

BRILL & CO.
JANUARY
Clearing Sale

LADIES AND MENS
WINTER COATS

LADIES FUR TRIMMED COATS

\$35.00 Values for \$18.75
 \$25.00 Values for \$14.75
 \$18.00 Values for \$10.75

MENS COATS

\$29.50 Values for \$18.50
 \$25.00 Values for \$15.00
 \$18.00 Values for \$10.50

A full line of LIFEBOUY and GOODERICH Rubbers and Goloshes at greatly reduced prices.

D. BRILL & CO.
 PHONE 167 GEORGETOWN

...PURE FOOD STORE...

10 BARS COMFORT SOAP FOR 37c

3 Pkgs. Star Ammonia 19c
 16 oz. Tin Our Own Rose Baking Powder 25c
 3 Large tins Tomatoes 25c
 3 Large tins Corn 25c
 3 Large tins Peas 25c
 3 x 1 lb. Prints Pure Lard 29c
 Choice Breakfast Bacon, per lb. sliced 17c
 3 tins Crosse & Blackwell's Tomato Juice 29c
 Clark's Canadian Boiled Dinner, per tin 17c
 Good Morning Marmalade at 25c and 39c
 2 Tins Gem 100% Lye 23c

CHOICE FRESH FRUIT AND VEGETABLES

A. E. FARNELL
 PHONE 75 WE DELIVER

ROUGH, INFLAMED, CHAPPED, SORE OR WINDBURNED SKIN
 is the result of wintry winds and exposure

DANN'S CREAM OF ROSES
 will give soothing relief in the worst cases and a few applications will heal the most tender skin.
 Delightfully fragrant. Not greasy or sticky.
 Keeps the skin soft and velvety.
 25 Cents

Dann's Drug Store
 PHONE 327 GEORGETOWN
 WE SELL McCALL AND BUTTERICK PATTERNS

ESQUEUING AGRICULTURAL SOCIETY

Annual Meeting

The annual meeting of the Esqueuing Agricultural Society will be held in the COUNCIL CHAMBER, Georgetown

SAT. JAN. 16th
 1932 at 2 p.m.

Election of Officers — Receiving Treasurer's Report

General Business

A. S. KIRSTINE
 Agricultural Representative for Halton will address the meeting.

Members and all others interested in the welfare of the Society are requested to be present as matters vital to the life of the organization will be discussed.

W. A. WILSON, Secretary

LOCAL NEWS

—This is our January thaw.
 —January is half over on Saturday.
 —This mild weather is hitting the Arena Co. pretty hard.
 —Division court will be held January 17th at 9:30 a.m. Adjourned from January 15th.
 —Mrs. W. A. Bailey, Charles street, saw a robin near her residence one day last week.
 —The W.C.T.U. will meet on Friday 15th inst. at 3 p.m. at the home of Mrs. C. B. Dayfoot.
 —Nomination for Councilor for Ward one at town hall next Monday at 7:30 p.m.
 —The hockey game to have been played here last night had to be postponed on account of no ice.
 —According to the report of the M.H.O. it looks as if a chlorination plant will have to be added to our waterworks system.
 —Town and Township Councils got down to work on Tuesday. Careful handling of the ratepayers' money during 1932 will be appreciated.
 —With permission of the Officer Commanding the Band of the 10th Rifles (Scottish) will give another concert in the Gregory Theatre, Sunday, Jan. 17th, at 8:30 p.m. Silver collection.
 —The annual meeting of the Local Council of Women will be held in the Rest Room of the Public Library on Thursday, January 14th at 3 p.m. Please note change of date.
 —Remember the Tux Blue such as held in aid of relief fund, in the Arena, Georgetown, Thursday evening, Jan. 14th, at 8:30 p.m. Everybody welcome and bring your friends. Admission 25c.

PERSONALS

Mr. and Mrs. Ross Cameron of Toronto, spent Sunday with friends in town.
 Mr. Henry Ross, of Calgary, Alta. is visiting with friends in town and vicinity.
 Mr. Arthur Denison of Toronto, spent the week end with Mr. Alan Mc Donald.
 Miss Ethel Marshall of the nursing staff of Guelph General Hospital, is visiting at her home here.
 Mrs. Harrison of Toronto and Mr. Ted Finley of Buffalo were visitors at Mrs. Finley's during the week end.
 Mr. and Mrs. Christopher Graham and son Paul of Burlington spent the week end with Georgetown friends.
 Mr. Arthur Tyndall left on Monday to take charge of Jan. E. Marshall's new drug store on Summerhill Ave. Toronto.
 Mr. and Mrs. W. J. Ross are in Kimberley attending the funeral of their brother, the late Mr. Samuel Osborne.
 Mr. Brown, B.S.A., Dominion Experimental Farm, and Mrs. Brown, Brandon, Man., spent the week end with Rev. and Mrs. R. W. Rumley.

WOMEN'S INSTITUTE

The Georgetown Women's Institute held their first meeting in the New Year on Monday, Jan. 11th, at 8 p.m. at the home of Mrs. George Ford, Main St., south, forty-seven members and with a splendid address on "The Responsibility of the Individual." The members of the Institute have learned to look forward to this meeting with interest and eagerness. The program for the evening was most interesting and the message will be clear, earnest and unequivocal. In this New Year's program to a close with the reading of a "Prayer for the New Year." A delectable lunch was served, and after a hearty vote of thanks to Mrs. Ford for her kind hospitality, the meeting adjourned.

CHURCH NEWS

St. Alban's Church, Glenwilliams
 3 p.m. Evensong and sermon by Rev. C. B. Kenrick of Hamilton

Baptist Church
 Public worship on Sunday at 11 a.m. and 7 p.m. in charge of Pastor A. N. Prith. Sunday school at 10 a.m. Young People's meeting, 7 p.m. Evening service. Annual meeting of congregation Jan. 25th at 8 p.m.

United Church
 Rev. R. W. Rumley, Minister; Mr. Norman Laird, choir leader. 10 a.m. Sunday school and Bible classes; 11 a.m. morning service; 7 p.m. Evening service. Annual meeting of congregation Jan. 25th at 8 p.m.

St. George's Church
 2nd Sunday after Epiphany, Jan. 17th: 11 a.m. Choral Communion and sermon; 7 p.m. Evensong and sermon by Rev. C. B. Kenrick. Holy Communion at 7 p.m. on Friday evening, Jan. 15th at 8 o'clock the community meeting will be held at the home of Mr. and Mrs. C. Wilson, at Maple Ave. Everybody welcome to these meetings. The W.M.S. second Wednesday of every month.

Knox Presbyterian Church
 Minister, Rev. J. E. Howard, M.A., Ph.D.—Sunday, Jan. 17th at 10 a.m. Sunday school and Bible classes; 11 a.m. morning service; 7 p.m. Evening service. Discourse in series of "Comparative Religion" relating to Hinduism. At 2:30 p.m. services in Laneshowe church. Evening service at 7 p.m. on Friday evening, Jan. 15th at 8 o'clock the community meeting will be held at the home of Mr. and Mrs. C. Wilson, at Maple Ave. Everybody welcome to these meetings. The W.M.S. second Wednesday of every month.

SCOUT NEWS

The first meeting of the year was held on Friday, January 8th. New officers were elected: Paul and the Beaver Patrol and Leslie Clark was chosen as Patrol Leader. As his second in command he appointed Franklyn Olive.

Patrol competition will be very keen this year, but the Beaver Patrol is prepared to recover the shield which they lost in 1931. During the evening the Scoutmaster outlined a program of outdoor parties which he intends to conduct this winter. The proceeds will be used to buy new tents for the troop. The Scoutmaster offers his congratulations to the Beaver Patrol in having chosen a very competent leader and wishes them good scouting.

Annual Report of Medical Health Officer

RECOMMENDS CHLORINATION OF WATER SUPPLY

Following is the annual report of Dr. C. W. Williams, Medical Health Officer for Georgetown, as presented at the Council meeting last evening:—
 To the Chairman and Members of the Local Board of Health, Georgetown.
 I beg to submit herewith my annual report upon the sanitary condition of the municipality for the year ending December 31st, 1931.
 Our population, as shown by the Assessor's report (1931) is 2197.
VITAL STATISTICS
 According to the records of the Division Registrar, there were during the year—
 27 Births and 14 deaths.
COMMUNICABLE DISEASES
 Cerebro-spinal Meningitis 1
 Chicken-pox 49
 Scarlet Fever 15
 Whooping Cough 9
 Number of deaths from Cerebro-spinal Meningitis 1.
 The absence of any cases of diptheria is to be noted. It is felt that the Thuroid treatments being given the children are of great benefit. The majority of physicians are showing very striking results.
 There was a sporadic outbreak of scarlet fever in May and June. In spite of strict quarantine and isolation of cases, difficulty was experienced in controlling the disease. It was due entirely to the presence of unreported mild cases, who were allowed freedom before the disease had been completely passed. For the protection of the public, such cases when found will be dealt with very severely in accordance with the Public Health Act.
 Although chicken-pox, German measles and mumps are no longer placarded, notification and isolation and quarantine of such cases is still required.

WATER

Samples are sent to the laboratories of the Ontario Department of Health every two weeks. Unfavorable laboratory reports are very seldom received. Samples were sent from each of the seven streams employing in 1931. In all cases two were polluted with animal excreta. The same condition was found in the source of supply. The town supply is not so clean as it should be. After heavy rain falls or thaws has been noted in previous years. The condition however, has been continuously present this year.
 A public health engineer from the Department of Health had been consulted and with your Medical Officer has made a thorough survey of the situation. It seems that the pollution of the stream must be kept to a minimum. A considerable distance above the reservoir.
 Although no sickness in town can definitely be attributed to impure water, the town supply is potentially dangerous and with the warning at some time may cause serious trouble. It is strongly recommended that the water be chlorinated. The apparatus is comparatively inexpensive. The use of chlorine can seldom be detected. By its use the public can at all times be assured of a perfectly safe supply of water.
ICE—A health survey is now in progress.
MILK
 Number of producers—11; number of distributors—8. Total daily consumption of milk in town is 15,000 gallons. 80% of supply pasteurized. Inspection made by local milk inspector (Dr. R. Learmonth). Producer 63; distributor 3.
 Although there is still room for improvement of the milk supply, we are satisfied that the present local supply of towns the size of Georgetown.

INSPECTION OF PUBLIC SCHOOL

Sanitary conveniences—Excellent.
 Heating—Good.
 Lighting conditions—Fair.
 Black Boards—Fair.

NUISANCES

The origin of ninety per cent. of nuisances in the town can be traced to defective elimination of household and factory wastes. The question of what to do about this has been discussed in the press recently and repetition is unnecessary. To sum up: These nuisances are a source of great danger of annoyance and expense can never be covered by any means except a modern sewerage system. Practically all of the houses in town are not equipped with a sewerage system. It is felt that the time is not propitious for such a financial outlay. It is to be hoped that the local improvement of any magnitude will be undertaken before a sewer system.

Regular garbage collection is being taken advantage of by more inhabitants each year and is to be commended.

Heave and Cough Remedy

I will be at the McGibbon Hotel, Georgetown on Friday, January 15th to supply you with Remedies for all Bleemias and Indigestion. Any person wanting any information leave word with Mr. McGibbon.

John H. Maurer
GUELPH ONTARIO

CONSULT P. E. ROBINSON
 OPTOMETRIST and EYESIGHT SPECIALIST at Dann's Drug Store every Wednesday Afternoon from 2 to 6. All repairs will receive prompt attention. Eye Examination—Glasses Fitted. Make your appointment with Mr. Dann.

McBean & Co.
Bigger and Better Bargains

10 lb. Granulated Sugar 55c
 10 lbs. Brown Sugar 25c
 Rolled Oats, 6 lb. for 49c
 Gold Medal Coffee, 1 lb. tin 34c
 Magic Baking Powder, 1lb. tin 12c
 Christie's Sodas 28c
 Christie's Fancy Biscuits, per lb. 9c
 Campbell's Tomato Soup 23c
 Soap Chips, per lb. 9c
 Sheriff's Good Morning Marmalade 23c
 Chocolate Covered Peanuts, per lb. 25c
 10 Bars Pearl White Naptha Soap 35c
 4 Bars Life Buoy Soap for 25c
 Aylmer Tomato Soup 8c
 Simplicity Patterns 15c

McBean & Co.
 GEORGETOWN ONTARIO

N. A. ROBINSON BUTCHER

Prime Ribs of Beef 15c lb.
 Shoulder Roast of Beef 12c - 14c lb.
 Round Steak 15c lb.
 Hambling Steak 1 lb. for 25c
 Pork Chops 15c lb.
 Shoulder Roast of Pork 10c - 13c lb.
 Soap Chips 5 lb. for 40c
 Raisins and Currants 1 lb. 15c
 Currants 2 lb. 35c

CHOICE FRESH EGGS
 PHONK, GEORGETOWN 181 F 13
 N. A. ROBINSON — Butcher — NORVAL, ONT.

Local Retailers
 They owe you sales assistance

Q You know thoroughly well that you have power, in your store, to influence the decision of your customers in regard to what they buy from you. Your customers rely on you to give them products which, in use or consumption, will give them complete satisfaction.

Q You know and your customers know that, in regard to nearly every class of product, there are several brands of equal merit. Thus A's soap is the equal of B's or C's soap; D's shoes are the equal of E's or F's shoes; G's radio sets are equal to H's or I's sets; J's hosiery is the equal of K's or L's hosiery; M's electric washing machine or refrigerator is the equal of N's or O's washing machine or refrigerator; and so on and so on.

Q Makers of advertised products recognize that you have access to the attention and favor of several hundred buyers—your regular and irregular customers, and they want to use your distribution facilities for their advantage. But are they willing, in every instance, to assist you to sell their product if you stock it—assist you with a series of local advertisements, to be published in this newspaper?

Q They say that they will provide you with plenty of window and counter display material, and printed matter. But quite too often they decline to use local advertising, in this newspaper, over your name!

Q They tell you that they are spending a whale of a lot of money in big city dailies and in nationally-circulated magazines; but you know—or you can get to know—that in the territory served by this newspaper, upwards of 90 per cent. of the families living in it do not subscribe to national magazines and big city dailies. This means that the job of promoting local sales is to be put on your shoulders.

Q If it is right to use big city dailies and nationally-circulated magazines, then, by the same token, it is right to use local weekly newspapers! It is no compliment to you as a retailer or to the buyers of this town and territory for a national advertiser to decline to advertise his product in this newspaper.

Q You can get much more advertising for your store and stock than you are now getting, if you insist, as a condition of stocking a particular product, that it be locally advertised in this newspaper.

(N. B.: Show this advertisement to men who urge you to stock and push the sale of their goods, yet who tell you that their firm cannot assist their local sale by advertising.)

"The Herald"
 Covers this entire District and its Advertisers get Results.
 Issued by the Canadian Weekly Newspaper Association