Exquisite Quality and Flavour

"SALADA" TEA

"Fresh from the Gardens"

Quick heat on cold mornings steady even heat all day for 'blue coal'

Phone 12w

John McDonald

QUEEN STREET GEORGETOWN

BE KIND

Be kind to the old man, while strong
In thy youth—
Be kind, not in seeming alone, but in truth;
He once was as young and as hopeful as thou,
With a bosom as light, as unwrinkled a brow!

Be kind to the old man and give of thy bread,
With shelter and pillow to comfort his head;
His lot and thine own may be one ere he dieth,
Or neighbor to thine the low grave where he lieth!

Be kind to the crooked, the lame and the blind;
What's locked in the body they feel in the mind;
And while virtue through trail and pain cometh forth,
In the mind, not in body, is men's truest worth.

Be kind to the fallen who lives but to mourn;
Be kind to the outcast who seeks to return;
Be kind to the hardened who never hath prayed;
Be kind to the timid who still is afraid.

The injured who down by oppression is borne;
The slighted who withers; the victim of scorn;
The flattered who topples aloft but to fall;
The wronger and wronged—oh, be kindly to all!

For vast is the world of the generous mind,
And narrow the sphere to the selfish assigned;
And clear is the path of the warm and the true—
Of the haughty and vain, how delusive the view.

Then unto the old show respect what thou mayest—
The poor, while to Him, who gives all things thou prayest—
The weak or the lost 'neath the load of his sorrow—
And thine own cup of joy shall o'er flow ere the morrow.

BE BRIEF

The world is in a hurry; please be brief.

Poor terminal facilities for authors and speakers often nullify all their excellent wisdom. A man may possess all kinds of useful knowledge but fail in "discerning when to have done."

Brevity is the touchstone of success in any field. You may offend your customer, your reader or your hearer in one respect and please him in another. But if you tire him by your tediousness, you lose him altogether.

The newspaper leads the style today in pith and cogency and has educated the public to the expectation of receiving much in little. The well-executed cartoon, will impart a whole philosophy of life at a glance, or provide silent comment on current events worth a column of words.

Brevity is the soul of wit. Yet they who have wit, or think they have, are in special danger of saying too much. Some one has said: "It is better to say nothing and be thought a fool, than to open the mouth and dispel all doubt."

GASOLINE AND REGISTRATION FEES $160,000,000 IN ONTARIO ALONE

Over $100,000,000 has been paid into the Ontario provincial treasury in the last six years by motorists in gasoline taxation and registration fees alone, it is shown in official statistics obtained from the Dominion Bureau of Statistics. Of this amount, gasoline taxation, since 1928, has yielded $61,036,656, while registration fees totalled $41,319,374, making a grand total of $102,351,430 collected from motorists' pockets in taxes, in six years.

The gasoline tax receipts amounted from $4,607,380 in 1928 to a peak of $13,810,755 in 1933 and then decreased to $12,857,577 last year, while the peak year for registration fees was 1933, when the total collected was $7,640,765.

Today, Ontario's debt for roads and highways amounts to $186,380,000 and this has been mounting steadily in the last few years while motorists' organizations claim it should have decreased in view of the stupendous sum collected from motorists who represent, in last year's official figures, only $14.77 per cent of the population.

In the Bureau's most recent figures, balanced against the provincial road-way debt, southern Ontario had 53,280 miles of highway open for traffic at the end of 1933, while there were 57,119 miles at the end of 1931. In northern Ontario there were 14,243 miles open as at October 31, 1933, compared with 14,201 miles the previous year, but both these totals include "provincial" as well as "other" roads.

Not Card-Indexed Yet

Campan—Are you going to be busy tonight?

He—I don't know. This is my first date with him.

Doctor—You must avoid all forms of excitement.

Male Patient—But, doctor, can't I even look at them on the street?

Interesting News Items

"Hap" Forder, Oakville hockey goaltender, had the misfortune to have the index finger of his left hand badly cut with a circular saw. The finger was almost severed but fortunately amputation was not necessary.

The oldest house in Milton, built in 1830 by Squire Brown, first Mayor of Milton, and who suggested the name given the town, is inhabited by J. A. Waldie, blacksmith.

The road between Elora and Fergus is to be paved very soon. The pavement is to be the "hard-top" type.

Ernest Alexander, Norval, has in his possession a Canadian halfpenny dated 1816.

The annual plowing match of Peel County Plowmen's Association will be held in Toronto Gore on Friday, Oct. 19th.

Provincial police are searching for the man or men who broke into the garage of D. McTavish & Son, of Pleasanton, and walked off with some $800 worth of tools and automobile parts.

Armed with rifles and plenty of ammunition a squad of eight Brampton riflemen under Chief Herkes declared war on the starling pest on Tuesday night in Elizabeth Street district, the annual headquarters of the starling. Four hundred met at deserved fate.

Three millers at Neustadt make a husky trio. Three of them were induced to step on the scales to determine their combined weight, and they registered 785 pounds, good for an average weight of 261 pounds. The heaviest of the trio weighed 308 pounds.

Upon the return of the roll, the town of Palmerston, with a population of 1470 showed only $3,016 taxes unpaid, or $1.37 per capita. Since that time a considerable sum has been paid, which would reduce the percentage.

Owen Sound is playing host to five hundred soldiers, members of the 22nd Infantry Brigade, who went into camp at the "City of the Greys."

"Can you spare a dime for a cup of coffee, Mister," pleaded a transient of starving appearance at the corner of Queen and George streets, Brampton the other day. The man didn't have a dime to spare, but, having occasion to go into one of the banks early in the afternoon, he noticed his friend of the street asking the teller to give him change for a five-dollar bill.

Peel Liberals will honor Premier Mitchell F. Hepburn at a picnic at Peel Park, Streetsville, on Saturday, August 11th. Hon. Duncan Marshall, Minister of Agriculture, and member for Peel, will be the guest of honor. Members of parliament from adjoining constituencies have been invited. It is expected Premier Hepburn will be accompanied to Peel County by members of his cabinet.

A customs office is to be re-opened in Meaford after being closed for six years.

Chester Burt is engaged in a new industry on his farm lot 17, fifth concession Erin township. Mr. Burt has contracted with a Toronto drug firm to deliver ten tons of spruce needles. The limbs are cut from the trees and taken to the barn where after drying for five days the branches are given a vigorous shake and the needles fall off. They are then packed in bags and shipped by train to Toronto. The average weight of a bag of needles is around 70 pounds. They are used in manufacturing cough medicines.

THE BUNK

A pathetic case was revealed recently when two young unmarried men applying for relief objected to going on a farm under the $5.00 a month and board plan, on the ground they did not know anything about farming. They requested that instead they be given the $5.00 a month and be allowed to remain in town. If world conditions were not so serious, this incident would indeed be most humorous. Just imagine two able-bodied young men admitting they are so dumb, so dense, so absolutely devoid of initiative, resourcefulness or learning, that they have not sense enough to know how to throw straw to a cow, clean out a stable, carry swill to the pigs, throw grain to the hens, mend a fence or do any one of the dozen of other such chores around the farm at this time of year. Ye gods! What are we coming to? — Exchange.

WHY IS A PURSER SO CALLED?

Originally the purser was the dispurser, the man who held the ship's purse and paid out from it. Bourse, the modern continental term for exchange or money-market, is really the same word as purse, and so the purser might have been called the dispurser, just as the man of business of many old colleges is technically the bursar.

On ships the term in time became further specialized, and whereas on modern men-of-war the duties are performed by a commissioned paymaster, the purser is the officer on great passenger lines whose function is largely to look after the travellers and generally perform the offices of the manager of a large hotel.

Suitor—I came to ask for your daughter's hand.

Father—Young man, I'm sorry, but you don't suit at all. I don't approve of you.

Suitor—There is certainly some mistake. It is your daughter I am asking for, not you.

RASPBERRY PLANTING

During the month of September, or even as late as mid-October, raspberry canes may be planted with as much success as in the early spring before the canes have budded out. The distance at which the rows and plants are to be placed depends largely upon the type of training to be followed, says the Dominion Horticulturist. In Eastern Canada two systems are in general use, the hill system and the hedge-row. In the hill system the plants are set at least four by four feet apart, which permits, with care, the use of a single horse cultivator either way. Where land is cheaper and the labour higher, the distance may be increased to seven by seven feet, permitting the use of a double cultivator and eliminating most of the hard hoeing. If the hedge-row system is adopted, the rows may be placed six feet apart, or wider, and the plants set three feet apart in the row. If the plants are checked in rows so that they all come opposite a single horse cultivator may be used the first season and thus cut down maintenance costs by a considerable amount. In the West, some growers prefer the linear system, which is in reality a modified hedge-row. It consists of canes six to eight feet apart, with plants set two to three feet apart, and from which no suckers are permitted to grow. Cultivation is practised only one way.

HARVESTED APPLES ARE ALIVE

When an apple is picked, it is a living thing and there are constant and gradual changes going on throughout its storage life. The speed of these changes is largely governed by the temperature and humidity at which the fruit is stored. A freshly harvested apple contains sugars and starch among other things. The starch is converted to sugars first, sometimes to a reducing sugar, and sometimes part of it is changed to sucrose or cane sugar. Then the sucrose is gradually used up and turned into reducing sugars and acid. When the starch and sucrose have practically disappeared the apple begins to lose its quality and becomes what is ordinarily called "over-ripe." The length of time taken by these changes varies in different varieties. It is a varietal characteristic, not solely related to the actual amount of these materials in the fruit, for there are several fall varieties which have higher sugar content than many winter varieties. However, it has been found in the laboratories of the Dominion Department of Agriculture that, all other things being equal, the fruit with the highest total sugar content has the best keeping quality of the samples of that variety.

DID YOU EVER STOP TO THINK?

By Edson R. Waite, Ithawnee, Okla.

That newspaper advertising is the only worth while kind to get quick action and the greatest returns for your investment.

The amount of business done by any concern depends largely upon the amount of advertising they do.

Business competition is back—and is back strong—and the merchant, manufacturer or jobber who expects to get ahead nowadays has got to fight for business and fight hard.

Any business concern that expects new business must advertise.

Any business concern that expects to keep the business it now has must keep advertising.

Publicity is all powerful. Newspaper advertising is best.

Advertising has power. The business that advertises leads; the non-advertiser only trails along in a rut all the time.

Stores should be well lighted. It adds much to their attractiveness.

The soft glow of the well lighted store gives a restful, enchanting feeling to the buyer.

EVERY DAY SUGGESTIONS

Cheerful is your day all through
If started with a smile or two.

Clean and keen go well together,
Keep you fit for any weather.

Diligent at play or work
You can never be a shirk.

Fair in everything you do,
Makes your friends all proud of you.

Consider how others feel,
That's the only way to deal.

Unselfish in your thoughts and deeds
Helping others meet their needs.

Obedient at the daily tasks,
Quick to serve, when some one asks.

Truthful always and sincere,
Keeps you free and conscience clear.

NEWS AND INFORMATION FOR THE BUSY FARMER

Poultry Exports double

Reports at hand indicate that some 935,000 pounds of dressed poultry were exported from Canada to the United Kingdom during the first five months of this year. Compared with the corresponding period of last year, this is an increase of approximately 537,123 pounds.

Take Out The Weeds

Although modern seed cleaning machinery will do a great deal to take out weed seeds from grass and clover seed it will not make perfect separation in all cases. In fields for seed weeds should be taken out in the summer so as to make possible high grades and best prices. Such weeds as mustard, dalsies, bladder campion, white cockle, and others classed as noxious should be removed during the summer so as to keep them out of seed crops and, what is just as important, keep them from seeding themselves down again.

Cutting Soybean Hay

With an increasing number of farmers growing soybeans for hay it is important that growers should cut the crop at the proper time. Soybeans for hay should be cut when the pods are about half filled out. The most desirable combination of quality and feed value is obtained at this stage. Cutting should be done with the mower in the morning, after dew is off. It is usual to leave the crop in the swath for a day, or until the leaves are thoroughly wilted, then rake into windrows and allow to cure. Or it may be left two or three days in the windrows and then put into small cocks. The hay should be thoroughly cured before handling and handled in such a way as to preserve the leaves as much as possible.

Head The Hive With A Prolific Queen

The foundation for the next year's honey crop, says the Dominion Apiarist, laid by making sure that every colony is headed by a young and vigorous queen early in August so that she has sufficient time to produce a large force of bees before the end of the brood rearing season. To perform the duties expected of her the queen must have ample room for maximum egg production and there must always be an adequate supply of food available for the brood she produces. Other conditions being satisfactory, strong colonies headed with a young vigorous queen in the fall are the best assurance of strong colonies the following spring and a strong force of field bees in time for harvest.

Hunger at Bottom of Uprisings of Humanity?

In each revolutionary period, and associated with each revolutionary movement, appear a body of basic principles and a set of immediate demands. There is a continuity in these statements of human rights, which can be traced through the ages, which know neither time, place, nor race.

No matter how intricate and complicated the character and result of the struggle, the essential cause of discontent is always the same: men are hungry. Men refuse to remain hungry too long.

Women are more patient, until their babies are very hungry; then they grow ferocious. I have seen their ferocity in Russia, Siberia, China and Japan. I never want to see it again. Men will shoot for food; women become wanton. Whether it is biology, the mother instinct, or the absence of physical weakness, a woman in result is a dangerous animal. She, not only claws, she burns, destroys, wrecks.

Men pull in their belts and take a swig of vodka or kaoliang cho; women tear at your scalp and bite your ear off. I have seen these things when women were hungry.—George E. Sokolsky in the Atlantic Monthly.

Woman Readers Invited to Analyze Proud Man

A chemist (a man) reports that he had at last been able to analyze woman, and here it is: Symbol—W. O. A member of the human family, the currency—can be found wherever man exists. Physical properties all colors and sizes. Always appears in disgusted coldition. Surface of face seldom unprotected by coating of paint or film of powder. Boils at nothing and may freeze at any moment. However, melts when properly treated. Very bitter if not used correctly. Chemical properties extremely active. Possesses great affinity for gold, silver, platinum and precious stones of all kinds. Violent reaction when left alone by men. Ability to absorb all sorts of expensive food. Turns green when placed next to a better specimen sample. Ages very rapidly. Fresh variety has great magnetic attraction. (Note: Highly explosive and likely to be dangerous in inexperienced hands.)

Now will some woman reader analyze man?—Pathfinder Magazine.

Borgia Beauty Hints

When Lucretia Borgia took time off between intrigues to get sunburned, she went at it scientifically, we learn in the Golden Book. Her method was "white of egg and sugar candy rubbed on the face." She washed her teeth in a concoction of rosebuds, citron pips, pine cones, clay and wine. She painted her face with mercury sublimate and white lead; which was all right until some one chewed saffron and breathed on her, when she turned bright yellow, while garlic turned her black. And if you yearned to dye a renaissance lady green, you had merely to dowse a chameleon in her bath.

These facts were in an article by Baron Corvo, which proved that the Borgias were a lot brighter about beauty recipes than about venoms, and that the Borgia poisonings are largely myth.

Burns Watches a Rescue

The Golden Book Magazine has an amusing way of digging up stories of what great wits have said to make life brighter for their descendants. Here is one about Robert Burns, who arrived one day upon the quay at Greenock just in time to see a wealthy merchant being rescued from drowning in the harbor.

After the merchant had recovered, he thanked the sailor who had saved him and solemnly presented him with a shilling. The crowd which had collected protested loudly at this too too Scotch parsimony. But Burns stopped them, saying:

"Leave him alone. The gentleman is, of course, the best judge of the value of his life."

Pendulum Clocks

Though half a dozen names have been put forward as the inventor of the pendulum clock, it is generally agreed, says the Detroit News, that Christian Huygens, born in Holland about 1629, was responsible for its earliest development by the makers of his time. He made his first pendulum clock in 1657. In 1665 Louis XIV called him to Paris to found a Royal Academy of Sciences. It is supposed that his intimate friend, Ahasuerus Fromanteel, clockmaker of Dutch extraction who lived most of the time in England, was the person who introduced the pendulum clock to England, after 1658. They were soon widely adopted, because of the increased accuracy of their movements.

Bird Migrations

In an article called "New Light on Bird Migration" Witmer Stone of the Academy of Natural Sciences says: "The semi-annual migration of birds has attracted the attention of mankind from the earliest days. In the Old Testament we read the words of the prophet, Jeremiah: 'The stork in the heaven knoweth her appointed times and the turtle (i. e., turtle dove) and the crane, and the swallow observe the time of their coming.' Both Homer and Aristotle refer to the subject, the latter discussing it at length and advancing the theory of hibernation to account for the sudden appearance and disappearance of certain birds."

DRY FOUNTAIN DISPLAYED

Water isn't absolutely necessary in a fountain. In fact a "dry fountain" which is just as effective and attractive as one using any liquid, is shown in the exhibit of the electric light and power industry at Chicago World's Fair. This dry fountain uses aluminum shavings, forced into the air by an electric blower. These thousands of metal particles are shot into the air in a jet, fall to the bottom and are recirculated. The purpose of this fountain is strictly as an attention-getter. It is used for advertising purposes, to attract attention, in show windows, lobbies, etc., and has various decorative applications.

An apple a day keeps the doctor away, but what women really want to know—is, what will keep gray hairs away.

Waiter—Don't you like your college pudding?

Diner—No. I'm afraid there's an egg in it that ought to have been expelled.

SUMMER COMPLAINT Relieved!

A mother in Thornbury, Ontario, writes: "Baby's Own Tablets are the best medicine for summer complaint, teething disturbances, vomiting and diarrhoea. Give them the moment you believe something is wrong. They quickly yet gently restore the little system of the disturbing cause. Appetite returns and the child sleeps soundly. Safe for the tiniest baby, use them for all simple ailments. Price 25c everywhere.

Dr. Williams' BABY'S OWN TABLETS

Fish Taught to Answer Ringing of Dinner Bell

Fish in a tank were taught to answer the dinner bell by Prof. Karl Frisch, of the University of Munich. Everyone knows that the family dog or cat comes a galloping when it hears the feeding call, but it was formerly believed that fish could not hear or would pay no attention to such a call.

Professor Von Frisch not only taught his fish to answer the dinner bell, but to distinguish between different kinds of calls. He sounded a different tone and dropped into the water food which had been made bitter by soaking in quinine. When the old signal which meant good food was sounded, the fish swarmed confidently to the surface. When the new sound for bitter food was heard they hurriedly swam as far away as possible, so as not to get a taste of the quinine-tainted water.

That fish can distinguish between at least the primary colors—red, blue and yellow—has been proved by Miss Gertrude White.

Tasty food was wrapped in red paper, bitter food in blue, and the green balls were blanks: no food at all. The fish soon learned to make a rush for the red pellets, to avoid the blue, and to ignore the green.

When Thaler Displaced Gulden in Popularity

For a considerable period during the Fourteenth and Fifteenth centuries the currency in use in the German free cities was a gold coin called a gulden. In 1516 an event occurred which was destined to have a lasting effect upon the existing currency of Europe, for in that year a rich silver mine was discovered at Joachimsthal, a mining district in Bohemia. The mine was appropriated by a certain Count Von Schlitz, and in 1518 he caused a number of coins to be struck bearing the effigy of St. Joachim, the patron saint of the locality.

The new coins were called Joachimsthaler, a word which soon became abbreviated to thaler. The silver thaler soon began to oust the gulden in popularity, and eventually became the general unit of currency in a number of the states of Central Europe. In foreign languages the pronunciation of the word thaler (aspirated nasal) varied, and assumed such forms as daler, dalar, tallero, daalder, and final ly dollar, so that when in 1787 the United States of America established their currency, it was the old thaler they took as a model, and the dollar became their monetary unit.

Great Stadium

Seventeen acres are in the inclosure of the Olympic stadium at Los Angeles, which is surrounded by massive walls 103 feet above the level of the field. Two years was required for its construction and the total cost was $1,700,000. It has a reserved seating capacity of 105,000 and general admission capacity of 125,000. There are 70 rows of seats encircling the field, which if placed end to end would reach 30 miles. It is 1,121 feet long, 701 feet wide, with an outer circumference of about 3,000 feet. It is elliptical in shape and has 57 entrances and exits besides the peristyle entrance between the colonnades at the front. The main entrance is 400 feet wide, controlled by a series of gates.

Brave Youngster

Buddy, age six, could think of nothing he desired more for Christmas than a tool chest. His two uncles, young men, teased him, saying: "You're too little for tools; you'd cut yourself first thing." Santa, however, brought the tools, and, after the Christmas dinner, Buddy planed away on a pine board in the midst of the family group. As prophesied, he planed his hand, but said nothing; only slyly kept wiping away the blood. After a bit, grandma said: "Buddy, what in the world is that red on your hand?" Buddy, feigning surprise, said: "That must be some of the cranberry juice from dinner."—Indianapolis News.

Lawnmower's Centenary

It is a hundred years since the lawnmower was invented. It was not invented in the first instance for shaving lawns. The first machine of the kind was produced by Edwin Budding, a textile engineer, to trim off the nap from newly woven cloth, a task formerly done by hand with the aid of shears. This machine was responsible for an outbreak of riots in cloth-weaving districts. Budding saw that the cloth mower of his time might well be applied to lawns, and he produced an extraordinary contraption about as big as a modern motor car which did the job fairly well. The later machines were smaller.

Had Done His "Bit"

Stories of absent mindedness were being related in the smoking room of an Atlantic liner.

"I'm very absent-minded myself," said a hitherto silent man. "I often find names and telephone numbers written in my notebook, but can't remember what persons they represent. Recently I had a general checking up. The name and address of one man baffled me, so I wrote to him asking if he had ever heard of me, and if I was supposed to do something for him.

"He wrote back a cordial letter, saying I had already done it. Wife's first husband."

"What does this craze for wearing backless bathing suits show us?" demands a clergyman. That's easy, Reverend. The answer is "Backs."

Science doesn't really know what sun spots are. To a good many girls they are freckles.

A TIP ON HOT WEATHER

By Betty Barclay

Corn flakes and other ready-to-eat cereals are familiar to every housewife, for they have become the most distinctive feature of the American breakfast table. The fact that they can play a welcome and appetizing part of both the other two meals of the day is not, however, so widely recognized as it should be.

During the dog days, few luncheon dishes will be found more refreshing than a bowl of corn flakes and milk with sliced, fresh fruit—and none is more easily or quickly prepared. The same combination makes an ideal supper dish for the children, supplying an abundance of essential vitamins and mineral salts.

The prepared cereals are also invaluable as an ingredient for many delicious cakes, cookies and other delicacies. To them, the crispy flavor of the cereals give an appeal that proves irresistable to family and guests.

Corn Flake Date Cookies

½ pound dates (1½ cups chopped)
½ cup sugar
2 tablespoons water
2 tablespoons orange juice
1 tablespoon grated orange peel

Remove the seeds from the dates and boil dates, sugar, water, orange juice and grated orange peel until soft paste is formed.

1 cup shortening
1 cup brown sugar
3½ cups flour
½ teaspoon salt
½ cup water
2 cups corn flakes
2 teaspoons baking powder

Cream the shortening, add the sugar and beat thoroughly. Add the flour, which has been sifted with the baking powder and salt, then the water and last the corn flakes. Roll the cookie dough thin (about 3-16 inches thick) and cut into rounds. Spread one round with the date mixture and put a second round on top, pressing the edges together. Bake on greased baking sheet in a moderate oven (375 degrees F.) for 15 to 20 minutes. Yields 36-2½" cookies.

Bran Butterscotch Refrigerator Cookies

1 cup butter (½ pound)
2 cups brown sugar
2 eggs
1 cup bran
3 cups flour
2 teaspoons baking powder

Cream butter and sugar, add eggs and beat together. Add bran. Sift flour and baking powder and add to first mixture. Shape into roll and store in refrigerator. When needed, slice in about ⅛" slices and bake on cookie sheet in hot oven (425 degrees F) for about 10 minutes. Yields 7½ dozen cookies 2 inches in diameter.

Corn Flake Macaroons

2 egg whites
1 cup sugar
2 cups corn flakes
½ cup nutmeats
1 cup cocoanut
½ teaspoon vanilla extract

Beat egg whites until they are stiff enough to hold their shape, but not until they lose their shiny appearance. Fold in sugar carefully. Fold in corn flakes, nutmeats and cocoanut. Add vanilla. Drop on a well greased baking sheet. Bake in a moderate oven (350 degrees F) about 15 to 20 minutes. Remove pans from oven, place on damp towel and remove macaroons immediately with a spatula or sharp knife. If macaroons become hardened to pan, they may be put in the oven for a few minutes to soften. A standard measuring tablespoon which has a round bowl may be used for shaping the macaroons.

No race is over 'till the last yard's run:
No game is ever lost until it's won,
A fire is never dead while the ashes are still red,
Nor the sun set in the sky 'till day is done.

The final test of patriotism, says a local man, is to love your country when it isn't paying you a bonus or a profit.

TRAVEL BY ARROW COACHES

"ALL ABOARD"

Palmerston - Listowell
Wingham - Kincardine
Orangeville - Owen Sound
London - Windsor
and Intermediate Points
Detroit - Port Huron
and Northern Michigan

REASONABLE FARES

Tickets and Information
Long's Confectionery
PHONE 89 GEORGETOWN

Central Ontario Bus Lines, Limited

N. A. ROBINSON
Live Stock Dealer and Butcher, Norval
LIVE STOCK TRUCKING
All loads fully insured
PHONE: Georgetown 101 - 13

Summer Millinery . .

All Straw Hats
50c and $1.00

MISSES CLARIDGE
HERALD BLOCK (Upstairs) Georgetown

THE ROMANS had a phrase for it---

"CAVEAT EMPTOR," meaning "Let the buyer beware." This wasn't used as a bit of balm to ease the ancient conscience; nor, yet was it placarded in the booths and stalls of the market-place. It was a piece of every-day knowledge, born of dear-bought experience.

A shopkeeper knew little about the source of his merchandise. This tunic he bought from a trader, who said it came from Byzantium. So he sold it as the latest Byzantian style. The trader told him the dye was pure Tyrian—it wouldn't fade. So he sold it as Tyrian dyed. But the buyer knew the responsibility was his own. If he guessed wrongly, or his judgment was poor, it was his hard luck.

To-day, fortunately, there are safer guides than the blanket-warning to "let your eyes be your market."

These guides are the newspaper advertisements. In this newspaper, they are a catalogue of the best values in town—signed by responsible firms. If the goods are not all that is claimed for them, their sponsors would need to "beware." For no business can thrive on a one-time sale, or on dissatisfied customers.

A signed advertisement is, in a way, like a promissory note. The advertiser has made a statement, and affixed his signature as a sign of good faith.

So, read the advertisements before you start out on a buying-trip. Make this a daily habit, and see how much you save—in time, in temper, in money, in shoe-leather.