

### Save your buildings NOW before it's too late



Millions of dollars worth of farm buildings are being taken up each year by rust and decay caused by leaky roofs, and by fire. Save your buildings NOW before they get beyond saving. Re-roof with Rib-Roll.

Rib-Roll is permanent. It cannot warp, shrink, rot, crack, rust or bulge. It is fireproof—spots cannot ignite it. When properly grounded in the lower corner according to the Ontario Lightning Rod Act, it gives complete lightning protection.

**Council Standard Rib-Roll is now selling at the lowest prices in history.** Quality is still maintained at its highest point. Write for free literature and name of nearest distributor.

**Eastern Steel Products Limited**  
 250 Queen St. West, Toronto, Ont.  
 Distributors in Georgetown: **Widdows & Taylor**

#### News and Information For the Busy Farmer

An Empire preference of four shillings per ton (over dollar) per cent of 113 pounds is given by Britain on all apples and pears exported from Canada on 22nd June. Understanding that Canadian growers make every effort to increase production.

A catch-crop is a crop which is grown to take the place of a regular crop in the rotation which has been killed by unfavourable climatic conditions. A catch-crop may be grown in the place of some crop which has been winter-killed, such as clover or winter grain.

**Trouble Shooting in the Binder**

A pamphlet setting forth a simple and practical system of loading and conveying straw to the binder of grain and crop trucks, is being issued by the Department of Extension O.A.C.

The system of trouble shooting set forth in this circular is based on the appearance and location of the "trouble bands" in their characteristic positions on the various rollers. A drawing of the defective binder and is clearly drawn with under the headings Description, Cause and Remedies.

The Circular (No. 34) is known as "Trouble Shooting in the Binder" and may be obtained free of charge by applying to the Department of Extension, at the College. It is of interest to all tractor owners who will be fully demonstrated each day during P.M. and Home Week (June 19 to 23) at the College.

#### MASTER OF HELIUM

Professor McLennan Produced Mystery Non-Inflammable Gas at Official Visit of Empire's Ministry.

Few chapters in the Wonder-Book of Science are of more absorbing interest than those which have been contributed by Professor J. C. McLennan, D.Sc., of the School of Graduate Studies, Professor of Physics, and Director of the Physical Laboratory, who recently resigned from the staff of the University of Toronto after a career of forty years.

In the popular mind his name, probably, is most closely linked with the wartime achievement of producing the mysterious helium gas in commercial quantities. It was the hand of the British Admiralty, for non-inflammable hydrogen that had Professor McLennan, in 1915, on a mission-wide quest for its equivalent in the form of helium, in the mountains of the Canadian Rockies in Calgary which was producing large quantities of helium from the mineral gas at the site of the town. At the pre-war prices, the helium was sold at the rate of \$100,000 a ton. The new plant reduced the price to \$1,000 a ton.

Liquidation of helium was achieved at the University laboratory by Professor McLennan and his assistants with O. M. Strawn, L.M.S. widely known, but of major scientific importance, was the reaction of the upper atmosphere, especially in the case of the aurora, the excitation of the spectrum of the aurora-borealis, helium gas, a non-oxidant, over the earth's surface, it was dissolved in water, forming a gas, causing them to follow the globe's curvature rather than to rise to the atmosphere.

More in August in 1927, only a few weeks before the Dominion of Canada celebration, J. C. McLennan has to his credit a record of continuous achievement spanning parallel with that of the Dominion itself.

#### IMPERIAL CONFERENCES

Imperial Representing Quarter of the Globe Eligible to Discuss Empire Affairs.

Imperial conferences are not a new departure. Their origin dates back to 1887 when the first conference of representatives of different parts of the British Empire was held in London. In that year the Prime Minister of the various Dominions were in London at the celebration of the Jubilee of the late Queen Victoria and they seized the occasion for a discussion of matters relating to the war and peace.

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#### CORRESPONDENCE

##### THE LEADS (SCOTLAND)

Oakville, May 28th, 1933.

The Editor of the Georgetown Herald, Georgetown, Ontario.

Dear Sir:

The newly organized Regiment of the Malton Rifles come more known by their old designation of the Leamington Rifles (Scotland) are anxious to obtain as many photographs, trophies, badges or newspaper cuttings as possible pertaining to this fine old Regiment.

Could we through the columns of your paper appeal to anyone who has anything of historical interest that would help us to compile a record of the services of this Regiment. We want anything that is now of interest to the Regiment or will be in future.

The Old 2nd Regiment of Militia. Lower ranks.

18th O.E.P. Overseas Battalion. 16th O.E.P. Overseas Battalion. The Halifax Rifles.

The following persons have names on the Roll of Honour and photographs were scattered and they have since been lost sight of.

If any of your readers have anything that will help us to compile the historical record and help us to maintain the traditions of this fine Regiment, would they be kind enough to communicate with the undersigned.

Loide Knox, Major in charge of Regimental History, Oakville, Ontario.

Pray for what you want, but when you get off your knees, thank!



### "Never mind—we'll soon fix that"

Mrs. Hendry was in great distress. She had broken her spectacles and the prescription was at the optician's in the city.

"That means I can't go to the social tomorrow night," she said.

"Don't worry," Tom Hendry cooed her. "I'll just phone the optician right now and he can have a new pair here in tomorrow's mail."

In any emergency, great or small, your telephone is ready to help. Long Distance is easy to use, clear, quick and surprisingly inexpensive.

#### N. A. ROBINSON

Live Stock Dealer and Butcher, Norval

LIVE STOCK TRUCKING

All loads fully insured

PHONE: Georgetown 101-13

#### Jobs Wanted for Unemployed

Anyone having odd jobs on farm or in town are requested to notify Mr. W. C. Marshall, Chief of Police, Georgetown, so that the neediest men may be assigned to them, and so help those who need relief most.

No job too small whether it takes an hour, a day, or a week.

#### GOOD PRINTING is a Good Salesman

Remember when you send out a circular, brochure, pamphlet, letterhead, business card or in fact any piece of printing, that it stands for YOU. You can't make excuses for it. If it's in bad taste, if its face is dirty, so to speak, because it is poorly printed, your advertisement will be a detriment rather than a help. Good printing is a good salesman—see that it is good by having it done here and you will get satisfactory results every time—at a fair price.

#### GOOD PRINTING is a Good Salesman

LETTER HEADS  
 ENVELOPES  
 RECEIPTS  
 STATEMENTS  
 BILL HEADS  
 VOUCHERS for Loose Leaf Papers  
 INVOCES  
 TICKETS (All kinds)  
 SHIPPING TAGS  
 LABELS  
 BROCHURES  
 BUSINESS CARDS  
 MENU TICKETS (any kind)  
 HEAD TICKETS

AUCTION SALES BILLS  
 POSTERS (all kinds)  
 ORDERS FORMS  
 COUNTRY CHECK BOOKS  
 VISITING CARDS  
 WEDDING STATIONERY  
 BOOKS  
 WINDOW CARDS  
 FUNERAL STATIONERY  
 CHECK BOOKS  
 CHURCH REPORTS  
 PRIZE LIST  
 SCHOOL, MAIN PRINTING  
 MUNICIPAL PRINTING

LET US HELP YOU WITH PRINTED FORMS

Printed forms save time and simplify many otherwise tedious tasks. Call us and enquire. You know the number—

PHONE 8—Georgetown

**The Georgetown Herald**  
 YOUR LOCAL PRINTER

#### NEW BABY MAKE

New regulations covering the milk, cream and cheese industries in Ontario have been issued by Thomas L. Kennedy, Minister of Agriculture, under the Dairy Products Act. Many of the new regulations stand and are co-ordinated with the new ones enacted by the Department. Under "Compositional Testing of Milk" a new clause reads: "At all plants except where a Government official does the testing, the composite sample shall be taken within the date after the last sample for the testing period is taken, and kept for use until the day on which the composite sample is tested."

A change in rules of sampling and testing of cream is also made. The cream shall be sampled and tested for butter fat within thirty-four hours after delivery at the plant.

An important change in premiums for different grades of cream reads: "Where the premium of more than two cents is paid, the premium for which such a premium is paid shall not be more than two-thirds per cent. Previously there was a flat premium in this class."

Many rules covering the border areas between provinces and other and many arranged through reciprocity between the Governments.

#### A HUMAN WOLF—BOUND

Trapper Claims to Be Able to See the Wolf

J. W. Yukus, Perry Road District trapper, says he has had considerable success in getting wolves by using them down on a mountain, but would not reveal the secret to any man. He says that his methods are at least worth a fair trial, and instructions went out from the Department to trappers Districts in Ontario and western to try their hand at it.

That a wolf which was trailed by a dog will travel for an unlimited distance to throw the pursuit, and then will return to a man, at once because of the dog's barking, baying, and whining, is a fact which is being proved in Ontario.

Yukus overtook a number of foxes in the winter, and in 1932 tried the practice on the mountain in the west. He says that time he came up to the quarry, secured in some brush, and killed it with a shot of his rifle.

#### FOUND NESTLING IN MAYNAGE

E-Ray Machine Assembles "Wind Wave Case Regarded as Impossible"

That old case that something is as hard to find as a needle in a haystack, was proved in the case of a nestling of a big wall-labourer electrical company.

Several apartments workers at the industrial X-ray laboratory found needles or pins in haystacks with ease.

Lacking a haystack on the premises, one worker hid a pin in a hole of a table and the rest of the team of about a dozen men and several feet in this case.

Another worker, with special X-ray equipment, found the pin in a hole of a table in the case of the table, and it was out within a few minutes.

#### MAY REPLACE MARCHES

Estimating 100,000 of Expenditures With Wheat Over Seasonal Yield

Rafael, a new heavy-yielding wheat, may replace Marches over a large area in the Province of Ontario, according to Dr. J. M. Hamilton, Director of Field Husbandry at the University of Toronto, whose opinion is based on a series of comparative tests of yields over a period of seven years.

In the tests conducted between 1925 and 1932, the new wheat, it is stated, produced an average increase during a period of 14 per cent, and at such widely separated experimental stations as Southwestern, Swift Current and Regina, Saskatchewan, and at Lacombe, Edmonton and Ladangue, in Alberta, during two years of 11 per cent.

#### NEW SODIUM SULPHATE FIELD

A new source of sodium sulphate in Saskatchewan has recently come into development. The newly developed deposit, which is reported to be the fifth of its kind in the province, is located on the west side of the Lake near Biggar, some 65 miles west of Saskatoon. The deposits in the bed of White Horse Lake are estimated at nearly 20,000,000 tons.

Wheat Made From Potatoes

Approximately 170,000 bushels of potatoes were ground into flour last fall by three Prince Edward Island mills at Hunter River, Murray Harbour and St. Peter's. The product is shipped mainly to Montreal for use as a substitute for wheat flour.

#### CHEESEMAKERS REGISTERED

Preparation of Milk and Cream

The greatest obstacle in the manufacture of uniform, high grade dairy products is the difficulty of securing high quality milk and cream from the producer. Research has shown that the most desirable in the process had favoured or sour, cream is seldom very effective, and in all cases they are not, therefore, in the present time the care of the new materials on the farm.

Experiments at the O.A.C. show that morning cream from a separator that has been flushed and left standing overnight, frequently has a bacterial count fourteen times as high as that obtained when a properly treated and cleaned machine is used. Added to this the accumulating efficiency of the separator is reduced owing to dirty discs of the machine. The loss due to the low grade obtained from cream produced in this way, frequently amounts to one-quarter of the current value of butterfat. The percentage is further reduced through the difficulty in marketing a poor product.

During the week from the 19th to the 23rd, the Department of Dairying will put on a display of modern farm dairy equipment, and will give demonstrations in the simple operations necessary to insure the production of high quality milk and cream. The Department will also demonstrate the making of several types of cheese, suitable for home manufacture.

#### WITH ONE FIRM OF YEARS

Sixty-seven years with one firm is the record of perhaps the oldest cheese-maker in the Province of Ontario. Charles Spindler, who commenced his time as an apprentice at the age of 12 years with a factory in Ontario, Spindler was honored at the "long service" functions, one an anniversary commemorating 60 years and the other 60 years of faithful service. At 61 years of age he has now been retired at his own request.

#### THIS SHOULD CLEAN THEM UP

The soap and washing compounds industry is a fairly substantial one in Canada. There are 62 establishments engaged in it with a capital investment of \$1,275,175. Employing 1,048 persons. The total annual output of the various products runs near \$15,000,000.

#### PEACH RIVER CARRIAGE

Alberts is said to have produced the surprising results of 45 pounds and measuring six feet round the belt. No carrot, no turnip, not even a Idaho potato, has ventured to assume anything like these proportions. This particular specimen sent the young cabbage-rotter in the warm soil of the Peach River country, and upon attaining full stature removed to Edmonton, where specialists speculate it to be a worth action of a distinguished family. Bearing the name of Coopers, it has set up a new high level for vegetable development and has encouraged a belief that the time may not be far away when carrots and parsnips can be grown by the yard.—Ontario Science Monthly.

#### LOW CITY MAFPS

Scotia Expedition Explains Old Chinese Discoveries

Exploration of an ancient city, which was "drowned" when an earthquake struck the city, has been virtually completed by an expedition of British archaeologists, geologists, divers and photographers.

The expedition has succeeded in securing the ruins of the city which was known as Old Changan, long before the day of the Christian era. The city was founded by the Han dynasty.

The city was called Old Changan, but by the Greeks it was known as Byzantium. The ruins of the city have been investigated by a number of expeditions since the late 19th century. Actual physical traces of the old city were not found until last year when the British expedition was sent to excavate the ruins of an ancient house at a depth of 120 feet. The expedition was led by Prof. Griffiths and his staff.

The Griffiths expedition found that the city had been in danger of being lost for a long period of years of the last century. The city was a violent earthquake which had buried it over the site of a great wave of water. The city had been in danger of being lost for a long period of years of the last century. The city was a violent earthquake which had buried it over the site of a great wave of water.

#### HEALTHY EGG

Paid by Ontario Producers

"Producers generally would appear to be content so far as the price of eggs and poultry is concerned," said Y. A. Hanson of the Department of Agriculture, who is Health Policy Committee in Ontario. "There have evidently been more chicks hatched and sold by our hatcheries this season than last. It is the thought by some that while this condition may indicate conditions, it may be discouraged by a heavy crop of eggs and poultry later in the season, resulting in low prices."

It should be pointed out, however, that stocks of poultry in Ontario are as per figures published by the Dominion Bureau of Statistics show a decrease of 14 per cent as at May 1st, as compared with the same date last year, and a decrease of 20 per cent on May 1st as compared with April 1st of this year. Eggs held in storage as at May 1st last show a decrease of 13 per cent, as compared with the five year average, although there is some increase in the holdings as at May 1st, 1933 compared with May 1st, 1932.

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### ENOS FRUIT SALT

sparkle!  
 Bright eyes,  
 lustrous hair,  
 clear complexion—  
 come only from  
 pure cleanliness.  
 The Enos Every  
 morning.

For 30 cents you can telephone about 100 miles by making an "Enos" call (standard rate) and receiving a special Enos call (standard rate).

**Long Distance**  
 is surprisingly inexpensive

#### Georgetown Lions' Club 2nd Annual Boxing Show in the Arena, Friday, June 23rd

## DID YOU EVER STOP TO THINK?

By Edson R. Waite, Shawnee, Oklahoma

William Linton Andrews, editor of The Leeds (England) Mercury, says:

"Sometimes when I listen to windy talk about marketing plans, I want to get up and remind the speaker that markets are simply people. Some of the experts get entangled in forests and formulas. They ought to make it their job to get right through to the people."

"Those who make goods are short-sighted if they look upon their goods as sold when they have deposited them in the warehouse of a wholesaler or upon the shelves of a retailer. No article is truly sold until it has reached the hands of the man or woman who actually intends to use it."

"The manufacturer, in order to sell the right people the right article at the right price in the right place at the right time, must not leave his marketing to the haphazard channels by which so many excellent commodities today reach the consumer. Marketing must sell more goods at less cost to informed customers who demand them."

"The modern factor in this business which alone can secure the co-operation of distributors, can find markets, can inform customers, and can reduce the cost of the whole operation, is advertising."

"The United States was the first country to discover that selling is made easier by the creation of 'pull' from the customer than by the exclusive use of 'push' from the manufacturer."

## - A Universal Habit -

"One of the effects of the advance of popular education has been to make the reading of newspapers a universal habit. This in turn has built up the very large aggregate sales of newspapers today, and has placed at the disposal of advertisers the most economical producer of 'pull' so far discovered."

"Markets, I say, are only people, and newspaper advertising is demonstrably the most certain and economical and the simplest method of placing a sales message before the people. As an Englishman I take off my hat to those Americans who have led the way in sales publicity. We in Britain are benefitting by their example. We try to get right through to the people."

## Counter Check Books

Get your supply of COUNTER CHECK BOOKS at "The Herald Office"

LOCAL ADVERTISING HAS THE JUMP ON ADVERTISING THAT COMES FROM THE OUTSIDE, BUT YOU, MR. MERCHANT, HAVE TO KEEP THAT LEAD BY PROPERLY UTILIZING THE HOME TOWN NEWSPAPER COLUMNS CONSISTENTLY AND WITH CAREFUL ATTENTION TO THE PREPARING OF COPY.

## The Georgetown Herald

**"If It's Printed - We Can Print It!"**