

THE GEORGETOWN HERALD

Sixty-Sixth Year of Publication

The Georgetown Herald, Wednesday Evening, June 28th, 1933.

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

The Georgetown Herald
V. M. MOORE
Publisher and Proprietor
Member Canadian Press Association

C.N.R. Time Table

(Standard Time)

Passenger and Mail	12:30 a.m.
Passenger and Mail	6:37 p.m.
Passenger for Toronto	8:45 p.m.
Monday's going West	
Passenger	6:30 p.m.
Passenger for Toronto	8:45 p.m.
Going West	
Passenger and Mail	6:30 a.m.
Passenger and Mail	6:30 p.m.
Passenger, Sunday	12:15 p.m.
Going West	
Mail and Passenger	6:30 a.m.
Going South	
Mail and Passenger	6:30 p.m.

BUS

Summer Schedule

EFFICIENT SERVICE

Line	Georgetown	Time
1	Georgetown	6:30 a.m.
2	Georgetown	11:30 a.m.
3	Georgetown	1:15 p.m.
4	Georgetown	3:00 p.m.
5	Georgetown	4:45 p.m.
6	Georgetown	6:30 p.m.

Weekends and Holidays only
HARTLEY STANDARD TIRES

ARROW

DIRECTORY

IS BOY BALE
Georgetown, Ontario
Office: Calgary, Alberta, and
Edmonton, Alberta

CLARENCE H. WOODS
Georgetown, Ontario
Office: Hamilton, Ontario

OSMAN, OSMAN AND BOWEN
Georgetown, Ontario
Office: Toronto, Ontario

HERBERT H. LANGDON
Georgetown, Ontario
Office: Toronto, Ontario

J. E. WARDON, B.M. B.M.
Georgetown, Ontario
Office: Toronto, Ontario

F. L. BRADY, L.M. B.M.
Georgetown, Ontario
Office: Toronto, Ontario

CHERRYBARK

Georgetown, Ontario
Office: Toronto, Ontario

X-RAY SERVICE

Georgetown, Ontario
Office: Toronto, Ontario

FRANK FETCH

Georgetown, Ontario
Office: Toronto, Ontario

Monuments FOLLOCK & INGHAM

Georgetown, Ontario
Office: Toronto, Ontario

THE New Way TO Buy Coal "Blue Coal" and WELSH ANTHRACITE

Georgetown, Ontario
Office: Toronto, Ontario

No Extra Delivery Charges

Georgetown, Ontario
Office: Toronto, Ontario

John McDonald

Georgetown, Ontario
Office: Toronto, Ontario

N. A. ROBINSON

Live Stock Dealer and Butcher, Norval

LIVE STOCK TRUCKING

All loads fully insured
PHONE: Georgetown 101-13

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

WOODING Prices are at the bottom! SURELY REVEAL to you for a value now is the time to ACT QUICK.

These commissions in this district by advertising that a good substitute for a system of lightning protection is a 9 cent loss and we are something of that kind in order to sell their goods. The Deputy Fire Marshal and all those interested in the protection would like to hear from those who advise.

GILBERT SINCLAIR

Builder and Dealer

GEORGETOWN, N.E. No. 1
PHONE 362-7

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

HERALD BLOCK (Upstairs)

Georgetown

DID YOU EVER STOP TO THINK?

By Edison 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 forest and formula. They ought to make it their job to get right through to the people."

"Those who make goods are short-sighted if they look only at their goods as sold when they have deposited them in the warehouses of a wholesaler or upon the shelves of a retailer. No article is really 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 be 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 return 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 advertiser 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 FOR THE MERCHANT, HAVE TO KEEP THAT LEAD BY CONSTANTLY UTILIZING THE HOME TOWN NEWSPAPER COLUMN CONSISTENTLY AND WITH CAREFUL ATTENTION TO THE PARSING OF COPY.

The Georgetown Herald

A HYMN OF REDEMPTION

Lord of Heaven and Earth and God
Great God above
Specially our hearts
As this we pray
Guide us while through
Keep our hearts
To the steady
Service of love.

As the years increase upon me
For this we pray
Lead Thy shining lamp to lead us
down the path
When the shadow of age
And our eyes dim with weeping
May we know we're in Thy keeping
Close of day.

When the day at last is ended
And in our hearts
Paled in such so well intended
Light shone upon us
As the tomb of Thy saints
And Thy blood shed for us
May we know we're in Thy keeping
Close of day.

—George Allen Kingston, K.C.

MISTICAL GARDEN ROSES

At the end of the eighteenth century, the Chinese rose was the habit of the Chinese people. In Europe, the Dutch and English gardeners, Dr. Macdonald, the probable origin of the Chinese rose was the Chinese rose which was introduced into Europe by the Chinese people. The Chinese rose was introduced into Europe by the Chinese people. The Chinese rose was introduced into Europe by the Chinese people.

The Meaning of Rosie's Visits

By ARCHEY C. NEW

"CLANKETY-CLANK, clank, clank!" The mighty wheelbarrow clanked along the gravel path to the front of the house. The old man, who was known as the "Old Man" by the children, was sitting in the wheelbarrow. He was looking at the children who were standing around him. "What's the matter, Rosie?" he asked. "I've come to see you," said Rosie. "I've come to see you," said Rosie. "I've come to see you," said Rosie.

Rev. Dr. A. Grassie Smith

JUBILEE OF HIS ORDINATION

CELEBRATED ON MONDAY

By Herbert Stinson for the Dominion

Rev. Dr. A. Grassie Smith

Following is a copy of the report of the Jubilee of his Ordination celebrated on Monday, June 26th, 1933, at the residence of the Rev. Dr. A. Grassie Smith, 101 St. James Street, Montreal, Que., June 26th, 1933.

Chairman and Members
Public School Board,
Georgetown, Ontario.

Following is a copy of the report of the Jubilee of his Ordination celebrated on Monday, June 26th, 1933, at the residence of the Rev. Dr. A. Grassie Smith, 101 St. James Street, Montreal, Que., June 26th, 1933.

PUBLIC SCHOOL INSPECTOR'S REPORT

Following is a copy of the report of the Public School Inspector for the year ending June 30th, 1933.

Public School Inspector's Report

Following is a copy of the report of the Public School Inspector for the year ending June 30th, 1933.

YOUNG FLOWERS MATCHES

During the past week the Agricultural Representative with the co-operation of the Township Council and the County Board of Agriculture and the County Young Men's Association conducted two Junior Flower Matches at the residence of the Rev. Dr. A. Grassie Smith, 101 St. James Street, Montreal, Que., June 26th, 1933.

YOUNG FLOWERS MATCHES

During the past week the Agricultural Representative with the co-operation of the Township Council and the County Board of Agriculture and the County Young Men's Association conducted two Junior Flower Matches at the residence of the Rev. Dr. A. Grassie Smith, 101 St. James Street, Montreal, Que., June 26th, 1933.

Halton County Judging Competitions 1933

The combined Dominion, Ontario, and Halton County Judging Competitions were held in Halton County on Saturday, June 16th, 1933.

Halton County Judging Competitions 1933

The combined Dominion, Ontario, and Halton County Judging Competitions were held in Halton County on Saturday, June 16th, 1933.