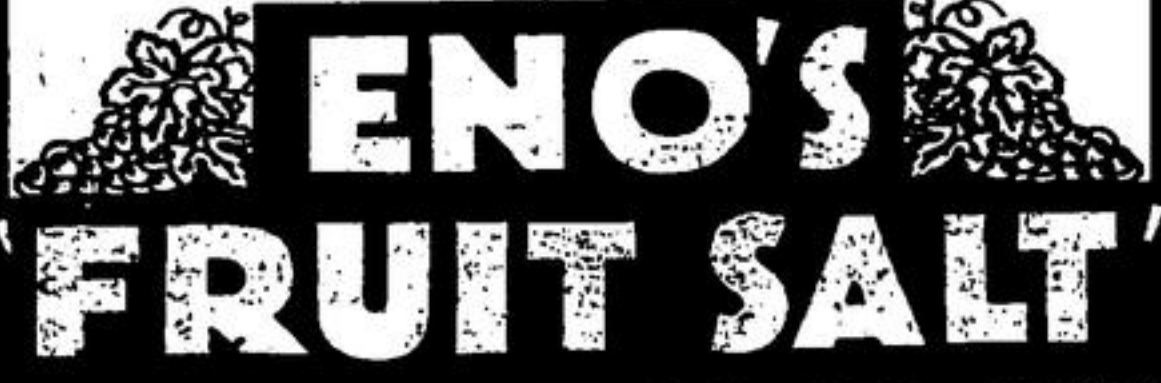


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A Duro Water Pump will allow you to have running water throughout your home, barn and dairy—and, more important, to install a modern Emco bathroom, an improvement you undoubtedly have long desired.

Prices have never been lower and Easy Time Payments can be arranged.

LOOK AT THESE PRICES

The Duro-Special Pumping System, all Canadian-made, complete, only \$90.00. Complete three piece bathroom with all fittings ready for installation, as low as \$82.72.

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G. R. MUCKART

PLUMBING, TINSMITHING, and ELECTRICAL WIRING. Box 476 GEORGETOWN Telephone 319w or 319j. EMPIRE BRASS MFG. CO., LIMITED. London Toronto Winnipeg Vancouver

OVER THE FENCE

Sometimes when it's so late in the night That everybody is fast asleep, My room is a host of silvery light With shadowy corners, dark and deep.

I know it is only the old, old moon Shining at me through the window pane, And I know that it will be morning soon— But—rather go back to sleep again.

So first I think of a field of grain Running in ripples before the breeze; And next I think of the thin grey rain Pattering down on the willow trees.

I think of the sound the pigeons make Over and over all the day long; And then if I grow much wider awake I think of the river's little song.

It's only when I start to count sheep Jumping a fence that is low and white That almost at once I fall asleep "In my lovely" bosom of silver light.

For there's one little lamb that runs around Or skips down a lane that is green and dim— He won't go over the fence with a "So I shut my eyes and never count him." —Verna Sheard

HELP MAKE YOUR TOWN RIGHT SORT OF TOWN

The following editorial from The Perth Expositor should be of interest and inspiration. Some towns are wonderful places in which to live, but poor places in which to make a living. Other towns are good places in which to make a living, but poor places in which to live, says Edison G. Watta in his weekly talk on business. The ideal town is the town that makes itself a good place in which to live and make a living. A town without payroll has a hard time keeping step with progress and prosperity. Citizens should patronize home industries and help to build payrolls for the home town helps all. The business of a town cannot go ahead when the initiative and enterprise of its business men are hampered by distrust and lack of support of its citizens. A town cannot go ahead when its citizens spend their money in some other city, keeping money from circulating at home. Money spent at home builds the home town—money spent away from home builds some other town. Progressive citizens think of the home town first. When you spend your money in some other town, that town gets the money and your town loses it. When you spend your money in your own town, it stays at home and works to keep your town healthy.

News and Information For the Busy Farmer

Weekly Crop Report. The quality of the 1932 wheat crop is fair and yields are good, averaging 30 to 40 bushels per acre. There has been general improvement in localities. Harvesting operations drag on and many unharvested fields are evident in Central and Western Ontario. Barley and rye crops are satisfactory, with the former showing some improvement. Corn yields are satisfactory, with the average crop estimated at 30 per cent of the 1929 average. Pasture has been well maintained by an abundance of moisture. Weed cutting on the roadsides has been general.

Marketing Immature Fruit Causes Lower Consumption

While certain growers persist in placing immature fruit on the market, we cannot expect home consumption of Ontario grown fruit to reach its full development. This is the conclusion of C. C. Broughton, Ontario Marketing Board. "The anxiety of these growers to be the first on the market with their products," said Mr. Broughton, "is, no doubt, prompted by a desire to obtain a higher price. However, it means low quality, and low quality is detrimental to the progress of all growers. Growers selling those who have never been guilty of attempting to market immature fruit. The fruit which has not reached the proper stage of maturity, the grower is creating dissatisfied customers. These customers will become prejudiced against home-grown products, thus causing a restricted market."

To Engage Bacon

Hon. Thomas L. Kennedy, Minister of Agriculture, has announced that new regulations have been adopted by the Province which will tend to improve the standards of bacon production. Under these provisions which are known as the "extra good" regulations, the sow will be placed on a first litter will have to make 300 pounds of bacon in 100 days, will be slaughtered and their carcasses judged by the Dominion graders and scored for value as bacon. In the event that they are scored "extra good," the sow will be placed on the proposed advanced register with proper marking or tagging, and the farmer owning her will be entitled to the extent of \$15, to which the bonus will be added. Any sow that is scored from this advanced register of sows will be looked over by judges at the end of six months and if showing the right conformation, will earn for its owner the amount of \$15 from the Government.

Ontario Ratsbagas Shipper Request Federal Inspection

At a recent meeting of the Ontario Ratsbagas Shippers Association held at the Agricultural College, Guelph, a resolution was adopted asking the Federal Government to inspect the ratbagas to make effective the inspection of all turnips for domestic and export shipment, according to O. R. Patterson, Ontario Marketing Board. It was felt by the shippers that this was one method of establishing uniformity of pack and quality. Ontario has an extensive market for ratbagas in the United States, but this valuable outlet has been partially blocked, due to the fact that the Maritime growers have adopted the practice of inspection through warehouses. In addition to this movement towards inspection, the shippers' association is giving some thought to central grading and packing.

Community Reconciliation

At a recent meeting of societies of District No. 2 of the Ontario Agricultural Association at the Central Experimental Farm, Ottawa, reports received showed in a fine way the high degree of efficiency which has been attained in carrying out the principal object and purpose of the Association in respect to community reconciliation. The report of the district Director, J. B. Spencer, B.S.A., shows that effective work has been done in this respect by the following societies in the district: Arranville, North Cower, Billings Bridge, Pembroke, Ottawa, Almonte, Brockville, Pittsburg, Spenborough and Huntley Townships.

The work accomplished by these societies emphasizes in a fine way the value of individual units giving effective support to the magnificent Canada campaign sponsored by the Canadian Horticultural Council.

Ontario Potato Outlook

While the season of 1932 was an excellent one for the production of both early and late potatoes, the future prospects are quite uncertain, according to J. T. Cassin, Ontario Marketing Board. Federal Government estimates indicate that potato acreage in Ontario this season will show a decrease of approximately seven per cent, over that of the 1931 season. The estimates set the 1931 acreage in Ontario at 169,000 as against a probable acreage of 157,000 in 1932. Figures for the Dominion of Canada show a like decrease of 7 per cent, being 543,026 acres in 1931, compared with 503,700 acres for 1932. Mr. Cassin also stated that according to his calculations the amount of fertilizer used in the production of potatoes this year will amount to only about half of that used last year. "While we have had a very good crop conditions to date," he continued, "the crop outlook at this time does not present the same promise of yield as did that of the same period in 1931." In conclusion, Mr. Cassin said, "It is too early to predict the extent of the 1932 crop but in view of present conditions, it would appear that potatoes are being offered in quantities larger than the market can readily absorb. This condition, of course, has brought about the inevitable result of sacrifice prices."

AUTO ACCIDENT EVERY 88 MINUTES IN AUGUST LAST YEAR

According to the records of the Motor Vehicle Branch of the Ontario Department of Highways, motor vehicle accidents during the month of August, 1931, averaged more than 23 per day. Included in this number were 77 fatalities and 1026 persons injured. It is interesting to understand, is for the province of Ontario alone, and not for the whole country as one might imagine from the size of the figures. "The causes of the accidents recorded were various, but it is noteworthy that more than 50 per cent of the motorists involved came to grief while driving on the wrong side of the road and almost 40 per cent were traveling too fast for traffic and road conditions."

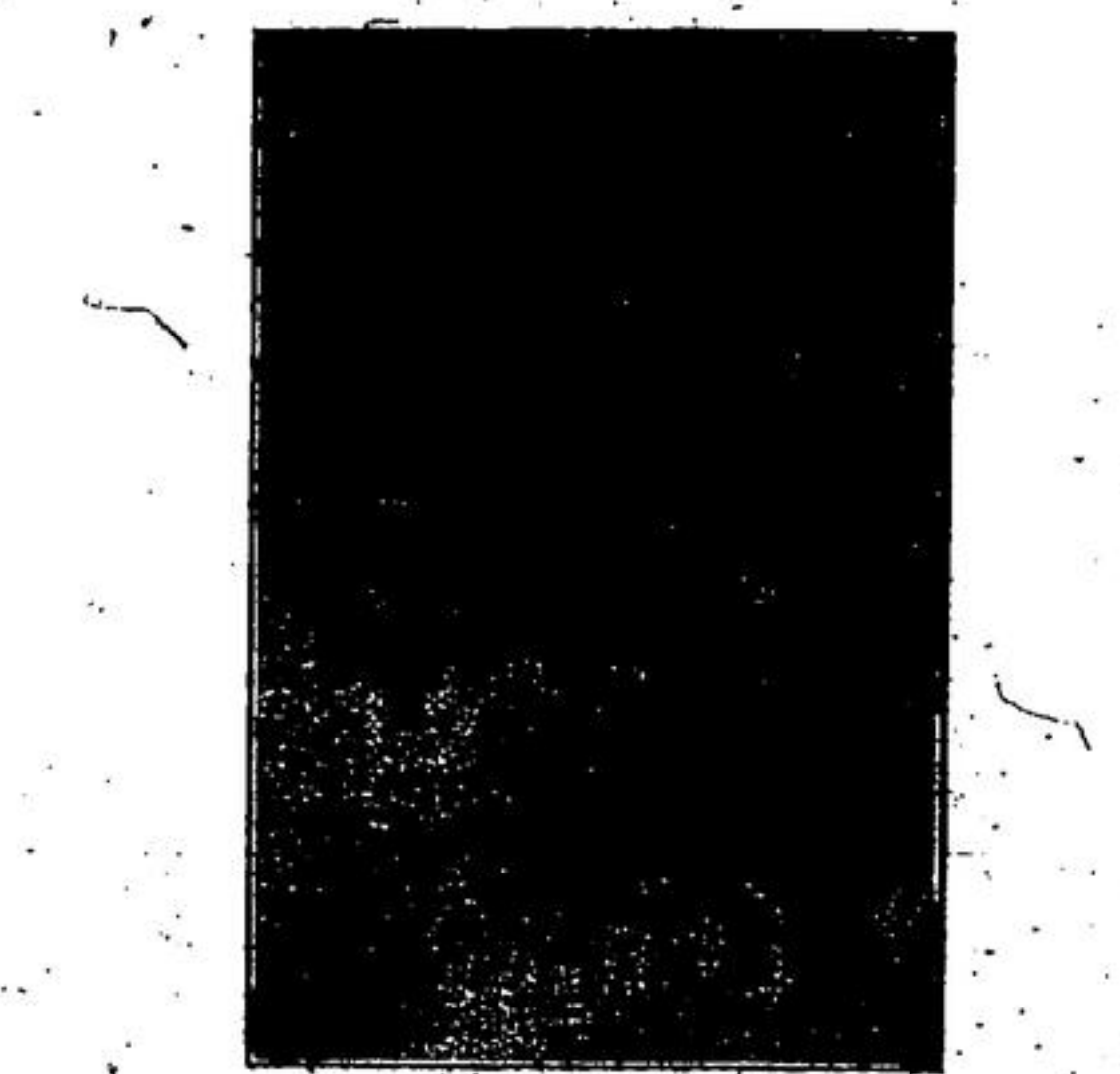
WALL FAIR DATES

GEORGETOWN Oct. 4-5
Erie Oct. 6-7
Perth Oct. 8-9
Grand Valley Sept. 30-Oct. 1
Orangeville Sept. 15-16
Toronto Aug. 23-Sept. 10

CANOE TRIPS IN CANADA

Lakes and Rivers Provide Numerous Attractions

Opportunities for an Enjoyable Vacation Almost Unlimited



HE requirements for a successful and satisfactory trip by canoe, suitable water, picturesque country and an excellent summer climate can be found almost anywhere in Canada. The impulsive lakes and rivers make the choice of trips almost unlimited. One can travel for hundreds of miles on any of the great rivers, journeying from lake to lake and portaging where rapids impede or heighten interest. Having decided upon the kind of trip to be made, whether one requiring much effort and experience, or one quite free from rapids and portage, the canoeist has only to select his route. Although railways and the automobile have provided a means of rapid transport, there are countless places in the quiet of the forest, out of reach of either. It is such places, approachable only by canoe, that invite the adventurer to partake of the wonders of nature. The railways and the development of good roads have however made the majority of canoe routes in Canada easily accessible, and one need not travel far from the majority of Canadian cities before reaching the starting point of an enjoyable trip. In certain parts one may follow the streams for a long summer outing and never see a village or dwelling, yet civilization lies so close that return is easily possible. Waterfalls, rapids and small lakes of singular beauty hidden deep in the forest, and lands covered with pine and spruce trees are among the interesting features encountered on routes in such places one may travel hundreds of miles without meeting obstacles of any kind. There is a remarkable contrast between the conventionality of modern life and the full naturalness of life in the great forest, where one may relax amid the beauty of natural surroundings. A strange appeal of imagination comes to one while following the routes of the historic explorers and contentment prevails amid the constant change of beautiful scenery. Fish and Game in Abundance. Canadian lakes and rivers are renowned for the variety and abundance of their fish. Brook and lake trout are numerous, the latter often weighing from fifteen to thirty pounds while other species of fish are plentiful. Eastern Canada is well provided with waterways, well suited to travel by canoe. Canal systems, rivers large and small, rapids, falls, lakes, stillwaters and all the requirements for an enjoyable canoe trip, await the device of the paddle. Whether it be a cruise through a well settled region, or an adventurous journey through the wilderness, the canoeist will find an almost unlimited number of lakes and streams. The waterways of western Canada, in days gone by, assisted materially in unveiling the mystery of the great country between Lake Superior and the Pacific Ocean. Radiating from Lake Winnipeg, are routes of romantic interest. Nestling among the mountains of the coast are many beautiful lakes, also streams that wind through the hills, where sport for the angler and hunter may be found. The National Development Bureau of the Department of the Interior at Ottawa, has prepared a series of four booklets entitled "Canoe Trips," copies of which may be had by our readers free of charge. The series covers the Maritime Provinces, Quebec, Ontario and Western Canada. Further detailed information is available to those who require specific data on any particular trip.

Orange Juice Over Fruitful Reducing

For those whose training diets are confined to eating over-plump oranges, the suggestion is made that orange juice replace cream as an accompaniment for berries and other summer fruits, such as peaches. Table cream has 30 calories per tablespoon, it is pointed out, while orange juice has but 5 1/2 calories. A dessert of orange juice and fruit is much to be preferred these summer days, to a heavy pastry. One very delicious combination is to cover strawberries with orange juice, add a bit of powdered sugar and serve very cold. In small portions this makes a delightful appetizer. In larger portions it is a delectable dessert.

HUCKLEBERRY SURPRISE

1 package lemon junket
Fresh huckleberries
1 pint milk (or 1 cup milk and 1 cup light cream)
Sort and wash fresh huckleberries. Put a heaping tablespoon in the bottom of each of five dessert glasses. Prepare junket according to directions on package. Pour at once over the huckleberries. The berries will come to the top and make a tempting dish. Let stand undisturbed until firm—about 10 minutes. Chill and serve.

FRUIT MEAL SALAD

On lettuce-covered salad plate, center a mound of cottage cheese (1 1/2 tablespoons). Around this at equal distances arrange 3 piles of orange slices, 3 of 4 sliced dates (first space); 1 dessert spoon seeded raisins (second space); 5 walnut meats halves (third space).
Serve with French dressing.
With buttered roll and a beverage this makes a very well-balanced luncheon.

ORANGE AMBROSIA DESSERT SALAD

(Serves 4-6)
This is a modern version, adapted to salad serving, of the ambrosia, which was Grandmother's favorite company dessert. Ambrosia, by the way, was the food served the Greek gods in their feasts on Mount Olympus. While this ambrosial and delectable combination of orange cocoanut will not confer the immortality given by the ambrosia of the gods, it is a dessert par excellence for better health.
3 oranges
3-4 cup strained honey
1 can cocoanut
Peel oranges, removing skin down to juicy pulp. Cut in slices and cut slices in half. Dip each piece of orange in honey which is placed in a shallow dish then in cocoanut. Arrange on crisp lettuce leaves. Serve with whipped cream to which a little mayonnaise has been added.

Here lies the body of William Bruce

He sure was one fine fella,
He said in his sleep: "I love you, Grace."
But his wife's name was Stella.

LOOK OUT FOR HESSIAN FLY

"Look out for Hessian Fly this year," says Prof. Caspar of the Ontario Agricultural College. The Hessian Fly is the most destructive insect attacking wheat in Ontario. Some years the insect is scarce and hence very little damage is done. Other years it may destroy 50 per cent or more of the grain in heavily infested fields. Present indications are that unless control measures are taken this fall there will be a serious outbreak of the fly next year.

Weather and parasites play a great part in control, but man can do nothing to better these two factors and must rely on the following methods where the insect is abundant:

1. So far as practicable, all wheat stubble should be plowed under completely as soon as possible after the wheat is cut. This buries all the insects left in the field. The ground should be worked after plowing so as to firm it. Plowing and firming prevents the flies from coming up as they cannot go through even three inches of well firm soil.
2. If the plowing cannot be done promptly it is a good plan to run a cultivator or disc over the field to cause volunteer wheat to come up. This will attract the flies to lay eggs in it and thereby will lessen the number of eggs laid in the new wheat fields. Such volunteer wheat, however, must be plowed under after about Sept. 20th to 25th, as it was left unplowed it would simply breed flies for the next spring.
3. Prepare the seedbed as well as possible so that it will be in excellent condition for rapid growth, and sow only good plump seed, which will germinate quickly.
4. Sow just as late as is safe in your district without running the risk of having too short a growth to winter safely. Late sowing is the most important of all the control measures, but if wheat is sown too late winter may do more damage than the fly. Experience in each locality is the best guide as to how late sowing of wheat can be delayed. The better the ground is prepared and the better the seed sample, the more rapid the growth, and so the later the sowing can be done with safety. For best results everybody in the neighborhood should co-operate in the above control measures so far as possible. Late dates for sowing would probably be about Sept. 5th east of Guelph and about Sept. 20th to 25th in Essex and Kent, and about half way between these two dates would be suitable for the intervening districts, but at stated, each man must judge the date for himself.

How's This One

The young wife went into the grocer's. "I bought three or four hams here a month or so ago," she said, "and they were fine. Have you any more of them?" "Yes, ma'am," replied the grocer. "There are ten of those hams hanging there now." "Well, if they're of the same size, I'll take three of them," she said.

(This is an advertisement addressed to retailers in a small way of business)

If you Really want a Small Business say nothing about it!

Retailers who don't want a bigger business should say nothing about it, for, if they began talking about it in the form of advertisements, they would get new customers whose requirements would just distribute them—would compel them to buy more, deliver more, work more.

There's a story told about a retailer who certainly didn't want a big business. He was playing checkers with a crony in some place of hiding in the rear portion of his store. A customer entered. The crony said, "There's Mrs. Black." "Huh," said the retailer, "if we don't make a sale, perhaps she'll go away!"

The way to a bigger business is as plain as the nose on one's face; it is customer multiplication. A retailer with an urge toward bigger things should give his main thought and effort to customer multiplication.

Some retailers can never hope to have a big business even if they wanted one—they lack the ability, the energy, the ambition, the understanding needed to make a big business. They are content with a small business, and would be really unhappy if their business was growing rapidly as a consequence of circumstances outside their control. They would feel like a man in a wagon whose horses were running away with it!

Some retailers, however, have an urge to make their business larger. They dream of the time when they will have one big store, or a flock of "chain" stores. They want a much bigger income than their present one. Perhaps they dream of a time when they won't have to work, when they will have much leisure to be spent pitching horseshoes, or in bowling, or in travelling, or with books, or in a country home.

Customer attraction can be accomplished variously, but there is one essential means—press advertising. Advertisements go where personal salesmen and even letters can't hope to go, and they have a profound influence on readers of them—they soften resistance, dissolve apathy, create confidence and goodwill, and direct the steps of buyers. And they are cheap! And buyers—not sellers—pay for them, and are glad to pay for them! Buyers always go, in largest numbers, and of their own free will, to those stores which spend a lot of money on advertising!

Why should any ambitious retailer hesitate to contract for advertising which his customers will pay for gladly?

Issued by the Canadian Weekly Newspapers Association