts.	3.30
Chris. Sargent, sts.	3.25
George Ferry, w.w., sts.	5.40
H Marchment, w.w., sts	18.00
T. Haines, good roads	212.95
W. C. Cunningham, sts.	3.90
H. Marchment, w.w., sts.	18.00
H. Marchment, w.w., sts.	18.00
John McDonald, charity	5.75
W. R. Watson, Bd. of Health	1.20
Bell Telephone Co., chief's res.	2.05
Municipal World, supplies	2.94
Chas. H. King, tile streets	16.25
R. H. Thompson & Co., w.w.	9.54
Bailey Bros., garage, town truck	1.50
College View Garage, town trucks	25.14
Wm. Coleman, Guelph St. house	23.00
E. C. Thompson, court costs	12.64
Wm. Ward, court services	4.00
Elmer Thompson, court costs	4.00
Wm. Ward, court costs	4.00
Elmer Thompson, court costs	4.00
Mun. of Esquesing, taxes	*23.66
Registry office Milton, H. C.	18.75
A. E. Farnell, charity	24.47
Mountain San., charity	46.50
Hydro Electric, town hall	4.32
Hydro Electric, waterworks	1.65
Hydro Electric, fire alarm	1.25
Hydro Electric, fire hall	75
Hydro Electric, power	91.44
Bell Telephone Co., mun. office	5.75
Bell Telephone Co., town hall	2.75
Election expenses, returning officers poll clerks	24.00
Election expenses, polling booth	8.00
Georgetown Herald, printing	124.61
W. G. Marshall, stamps, excise	2.35
J. Sanford, Bd. of Health	13.75
C. J. Cummings, expenses re-unemployment relief	5.00
Canadian Legion, wreath	3.75
Stenographer's fees	20.00

Moved by McIntyre, seconded by Cleave that we do now adjourn to meet at the next regular meeting or at the call of the Mayor.

GLENWILLIAMS

Election and installation of officers of Victory Lodge, No. 399, Glenwilliams took place on Monday evening last in the town hall. D.D.G.M., Mrs. R. McCartney, assisted by past D.D.G.M. Miss N. Long. Sister Mrs. Simson, presided.

The following officers were elected:
W.M.—Sister H. Preston.
D.M.—Sister O. Cain.
Rec.-Sec.—Sister A. Collins.
Fin.-Sec.—Sister M. Ballingall.
Treasurer—Sister E. Mudie.
Chaplain—Sister L. Russell.
D. of C.—Sister D. Bouskill.
C. of C.—Sister J. McDonald.
Inside Tyler—Sister D. Swan.
Outside Tyler—Sister N. Noble.
Committee—Sisters K. Preston, D. Norton, L. Russell, D. Bouskill, J. McDonald.
Auditors—Sisters K. Preston and O. Cain.

Skating is the children's weakness now.

The dance held last Friday evening was a great success. There was a large attendance and the music supplied by the Cherrio Orchestra of Brampton was excellent. Mr. J. Cain ably filled the position as floor manager. Refreshments were served by the members of the L.T.B. Lodge.

Miss Dorothy Wagstaffe had the misfortune to fall and hurt her knee while skating last evening.

A large number attended the Young People's meeting in the United church on Thursday evening last. There were about 60 present and refreshments were served to the large gathering. Meetings are held every Thursday evening and everyone is invited. When these meetings were first started there were about 12 members, now they number 60 and 70.

Our Sunday School children are busy preparing for there Christmas entertainment.

CORRESPONDENCE

THE CREDIT RIVER, HOW IT GOT ITS NAME

Georgetown, Dec. 1st, 1930.

Editor Herald—I have been asked to give the account of this as explained to us while I was attending Grammer School in Streetsville about 75 years ago, and if all goes well I will give you some things that may interest some of your readers as I go from Port Credit to Salmonville (Terra Cotta).

That section of Ontario between Dundas Street and Lake Ontario was called the Indian Plains, and in and around that section was the home of the Indian (or Red Man). Then as now the one had what the other had not and trading was carried on, the white man coming by boat to trading spot (Port Credit). The Indian not having enough furs to pay for all he would like to have, then as now, had to ask credit, which was given on the following conditions: That the Chief go security for his braves and the accounts or books were kept as follows: a flat stick call a talley, stick on which was the Chief's mark. Every notch on the talley stick meant so much in furs, etc. and each one had his talley stick. The place where they met to trade was Port Credit (where they got Credit) and of course the river got the name of River Credit. No use to give you the Indian name as you would be in as bad a fix as an American trying to pronounce the name of a place up in the Highlands of Scotland. He finally gave up and says call it Stonehooker. The name it got was Port Credit and most of us know what it means, and now as this is a fine thing to test a persons worthiness and be able to say as it is said of a trademan, he wanted bankers as pallbearers, they had carried him all his life and they should finish the job.

Streetsville next.

Yours truly,
Major Grant.

NORVAL

The last two meetings of the Norval United church Young People's Society have been very successful. That of two weeks ago under the direction of Miss D. Watson featured a most valuable and interesting talk on the subject, of devotion by Dr. Watson of Georgetown. A very instructive and interesting talk on Japan by Miss L. MacDougall featured the meeting of Monday, Dec. 1st. Next week on Tuesday, Dec. 9th the society expects to debate against Home Church at Norval on the subject, "Resolved that church rather than the state is responsible for the moral and spiritual welfare of the immigrant."

Norval Young People's Society enjoyed a very pleasant visit from the Knox Church Guild of Georgetown on Monday, Dec. 1st. The meeting was held in the basement of the Presbyterian church. After the opening exercises the president welcomed the guests and turned the meeting over to them. In the absence of their president, Mr. Alex Fraser very ably filled the chair. A very fine program was put on as follows: piano solos, Misses Helen McDonald and June Franks; vocal solos, Miss Ruth Anderson and Mr. Jack Harrison; a mixed chorus and a stunt by several young people. The young men put on a mock trial, which caused a great deal of fun. This brought to a close the splendid program and the social committee served refreshments.

BALLINAFAD

The Young People's Society of the United church was at home to the young people of the Ashgrove United church on Friday evening. Mrs. Blake Vannatter presided during the devotional exercises, after which Mrs. M. Bird, president of the Ashgrove society took charge of the program which was contributed by the young people of Ashgrove, and which consisted of solos, quartettes, readings and an excellent paper on "Christian Stewardship." Following this programme a social hour was spent in games and contests. Lunch was served and the singing of God Save the King brought a very happy evening to a close.

The rain on Saturday evening was a welcome visitor. We are thankful for small favours.

The children are busy preparing for their annual tree and entertainment, which takes places Tuesday evening before Christmas in the former Methodist church.

Rev. George Aitken attended the meeting of the Halton Presbytery, which was held in Munn's church, Dundas highway on Tuesday. An outstanding feature of the program was an address on "Prayer" by Rev. S. M. Roadhouse, President of the Hamilton Conference of the United church.

LIMEHOUSE

Miss Elsie Davies of Islington spent the week end with her parents.

Dr. Agnew of Toronto gave a splendid lecture on China in the United church, Monday evening. Mr. and Mrs. Walker and friends of Toronto, assisted in the musical part of the program.

Mr. Richard Marshall, who has been visiting in Toronto the past week, returned home Sunday.

We are glad to have Dennis Hill back among us. Although still confined to bed, Dennis is progressing very favorably and should soon be able to be about the house at least.

Messrs. Wm. Lane, R. Marshall and J. Meredith, enjoyed a motor trip to Collingwood and Toronto last week to view the large storage elevators of the Canada Terminal systems. They were greatly enthused with the method of storage, not only of grain, but all kinds of vegetables, flowers, etc., and state it is a real education to go through one of these elevators.

Mrs. A. Noston and Mrs. Wm. Mitchell attended the banquet of the Women's Institute held at the Royal York in Toronto last Wednesday.

Sabbath school and public school children are busy preparing for Christmas entertainments.

Mrs. Fred Cole of Acton visited Mrs. A. Hill last week.

Mrs. J. Noble and Jackie spent the week end with Mrs. C. Meredith.

Mr. P. McDowell of Acton, narrowly escaped serious injury, when the truck he was driving was struck by a westbound radial car at the Third Line crossing, last Saturday. The truck was smashed to kindling wood but fortunately Mr. McDowell escaped with only slight injuries.

The home of Mr. and Mrs. Milliere, Sr. was the scene of a pleasant gathering on Friday evening last, when a birthday party in honor of their daughter Gladys was held. Miss Milliere was the recipient of many gifts consisting of a clock presented by Messrs. A. Hadley, A. Benton, H. Knight and H. Norton. Games were participated in and about 12 o'clock the happy gathering sat down to a sumptous supper. The prize winners of the evening were: ladies' prize, Mrs. Osbourne; gents prize, Mr. P. Hurst; booby prizes were won by Miss Lorraine Mitchell and Mr. Hadley. The remainder of the evening was spent in dancing.

Humane Society Annual Report

The fifth annual meeting of the Georgetown and Esquesing Humane Society which was held in the Council Chamber, Friday evening Nov. 28th, showed a slight increase in the number of cases investigated. This does not mean that cruelty and neglect is more prevalent, but rather an awakening interest in animal welfare.

The society takes this opportunity to thank the many kind people who have assisted in the work by sending in complaints and by giving shelter to stray animals until they could be provided for. The society expresses the thanks also to the Mayor, Town Council and Chief Marshall for encouraging and assisting in carrying on.

The report for the year reads as follows:

Cases investigated regarding starved abused, neglected and abandoned animals—Complaints	104
Warnings	26
Number of horses in cases investigated	60
Humanely destroyed	5
Died of neglect and starvation	1
Number of cows in cases investigated	34
Humanely destroyed	1
Died of neglect and starvation	3
Number of pigs in cases investigated	25
Dog cases investigated	29
Placed in homes	11
Restored to owners	5
Humanely destroyed	3
Cases of Cats investigated	31
Placed in homes	28
Humanely destroyed	67

Practically all of these cases were individual cases. The society felt compelled to prosecute in one extremely bad case of neglect of stock. Magistrate Moore registered a conviction with fine.

During the past year the Criminal Code dealing with the case of animals has been amended along lines suggested by the S.P.C.A.

The officers for the ensuing year were elected as follows:

President—H. G. Reid, V.S.
1st Vice-president—Mr. Wm. Ashenhurst.
2nd Vice-president—Rev. F. H. Wade.
Sec.-Treas.—Mrs. G. O. Brown.
Assistant Sec.—Mrs. LeRoy Dale.
Executive—Mrs. (Rev.) Ewen McDonald, (L. M. Montgomery), Mrs. Herbert, Mrs. Nelson Cook, Miss L. Reid, Rev. H. Caldwell, Mr. Arthur Beaumont, Mr. E. Townsend.

The Junior Humane Societies are growing in number in the Public Schools in Halton. The children, under the careful guidance of their teachers are more and more realising the meaning of kindness to animals. This is a very important part of humane work and much credit is due the teachers for finding time in their already crowded hours for teaching kindness and mercy toward helpless dumb creatures.

ACTON

Mr. R. J. Kerr, district Superintendent of Fairs, attended a meeting of the Fairs' Association at Toronto on Tuesday.

Mr. and Mrs. McDonald and family of Creemore and Mr. Will Watson and Pauline of Grand Valley, spent Sunday at the home of Mr. and Mrs. Thomas Watson.

Mrs. N. F. Moore, who recently underwent an operation for goitre at Sault Ste. Marie, is improving steadily and expects to be able to return home in a week or so.

Mr. H. P. Moore attended the dinner at the Prince George Hotel, Toronto on Friday, under the auspices of the Community Welfare Council of Juvenile Court Judges, at which Col. W. H. Price, Attorney-General, was the principal speaker.

An enjoyable time was spent on Monday evening at Knox church when their Guild was visited by the Young People's Society of Georgetown Presbyterian church. A large number accepted the invitation, and their programme, consisting of vocal and piano solos, choruses, an interesting stunt, and a mock trial, was of an excellent quality. After the programme, a social time was spent in the basement where all did justice to the refreshments provided by the social committee of the Acton Guild.—Free Press.

STRONG POSITION SHOWN BY BANK OF MONTREAL IN ANNUAL STATEMENT

Striking evidence of the soundness of underlying conditions in Canada is afforded by the strong statement the Bank of Montreal is forwarding to its shareholders for the fiscal year to October 31st. Owing to its importance the statement of the premier bank is always looked for with a great deal of interest. Undoubtedly this will be more particularly the case this year, on account of the complicated economic conditions that have prevailed throughout the world.

On this account there will be special satisfaction that the Bank has been able to maintain its usual strong position. As was to be expected, under the conditions, the total volume of business is down from the previous year. On the other hand, there has been a gain in several of the principal departments during the past six months. This would seem to indicate more favorable conditions and will be regarded as reassuring to the business interests of the country. Of special import to the many shareholders will be a profit and loss statement showing that profits for the year hale been ample not only to provide for the usual dividends and bonus, but also to allow of an appropriation of $300,000 for premises and carrying forward of a comfortable balance to profit and loss account.

Read the statement on page 4 of this issue.

GLAD HIS SON WAS NABBED

Spectators in the police court here on Friday were startled when they heard a father reprimand his son for stealing chickens. Wilson Cunningham, 20 years old, was before Police Magistrate Hugh Falconer, charged with the theft of 15 roosters from Lloyd Mournahan of East Luther township. The accused pleaded guilty but could not explain why he had committed the theft. Two neighbors testified to the good qualities of the youth, when the father, W. O. Cunningham, a former reeve of the township, stepped forward "I am glad the boy was caught, since he was guilty, and hope it will be a lesson to him the longest day he lives," said the elder Cunningham. "The extreme penalty of this court will be only a drop in the bucket compared with that of eternity. I am prepared to pay in full the farmer who lost the chickens. To-day there is altogether too much gadding about the country and too many entertainments. The young fellows must have money, and some are not particular as to how they get it."

The magistrate agreed with the speaker, and imposed the following sentence: Fine of $25, all costs, the price of the roosters, and one month in jail. The father paid $85 to settle the costs and the boy was taken to jail.—Orangeville Sun.

Read the advertisements in this issue.

Seasonable Specials !

Seasonable Specials offered by D. Brill & Co., at prices that will enable you to purchase high quality merchandise at what is usually asked for Inferior Goods

Ladies' Winter Coats, Broadcloth and Ripplesheen fabrics, including flared and belted models, lavishly trimmed with caracul or opposum. **Reduced for quick sale to** **$19.75**

Another group of fur-trimmed Coats in broadcloths and tweeds **Reduced to** **$14.75**

Ladies' and Misses' Dresses, smartly tailored and dressier models. Tweeds, jersey and canton crepe as well as satins, **Specially Priced at** **$4.95**

Silk and Wool Hosiery, just arrived, in the season's newest shades, **will go quickly at** **48c**

Ladies' Millinery, embracing all the new features of crown and brim lines, plain shades and new color combinations, **substantially reduced and variously grouped at $1.50 to $3.50**

Junior and Misses' Hats in good shades and styles of Felts and some Velvets. **Special** **98c**

MEN'S WEAR

Men's Overcoats, chinchillas and tweeds, good $20.00 values for **$14.50**

Men's Overcoats, better quality, including genuine Barrymore's Reg. to $35.00, **at only** **$24.75**

Another group of Men's Overcoats, slip-on and ulster models, good materials and patterns, Reg. $25.00 to $27.00 for **$19.50**

Men's Suits, finest quality serges and worsteds, plain blues, stripes and greys, were priced to sell at $25.00 to $30.00 **Reduced for this sale to** **$19.75**

Men's Oxfords, extra fine quality, No. 1 calf, must be seen to be appreciated. Reg. $7.00 for **$4.95**

Space does not permit us to list in detail, but many lines of Ladies', Men's and Children's Shoes are substantially reduced for quick sale.

D. BRILL & CO.
Corner Mill & Main Sts. Phone 167 Georgetown

The Buying Power of a Dollar To-day

¶ The amount purchasable for a dollar has varied greatly in the past 16 years: In 1914 a dollar was a fair proportion of the cost of a pair of shoes; or a bag of sugar; would buy meat for a few days and was about 75 per cent. of the average man's daily wage. And dollars were scarce in 1914 at that.

¶ During the war-boom years a dollar held the equivalent relative value of a five cent piece in 1914 in the minds of many, although its actual buying power had only decreased about 75 per cent. as wages increased.

¶ With a few fluctuations the dollar has remained fairly stable since 1921. But some class or profession always finds that "their" dollar is not buying as much as other people's dollars do—

¶ There has always been, however, one commodity in the purchase of which your dollar bought just as much—Your local newspaper.

¶ With a subscription price designed to meet ordinary requirements, it did not soar when everything else hit unprecedented price heights—even the paper, ink and workmanship which entered into it—but brought all the extra service and news faithfully. And the price is still the same—$1.50 in advance; $2.00 when not so paid.

¶ Keep your subscription paid in advance by watching the label, which bears the date on which your subscription expires, carefully, every week. By the way, it may be due now. Be sure—

"Look at the Label"

Old-Time Yuletide Glories Return

One hundred years ago the Lord of the old Papineau Seigniory, at Montebello celebrated Christmas in the good old-fashioned way, surrounded by his family and dependents through a series of festivities lasting several days. The Yule-log crackled in the great fireplace; the merry voices of men and maidens rang through the great halls of the manor house; carols, so old that the origin of some of them was even then untraceable, were sung; bright garlands of evergreen decorated the apartments and corridors and -- in a word -- Christmas was King. Then, for a century, the song of the minstrels and the laughter of the guests was hushed and only the falling snow told the historic seat of the Papineaus of the advent of the Christmas season. This year, however, Lucerne-in-Quebec has stretched its magic wand over the historic site and the ancient glories are to be revived, on a scale which will outrival all their predecessors. With the Log Chateau as headquarters, 88,000 acres of beautiful countryside will be thrown open to visitors to the unique hostel. Bob-sleighing on one of the longest runs on the continent; ski-ing; ski-joring; ski-jumping; skating; snowshoeing and dog-sled drives will be offered to the devotees of winter sports, while the most complete comforts and appointments of up-to-date hotel-keeping; good food and bright entertainment will await the guests at close of day. Among the special features arranged for the Christmas festivities are the rendering of carols by The Children of His Majesty's Savoy Chapel Choir (London, Eng.); old-time songs by Charles Goulet's troupe of French-Canadian artists and the interpretation of Tudor dances by experts from the Margaret Eaton School of Dancing. Thus, once again, will the old walls of the historic mansion hear the strains which roused them to Christmas celebration a century ago, and before that. Lucerne-in-Quebec is ideally situated, on the northern bank of the Ottawa River, about half way between the Canadian Capital and Montreal, and only an over night run from the great cities of the Eastern United States.