Page 3

AUGUST Clearance Sale

The "LADIES' SHOP" operated by D. Brill & Co. offers a spleadid opportunity for replenishing your summer wardrobe at small cost.

OUR DRESSES, the honest values and choice of which are well known by discriminating ladies; have been drastically reduced for quick clearance.

Lingerie and other lines are also reduced, including Wash Suits and Dresses for the young tots of 2 to 6

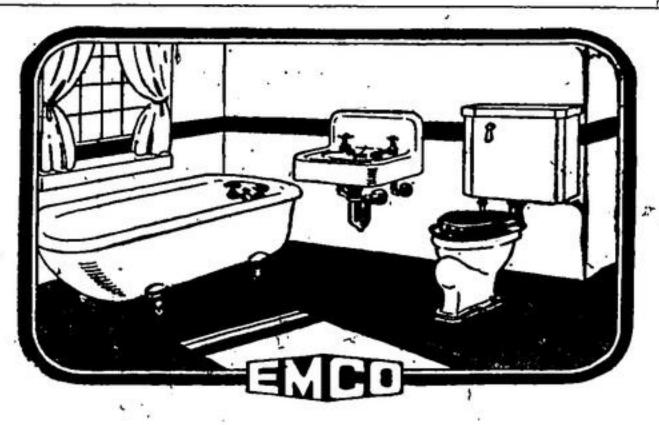
Millinery has been reduced to a mere fraction of the original price.

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INSTALL AN BATHROOM NOW

VOU may have done without a bathroom solely L because you thought the cost was more than you could afford. If so, that reason no longer holds. Prices of Emco Bathroom fixtures are extremely low, owing to reduced manufacturing costs, and because every part is entirely made in Canada.

Let us show you different designs in Emco Bathroom equipment.

The three pieces shown in the illustration, with all fittings, ready for installation,

Our booklet, showing different styles in Emco Bathroom equipment and with prices shown, will be gladly



on all Emco equipment.

THE FRESH FLOW Can be used where fresh water direct from the well is required.

Capacity, 250 gal. per hour. Small 3 gal Galpartized Tank 16 H.P., 110 Volt Motor-60 cycle or 890.00 Extra for 80 gal. Galvanized Tank . . . \$9.80

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Selecting Diamonds or precious stones is not a mission to be left to last mintues! Nor is the design of Mounting an afterthought detail to be rushed. We should welcome your visit on occasions in advance of the day of actual purchase. Enabling us to more surely assist you to a lastingly happy selection!

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Service

GEORGETOWN



How About Walls

Whatever type of building gou are putting up, the question of Wall materials arises. To know what is best, for your purpose and purse, you should see and compare the best Wall Materials that are availble. All the best are here for you to study and compare, All are priced at rock bottom, All carry the makers' Pres Delivery Service to all

points in Georgetown, Acton,

Georgetown Lumber Co. Ltd. Acton 120

LOCAL NEWS

in the United Church on Sunday -Fifteen hundred performers take

part in the Canadian National Ex--Dr. P. R. Watson will be in his office on Friday afternoon and all day Saturday, August 5th and 6th. -The Herald received interesting copies of the Evesham Journal and Four Shires Advertiser, England, last

week from Mr. D. J. Howell, formerly of Norval. -The household, effects belonging to the estate of the late Mrs. W. G. Buck, will be sold by public auction or Saturday, Aug. 13th. Watch for fur-

ther particulars. -The officers and members of the Lorne Rifles (Scottish) Band, thank all those who assisted in any way in providing food, etc. for their dining hall on Aug. 1st. Any who left dishes at hall may get same by calling at Wilfred Gill's, John street.

-It is evident that the Seventh Marathon Swin at the Canadian National Exhibition will attract many new contestants " 3 year. Applications are comin in from star swimmers all over the world. The first event, the women's swim, 10 miles, will be held on Friday, August 26th, and the men will compete at 16 miles on Wednesday, August 31st.

Owing to weather conditions Women's Institute picnic which was to have been held to Huttonville Park this afternoon, Aug. 3rd, has been postponed to Wednesday, Aug. 10th. Cars will leave the monument at 2.30

Successful Pupils

At the midsummer examinations of the Toronto Conservatory of Music the purpils of Miss Mathews were again one hundred per cent successful. They are as follows:-Primary piano, Jean Ruddell, Helen McGowan, Betty Speight, hons,; elementary piano, Alice Walker, Noreen McKechnie, hons.; Margaret Cook, hons.; Helen Blacburn hons.; Florence Sinclair, hons.; Introductory piano, Ruth Lindsay, hons. Dorothy Cleave, hons, Betty Grant hons.; Kate Rumley, 1st class honors. primary theory, Lille Francis.

Bad Motor Accident Last Sunday night about 10,80. Ford touring car, driven by two men whose names we were not able to obtain, turned over in the ditch between the 6th and 7th line on No. 7 highway going to Acton. Both were quite seriously injured. The older man while the younger man had his skull fractured and was injured internally. The men who were both in a serious condition. after receiving medical treatment, were removed to Guelph Hospital by H. C. McClure, Georgetown and V. Rumley, Acton. Chief Marshall of Georgetown was called and investigated the case.

Gregory Theatre Friday, August 5th-"Chesters at Joseph Vance, starring Charlotte Sr., King street. Greenwood and Thomas Meighan. "The Knockout," Cartoon "Railroad Ranch," Fox News, Sil-

Saturday, August 6th, matinee at 3 "Behind the Mack" from the story 'In the Secret Service" starring Jack Holt., Comedy "Shake a Leg." Novelty "Garden in Sea." Tuesday and Wednesday, August 9 Miss Edith Squires left last week for and 10—"Sky Devils" a thrilling air Port Huron, Mich., to visit with Mr. story with William Boyd. Comedy and Mrs. C. W. Wellman at their sum-

Coming-"Michael and Mary."

GOLF NEWS

entertained at the home of Mrs. supper was served in the garden by Bankworth, Kitchener visited during Section F-Judging dairy cows-Mrs. Fleck and Misses Mildred and the week end with Mrs. Ed. Beerman, David Davidson, C. Middlehurst, Marie Fleck. After supper the ladies motored to

drawn for two-ball foursomes. golf prize winners were Mrs. Willoughov and Miss Hettle Lawson.

LIMEHOUSE

Mr. and Mrs. Wm. Gowdy spent a lew days last week in Muskoka. Mrs. R. B. Storey and Masters Clifford and Lorne of Toronto are spending a week or so with Mrs. Lepoidevin. Mr. Wm. Sneath of Toronto spent the week end at the home of Mr. James Grant.

ing at the home of Mrs. A. W. Norton on Wednesday afternoon, Aug. 3rd. the Tea will be served on the lawn from 3 to 6 p.m. standard time. Mrs. Wm. Ostiurn spent the week dend and holiday with friends in Wal-

Rev. H. L. Bennie of Acton will oc-cupy the pulpit of the Presbyterian times and we hope will help to drive church on Sunday, August 7th. ronto spent the holiday and week end has sold his homestead, we underwith Mr. and Mrs. Gale. Mr. Hyman Ocon of Guelph visited gentleman of Kirkland Lake. Mr.

tended the sacred service held in ment to a number of men. We wel-Georgetown Park on Sunday evening come this new industry in our hamlet. and enjoyed very much the talk by and wish Mr. Martin every success. Rev. J. W. Bready of Toronto. The Another important deal of vilcommunity was well represented also lage property is now pending on Main at the Piremen's parade and demon- St. stration held in Georgetown on Mon-

Mr. Wm. Gowdy spent the week end with a severe attack of appendicitis. and holiday with his son Douglas in We sincerely hope soon to hear of his Mr. F. Irving of Guelph and his mother spent the holiday with Mr. gain. Mr. and Mrs. A. Ackinson and S. Fearvebough, Lawrence Goodwin. and Mrs. John Meredith. family of Georgetown are moving inBection I—Running broad jump, unMr. J. A. Meredith of Windsor is to one of Mrs. E. Ecam's houses on der 17 yrs.—Lawrence Goodwin, Sidand Mrs. John Meredith. holidaying with Mr. and Mrs. John Isabella street. We welcome them

VETERAN ANGLER HAS PISHED

famous Nipigon district for speckled in England and report a pleasant trip. trout fishing have not dimmed the ardor of John A. Sea, a veteran angler camping along the River Credit here of Independence, Mo., who has made this summer. arrangements with Neil McDougall. We are sorry to learn that Mr. Les-Manager of Nipigon Lodge, Orient Bay. He Young of the 5th Line is on the for his 1932 trip and will shortly ar-sick list. We hope soon to hear of rive on the famous stream. Thirty- his complete recovery. five consecutive years of fishing one stream in hope of the record trophy trout constitutes some kind of record which is hard to approach. In 1929 The grandstand at the Canadian Na-Mr. Sea attained his heart's desire tional Exhibition, Toronto, is 725 feet when he landed from the Nipigon the in length. largest trout of the season and was swarded the Calladian National Rail-

Mr. and Mrs. J. Campbell of Wester spent the holiday in town. Miss Lizzie Langan of Toronto wa ome for the holiday. Mr. C. J. Russell of Gormley wa a visitor in town last week. Mr. Claude Burnside of was in town over the holiday. Miss Evelyn Stockford of Toronto

was home for the week end.

PERSONALS

Mrs. W. H. Bridgman of Hamilton is visiting at Mrs. Harrison's. Mr. Hugh McGrath of Midland is and express their appreciation of the spending a few days in town. Mrs. Jessie Henderson of Winnipeg is visiting at Mrs. Wetherald's. Mr. and Mrs. N. Speight of Toront were holiday visitors in town.

Mrs. R. Harrison of Toronto visiting her mother Mrs. E. Finley. Muss Ethel Marshall of Guelph Gen eral Hospital was home on Sunday. Mr. and Mrs. Chris. Graham of Burlington were in town on the holiday. Mr. Chaude Kentner of Windson spent the week end at his home here. Mr. and Mrs. John Erwin of Sarnia are spending the week with relatives

Misses Constance and Ray Whitmee eft on Tuesday for a holiday at Bala Mr. and Mrs. St. Thomas Smith of

Mr: and Mrs. Jo Dennis and daugher of Toronto, are visiting at Mr. P. Misses Della, Lola and Erva Thompon of Toronto, were visitors in town

visiting with her parents Mr. and Mrs. year.

Mr. and Mrs. R. Cowles of Toronto spent the week end with Mr. and Mrs. George Wrigglesworth. Mr. and Mrs. John Boomer and daughters of Toronto spent Monday with relatives in town. Mr. Bruce Heath of the

Bank staff, Toronto, is spending his vacation at his home here. Mr. and Mrs. Croy Kennedy Mr. J. G. Kennedy of Toronto visitors in town on the holiday. Mr. Thomas Glover of Chester, England, is spending the month of August with Mr. and Mrs. E. E. Young

Mrs. A. J. McAlear of Prairie Du Chien, Wis, has been the guest of Mrs. Squires during the past week Mr. and Mrs. Murray McKinley and family of Toronto spent the week end at Mrs. Harrison's, Charles St. Wilfred W. Hill of Niagara Palls had his leg broken and head injuries, was a holiday guest at the home of his parents Mr. and Mrs. T. S. Hill,

Miss Martha Burwell has returned to her home in Toronto after spending a week with her sister, Mrs. T. S. Mr. and Mrs. George W. Hughes and

daughter Caroline of Niagara Palls are guests of Mr. and Mrs. T. S. Hill. Sr. King street. Miss Mildred Burwell of Hamilton and Mr. Stanley Peer of Toronto are other kind—Tom Price, Geo. Hughes. Peninsula. Phone Georgetown 171, visiting their aunt Mrs. Thomas Hill. Section I—Best collection Snapshots Toronto Junction 4352. Play" adapted from the story by Louis visiting their aunt Mrs. Thomas Hill,

> Mr. J. A. Willoughby was called to the West last week owing to the serious illness of his brother, Sepator W. G. Willoughby of Moose Jaw. Mr. and Mrs. Plowright of Kirkland Lake and Mr. and Mrs. A. Black of Galt were week end visitors with Mr. and Mrs. W. C. Anthony,

"World Flier." Chapter 1 "The mer home at Cedar Beach, Shadow of the Eagle." Dinnerwore Mr. and Mrs. James Young Mr. and Mrs. James Young, Mr. and Mrs. L. Jones, Mr. and Mrs. John Kaiser of Toronto, and Mr. Kenfman of Kincardine spent the holiday at

Mrs. J. M. Buck's. Mrs. E. Parkhill and sons John and Section C—Judging Seed Barley—Allister, Misses Polly Hill, Alice Mc-Clifford Middlehurst, David Davidson. Por Ladies' Day, Wednesday, July Dougal and Margaret Leslie of To- Joe Calvin.

27th, the hostesses were Mrs. Fleck ronto, were week end visitors at the Section D—Judging seed wheat and Miss O, Young. The ladies were home of Mr. and Mrs. T. S. Hill, Sr. C. Middlehurst, D. Davidson, Joe Cal-Mr. and Mrs. Reg. Irwin and daugh- vin. Pleck where bridge was played on the ter Marjory of St. Marys, Mrs. Minnie Section E—Judging horses—C. Midveranda and a very bountiful buffet Harding, Goderich and Miss Edna dichurst, Joe Calvin, Alan Heap.

Those from a distance who attended the Golf Club, and partners were the funeral of the late Mrs. George Middlehurst David Davidson, Joe Hume were: Mrs. D. McCallum, Wal- Calvin. The bridge prise winners were for ton; Mr. Wm. Burns, Mrs. Chas. Aus- Section H-Judging hogs-C. Middleun and Mrs. Geo. Bayne, Rockwood; and for contract, Mrs. Goldham. The Mr. and Mrs. Thos. Aitken, Mrs. A. Murray, Mrs. Chas. Richardson, Mrs. John Ehrhardt, Miss M. Ehrhardt and hurst. Habley, Miss McCallum, Mrs. Boyd, Tom Corstorphine, C. Middlehuret, Mixed rails \$2.50 single cord.
Mr. T. Hume, Mr. and Mrs. W. Mc- Tom Rowland.

PHONE 231 GEORGE Lean, Mrs. R. Stewart and Mrs. Mc-

TERRA COTTA

Nabb. Milton.

Miss Jessie Mario of Stewarttown Presbyterian Church are holding an who spent her holding with her par-shall, Bill Patterson. aftergioon tea and sale of home-cook-ents here has returned home. Section E.—Violin Quite a number from here attended son. the Firemen's Demonstration at Georgetown and report a good time; also the sports on Monday Civic holi-

estate transfers are on the move re- terson, banjo; Geo. Cunningham, acaway the long depression. The first Miss Winkred Polkinghorne of To- transfer namely: Mr. P. C. Thompson stand, to Mr. R. Martin, a wealthy J. C. Watterson. Mr. and Mrs. J. Nickell over the holi- Martin we are creditably informed purposes making an up-to-date summer Quite a number of our citizens at- resort. This will also give employ-

Lyone is now confined to his room terson. Our empty houses are filling up a-

as citizens to our midst. Threshing is now the general order of the day.

THE NIFIGON FOR IS YEARS We are pleased to learn that Mr. and Mrs. Simpkins and Maughter Edith Thirty-five years of visiting the have arrived safely in their new home A number of summer, tourists are

Norval Hostel Reunion AGRICULTURAL JUDGING CON-TESTS AND ATHLETIC EVENTS -GRAND GARDEN PARTY IN

THE EVENING Superintendent A. Maclaren and h efficient staff of helpers are to be congratulated on the splendid success the 1932 annual Reunion held Norval United Church Hostel Thursday last, when more than 350 the boys returned to enjoy the event interest taken in their welfare by the

They were there from Western Ontario as far as Chatham; north as far as Cwen Sound and Midland, and Bust as far as Napanee and Prince Edward county. One could not but admire the splendid type of young men that have been chosen and developed through the influence and guidance of the Hostel. Such young men make good Ganadian citizens. With the boys, their friends and visitors, there were over 700 present. and keen interest was taken in the xhibits, judging contests and athletic events during the day.

A feature of the evening program was the presentation of certificates of good character and recommendations those who had completed three years as wards of the Hostel, or St. Thomas are visiting at Mr. J had passed their twentieth birthday. C. M. Bowman, Waterloo, was chair-man of the proceedings of the evening, during which the boys were given their "diplomas," and presented with the prises won during the day's com- NEW ADVERTISEMENTS petitions. They were entertained by Lois Landon and Miss Violet Murray, All small advertisements Toronto. Boys who had won awards heading strictly CASH with order Mr. and Mrs. A. H. Baird of Pal- in the musical competition also took part in the garden party, which folowed a memorial service for two of

Mr. and Mrs. James Litster of Oak- Georgetown provided a musical proville spent the holiday with Mr. and gram during the evening that Speakers of the evening included J. Pairbairn, Deputy Minister of Agriculture, and Colonel P. H. Deacon. Among the guests of honor was Mrs. Blanche Somers-Cocks of Venice, pro- also repair work on furniture. Call minent member of the English Over- at shop on Mill Street or phone 162. seas League, who was largely respon- D. Laird. sible for the presence of many of the boys in Canada. During her visit to the Hostel, she met some of the boys were ed to hear that they liked Oansids.

Messages of congratulations were

received from Rt. Hon. J. H. Thomas, Hon. H. M. Pollock and W. Scott, dele-Hon. H. M. Pollock and W. Scott, delegates to the Imperial Conference at Ottawa A cable from Cyril Bovin of the Immigration department of the Y.M.C.A., London, hought greetings from the officials in Great Birtain.

Mrs. E. R. Peacock of Toronto, presented the prices. sented the prizes. Pollowing are the prize winners:-

CLASS 1 Section B-Seed Outs-Geo, Hughes Thos. Corstorphine, Richard Couch. Section C.—Seed Bariey—George Hughes Alan Heap, David Davidson.

Section D—Pail wheat—Roderick
Bissett, Geo. Hughes, Alan Heap. Section F-Best collection of weeds -Richard Couch, Thos. Corstorphine. Thos. Dowdle.

Section G-Best collection of wer ceeds—Thos. Cortsorphine. Peter Dewar, Alan Hean, Richard

-Alan Hean, David Davidson, Archie Mitchell. Section K-Best model made metalwork-David Davidson. Section I.—Best collection of rope 3to tf cnots-David Davidson. Section M-Best essay of 500 words-A. S. Heap, W. D. Chapman, Cecil Banks, Geo, Smith.

JUDGING COMPETITIONS Section A-Judging potatoes-Chifford Middlehurst, David Davidson, Joe Section B-Judging Seed Oats-Clifford Middlehurst, Gordon Moss, Joe

Gordon Moss Section G-Judging poultry-C.

Section I-Naming of weeds Bill General Trucking Service and Wood Dawson, Tom Corstorphine, C. Middle-Section J-Naming of types and garbage removed weekly at lowest Mrs. Jack Thompson, Gueigh; Mrs. Section J—Naming of types and garbage removed weekly at lowest Huffman and Mrs. Scott, Acton; Mrs. breeds of livestock from photograph—rates. Hardwood \$3.50 single cord;

MUSIC Section A-Base solo-Maurice Marshall, Geo, Otheop. Section B-Baritone solo-Maurice Marshall, Sidney Taylor. Section O—Tenor solo—Paul Mayer. Tom Rowland, Geo. Richards. Section D.-Humorous song or recitation-Wm, Bowman, Maurice Mar-Section E.-Violin solo-Sid Atkin-

Section F-Plano solo-Sid Atkinson Section G-Orchestre-Bill Patterson and group. Section H-Any other instrument-We are pleased to learn that real Harry Leigh, mouth organ; Bill Pat-

ATHLETTOS

.Section A-100 yd. dash, under 17 yra Lawrence Goodwin, Sid Jackson, Section B-100 yd. dash-Bill Daw son, Paul Mayer Dan Blackiaws. Section C-220 yd. dash under yrs.—Lawrence Goodwin, Sld Jackson. Norman Hunter. Section D-220 yd. dash open-Bill Dawson, Paul Mayer, Alan Hean, Section E-Throwing at target-

Stanley Wood, Dan Bolla Section F-Throwing for distance-Jas. Agnow, Andrew Clave, Wan. Pat-Section G-Chinning the bar-Tom Dowdle, Tom Templeman, Fred Bent-Section H-Sack race-Alan Heap.

Section I-Running broad jump, unney Jackson. Section J-Running broad jump open-Wm. Dawson, Allan Heap, J Section K-High jump, under 17 yrs.

L. Goodwin, Roderick Bissel.

Section L—High jump, open—Wm. Dawson, Alan Heap, Maurice Marshall. Section M-Climbing the rope-Edgar Sanders, Patrick Gallen, John Section N-Pitching homeshoes-Thos, Dowdle, Thos, Redfern, Joe Hor-

Section O-Ricking the footballrames Watterson, Neil Campbell, Thos. The grandstand at the Canadian National Exhibition, Toronto, is 725 feet in length.

Section P—Boxing — Lightweight champion, Sidney Jackson, English; middleweight champion, Joseph Calvin, English; welterweight champion, David March Canadian National Section P—Boxing — Lightweight champion, middleweight champion, Paul March Canadian National Section P—Boxing — Lightweight champion, Paul March Canadian National Section P—Boxing — Lightweight champion, Sidney Jackson, English; middleweight champion, David Paul March Canadian National Section P—Boxing — Lightweight champion, Sidney Jackson, English; middleweight champion, Joseph Calvin Paul March Canadian National Section P—Boxing — Lightweight champion, Sidney Jackson, English; middleweight champion, Joseph Calvin P—Boxing — Lightweight champion, Sidney Jackson, English; middleweight champion, Joseph Calvin P—Boxing — Lightweight champion, Sidney Jackson, English; middleweight champion, Joseph Calvin P—Boxing — Lightweight champion, Sidney Jackson, English; middleweight champion, Joseph Calvin P—Boxing — Lightweight champion, Sidney Jackson, English; middleweight champion, Joseph Calvin P—Boxing — Lightweight champion, Sidney Jackson, English; middleweight champion, Sidney Jackson, English; well-section paul champion, Sidney Jackson, English; well-section paul champion, Sidney Jackson, English (Lightweight Champion), Sidney Jackson, Si of his the Canadian National Exhibition, To- Paul Mayer, English; Resystematic

BOITAUDA Section A-100 yd. swim, under 1 yrs., Robert Cordall, Ralph Wheeler Sidney Jackson. Section B-100 yd. 9wim

Chas. Shroder, Alan Heap, Paul Mayer Section C-Diving competition, open -Robert Cordall, Chas. Shroder, Leslie Section D-Greasy Pole' Robert Cordall, Allan Heap, Chas. Bantock.

Section E-Tilting-Chas. Shroder. Tug-of-War-International - Soot International Championships on

country winning, Scotland; champion individual, David Davidson. Music-T. B. Macaulay Trophycountry winning, Wales; champion individual, Sidney Atkinson. of-war-Banner - country winning-Scotland; champion individual Wi

country winning greatest number of points in all events throughout the day -Country winning, Scotland; champion individual in this National group -Clifford Middlehurst. E. C. Andrew's prize and Henry Birkes & Son's bronze medal for in-

Apartment in Baptist Church person-

New cess-pools, ditches and drains dig. Old .coss-pools, cisterns, etc.

Lawn Mowers Sharpened Lawn mowers, saws, etc. sharpened;

Posts for Sale 150 or more anchor posts and fence

On John St., electric light, furnace and town water, possession Sept. 1st. Apply to M. Williamson, Guelph St. Georgetown.

To Rent House to rent on Murdock Street Possession Jan. 1st . All conveniences. Apply to Jas. Ballantine, Hamilton,

SNYDER'S TRANSPORT Daily transport service between Georgetown and Toronto. We can also quote you rates to any point be-

Section J-Best model in woodwork Lyla Francis Beauty Shoppe Marcelling, Permanent Waving, Finger Waving, Shampooing, etc. PHONE 141

> Tenders will be received by the Clerk until 6 p.m. Saturday evening next for the Shingling of roof of Grandstand in Georgetown Park. Tenders to include supplying of XXX shingles and laying of them.; laid 5 inches to the weather and nailed with tine coated nails.

Estimates given free of charge If you require anything in this

General trucking at all times and

Wood for Sale TEN LOW PRICES Choice hardwood, Beech and Maple \$3.50 per single cord. Rails \$2.50, Hardwood limin and rails \$3.00. J. BEANDFORD

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from eye weariness and imperfect vision should know they can receive relief by having their eyes examined by specialist-one who thoroughly understands the science of On-

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PHONE MY MY APPOINTMENT

Wm. Patterson. land, Ireland. National group basis—Agricultural exhibits and judging-Descon Trophy-

Athletic and Aquatic, including tugliam Dawson. John A. Tory. Challenge Trophy for

dividual who by points won throughout the day and who in addition, has proved himself worthy throughout the past year on the farm as shown by his general progress and service in the community—David Davidson

Mrs. Wm. Marshall of Hamilton is the boys who had died during the past age. Possession immediately. Apply Rev. A. N. Frith at the parsonage.

> cleaned on short notice.—James Williams, Box 159, Georgetown. 1tp tf

Half of double brick house, corner

Tenders Wanted

F. L. HRATH, Clerk. CONCRETE WORK

PHONE 331 WALKER

GEORGETOWN

Wood! No. 1 Hardwood, beech and Maple \$3.50; Hardwood limbs and mixed wood \$3.00; Hardwood knots for furnace \$2.50; Rails \$2.50 any quantity. J. H. SMITH

Monuments haspect our work in Greenwood



McBean & Co.

Great Clearing Sale Of Ladies Dresses

SILK CREPE DRESSES

Ladies' Silk Crepe Dresses \$6.95 Sale Price \$5.29

PIQUE DRESSES Ladies' Mercersied Pique Dresses, regular \$3.50 Sale Price **VOILE DRESSES** Ladies' Peter Pan Voile Dresses, regular \$2.95 Sale Price Ladies' Voile Dresses, regular \$4.25, Sale Price . \$3.59 SILK DRESSES Ladies Silk Dresses, floral designs, regular \$6.95 Sale Price \$5.29 HOUSE DRESSES Ladies' Print House Dresses \$1.00, Sale Price Regular \$1.25 Sale Price .. Ladies' Print Dresses, sizes 44 to 52, Sale Price Ladies' Voile House Dresses, Sale Price HOSIERY Ladies' Silk Lisle Hose, Sale Price Ladies' Pure Silk Hose, assorted colors, small sizes, regular \$1.50 to \$1.95, Sale Price Ladies' Full-fashioned Pure Silk Hose, regular \$1.00 Sale Price Dollar Queen Silk Hose, Sale Price SOCKETTES

McBean & Co.

Assorted colors Child's Sockettes, silk lisle, Sale

..... 29c Lisle and cotton

GEORGETOWN

Counter Check Books

Get your supply of COUNTER

CHECK BOOKS

"The Herald Office"

1932

Some things are facts. ... Some things can't be denied. Some things are sure, certain and altogether sane.

And here is one of those things: The year 1932 is not going to dump any sudden

wealth into your lan.

Those who make money from business in 1932 will have to earn it. Not by playing a hunch, not by following tips, not by sitting tight. To make money in 1932 you've got to sell merchandise. And you've got to sell a lot of it. Thats another fact. I Selling will not be easy. But the coming year

can be a GOOD year for you; a profitable year; a year

of progress. But it is going to take some straight from

the shoulder selling. We've got to hit the line hard.

It doesn't take the seventh son of a seventh son to

figure out that business is not coming without real

effort. But there is always some business for those who have the energy and courage to go after it. This is old stuff, but true as Holy Writ. More and more people are coming to regulate their shopping by the store ads. More and more people are getting out of the habit of going to "the

for certain purchases. More and more people are coming to decide things from reading the ads.—and depend upon the news and the facts contained in the ads. for guidance

in planning purchases.

nearest place" or the place they have usually visited

More the coming months than ever before will your advertising be the test by which all else stand or fall-so plan it liberally, plan it on winning lines.

I The people of the extensive district in which the

Herald circulates cannot be as effectively or as econo-

mically reached by any other medium or method of advertising as by the columns of this paper.

"THE HERALD"

Halton's best advertising medium.

If you want to reach the people, use