

THE GEORGETOWN HERALD

Sixty-Sixth Year of Publication

The Georgetown Herald, Wednesday Evening, November 30th, 1932.

\$1.50 per Annum in Advance; \$2.00 to U.S.A.

The Georgetown Herald
J. M. MOORE
Publisher and Proprietor
Member Canadian Weekly Newspaper Association

C.N.R. Time Table

(Standard Time)

Passenger and Mail	10:30 a.m.
Passenger	1:30 p.m.
Passenger and Mail	4:30 p.m.
Passenger	7:30 p.m.
Passenger and Mail	10:30 p.m.

Going West

Passenger and Mail	7:30 a.m.
Passenger	8:30 a.m.
Passenger and Mail	11:30 a.m.
Passenger	1:30 p.m.
Passenger and Mail	4:30 p.m.
Passenger	7:30 p.m.

Going East

Passenger and Mail	7:30 a.m.
Passenger	8:30 a.m.
Passenger and Mail	11:30 a.m.
Passenger	1:30 p.m.
Passenger and Mail	4:30 p.m.
Passenger	7:30 p.m.

ARROW BUS SERVICE

INCREASED SERVICE

Eastern Standard Time

8:15 a.m. (10:35 a.m. Sundays and Holidays only) 12:15 p.m. 2:35 p.m. 4:55 p.m.

Established

7:15 a.m. daily except Sunday. 9:35 a.m. 1:15 p.m. 4:40 p.m. (11:30 a.m. Sundays and holidays) 3:15 p.m. 6:35 p.m. daily.

Reasoned Fares to Holders of Season Tickets

EXCESS AND INFORMATION AT LONG'S DIRECTORY

LONG'S DIRECTORY

LEADERSHIP

CLARENCE H. WIGGINS
Business, Wholesale and Retail
Office: 1000 Main Street, Georgetown
Telephone 118

WILLIAM GIBSON and BOWYER
Business, Wholesale and Retail
Office: 1000 Main Street, Georgetown
Telephone 118

E. G. GIBSON, C. E. GIBSON, C. H. WIGGINS

ROBERT M. LANGDON
Business, Wholesale and Retail
Office: 1000 Main Street, Georgetown
Telephone 118

F. R. WATSON, D.D.S., M.D., M.S.D.
MASON FERRIS, L.D.S., D.D.S.
Office: 1000 Main Street, Georgetown
Telephone 118

F. L. WEAVER, L.D.S., D.D.S.
Office: 1000 Main Street, Georgetown
Telephone 118

CHIROPRACTIC

WILSON, The Chiropractor
Palace Building, 25 York's, Georgetown
Office: 1000 Main Street, Georgetown
Telephone 118

X-RAY SERVICE

Office over Dunlop Store
Monday, Wednesday and Saturday
10:00 a.m. to 8:00 p.m.
Other days and hours by appointment
Phone 118

FRANK FETCH

LEADING ADVERTISER
for the Georgetown Herald and Eastern
Branch Service
Telephone 118
Office: 1000 Main Street, Georgetown
Telephone 118

Monuments

POLLOCK & INGHAM
Business to Order at Worth
Call, Ont.
Business to Order at Worth
Call, Ont.

THE New Way TO Buy Coal 'Blue Coal' and WELSH ANTHRACITE.

No Extra Delivery Charges to

JOHN McDONALD
1000 Main Street, Georgetown
Telephone 118



NEW COLEMAN MANTLES

Give Better Light

The new and improved Coleman Mantles produce better light and are longer lasting. They are made of special blend of purest gas and are of light weight construction.

They are brighter, more flexible, with special shape and size... made stronger to last longer. Scientifically correct in design, they burn. No sintering. Prolonged service because of pressure in exhaust. Always uniform quality... the best. Made especially for use on Coleman lamps and lanterns.

They clean by the package.

THE COLEMAN LAMP AND LANTERN CO., LTD.
Queen St., East of Dundas Ave., Toronto, Ontario

Wood for Sale

Choice maple, birch and mixed wood at lowest prices.—J. Tost, Georgetown.

EVERYDAY FOLK

This song of a sorrowful folk who weep at a merry and laugh at a job. Just everyday husbands and everyday wives. Who in their little trim houses live everyday lives.

You may think when you meet them, there's nothing to say. Of those people who jog-trot through life everyday. But in life's passing drama they play their own parts, courage to back up the hope in their hearts.

There's a valor heroic that passes untold. There's laughter and love far more precious than gold. There are poor folk enriching the world every day. By the beautiful kindness done on their way.

But to write the story of everyday men. Is a task beyond the small power of a pen. For the wide world is turned by the numberless hands. Of the everyday folk in their everyday posts.

Lily Dean in Pearson's Weekly

RUSKS and ROLLS

By Betty Shroyer

Rusks or rolls are always in order for cold weather or luncheon or dinner. Follow these recipes carefully and you will be delighted at the results secured:

1 1/2 cups special cake flour, sifted
1/2 teaspoon salt
2 tablespoons butter or other shortening

1 egg well beaten
1 1/2 cups milk or water (about)

Sift flour once, measure, add baking powder, salt, spices, and brown sugar; and sift together three times. Cut in shortening. Combine egg and liquid. Add liquid gradually until soft dough is formed. Turn on floured board. Cut in 1 inch pieces. Shape into balls. Place on greased shallow pan. Bake in moderate oven (375 degrees F.) 15 to 20 minutes. Makes 2 dozen small rusks.

HOW TO FORGET

If you were busy being kind, you'd soon forget to think. You'd soon forget to think 'bout someone who was unkind to you.

If you were busy being glad, you'd soon forget to think 'bout someone who was sad.

If you were busy being true, you'd soon forget to think 'bout someone who was untrue.

If you were busy being right, you'd soon forget to think 'bout someone who was wrong.

If you were busy being good, you'd soon forget to think 'bout someone who was bad.

If you were busy being kind, you'd soon forget to think 'bout someone who was unkind to you.

CARCAJOU

By John Schockcraft

THE midwinter hill was on Lost Lake. The snow was deep and the wind was cold. Carcajou was hunting for food. He had been out for hours and had not seen a mouse or a rabbit. He was getting hungry and angry.

He was a large, black, bear-like animal. He had a long, shaggy coat and a thick, black mask over his eyes. He was a skilled hunter and was known for his cunning.

He was hunting for food. He had been out for hours and had not seen a mouse or a rabbit. He was getting hungry and angry.

OUR POSSESSIONS

What we possess is not in terms of gold. Wealth is not measured by a hoard of gold. But by the attributes of one's own self.

The things our soul and body have and hold. Health bears a value crosses could not pay. The learned seek, where ignorance is blind. Love is a rare possession too. Yet they are richest who have found content of mind.

—W. SPENCER LANGRISH, D.D., M.P.

W. Spencer Langrish

COUNTY COUNCIL

THE Hon. Mr. M.P. and Mr. W. Spencer Langrish appeared before the County Council in regular session on Tuesday afternoon Nov. 22nd and requested the county council to pass a resolution placing themselves in a position of making a grant of \$10,000 towards the cost of filling in the ditch along the lakeshore highway and widening it in general. Mr. Blacklock said in opposition to the third highway he understood that he had made arrangements for a hearing with the government, along with others from the county, in behalf of this work being undertaken this winter. He stated that the Minister had made a survey of this work and it was estimated at \$10,000. Mr. Blacklock said that the estimate was high enough. Mr. Blacklock said the Minister had suggested that both Paul and John consider earnestly the work being done. \$14,000 would be the amount required from a county grant. Mr. Blacklock and Mr. W. Spencer Langrish who also addressed the council, but this move would be made to see that the government's money for the proceeding with the work on the middle road highway, as the government realized neither Paul nor Paul considered it wise to assume any share of the cost.

Reeve Campbell, chairman of the road committee, stated that he had a view of his committee with the minister, in which the minister of highways appeared quite anxious to go ahead with the work. Mr. Blacklock said to suggest a quiet bargaining with the committee. He said the committee would not be asked to do any work next year, but the county would be forced to assume their share within the next three years.

The work being done on the lakeshore highway was discussed at some length, but was finally put over until the next meeting. Further and more definite information will be gathered.

Another matter to take up next time was the payment of a committee's bill for expenses. The railway committee, composed of Messrs. Blacklock, Reeve Campbell, W. Spencer Langrish, and George Cleave of Beaufort, presented a bill for \$100.00 for expenses. The railway committee, composed of Messrs. Blacklock, Reeve Campbell, W. Spencer Langrish, and George Cleave of Beaufort, presented a bill for \$100.00 for expenses. The railway committee, composed of Messrs. Blacklock, Reeve Campbell, W. Spencer Langrish, and George Cleave of Beaufort, presented a bill for \$100.00 for expenses.

BANK OF MONTREAL

Established 1817

A presentation, in easily understandable form, of the Bank's ANNUAL STATEMENT 31st October, 1932

LIABILITIES	
LIABILITIES TO THE PUBLIC	
Deposits	\$648,832,663.16
Notes of the Bank in Circulation	34,102,970.00
Bills Payable	180,186.44
Letters of Credit Outstanding	8,343,722.33
Other Liabilities	1,545,776.16
Total Liabilities to the Public	\$693,005,318.09
LIABILITIES TO THE SHAREHOLDERS	
Capital, Surplus and Undivided Profits & Reserves for Dividends	76,160,934.60
Total Liabilities	\$769,166,252.69
RESOURCES	
To meet the foregoing Liabilities the Bank has	
Cash in its Vaults and in the Central Gold Reserve	84,976,182.21
Notes and Cheques on Other Banks	30,387,693.83
Money on Deposit with Other Banks	31,727,248.52
Government & Other Bonds and Debentures	266,729,664.26
Stocks	618,288.17
Call Loans outside of Canada	20,071,135.74
Call Loans in Canada	3,157,690.80
Bankers' Acceptances	100,603.11
TOTAL OF QUICKLY AVAILABLE RESOURCES (equal to 63.46% of all Liabilities to the Public)	\$439,768,506.64
Other Loans	302,931,269.80
Bank Premiums	14,500,000.00
Real Estate and Mortgage on Real Estate	1,721,771.17
Customers' Liability under Letters of Credit	8,343,722.33
Other Assets not included in the Foregoing	1,901,002.75
Making Total Assets of	\$769,166,252.69
in excess of Liabilities to the Public of	\$693,005,318.09
leaving an excess of Assets over Liabilities to the Public of	\$76,160,934.60
PROFIT and LOSS ACCOUNT	
Profits for the year ending 31st October, 1932	\$1,465,100.50
Dividends paid to Shareholders	\$1,200,000.00
Provision for Taxes, Dominion Government	\$27,000.00
Reserve for Bank Premiums	\$37,100.00
Balance of Profit and Loss Account, 31st October, 1931	\$143,999.59
Balance of Profit and Loss Account, 31st October, 1932	\$1,465,100.50
Balance of Profit and Loss Account, 31st October, 1932	\$1,465,100.50

CHARLES B. GORDON, President
W. A. BOK, JACKSON DODDS, Joint General Managers

The strength of a bank is determined by its history, its policy, its management and the extent of its resources. For 113 years the Bank of Montreal has been in the forefront of Canadian finance.

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RETAIL HEAD SAYS NEWSPAPER ADVERTISING BEST

The depression has only served to further prove the vital necessity of the liberal and intelligent use of newspaper advertising for retail merchants who hope to succeed today, Frank H. Bessy, president of the Ontario Retail Merchants' Association of Canada told the Ontario Retail Merchants' Association at a recent luncheon.

"Many merchants bitterly complain of small order, chain and department store competition, but they fail to realize that these businesses have not grown because of any magic, but by the constant use of newspaper advertising. The intelligent use of newspaper advertising is the key to success in retail business today," Bessy said.

"A new era of merchandising is here. The merchant who operates in a small store is being outwitted by the big store which is using newspaper advertising. The merchant who does not use newspaper advertising is being outwitted by the big store which is using newspaper advertising. The merchant who does not use newspaper advertising is being outwitted by the big store which is using newspaper advertising."

Qualifying his advocacy of newspaper advertising, Mr. Bessy pointed out that the merchant who uses newspaper advertising is being outwitted by the big store which is using newspaper advertising. The merchant who does not use newspaper advertising is being outwitted by the big store which is using newspaper advertising.