

# 3 BIG VALUES For Housewives Everywhere!

RIGHT "in tune with the times" are these three Coleman necessities... priced so reasonable that they quickly pay for themselves in the time and labor-saving service and satisfaction they give.

**THE INSTANT-GAS IRON** "Smooths the Way on Ironing Day". Saves time, work, and clothes. Lights instantly... no waiting. Has Auto-Type Generator with cleaning needle which can be operated while iron is burning. Double-pointed... same perfect results on forward and backward strokes. Tapered ironing base makes it easy to iron under buttons. Use it anywhere... no cords or wires!

**Coleman INSTANT-GAS APPLIANCES**

**THE SPORT-LITE LANTERN** - It's an instant-lighting... single mantle type. Just the light for any camping trip or outdoor task. Small in size but big in brilliance. Weighs only 3 lbs., yet gives up to 150 candlepower of pure white light. Pyrex glass globe protects mantle. Has built-in pump and many features of larger lanterns. It's a Double-Duty lantern for use indoors or out.

**THE NO. 10 CAMP STOVE** - Just the stove for camp cooking and general utility purposes. It's a miniature gas range... always ready to cook "good eats". Wind baffles protect cooking flame. Windproof, gray cast iron burner caps won't burn out. Hot-blast preheater quickly generates stove to full cooking heat. One quart fuel tank... two hours' supply for both burners... easily removed for filling. Everything packed inside for carrying. Hand-somely finished in maroon-brown, baked-on enamel.

THE COLEMAN LAMP AND STOVE COMPANY, Ltd. TORONTO, ONTARIO. ASK YOUR DEALER

FIREMEN'S CONVENTION AT GEORGETOWN JULY 29th, 30th, 31st and AUGUST 1st

## Special Summer Display

—of—

# Trimmed Hats

and

## Sport Hats

at greatly Reduced Prices.

**MISSES CLARIDGE**

Upstairs Herald Block

## Hydro Electric System

BEST LIGHT BULBS OF ALL SIZES (Guaranteed)

Orders taken for Ranges

—AND—

Appliances of all Kinds

Office - Town Hall

### FORTY-FIVE YEARS OF PROGRESS



A forgotten artist, too modest to sign his name, and a second-hand dealer form the strange combination that brought to light one of the best examples of the growth of Canada's trade with the Orient. Forty-five years ago the first ship ever to fly the house-flag of the Canadian Pacific, a flag that has since found its way into practically every port in the world, set out from Port Moody, B.C. She was the modest artist referred to transferred her graceful shape to canvas with painstaking detail. Another artist, chancing upon the picture, impelled it upon a photograph of the latest Canadian Pacific ship in the Orient trade, the magnificent Empress of Japan. They are shown above in exact proportion as they would have appeared passing each other on the broad waters of the Pacific. Some idea of the development of shipping in the 45 years may be gained by a comparison. The "Abyssinia" was 150 feet long, 25 feet wide, had a tonnage of 3,376 and a speed of 15 knots. The "Empress of Japan" is 570 feet long, 87 1/2 feet wide, has a tonnage of 25,000 and during her record-breaking passage between Vancouver, Victoria, Yokohama, Shanghai, Hong Kong and Manila has developed an average speed of more than half an hour faster.

### LOOSEN UP

The farmer sells a load of wheat. And all the world grows fair and sweet. He hums a couple cheerful tunes. And says the grocer for his praise. The grocer, who has had the blues. Now buys his wife a pair of shoes. This ten the shoeman thinks God-send. And runs and buys it on the rent. Next day the rent man hands the bill. To Dr. Carver for a bill; And Dr. Carver tells his frau That business is improving now. He cheers her up and says "My dear, You've been quite foggy for a year; I think that you should have a rest; You'd better take a trip out West." And in a couple of days his frau is on the farm of Jostat Howe. She pays her board to Farmer Howe; He takes the bill and says, "I vow Here is something that can't be beat; This is the bill I got for the wheat." He hums a couple of cheerful tunes. And goes and buys a lot more prunes.

### PEP COCKTAILS

By Anne Schuyler

A cocktail may be as harmless as a glass of water, yet perfectly delicious on a warm day. Its sugar furnishes quick-energy to a weary body. As a whole it is cool and refreshing—something that touches the spot and pep one up.

**Mintade**  
Chop and crush the leaves of a dozen sprigs of mint. Mix with half-cup sugar, and juice of two lemons. Let stand two hours, stirring occasionally. Add three-quarters cup sugar, one pint water, juice of one orange. Strain over shaved ice. Add two bottles ginger ale. Serve in tall glasses with thin slices of lemon, mint leaves, and cherries.

**German Punch**  
1 cup grape juice  
1 cup sweet cider  
1/2 cup apricot juice  
Juice of 1 lemon  
2 pints mineral water  
1 cup sugar  
Mix the ingredients and stir until sugar is dissolved. Pour into a large pitcher over a cake of ice. A few raisins or prunes may be added if desired.

**DRINKS BEFORE BED**  
Before-bed drinks are very popular among those who do not wish to eat heavy foods at this season, and the need for nourishment. Such drinks should be rich in food value; so cream, eggs and sugar are in order. The latter is a quick-energy food that rapidly announces to the body that nourishment has been obtained.

**Egg Milk Shakes**  
3 cups milk  
3 eggs  
4 tablespoons sugar  
1 teaspoon vanilla  
1/2 teaspoon salt  
Few grains nutmeg  
Few grains cinnamon  
Beat the eggs until very light; add the sugar, salt, vanilla and apricot, then the milk. Stir till the sugar is dissolved, then beat well. Serve cold.

**Egg Nog**  
1-3 cup sugar  
1 cup cream  
3 tablespoons sherry flavoring  
Beat yolks of eggs until light and lemon colored. Add sugar gradually, beating constantly. Chill well. Gradually beat in flavoring and cream. Last stir in stiffly beaten egg whites. Serve once in small glasses.

### Here and There

The Nova Scotia Dairyman's Association will hold their 23rd annual convention, in 1933, at the Cornwallis Inn, Kentville, N.S.

Shipments of celery to Canada this year from Bermuda totaled 1,000 cases, the largest in the year when the shipments were virtually negligible.

Eastern Steamship Lines, Inc., had heavy traffic on an excursion from New York to Nova Scotia on the occasion of the first trip in June of the B.S. Acadia from New York to Yarmouth, N.S.

Railroad transportation is an essential economic function in this country and given an economical free rate should speedily show good recovery using it to increase buying materials and employments of labor, says the Greenville (R.G.) News editorially.

Total production of honey in Canada in 1931 amounted to 27,427,000 lbs. valued at \$2,688,000. Ontario led the Dominion with a production of 12,500,000 lbs., with Michigan second with 7,000,000 lbs., and Quebec third with 5,633,400 lbs.

Ten thousand rainbow trout fingerlings have been deposited in the French River in June, following the usual fingerling deposit last year. The previous experiment was so satisfactory that the present has been enlarged and if success still attends these efforts, the French River Bungalow Camp will have added rainbow trout to its already well diversified angling attractions.

Bob Davis, globe-trotting New York Sun columnist, is back in his Columbia, having recently arrived from Honolulu aboard the Empress of Canada, of the Canadian Pacific fleet. He is the only newspaper man in the province and also in the Rockies where he met Irvie S. Cobb and Courtney Riley Cooper, also famous American publicists.

Tourists spent almost one million dollars for every working day in Canada last year, a sum virtually equal to \$284,000,000, the Commission, Ontario, Gleason, points out and claims that this puts it into the class of big business which should be carefully fostered. Commenting on the same subject, the Nelson, B.C. News states that there are numbers of small towns throughout Canada which have not yet realized what the tourist business could do for them.

Evidence of the growing popularity of the Canadian Pacific Railway low rate bargain return trips, inaugurated this year, was again furnished by the success of the Quebec Province and Montreal excursion to Toronto and Niagara Falls, June 17, when no fewer than 2,500 passengers took the trip in four special cars on the Friday, returning the following Sunday night. In honor the Mayor of Toronto issued a hearty welcome to those making the trip.

The thirty-two business and professional men and women from the British Isles now touring British Columbia under provincial government auspices found Victoria much to their liking and quite up to advance notices of being the most "English" city on the west coast. They were particularly impressed by the beauty of the formal gardens at some of the homes they inspected and specially with the famous Butchart Gardens. They are traveling by Canadian Pacific Railway. (853)

### FARMS RETAIN BUYING POWER

The long drought is broken on the prairies, the mixed crops of Ontario are universally excellent and the approach of harvest finds the farming community of Canada with heads up and confidence in the future. The farmer's buying power has not depreciated nearly as much as some people think, in spite of low prices for his produce, and this is especially true in Ontario, according to Hon. T. E. Kennedy, minister of agriculture for that province. Hon. Mr. Kennedy, in a recent public address, cited the prompt payment of farm mortgage money as proof. The Ontario Government, he said, held a million dollars in farm mortgages, principal and interest, that was about due. Before the due date, \$500,000 was paid, all cash. As a further indication of the stability of farmers' finances, he mentioned the large holdings of Victory bonds and the increasing total of bank deposits.

### THE TRUTH

The landlady approached the complaining boarder:  
"I think you had better board elsewhere. Mr. Birtwistle," she sniffed scornfully.  
"Yes, I often hear," he returned coldly.  
"Where's that?" she snapped. "Or ten have what?"  
"Better board elsewhere. Good-day!" he flashed back.

Inspector—Held on, young lady, what have you to declare?  
Sweetness—Oh, Mr. Inspector, I declare you're handsomer than any man I ever during my two months stay in Europe.  
Inspector (stammering)—Er, ah, hurry up, madam, move along and give some one else a chance.

### Twelfth Reunion held by Arnott Family

The twelfth reunion of the Arnott family was held on Saturday, July 2nd, 1932, at the home of Mr. and Mrs. R. J. Graham, Montrose Farm, Georgetown. It was well attended by members of the family from Mich., Nebraska, New York, Detroit, Toronto, Hamilton, Cobourg, Brampton, Fesherton, Dundalk, Freeman, Milton and surrounding districts.

### CLIPPING AUCTION SALE

VALUABLE HOUSEHOLD EFFETS AND ANTIQUES

The undersigned has received instructions from the Executors of the Estate of the Late Edward McLaughlin to sell by public auction at his late residence, 500 St. George Street, on

SATURDAY, JULY 16th, 1932 at 1 o'clock, D.S.T. the following:

2 high style piano, 16 small chairs, 16 rocking chairs, 4 arm chairs, 4 walnut chairs, 2 walnut rocking chairs, horse-hair parlor suite, 7 small tables, 4 round tables, clothes rack, floor lamp, table, 2 cupboards, 3 couches, walnut sideboard, eight day clock, 2 walnut couches, 3 wall mirrors, new Reliance sewing machine, spinning wheel, 3 bedroom suites, 3 bedroom crockery sets, coal oil heater, wardrobe, bookcase, 3 jardiner stands, automatic cradle, oak screen frame, odd drawers and commodes, rug, carpets, trunk, humorous pictures, horse harness and other articles too numerous to mention.

This sale will start on time as there are a lot of goods to dispose of.

TERMS—Cash.

R. J. KERR, Auctioneer  
Phone 36, Acton

### NOTICE TO CREDITORS

Of the estate of ROBERT SCOTT, late of the Town of Georgetown, in the County of Essex, deceased.

ALL persons having claims against the estate of the late Robert Scott, who died on the 19th day of June, 1932, at the City of Toronto, are required to send to the undersigned solicitor on or before the 30th day of July, 1932, full particulars of their claims.

AND TAKE NOTICE that after the 30th day of July, 1932, the administrator will proceed to distribute the assets of the said estate, having regard only to the claims of which she shall then have had notice, and that she will not be liable to any person of whose claims she shall not then have received notice for the assets so distributed or any part thereof.

DATED at Georgetown this 10th day of June, 1932.

KENNETH M. LANGDON,  
Solicitor for Mrs. Robert Scott, his Administrator.

### NOTICE TO CREDITORS

Of the estate of RICHARD IRVINE CREELMAN, late of the Town of Georgetown, in the County of Halton, Gentleman, deceased.

ALL persons having claims against the estate of the late Richard Irvine Creelman, who died on or about the 28th day of June, 1932, at the Town of Georgetown, are required to send to the undersigned solicitor, on or before the 30th day of July, 1932, full particulars of their claims.

AND TAKE NOTICE that after the 30th day of July, 1932, the executors will proceed to distribute the assets of the said estate, having regard only to the claims of which they shall then have had notice, and that they will not be liable to any person of whose claims they shall not then have received notice for the assets so distributed or any part thereof.

DATED at Georgetown, this 28th day of June, 1932.

KENNETH M. LANGDON,  
Solicitor for Lydia A. R. Creelman and Clifford Creelman, his executors.

### Where Four Centuries Meet

Using the sixteenth and twentieth centuries as typified in the lower left hand and the upper right hand corners of this group, stands the lovely Manoir Richelieu, the fashionable holiday resort at Murray Bay on the north shore of the St. Lawrence and the site of the activities of the "One Hundred Associates" of New France. The house one of the most complete sound and talking picture installations on this continent.

Acoustic engineers of the Northern Electric Company have been working for some time with engineers of the Canada Steamship Lines, to effect the necessary treatment for the perfect reproduction of the best products of the moving picture studios, thus affording visitors to the Manoir Richelieu still another addition to the many attractions of this famous pleasure paradise.

## JOB PRINTING

Promptly and Neatly Executed at Herald Office

Phone No. 8 for Prompt Service

## About Readers and Writers of Advertisements

IT'S A VERY old story—the story of the man who put in a great daily newspaper an inconspicuous 2-line advertisement as follows:

Cash Wanted — \$100 each, before 9 a.m. 16 Major street.

He put in this advertisement to prove to a doubting friend that the public reads advertisements.

You can imagine the doubters consternation when he saw next morning a streetful of men, women and children, each with a cat.

## WHATEVER you yourself may do, in regard to the reading of advertisements, know this: Everything printed in a newspaper gets read, and there are many who read every line—news matter and advertisements—those with lots of time and curiosity.

The company or firm with something to sell—something which thousands of persons can buy—wouldn't be very wise if it published an inconspicuous advertisement. The right thing for it to do is to crash in on your attention, by publishing an advertisement which everybody is likely to see.

Its job is to make you—a normal man or woman—see its advertisement and to make it so interesting that you'll read it. Then the advertisement must be persuasive. Also it should incite you to take action.

## THE New Way TO Buy Coal 'Blue Coal'

On Orders For 1 Ton. Or Fast Or More

No Extra Delivery Charges to

NOVAEAL STEWARTTOWN GLEN WILLIAMS STONE SCHOOL

Discount Allowed For Cash If Not Owing A Past Account

**John McDonald**  
PHONE 127 GEORGETOWN

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OF COURSE, some advertisements—those of local retailers—may, quite properly, give prominence to prices. Their job may be to direct you rather than to inform or persuade you; and to stir you up to quick action.

The writing, designing and illustrating of advertisements intended to capture attention, intrigue interest, convey information, be convincing, breed desire for what is advertised, and incite the reader to purchase are highly specialized jobs.

IF YOU want to know just how difficult is the job of writing an advertisement which would get 100 marks from a competent judge try to write one—about a vacuum cleaner, a motor car, a writing ink, a child's shoe, or anything else, limiting yourself to 300 words or less.

This advt. is sponsored by the Canadian Weekly Newspapers Association.