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LIVE STOCK TRUCKING
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Wood for Sale
Any quantity of choice Maple Wood at $8.00 per cord. Also dry mixed wood $5.00 cord. Good Cedar kindling $2.25 single cord.
ISLEY'S WOOD YARD
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WINTER MILLINERY!
We are sure you will be pleased with the new Winter Styles which are entirely different.
The new materials and colorings are just right for Winter wear.
A BIG REDUCTION ON ALL OUR HATS.
Now is the time to order your
FUR COATS
MISSES CLARIDGE
HERALD BLOCK (Upstairs) Georgetown

LISTEN!

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 to-day 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.

"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 to-day, 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 demonstratably 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 IN 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.

ARM IN SLING WITH NEURITIS

A "token of gratification" this woman says she is, giving when she writes of her relief from neuritis:—

"For twelve months I have had neuritis in my arm, and up till the last two weeks have had to carry it in a sling. Since then I have abandoned my sling, am able to sleep undisturbed, and can perform household duties that previously I would not have done. These benefits I have received from Kruschen Salts. This has all happened in two weeks and I am optimistic enough to think that in another fortnight I shall have said good-bye to neuritis once and for all. Call this a testimonial if you choose—to me it is a token of gratification."—(Mrs.) N. E. L.

Neuritis is a result of impurities in the blood. And it is impure blood circulating all over the system and setting up inflammation in the tissues that causes those excruciating pains. Kruschen Salts can be safely trusted to set the matter right. Because Kruschen contains just what Nature needs to persuade your internal organs back into a healthy, normal condition.

FREE TRIAL OFFER
If you have never tried Kruschen, try it now at our expense. We have distributed a great many special "Trial" bottles throughout Canada during the past year in order to prove conclusively to yourself and your friends how far one penny goes when you buy Kruschen. These bottles of our regular full size, regular value Kruschen have been distributed to almost our limit. Those who tried Kruschen liked it, and told others, with the result that we are now obliged to distribute the regular bottle in order to meet the demand for more. Take a bottle. Your druggist is authorized to return your 10c immediately and without quibble, the full purchase price of any bottle of Kruschen that does not satisfy you in every way. Kruschen Salts (Trade Mark Registered) Manufactured by E. Lapham-Hughes Ltd., Manufacturing Chemists, 17-21 Jarvis St., Toronto. Kruschen Laxa-Liver Pills.

Lady Customer—"He's a darling, but I'm afraid I can't buy him—my husband doesn't like dogs."

Dealer—"You buy 'im lady. You can easily get another 'usband, but you won't find another dog like 'im."

Good Advice

The minister was imploring an old man to repent his sins.

"Well," said the old sinner, "if you will answer me one question," I will come to church.

"What is the question?"

"Who was Cain's wife?"

"My friend," replied the minister, "you will never be able to embrace religion until you stop bothering yourself about other men's wives."

SUPERSTITIOUS MEN

Sir John Simon, Prominent English Lawyer, Has the Superstitious Trait.

Many great men in the world have been found to entertain great concern for superstition, and Sir John Simon, England's leading lawyer, is no exception. When his son was married Sir John and Lady Simon brought the bride to the ceremony. Before he and Lady Simon left the car Sir John jumped out and asked the photographer not to take photographs until after the wedding was over. "I always keep a bargain myself," he said, "and I promise you I will get the bride and bridegroom to pose for you after the ceremony." Sir John's bargain was kept, so Mrs. John Simon Jr., is safe from the ill luck that is supposed to follow a bride if she is photographed in her wedding finery before the ceremony.

Though Sir John Simon rarely goes into court now, yet he is, in public

SIR JOHN SIMON

life, one of the most powerful and effective forces. Also, he is living proof of the fact that in England there are still men of the highest quality in public life. His income as a K.C. could have been practically anything he cared to make it; but, like many other great jurists, he sacrificed thousands of dollars a year when he decided to go in for politics. He was Solicitor-General from 1919 to 1919; Attorney-General with a seat in the Cabinet from 1919 until 1915, and Secretary of State for Home Affairs from 1915 to 1916. His resignation from the Government came in 1916 because he would not agree to accept the principle of compulsory military service.

As an unraveller of knotty problems—the kind of jobs that few people have the qualifications to tackle—Sir John Simon has shown his capabilities over and over again. The Indian Statutory Commission of 1928, of which he was chairman, was almost a life's work, and the report that he drew up placed him in the very front rank as a commission chairman and investigator. He regards the Indian question as "perhaps the greatest problem that has arisen in history." Another of the almost insoluble problems that he was called upon to unravel was the R-101 airship disaster.

THE SMALL NEWSPAPER.

Journalist Claims the Smaller Country Paper Most Important.

Arthur Brisbane, the recognized dean of American editorial writers, in a recent article says:

"The smaller newspapers of the country are the most important newspapers, and incidentally in proportion to their circulation their advertising results are biggest and their advertising rates the smallest in the country. They are read through from end to end. Every copy of circulation means an entire family, not a family that lives in one room with a can opener, but a family that owns its house and lands around it, at least ninety times out of a hundred; a family that buys everything from the roof on the house, to the cement on the cellar floor, from hats on mother's head to shoes on the boy's feet. The service that their publishers render to the public, is in my opinion, the most important service by any class of citizens in Canada. The country editors are distributors of information; they reach the minds of the boys that leave the farms, and they are the nation's mental police force."—Lindsay (Ont.) Post.

DRAMA OF A SAFE KEY.

Conscientious behavior of a bank clerk who flew half across England in order to return a key which was wanted in the office relieved a tense crisis affecting a London business house. The leading figure in the episode was Mr. R. S. Hussey, a clerk in the Moorgate branch of Lloyds Bank, who has charge of one of the two keys of the office safe. Mr. Hussey went on holiday to Gloucester, and when he arrived there discovered that he had the safe key with him. Knowing that when his branch opened on the Monday morning no business could be done before a duplicate key had been obtained from the head office, Mr. Hussey secured an airplane on Sunday night and delivered the key in plenty of time for the opening of the office the next morning.

A GOLD RUSH REMINDER.

A name that once stirred the imagination of thousands of gold seekers throughout Canada and the United States is now nothing but a source of worry to postmasters. A recent circular to post office officials from Ottawa states:

"The postmaster at Bonanza, Alberta, advises that a certain amount of mail matter is received at his office addressed to Bonanza, Alaska, and Bonanza, British Columbia, both of which are non-post office points."

Plagiarism is stealing an idea and disguising it.—Channing Pollock.

A Waste of Time

A Canadian court has ruled that it is wrong for a wife to go through her husband's pockets. Not only is it wrong, but in these days it is nearly always useless.

QUICK RELIEF FOR ACID STOMACH

We have received hundreds of unsolicited letters from grateful users (names on request) testifying to the marvellous manner in which Peptonal instantly relieves indigestion, sour stomach, gas, heart-burn, and similar disorders, even after years of the acutest suffering. One dose starts the good work. Peptonal is a combination of digestive ferments which work with the stomach organisms. Peptonal supplies relief for natural processes of digestion, tones up, vitalizes, and helps overworked organs to regain strength and function normally. $1.00 a bottle.

Recommended and guaranteed by
DANN'S LD.A. DRUG STORE

THE SECRET

When in the unseen balances I weigh
My soul, to see how more or less it is,
And in the one or other scale I lay
My sins, my strivings, and my charities,
I find my computations far astray.
As deeds their true validity disclose;
And here is one—what does the dial say?—
That little thing I did that no one knows.

—J. R. M.

Clean, even heat

You the comfort and economy of heating with Genuine Scotch Anthracite, the quick lighting, conveniently sized coal that delivers maximum heat per dollar, that owing to high carbon content is long burning, assuring EVEN heat. No clinkers—less ash—little furnace attention—no expensive installations—no smudges—no oily odours. Ask us. Order NOW.

Sold in Georgetown by
J. B. Mackenzie & Son
GENUINE SCOTCH ANTHRACITE

Life's Changing Outlook

Have you ever thought how insecure are the hopes and plans of the poor, who, dependent upon their daily earnings, find life's outlook so greatly changed when sickness comes? They bear a double cross, for in addition to physical suffering, poverty stares them in the face.

There is one disease most dreaded by this class. It is consumption, which, fostered by their mode of life, preys upon them. Nourishing food, fresh air, rest, the only known cure, is beyond their means. What then is to be done? There is no alternative. They must be helped. The Toronto and Muskoka Hospitals for Consumptives with their new buildings, can give better service now than ever before, their only handicap being lack of sufficient funds. There are hundreds of patients who can pay anything towards their keep. There is NOT ONE for whom the whole cost of maintenance is received. For the difference, amounting to many thousands of dollars in the year, these institutions must look to you and to other warm hearted friends.

Will you please send what you can to George A. Reid, Treasurer, 372 Bathurst Street, Toronto 4.

MORE LIGHT and BETTER LIGHT at LESS COST with a Coleman

SUNSHINE LAMP

Now it's more economical to have and to enjoy good light . . . the clear, steady brilliance of a Coleman . . . than to be without it. For small cost you can get a genuine Instant-Lighting Coleman SUNSHINE Lamp that produces 300 candle-power of soft, natural light.

PAYS FOR ITSELF IN SAVINGS

You can use your Coleman for a year and save from $5.00 to $7.00 over the cost of using an old-style coal-oil lamp. In the meantime you are protecting your eyesight and keeping young and strong the vision of your children.

5 TO 20 TIMES MORE LIGHT!

The Coleman gives 5 to 20 times more light than any kerosene lamp. Fuel cost is only about 1¼ a night for the finest light. A safe, dependable lamp . . . can't spill fuel even if tipped over . . . no "crawling" flame. It's a clean lamp . . . no soot or smoke. Makes and burns its own gas from regular, untreated motor gasoline. Save money; use a Coleman.

SEE YOUR LOCAL DEALER
—or write us
THE COLEMAN LAMP & STOVE CO., Ltd.
Toronto, 8, Ontario

Patronize your Home Town Merchants

Commercial Printing

All kinds of Commercial Printing turned out Promptly and Efficiently at the Office of the

Georgetown Herald

Your Home Printer and Publisher

is prepared to fill any of your Printing Requirements, and is a local industry deserving your patronage.

GEORGETOWN HERALD
GEORGETOWN . . . ONTARIO

Common Plant Credited With Odd Propensities

Volumes of human history, forgotten hopes, faith, superstition, love of beauty, rise in the mind of the herbalist as he comes upon the common St. Johnswort. Hypericus Perforatum, of Europe, standing beside a dusty American roadway. It nods its head of upper branches terminating in clusters of five-parted yellow-golden flowers with long yellow stamens in the wind made by passing automobiles. Ages ago it nodded thus as witches passed in the dusk, riding on broomsticks. Neolithic women, perhaps, discovered the mystic plant had curative properties. When Christianity came in it already was known as a worker of white magic. Pagans, adopting the new religion, still put a sprig of St. Johnswort over the door to ward off evil spirits, keep away disease, scare the devils. In Colonial times in America teas were made of it for fare washes. Our own grandmothers spent hours picking the tiny golden petals to put into bottles of alcohol to make a lotion for chapped hands, wrinkled faces. Its stem, one to two feet tall, is crowded with short branches with little oval, stiff leaves. Like modern witches the plant is lonely to look at. It brightens the dooryard of the poor.—J. Otis Swift in the New York World-Telegram.

Horse-Racing Shown to Be Very Ancient Sport

Horse-racing was the sport of kings at least 3,000 years ago. Recently there have been discovered in Mesopotamia some Hittite inscriptions dating from more than 1,000 years B. C., which contain complete instructions for the training of candidates for big races. Professor Hrozny of the University of Prague has interpreted the inscriptions, and it is astonishing to find how methodical were the trainers of those far-off days. The animals were first got into condition by a diet which aimed at removing all surplus flesh, and baths are also recommended in the inscription. Speed and stamina were developed first by trotting and then by gallops over longer distances. Training as a rule occupied about six months. Other discoveries show that horse-racing as a sport can be taken back to at least 3,000 B. C.

"Beans" and "Peas"

There is much confusion in the popular names of the various members of the bean or legume family of plants. Botanically, the seeds generally called black-eyed peas, "Dolichos sphaerospermus," are really beans, and in southern California, where these seeds are grown on a large scale for market purposes, they are correctly known as black-eyed beans.

On the other hand, the European broad bean, "Vicia faba," is really a pea. The broad bean was the first plant to which the word "bean" was applied, and the seeds served with bacon, were a favorite dish among the Romans. Oddly enough, the common cowpea, "Vigna sinensis," is more closely related to the beans than it is to the peas, and many people refer to them as the black-eyed bean rather than the cowpea.—Pathfinder Magazine.

Sunshine Helps Children

Dull children may be made brighter by the use of ultra-violet light, is the conclusion of an English medical officer quoted in Good Health magazine.

"When I first used ultra-violet irradiation for the various physical disabilities of children," the article quotes the doctor as saying, "I was struck with the marked improvement in the mentality in many of the cases treated. The pulling, querulous, irritable, anemic, self-centered, sleepless child, who is often pot-bellied and emaciated, is transformed into a robust, well nourished and perfectly healthy little animal, full of life and gaiety. All this happens in a few weeks. With the exception of those children who turn out to be definitely mentally deficient, it is unusual to find one who does not show signs of both physical and mental development."

"Cat" Upsets Tradition

Cats do not always land on their feet. Jay Bruce, mountain lion hunter, reported to the California fish and game commission. Bruce based his statement on a recent lion hunt. He and his trained dogs had treed a huge male lion in the Silver creek country. The big cat, which weighed 160 pounds and measured seven and one-half feet from nose to tip of tail, climbed to the 60-foot level in the tree and was attempting to get higher when it lost its footing and hurtled downward. While falling it made several complete loops and finally landed squarely on its back. The force of the blow made it unconscious for several seconds, but it soon came to and counter-attacked the dogs. Then its career was ended by a pistol shot.

Tyrian Purple

Tyrian purple, which is really a deep crimson, was the most famous of all dyed colors known to ancients. According to a legend, this color was discovered near Tyre in Phoenice when a man named Hercules saw his dog bite into a shellfish and stain his mouth. At any rate, the ancients ascribed the discovery of purple to the Phoenicians, and it was probably the first dyed color to be fixed on wool and linen.

Wood for Sale
Choice Hardwood, beech and maple at $8.00 per cord; Mixed wood $5.00 per cord; Slabs $4.00 per cord.
J. BRANDFORD
Phone 845 or 2013 Georgetown

Wood!
No. 1 Hardwood, beech and maple $8.00; Hardwood limbs and mixed wood $6.75; Slabs $3.50 any quantity. 6 in. Blocks of Hardwood for Quebec heaters $8.00. Prices are for wood delivered. This wood is always dry, as it is kept under cover.
F. M. SMITH
Phone 85 r 13 Georgetown

WOOD FOR SALE
Choice Maple Hardwood and Cedar Slabs at right prices. Orders left at A. Hume's or at my home, Phone line promptly attended to.
A. LEVINGSTONE
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