

THE GEORGETOWN HERALD

The Georgetown Herald, Wednesday Evening, June 21st, 1933.

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

Forty-Sixth Year of Publication

The Georgetown Herald
A. H. BROWN
Publisher and Proprietor
Member Canadian Weekly Newspaper Association

C.N.R. Time Table

Train	Time
Georgetown to St. John's	7:30 A.M.
St. John's to Georgetown	6:00 P.M.
Georgetown to Kentville	8:30 A.M.
Kentville to Georgetown	7:00 P.M.
Georgetown to Sydney	9:00 A.M.
Sydney to Georgetown	8:00 P.M.



A Word to the Wise and Better Times for the Farmers!

Some contemplated travellers of this district are desponding that a good substitute for a system of bonded protection is to be. A good word of warning of that kind in order to sell their goods, The Deputy Fire Marshal and all those interested in the protection would like to have them so advised.

GILBERT SINCLAIR
Builder and Dealer
Georgetown, N. S.

SUMMER MILLINERY

in all the
NEWEST SHADES and MATERIALS
in
Silk Crepe, Straw and Felt Hats
All Straw Hats at less than Half-Price

MISSIS CLARIDGE
Georgetown

BUS Summer Schedule

EFFICIENT SERVICE

St. John's	6:15 A.M.
Georgetown	7:00 A.M.
St. John's	8:00 A.M.
Georgetown	9:00 A.M.
St. John's	10:00 A.M.
Georgetown	11:00 A.M.

ARROW

CHIROPRATIC
WALTER J. WILKINS
D.D., D.C., D.P.H.
Diploma in Chiropractic, Ontario College of Chiropractic, Windsor, Ontario.
Diploma in Physical Therapy, Ontario College of Physical Therapy, Toronto, Ontario.
Diploma in Massage, Ontario College of Massage, Toronto, Ontario.

FRANK PRITCH
Diploma in Chiropractic, Ontario College of Chiropractic, Windsor, Ontario.
Diploma in Physical Therapy, Ontario College of Physical Therapy, Toronto, Ontario.
Diploma in Massage, Ontario College of Massage, Toronto, Ontario.

Monuments
PLOCK & INGHAM
Sculptors and Carvers in Stone and Wood
Office in Leach Building, Phone 444

New Way TO Buy Coal

Blue Coal

and WELSH ANTHRACITE

No Extra Delivery Charges to NORVAL NEWBOWN GLENN WELLSMAN STOVES SCHOOL

John McDonald

DID YOU EVER STOP TO THINK?

By Edison R. Walte, 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 simple 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 leave his marketing to the haphazard channels by which so many excellent commodities today reach the consumer. Marketing must advance step by step with making. The methods employed 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."

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

TWILIGHT YEARS

A little passage in life while daylight lingers
Between the sunset and the pale moonlight
When daily labour slips from weary fingers
And soft grey shadows veil the looking eyes
Peace, peace—the Lord of earth and seas
Soothes kindly
The human soul to all its best and truest
Out of his throne to stream of Lethes floweth
But the cheer river of mortal life
Nurves it to work and weeping bring
And this shall lift thee to the zenith heights
Then shall a psalm of gladness and thanksgiving
Fill the calm hour that comes between the twilight
Thine's beauty all around our path
If but our faithful eyes will trace it to familiar things and to their loveliest gleams

REDEEMED FROM HOLIDAY

Yonville, June 18th—Canada's judicial summit, Monday, Dominion Day, July 1st, has just been celebrated and for the convenience of those Canadians who wish to visit their relatives or to enjoy their own day of rest, the Canadian railway has arranged for a special holiday train service between Montreal and St. John's.

MISSIS CLARIDGE

Georgetown

Peggy's First Party

By ADELAIDE D. HUFF

PEGGY LONNINE had two of the girls and down the long hall that led to her room. One by one she slipped her shoes and with a gasp stepped upon the long hall with the feet that had been raised in prayer.

"Oh, how lovely!" she said, "I am so glad to be here."

"I shall be glad to see you," said the girl who had been raised in prayer.

Philosopher Sets Fifty

as Golden Age of Man

White drinking a bumper of apologetic, there gulls bent, one day at a round table, a philosopher said to what age would we choose to be if we could live for a thousand years.

Why Portuguese Shudder

An English publication prints the following list of words ending in "guano" and "guano" is the name of the manure of the guano bird, some of which are words used in this country.

The Compliment

John meant well, but somehow he was always putting his foot in it. At the annual carnival dance he was introduced to a young woman whose perfume was as strong as soap.

Unpleasant

Some Los Angeles reporters had been told that the city was to have a new name.

New Idea for Village New

Florida town, which has been struck by a drought since the middle of last year, has a new idea for a new form of an old method.

A Day at a Time

All the time I live a day at a time
And do the task at my door,
With willing hand in a better way
Than I had in the past, explaining
The cause of yesterday's deed
With yesterday's setting sun,
And to-morrow's work is not mine to do
Till the task of to-day is done.

Needed the Trapping

to Lure "Other Sucker"

The late Chief Justice William Howard Taft told with many characteristic chuckles, this story to which an obvious political moral can be attached, says Collier's Magazine.

Aspen to the Youth

Aspen is not an aspen, but a new and highly valuable mineral.

Surprising Answer

"Mrs. Wilson is so angry she won't speak to me," confessed Mabel.

Halls

"Haying out of us is a disgrace," said one of the old game boys.

Rivalry

Never despite or become angry with your most feared competitor.

The Child

Friend—No you were asked for an opinion of that amateur's playing.

It's Not a Day

One of two churches in a village had been the scene of a very unusual scene.

Wealth of Historical Interest in Old Boston

Boston is one of the oldest cities in the United States and few are the products of greater historical traditions than this. "The Hub," founded in 1630 under the lead of Gov. John Winthrop, it is a city in which landmarks, known to every school boy, abound.

Story of Samson Found in Oriental Literature

Discoveries on the site of the ancient city of Beth-Shankh, in Palestine, by the Harvard expedition, confirmed the scientific supposition that this gray mound on the border between Dan and Judah was once a part of Egypt's empire.

Business Records of Some Towns or Cities

Business records of some towns or cities were published in the early part of the century.

Three Stradella Clink

A tale of a criminal trading almost directly under his nose with another with a spring habbling up from the center of his wits are two of the books which have developed in the various groves in Yosemite National Park.

Messy Calculation

"Mr. Davis is an English centimeter who shows any quantity he is in." He has been on the stage since the start with great success for many years.

Widows and Youth

Science has shown that the teeth of barbarous and savage people were superior to those of modern because of the vitamins contained in the unrefined food.

SCHOOL FARE, 1933

The following is a list of the school fares for the year ending June 30, 1933.

Scientists Hailed by Journal of Singing Bands

There are many points in this country and abroad where the music of the Singing Bands is a favorite pastime. This is a tradition of the past, but the singing bands of the Arabians desert in a short while has attracted attention for a thousand years and without any really satisfactory explanation.

Keating Business Accounts

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