Nothing gives greater value than your telephone — it costs so little and is worth so much.

"Dad will be at the store now"

Dad had left for Northampton an hour or so before with quite a list of the family's requirements.

When Peg, suddenly recalling the knitting party at the Brown's that evening, realized she was short six balls of wool.

Quickly she reached for the telephone. "He'll be at the store now and if he isn't, Mr. Coyle will have it ready for him".

An incident typical of the value of your telephone in the daily routine or in big or little emergencies. It smooths life's path at trifling cost. You NEED your telephone.

THE BELL TELEPHONE COMPANY OF CANADA

SPECIAL AUTUMN AND WINTER DISPLAY OF

Trimmed Hats

—and—

NOVELTIES

of imported Fancy Linens and Scarfs

FUR COATS

Made to order and Repaired by Reliable Firm

MISSES CLARIDGE

Upstairs Herald Block

Job Printing a Specialty

YES—TOO MUCH EVERYTHING

Here is one that is going the rounds of newspapers which sums up the cause of every kind of trouble, it seems. The writer gives his ideas in a tense and trenchant manner:

"Too much oats and too much wheat,
Too much corn and too much heat,
Too much cotton, too much oil,
Too many hours that we don't toil,
Too many highways, too many cars,
Too many people behind the bars,
Too much poverty, too much wealth
Too many people have poor health,
Too much politics, too much boose,
Too many wearing high heeled shoes,
Too many loafing, too many bets,
Too many failing to pay their debts,
Too many spending dough for gas,
Too many talking of Europe's sass,
Too many buying beyond their means,
Too many buying canned corn and beans,
Too many candidates after your votes
Too many wearing old overcoats,
Too many hiring their washing done,
Too many playing bridge for fun,
Too many looking to Uncle Sam,
Too many people don't give a——,
Too many poets, too much prose,
Too many girls without underclothes.
Too much buying of goods on time;
Too many people don't save a dime,
Too much hell, too much play,
Too many officers on big pay,
Too many taxes, too much spent,
Too many folks spend every cent,
Too much fun, too much ease,
Too many rips in by B. V. D's,
Too much talk, too much law,
The darnest mess you ever saw."

—L. B. B.

THE UNEMPLOYMENT RELIEF GARDEN

Over fifty destitute families provided with a plentiful supply of vegetables and saved from a summer of absolute idleness were the results of an unemployment relief garden project sponsored by the Rotary Club of Fredericton, New Brunswick, in co-operation with the adjacent Dominion Experimental Station.

Some of the families worked gardens on land about their homes but the majority of them were established on a piece of land donated by the Experimental Station. The Station also furnished a lot which was used as a community potato field.

The Rotary Club furnished seed, fertilizers and spray material, interested citizens offered prizes to stimulate a proper enthusiasm, federal and provincial agricultural experts gave plenty of advice, and the result was a striking success.

Two or three incorrigibly lazy families fell down on the job but the others carried on with splendid grit and some of the plots would have excited the envy of even the most hard boiled professional gardeners.

After fortifying their systems during the summer with the vitamins of lettuce, radish, cucumbers, green peas, and green beans, these families are now facing the winter with generous stocks of potatoes, cabbage, turnips, carrots, onions, bottled tomatoes, dried peas, beans and other vegetables. And who can measure the value of aroused hope and renewed morale derived from a season of pleasant occupation?

The idea is one that should be spread around. There is no reason why the plans should not be tried in scores of places in Eastern Canada next summer.

The Dominion Eperimental Station at Fredericton, New Brunswick, and the Rotary Club of the same place will be glad to share the benefit of their experience with any groups who wish to carry on similar projects in 1933 and who will write to them for information.

Slight Drafts

The fellow to whom harp music is distasteful is going to have a tough time in heaven. So long as you are happy, what does it matter where you are or what you have? It is all right to "give the devil his due," but there is no sense in adding a bonus. Do you really think you are capable of sitting down to-day and telling some young man what he really should do?

THE RIVER THAT MADE EGYPT

Far away in the very heart of equatorial Africa, a little south of the Equator, there rises one of the greatest and most famous rivers of the world. The beginnings of the Nile are in one of the remotest and least civilized bits of the earth's surface, and the greater part of its course lies either through equatorial swamps or through barren deserts; but before it has finished its long journey of four thousand miles, and reached the Mediterranean, it has travelled through the greatest kingdom of the ancient world, and its broad stream has reflected the towers and colonnades of vast temples which mark the spots where once stood the proudest cities of a great empire. For thousands of years its waters bore upon their bosom the gilded barge of famous kings and of mighty gods, while the ships of all nations, from Crete, from Tyre, from Sidon and Byblos, even at last from far-off Athens and the Islands of the Aegean, swept up the stream before the strong north wind to unload at the quays of Memphis or of Thebes; and drifted down again with the current, laden with all the fine and beautiful things which the cunning workmen of Egypt knew so well how to make.

But the Nile was not only the witness of the splendour of Ancient Egypt, not even only a helper in the making of it; it actually made the whole land in the beginning, and it kept on remaking it year by year and is remaking it still. For a long way after the start of its journey it runs, as I have said, through great swamps, where its current is almost choked by huge masses of matted reeds (the "sudd"), which have to be cut through periodically to clear a channel. Then it comes out at last into more open country, which is barren and desolate on either bank; and just at Khartoum another great river, the Blue Nile, comes rolling down from the hills of Abyssinia to join the slower current of the longer stream, the White Nile, as the equatorial river is called. The united stream flows on past the battlefield of Omdurman, where the last hope of the Dervishes was shattered to pieces. It passes the first of the six great steps, the Cataracts, down which it has to fall before it reaches Egypt, and gliding past the ruins of what was once the famous city of Meroe, it reaches the point where another mountain torrent from the Abyssinian hills comes flowing in from the east to join it.

The Nile has really made Egypt and goes on making it afresh every year, as it has done for untold hundreds of years. All the black soil which fills the flat valley has been laid down by the river in the course of ages, and it is refreshed and kept fruitful year by year by the same flood which made it in the beginning. And it is the black soil that is Egypt. The Egyptians themselves in ancient days, used to call Egypt "The Black Land," to distinguish it from the red deserts which lay on either hand. Egypt then, the first of the lands of our story, is simply the ribbon of fertile land which lies on either side of the great river which has created it, and the broad triangle which lies between the end of the ribbon and the Mediterranean. Or, if you like it better we might say that Egypt is like a lily whose long stem, rather crooked in places, is the Nile, and whose broad bloom is the Delta.—James Baikie, in "The Ancient East and its Story."

TWO GOOD RULES

Life is a battle, as every human being finds out somewhere between the beginning and the end of it. Every man and woman who is worth anything has fought through more than one discouraging struggle along the way.

The publisher of a big modern magazine, who has fought his own way to success, quoted the other day two rules which he said he has learned from an old cavalry captain and had found to be the best on guiding aphorisms:

First: "When in doubt, charge."

Second: "Admit nothing to be a hardship."

The first rule applies to action the second to thought—to a soldierly attitude of mind. Taken together, they equip a warrior to enter any struggle with more than a chance of victory. They are equally valuable to the modern business man, struggling in the press of work and worry; and they are certainly applicable to the daily difficulties of life.

The worst obstacles, which grow as one looks at them, often melt away before a determined charge upon them. A man is more often beaten by his fears than by his enemy. As for hardships, many young people cheerfully endure, when on a camping trip or an excursion, discomforts by which they would be completely discouraged in doing church work, for example. Almost nothing bearable is a hardship to a determined and cheerful will; and very few really unbearable hardships ever confront the average person.

To learn these rules, and apply them will be a help toward victory.

Friend—"You will soon forget her and be happy again."

Jilted Lover—"Oh, no, I shan't. I've bought too much for her on the instalment plan."

A CHRISTMAS CAROL

"What means this glory round our feet,"
The Magi mused "more bright than morn?"
And voices chanted clear and sweet,
"To-day the Prince of Peace is born!"

"What means that star," the Shepherds said,
"That brightens through the rocky glen?"
And angels, answering overhead,
Sang, "Peace on earth, good-will to men!"

—James Russell Lowell in Poems.

GOOD CHEER

Good cheer is a great lubricant. It oils all life's machinery.

Good cheer is a great producer, it adds wonderfully to one's active ability and increases mental and physical power. It makes hosts of friends and helps us to be interesting and agreeable.

Good cheer will attract more customers, sell more goods, do more business with less wear and tear than almost any other quality.

Optimism is the greatest business getter, biggest trader, truest achiever in the world.

Pessimism has never done anything but tear down and destroy what optimism has built up.

In the business office, in society, in workshops, everywhere, the favorite is always the cheerful fellow with the bright smile and bright thoughts.

Good-natured, cheerful ones do not waste their vital energies as rapidly as the grumblers or the too sober, too sour ones do. They work and live with much less friction.

Good cheer is a simple habit. It is one of the best in all the list.

PEEL PLOWMEN REPORT GOOD YEAR

Peel Plowmen's Association held its annual meeting in the offices of the Department of Agriculture on Sat., Dec. 12th, James Laidlaw, treasurer, reporting a balance on hand of over $200, considerably more than was left in the preceding year.

It was decided that the matches of the association shall be rotated throughout the townships in the future. Next year the annual competition will be held in either Toronto or Albion townships. Six trophies were offered for competition at the match this fall, one of them being won permanently.

Officers elected for the coming year are: Hon. presidents, W. J. Lowe and J. M. Dolson; president, Alex. McKinney, jr.; vice presidents, Russell Wilson, Mono Road, and W. L. Wilkinson, Brampton; treasurer, James Laidlaw Brampton; secretary, J. C. Shearer, Brampton; honorary director, Joseph Motherall; directors, Chinguacousy, M. W. Carter, Herbert Clark, David Craig and Herbert Russell; Toronto township, Herbert Black, Wilfred Ellis, Fred Lawrence and E. Parkinson; Toronto Gore, Robert Gardhouse, John Erwin and Arthur Julian; Caledon, Watson Wiggins, W. J. Wilson and Clifford Storey; Albion, Orland Downey and E. Westlake; auditor, Frank Thompson, Brampton.

THRIFTY

A Scotsman was flying from Croydon to Switzerland, and the pilot, looking round, noticed that his passenger appeared to be very ill. His face was red, and he was perspiring freely.

So when they stopped at Paris the pilot suggested that the Scotsman should break his journey and see a doctor.

The Scotsman shook his head.

"It's a' right!" he exclaimed. "There's nothin' rang wi' me."

"But, man alive, you're looking terrible!" expostulated the pilot. "There's something the matter with you."

"Well, it's like this," explained the Scotsman. "When I was comin' to Croydon by your car I read a notice which said extra luggage was threepence a pound. I wasna' goin' t' pay a' that, so I slipped on ma extra clothes."

And he opened his overcoat.

Underneath was another overcoat. He also had on two jackets, two waistcoats and three pairs of trousers!"

Wife—"I'm going to town this afternoon."

Hubby—"Shopping?"

Wife—"No; I won't have time. I just want to get some things I need."

A newspaper headline reads: "Burglars Surprised by Bank Officials Working Late."

Who wouldn't be.

Dramatist—"Why are you going away already? There are three more acts to come."

Guest—"Sorry, that's why I'm going away."

Young Wife—"Pierre is perfectly wonderful to me mother. He gives me everything I ask for."

Mother—"That merely shows, my dear, that you are not asking for enough."

A Most Acceptable Gift

To That Friend Far Away

To those who have made their home far from their "ain folk" nothing is quite as acceptable perhaps as news of the "old home town"—the doings of the boys and girls they used to know. their comings and goings, their joys and sorrows as reflected every week in the columns of the local newspaper.

Your boy or girl, sister, brother or bosom friend will appreciate The Herald more than anything else. It will be a constant reminder of you 52 weeks in the year.

"As Good as a Letter From Home"

Christmas Hampers - -

Any person wishing to donate goods for Christmas Hampers being prepared by the Women's Institute under the direction of the

Central Relief Committee

Kindly leave same at Mr. Joseph Watson's residence, Main St., North, anytime from

Dec. 19 to 23

ANNOUNCING . . . *the* NEW McLAUGHLIN-BUICKS

that motorists helped design

"WIND-STREAMED" FISHER BODIES

NEW NO-DRAFT VENTILATION

ALL MODELS 2 INCHES LOWER

NEW SAFETY GLASS

STARTER BUTTON ON DASH

IMPROVED AUTOMATIC CLUTCH

PRODUCED IN CANADA

Low prices that take account of sharply lowered ... any G M A C terms ... Dependable Used Car Plan ... including free chassis lubrications.

CANADA has been watching and waiting.... Now Canada thrills to the new McLaughlin-Buicks, the greatest ever built from "the driver's point of view!"

30,000 Canadians told General Motors what they want in their next car. And now these motorists will find that McLaughlin-Buick is more than ever the choice to make for savings and satisfaction.

They'll find that the new McLaughlin-Buick is "Wind-Streamed"—even smarter and roomier. That it combines new smoothness and new performance with proved ability to give more and better miles. That it's the first car to offer *Fisher NO-DRAFT Ventilation.*

They'll come in their thousands to learn what's new and advanced in modern car design. And we hope that you will join them. You'll discover more reasons than ever for McLaughlin-Buick's 24-1 preference over any other eight in its price class — more reasons than ever why you should choose a McLaughlin-Buick for the joy of extra years of fine, reliable motoring!

WHAT 30,000 MOTORISTS TOLD US

This "Buyer's Guide" tells about our recent survey among Canadian motorists and provides information which you will find valuable in choosing your next car. Write for free copy to Customer Research Department, General Motors, Oshawa, Ontario.

ON DISPLAY SOON

S. V. KING

PHONE 234w GEORGETOWN

McLAUGHLIN-BUICK GIVES MORE AND BETTER MILES

The One Thing You Can Afford

THE great national pastime this weather is squeezing the expenditure column so that it will remain in proportion to the revenue. The first step in this, of course, is making a decision as to what items are absolutely necessary to the well-being of our minds and bodies and consigning the balance to the limbo of "things we will have when times improve."

YOU cannot do without your local newspaper for several reasons, the first of which is that as an intelligent citizen of the community it is necessary that you keep informed about what is taking place in that community: Whether your interests are being cared for in the governing of municipal affairs; what is transpiring at the schools, the churches; if grants are being made from public funds, or cut off, and why; what your community proposes doing about relief measures; where foodstuffs, meat, wearing apparel, wood, coal may be bought to best advantage; where you may sell or trade some used article, or buy such an article to advantage. All the intimate personal news! the deaths, births, and marriages, and the thousand and one other occurrences that go to make up the life of a community.

THAT is the function of the weekly newspaper. Its news columns each week carry the story of the activities of the community and in addition the effective news of the world at large. Its advertising columns bring into your home the best offerings of the stores and shops with prices and description. The classified advertising column is a meeting place for buyers and sellers in every conceivable line.

"THE HERALD" costs you but three cents a week. If you will read it thoroughly, intelligently, you will receive many, many times over a return in value. And The Herald is a good paper for the family to read. There are many things children may learn from its columns, but nothing they should shun. Its columns are clean, carefully edited and contains all the NEWS.

IF your are not already a subscriber to The Herald, take it on trial for six months. Do it to-day—NOW—while you think of it.

THE HERALD, Georgetown, Ontario.

Enclosed please find 75 cents in payment for The Herald for six months. At the end of that time I will notify you if I wish to discontinue.

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