## THE GEORGETOWN HERALD

PHONE No. 8

M. MOORE, Editor and Publisher

A weekly newspaper devoted to the best interests of the Town of Georgetown and surrounding country; including the villages of Glen Williams, Norval, Limehouse, Stewarttown, Ballinafad and Terra Cotta. Issued every Wednesday evening at the office on Main St., Georgetown.

SUBSCRIPTION RATES-\$1.50 per year in advance. United States 50c additional. Single copies 3c. Both old and new addresses should be given when change of address is requested.

ADVERTISING RATES Legal notices, 12c per line for first insertion, 7c per line for each subsequent insertion. Readers, 8c per line. for each insertion; if in black face type, 5c per line additional. Notices qualifying as "Coming Events," such as concerts, entertainments, society church or organization meetings, etc., 8c per line, minimum charge 25c. Reports of meetings held gladly inserted free. In memorian notices 50c and 10c per line extra for poetry. Birth, marriage and death notices 50c. Small advertisements: one inch or less, 50c for first insertion and 25c for each subsequent insertion. Display advertising rates on application.

Although every precaution will be takento avoid error, The Herald accepts advertising in its columns on the understanding that it will not be liable for any error in any advertisement published hereunder unless a proof of such advertisement is requested by the advertiser and returned to The Herald business office duly signed by the advertiser and with such error or corrections plainly noted in writing thereon and in that case, if any error so noted is not corrected by The Herald, its liability shall not exceed such a proportion of the entire cost of such advertisement as the space occupied by the noted error bears to the whole space occupied by such advertisement.

THE HERALD DOES JOB PRINTING OF ALL KINDS.

EFFECTIVE ADVERTISING

to be beneficial to merchants who are

Last year the publisher of a weekly

newspaper in a town of 2,000 popula-

merchant to advertise. He called on

this merchant, a furniture dealer, once

the dealer said, "All right, I'll give you

a trial. Fix me up a page advertisement and we'll see if advertising

The thinking publisher replied: "It

has taken a persistent sales campaign

lasting four months, consisting of not

proposition. Now you propose to do

in one printed talk, which will prob-

ably receive less than five minutes'

hearing with the average reader, what it took me 17 personal talks to do. I

fer of one page. I will accept a trial

merchant saw the logic and sincerity

of the publisher. He is today a con-

The merchant opens his store 52

weeks in the year. He hires his sales

people for six day in the week. His

window display is before the passing

public every day. Why should his

whole attitude change when it comes

to printed publicity? Why should he

vertising is essentially the same as

these other sales forces, only that its

possibilities to bring business are

greater? When business is bad they

quit-advertising. Some one has said

tising. He started on a small scale

in newspaper advertising, as he said,

because he liked the solicitor and

wanted to see if advertising would

regularly. At the end of the first

month he could see no result except

the monthly statement of \$27. He

was persuaded to keep on. At the

end of the second month he was sure

of two regular customers who came

entirely because of the prices in his

sales ads. The merchant has not

missed an issue for five years. His

The population of any town is

constantly undergoing a change. The

merchant who lets a year or a month

or even a week go by without adver-

tising disregards the trade newcomers

bring. A little water each week will

grow a plant more quickly than 1

CANADA'S HUGE LIQUOR BILL

The provincial governments of Can-

ada, and the federal government, de-

rive from the liquor business a reven-

The latest figures, chiefly for the fis-

cal year 1937, but in the case

of the Dominion Government for

1938, show a net income of \$26.

324,618 for the provinces and \$26,086,-

320 for the federal government, in ad-

dition, apparently, to sales tax. There

This means, of course, that the

money spent on it by the consumer

finitely greater. The provincial sta-

tistics do not show what the consum-

er actually pays, as they are partially

wholesale and partially retail. It has

been estimated from a study of these,

however, that liquor was consumed in

Ontario in 1937 to the extent of over

\$61,375,000, and in all Canada to the

extent of over \$158,825,000. These are

A feature of available statistics is

the increase in the drinking of "hard

liquors" such as whiskey, which are

included under the term "spirits". In

Nova Scotla the gallonage of spirits

sold has increased in four years from

36,961 to 136,683; in Quebec, from

487,324 to 975,234; in Ontario, from

832,177 to 1,3044,471; in Alberta, from

87,500 to 210,000. In British Colum-

bia, where statistics do not include

gallonage, the value of spirits sold has

increased from \$4,470,000 to \$6,560,000.

It will be said that much of this

increase is due to better times and to

the greater influx of tourists. Some

of it undoubtedly is: But in Ontario,

at any rate, the fact remains that

there is an increase in drinking

among the regular population, and

that the greatly increased consump-

If you find pleasure in your work,

indeed impressive figures.

bucketful splashed on it once

ads are timely and forceful. -

pay. His 12-inch space was changed

A grocer did not believe in adver-

week. At the end of the 17th week

Why consistent advertising? Per-

### THE DOCTOR

If scribe of Heaven duly must record The ways of man, at bidding of the haps this interesting story will prove Lord. And every-busy angel doth attend at present occasional advertisers. Performances, of kindly deeds, my

As, to and fro amidst the wayward tion tried for four months to get a throng. You wend a willing way with glad-

friend.

Of life and hope from an unfalt'ring How often after day that takes no

Of hours, nor labor unions vaunted

In storm of winter or the sultry night When others, undisturbed, claim sleep less than 17 visits, to sell you my and rest, "Coming!" you answer to the one op-

Yours is the nectar of the gods, most The cup of Heaven seraphs fain might cannot conscientiously accept your of-

The privilege to serve your fellow campaign of 17 smaller ads." The As only mother or physician can.

In life's great highway, where the sistent advertiser. crossroads meet, Guarding the sacred portals, on sure You stand to give each pligrim need-

ed care. When souls come into Here or go to Lost faith must be restored to health | fail to understand that newspaper ad-

To resurrect the beautiful and true. With hope and courage to go on Else- all material ministries are vain.

It surely is your selfish care and that that is what keeps it bad. thought Which many sufferers to health have brought:

Although not comprehending it, 'tis They find again the love of God in

-Ethel Etilwell.

-Florence Gould.

### EQUAL RIGHTS

About the women smoking There's been great controversy, But it all ends in smoke, Which is perhaps a mercy; Opinion on the subject From high authority. 'For' and 'against' leaves smoking In the majority.

Now picture a great western ranch, "To which we've aviated, Miles and miles of prairie land With waving grain fields weighted;

Withdrawing after dinner, Replete with prairie chicken, The men light up and puff outside And watch the mirage quicken; The women sigh and wrangle And buzz about the dishes: The men sink back in sweet content | ue of somewhat surprising proportions. Smoke-dreams and harvest wishes.

### CELEBRATED NINETIETH BIRTHDAY

Mrs. Angus McArthur celebrated is, then, a governmental revenue from her ninetieth birthday at her home, liquor in Canada which exceeds \$52,sixth line, Erin township, on Sunday, 000,000. August 21st, when sixty-three relatives and friends called to extend felicitations and spend the afternoon (and including these taxes) is inwith her.

Mrs. MoArthur was the recipient of many beautiful gifts, flowers and messages of congratulations, including a bonquet of ninety roses from Mrs. L.

E. Huntsman, of Beamsville. Dinner was served when the table was beautiful with flowers and the birthday cake, which was made by her daughter, Mrs. J. O. Martin, Vineland was complete with ninety

The gethering joined in community singing; . Mr. J. D. McArthur sang. "Happy Birthday dear Aunties". The program concluding with Mrs. McArthur's favorite hymn, "Blest be the tie that binds."

Friends and relatives were present from Beamsville, Vineland, Guelph, Creemore, Stayner, Toronto, Acton and Erin.

Despite her declining years, Mrs. McArthur enjoys wonderful health, and is about her home daily, taking an active interest in the household duties, and is blessed with the use of all her faculties.—Advocats.

Pather (bending admiringly, over heby): "I tell you, he's going to make tion of beer has not reduced the consumption of spirits, as some

that it would.—Daily Star. Mother (surpleed and hurt): "Why, how can you say that?" Father: "Because he can bebble so many things that sound wonderful you're better off than many a rich but mean absolutely nothing." loafer.

# Artisan of High Renown

Silversmith Paul Revere

Although examples of silver made by Paul Revere were among the first sought after by collectors, his activities in the American Revolution and his versatility in other fields have somewhat overhadowed his achievements as a silversmith. Much picturesque information was gathered about Patriot Paul following Longfellow's stirring recital of his midnight ride.

In addition to his craft as silversmith, he was one of our first engravers of copperplate prints and almost the first American industrialist in the production of copper and brass, says the American Collector. Born in Boston, 1735, during his eighty-three years of life. his natural facility was so marked that Revere; the silversmith, was sometimes subordinated to his other accomplishments. Yet had he done nothing else but cleve to the trade learned from his Huguenot father. he would still be one of the most important American workers in silver. In 1754, the same year that Chippendale published his book of furniture designs, the elder Revere died and Paul, a journeyman at nineteen, took over the management of this long-established shop. From then until about 1800, when he largely forsook silvermaking for his copper manufacturing enterprises. Paul Revere was an active and prolific silversmith.

From 1774 to 1780 he played his part in the Revolution by acting as courier for Massachusetts, printing paper money for the Continental congress, repairing spiked cannon abandoned by the British and serving as lieutenant colonel of an artillery regiment. Then he returned to his original occupation, expanding it to include operation of what he termed a "hardware shop." In it he sold everything from gold jewelry to spectacles and shoe buckles and, of course, table silver and candlesticks. Much of this stock in trade was undoubtedly the product of his own skill and that of his workmen.

### Elephants' Legs Strong;

Are Set Perpendicularly As to the elephant's agility, it is pertinent to read the interesting statement of Zoologist Ernest Protheroe, F. Z. S., concerning the elephant's legs:

"In order to support the enormous weight which rests upon them the legs are very stout and are set perpendicularly, without that bend in the hinder leg which is found in most animals. This pillarlike structure is of infinite use when the animal climbs or descends steep acclivities, which it can perform with marvelous ease. Considering its bulk, the elephant is remarkably active; it can lie down and regain its feet as easily as a dog; it can stand upon its hind feet alone, or erect itself upon its forefeet; and it can even stand upon its head. It cannot trot or gallop, but nevertheless can move along at eight miles an hour if needed . . . A ditch seven feet wide would prove a complete bar, as the animal's maximum stride is only six and a half feet, and it cannot jump an inch."

The statement about the elephant's pace is probably an understatement, for hunters would have no need to fear an animal whose speed was limited to eight miles an hour. Zoologist G. M. Vevers, superintendent of the London zoo. says: "Both species of elephants are fast movers over a short distance. and a speed of fifteen miles an hour is not-uncommonly kept up for a quarter of a mile or so, but whereas the African can keep up a speed of ten miles an hour for several hours on end, the Indian, being shorter in the leg and more cumbersome, cannot maintain a speed of more than six or seven miles an hour."

### Rivers Flowing North

The United States Geological Survey bureau says that the Red river of the North, which forms the boundary between Minnesota and North Dakota, flows north for part of its course; the Monongahela flows north from West Virginia to Pennsylvania, where it joins with the Allegheny to form the Ohio river; the Niagara river, connecting Lake Erie and Lake Ontario; the Tennessee river, where it crosses the west end of the state of Tennessee; the Snake river, where it forms the boundary between Oregon and Idaho; John Day, Deschutes and Willamette rivers, tributaries of the Columbia river in Oregon; the Missouri river in the vicinity of Helena. Mont., and a part of the course of the Salmon river in Idaho, all flow north. Others having courses between north and northwest include the San Joaquin and Eel rivers in California, Kootenai river in Idaho. Mouse river in North Dakota, Kentucky and Licking rivers in Kentucky and the New-Kanawha river in Virginia and West Virginia.

Coldest Spot on Earth The coldest spot on earth is not at either pole, says John Theaman in Globe magazine. It's a town in Siberia known as Werchojansk; here the temperature often-falls as low as 80 below zero, and has gone as low as 95.5. The natives of this town live in crude wooden huts, with windows of thin ice cemented in place by pouring on water which freezes quickly around the edges. Walking in such cold air causes the breath to freeze, falling to the

ground in a white powder. \_

# Esquesing-Fall-Fair

# AT GEORGETOWN Wednesday and Thursday September 28 and 29

# SPECIAL PRIZES

1	Single High Stepper, by T. A. Blakelock, M.P.P\$	5	00		3	00
2					3	00
3	Farmer's Turnout (single) by Hughes Cleaver, M.P	5	00		3	00
4	Best Lady Driver, by Alliance Paper Mili	5	00		3	00
5	Best Delivery Horse in harness .				2	00
	Best General Purpose Horse; on rein by Richardson's			er ee		
	- Hardware	3	00		2	00
7	Best and fastest Road Horse, hitched to four-wheel					
	vehicle, by Col Mason	15	00	*	30	. [
8	Best Agricultural Horse on rein, 1st by Massey Harris				8	
	\$5.00 in goods; 2nd by Alex. Hume \$2.00 in goods	5	00		2	00
9	Best Heavy Team on the grounds, including Heavy					
	Draft, Agricultural and General Purpose, 1st					
	prize by Frost Steel Wire Fence Co., 12 ft. gate					
	valued at \$8.00; 2nd prize by Lundy Fence Co.,					- 8
	I Lundy sagless gate set, valued at \$4.00; 3rd by					
	Cowie Bros., City Service, motor oil valued at					
	\$5.00 8 00	4	00		5	00
0	Best Spring Colt, sired by either of his horses, Wel-					
	bond or Regent, to be deducted off 1939 fee. Prize					
	given by Wm. Brennan 5 00	4	00		3	00

	CATTLE			
1	Best Jersey Female	3	00	\$ 2 00
3	Best Registered Shorthorn Female	3	00	2 00
3	Best Jersey Female Best Registered Shorthorn Female Best Holstein Female	3	00-	2 00
4	Best Ayrshire Female	3	00	2 00
5	Best group of Dairy Cows, consisting of one mature cow. I two-year-old heifer, and one yearling heifer, to be sired by a purebred bull; special by the T. Eaton Co., Toronto, a silver dish, Sheffield			
	reproduction valued at \$22.00	22	00	
6	Best Calf, shown by boy or girl, a member of a calf club, open to Halton and Peel counties, entry fee 25 cents. Holstein class, two-sevenths of prize money donated by Holstein-Friesian Association, 1st \$5.00, 2nd \$4.00, 3rd \$3.00, 4th \$2.00; 5th \$1.00, 6th \$1.00, 7th \$1.00, 8th \$1.00; Jersey and-Gurnsey		*	

\$1.00, 6th \$1.00, 7th \$1.00, 8th \$1.00; Beef Breed class, 1st \$4.00, 2nd \$3.00, 3rd \$2.00, 4th \$1.00, 5th \$1.00, 6th \$1.00, 7th \$1.00, 8th \$1.00 Best Reistered Holstein Heifer, born since January 15th, 1938. Exhibitor to be a boy or girl under 15 years and resident of Halton County. Showmanship 50%, by T. L. Leslie 3 00.

8 Best Beef Animal, 2 years and under, by S. Mills, Shell Service Station, motor oil, 5 gallon Best Jersey Calf (male or female) by Canada Bread Co.—Tickets 5 00

	SHEEP	
1	Best Pen of Fine Wool Sheep (not less than 4) 1 male	
	and 3 females, by J. Beaumont 3 00	2 00
2	Best Pen of Long Wool Sheep (not less than 4) 1	
	male and 3 females, by Glen Woollen Mills 3 00	2 (
3	Best Pen of Pour Market Lambs, by Reeve N. A.	
	Robinson 4 00 - 3 00 2 00	1 (
2		2.07

### **MISCELLANEOUS**

valued at

Dressed fowl to be placed in hall by 11 a.m. second day of Fair, Sept. 29th Dressed chicken must not weigh less than 54 lbs. x I Best pair Dressed Chickens, by A. E. Farnell, goods

2	Best Dressed Goose, by Dr. F. R. Watson	4 00
: 3	Best pair Dressed Chicken, by R. N. Thompson	4 00
4	Best pair Dressed Chicken, by R. Carter, Norval	4 00
5	Best Dressed Chicken, by P. B. Harrison	2 00
6	Best Dressed Chicken by F. C. Thompson	2 00
7	Best pair Dressed Chicken by Harry Robertson	4 00
8	Best pen of 4 Barred Rock Pullets. 25 chicks for Spring delivery 1939.	
. 9	Best pair Dressed Duck, by J. McBean & Co.	4.00
	Best pair Dressed Chicken, by Mrs. Preston	
:11	Best pair Dressed Chicken, by D. Salter	4 00
12	Best bushel Northern Spy Apples, by E. Harrop	4 00
	Best 5 lbs. of Butter, in 1 lb. prints, by H. C. McClure	
14	Best and largest dozen fresh Eggs. I year's sub-	
	scription to the Canadian Champion, Milton	2 00
15	Best two Apple Pies, by Apple Products Co., Glen Williams, I case of apple product	
16	Best 2 Pies, 1 apple, 1 lemon, 1st prize carton St. Lawrence Starch Co. product	
17	Best 2 loaves Home-made Bread, 1st prize carton St. Lawrence Starch Co. products	
18	Best hand bound Sheaf, to be bound day of Fair, 1st	
-50.000	prize by M. Williamson	3 00
10	Best' husbal of Onte oven to Bowe' Grain Club	2 00

Best bushel of Oats, open to Boys' Grain Club Best bushel and sheaf of Wheat, open to members of Field Crop Competition, 1st hat valued at \$2.00, 2nd shirt valued at \$1.50, 3rd pullover valued at \$1.00, by 1.00 Best display of Grain in Sheaf, not less than two sheaves: sheaves to be not less than 6 inches in diameter. 1st goods by Carroll's Store valued at \$3.00, 2nd goods by St. Lawrence Starch Co., value

Best Lunch, suitable for working man on display by St. Lawrence Starch Co., carton of goods valued Largest Family on Grounds, at Judge's Stand at 3.30, 1st 20 lb. pail of Swifts' shortening, 2nd St. Lawrence Starch Co., carton of goods Best Chocolate Cake, by Mrs. Harry Robertson, ... 1 00 Best display of Cut Flowers, by George Keith & Sons,

seed merchants, Toronto; your choice of either three

peony roots (our selection) or six lily bulbs (our

selection) Best 1/4 bushel of Alsike Clover Seed, by Morley ..... 27 Best 1/2 bushel of Red Clover, 1st by Morley Pettit, 2nd by S. H. Lumb, goods ...... 200 28 Best Collection of Vegetables, 1st Family Herald and Weekly Star, 2nd A. E. Wright, cottage roll .......... 2 00

By J. M. Moorez. Best Loaf Home-made Bread, Georgetown Herald x Best and neatest 1 lb. Butter, Georgetown Herald x Largest 1/2 Dosen Fresh Eggs, Georgetown Herald x Best bushel Table Turnips, Georgetown Herald

x Best Dressed Young Goose, not less than 12 lbs.

30 By Brown's Bakery, Georgetown. Best Lady Driver of Automobile. Rules: Driver to uark car, to drive in lane and follow other instructions. Points to count: neatness, quietness and time for parking, and observance of Highway Traffic Act. 1st Prize by N. H. Brown, bread tickets valued \$3,00; 2nd, 3rd and 4th prises by Standard Brands Ltd., Toronto. 2nd prize-100 Tender Leaf Tea Bags, 3rd

4th and 5th prize-7 lbs. each of Chase & Sanborn Coffee, valued at 80c each Best Dressed Chicken, by W. G. Marshall 32 Best % bushel Timothy Seed by Peel Seed House .... 2 00 (x) Donor gets the article

### C.N.R. TIME TABLE

	(Gta	adord	Time)			
		loing		200		
Passeng				-6.16		
	er and			10.08	A.M.	
Passeni	or and	Mail			PY	
Passen	ers for ers, Su	Toro	150	9.49	2	
e ecounti	cre, ou		OM19	. 6.51	D.	
8						
		oing :		00 50	٠.,	
Passen	er and	Mail		8.34	A.Da.	

### **GRAY COACH LINES**

Summer Time Table Effective Saturday, June 25th

LEAVE GEORGETOWN To Toronto 8.58 a.m., 2.18 p.m., 4.10 p.m.; 9.10 p.m.

a-except Sundays Going West c x 9.35 a.m., 12.05 p.m. c 1.50 p.m. b 4.05 p.m., 6.00 p.m., x 7.50 p.m., 10.35 p.m.

c-connections for Owen Sound x-through to London. b—daily expect Sun, and Hol. Standard Time

. . .. Tickets and information at

W. H. LONG Georgotow

# DIRECTORY

Leroy Dale, K.C. M. SYBIL BENNETT, BA.

Barristers and Soliciters Georgetown, Ontario Office Gregory Theatre Bldg. Mill St.

KENNETH M. LANGDON Barrister, Selicitor, Notary Public Pirst Mortgage Money to Loan Office Main Street, South

RANEY, GRAYDON, LAWRENCE & COOK

2 00

2 00

Barristers, Etc. 465 Bay St., Toronto-Brampton, Out. E. Fraser Raney, K.O. H. Edward Oook Gordon Graydon, 333 Main St., North Brampton, Telephone 192 Harold R. Lawrence, Loblaw Building. Brampton, Telephone 643

F. R. WATSON, D.D.S., M.D.S. Georgetown

Office Hours 9 to 5, Except Thursday Afternoons DR. J. E. JACKSON

X-Eay Dentist Office hours: Daily 9 to 5 Evenings 7 to 9 PHONE 224w GEORGETOWN

FRANK PETCH LICENSED AUCTIONEES for the Counties of Pool and Halton Prompt Service TELEPHONES:

Cheltenham 26 r 23, Georgetown 61 r 3 Post. Office-Cheltenham

### Walter T. Evans & Co.

General Insurance

OCEAN STEAMSHIP SERVICE REAL ESTATE Main St., North - Georgelown Phone 183

### Carman Sutcliffe

TUITION IN

Piano, Organ and Theory Vecal Ceaching Stubio at Albert und McRab **Phone** 185

M onuments **POLLOCK & INGHAM** Successors to Cater & Worth Galt, Ont.

Designs on Request - Phone 2048

Inspect our work in Greenwood

Cometery.

A. M. NIELSEN 25th Year of Practice Chiropractor X-RAY

**Drugless Therapist** Lady Attendant

Georgetown