

# THE GEORGETOWN HERALD

PHONE No. 8

J. 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, Stewartown, 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 memoriam 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 taken to 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.

### WHY DOES A MAN GO HUNTING?

Why will a man rise long before dawn And drive miles through the dark and the cold, Then walk more miles through the brush and the snow Over mountains steep and bold?

Why will he climb to some lofty crag To command a godly view? Is it only to search for a bear or stag While the blizzard cuts him through?

'Tis not only the hope of bear or stag That is the hunter's goal; 'Tis not only meat that he wishes to bag.

But nourishment for his soul, As he stands between the earth and sky,

Seeking warmth from a feeble fire; His eyes rove o'er the mountains, But his thoughts reach even higher.

Though his fire may drive smoke into his eyes And the wind does chill him through, They will clear his vision and purge his heart And give him courage anew.

It will clear his vision that he may see, His duty toward mankind And give him courage and humility To renew his daily grind. —By Milton H. Brown in Pennsylvania Game News

### GRACE

There's grace in everything on earth, However great, however small, It thrives in every breathing soul; As one with life, it shadows all, There's grace in just a withered leaf A-floating on the scented breeze; And in the deep blue rolling waves Which slow unfold with pondrous ease;

Or in a bird or butterfly Which flies with grace to yonder tree With closing wing and dainty poise, To sip the air in ecstasy.

In all the perfect petalled blooms With curving stems of palest green, In every sweep of drooping heads, As zephyrs wake them from their dream—

We look in doubt at those who grasp with clutching hands, for fear they fall; But laying aside this garb, we find The Grace of God is in them all. —By Michael Quinlan, Brisbane.

### A DAY FOR SMALL BUSINESS AGAIN

The small town independent retail merchants, who have been having a difficult time meeting the competition of mail order houses in recent years, are due for a break according to Roger W. Babson, well-known economist. "Purely on the law of action and reaction, the day of the little business man again will dawn," he declares. "Already various forces are emerging. If capitalized, these should help re-establish little businesses along a broadening industrial and commercial front."

If Little Business—the backbone of our economic system—is to meet Big Business on equal grounds, the economist asserts, co-operation among small businessmen is absolutely essential. Mutual groups are already operating for co-operative purchasing, he points out, and such joint efforts should be extended to advertising and to sharing brands with one another. Little Business has five unusual advantages, he says—namely: (1) smaller overhead costs—this is fundamental; (2) ability quickly to change—this applies both to policies and to products; (3) less frequent labor troubles—and usually a lower wage rate; (4) management in hands of owners—this is always an advantage; (5) public sympathy and local co-operation—this is especially valuable to prevent unfavorable legislation.

Formation of various permanent organizations to sponsor the interest of Little Business indicates that small businessmen are recognizing their place in the economic system, contends Babson. Similarly, there is recognition of the fact that Big Business was once a Little Business. "I expect that we will again enter an era when employers will be honored and encouraged; when labor will be more reasonable; when more men will move back to the home," concludes the economist. "Fair play, free markets, conservative thrift, clean politics, and co-operation will again be in the saddle. Then little businessmen will come to their own."

### TO A CERTAIN MOTORIST

We saw you barely miss a little boy this afternoon and heard you yell: "Get the Hell out of the way! Don't you know any better than to play in the street?" He didn't answer because he hasn't learned to talk very well yet. So I'm going to answer for him.

No, the little boy doesn't know any better than to play in the street. He has been warned not to, but little boys don't always heed warnings. Some adults don't either, especially traffic warnings; for example, the one limiting the speed of automobiles.

We're going to tell you something about that little boy. He has a mother who endured considerable inconvenience, anxiety and suffering to bring him into the world. He has a father who has worked hard and made many sacrifices to make him healthy and happy. The supreme purpose of their lives is to have their little boy grow up to be a useful man. Now stop a minute and think: If you should kill a child, how would you feel facing his parents? What excuse could you give them for having robbed them of their dearest possession? More important: What excuse could you possibly offer Him whose Kingdom is made up of little children?

Children, oh hasty friend, were here long before you or your automobile were thought of. All the automobiles on earth are not worth the life of one little boy. We don't know what that little boy may some day be. But we know what you are, and it's unimportant. We could get along without you, but we can't spare a single boy on this earth.

### THIS YEAR'S WHEAT MAKES GOOD FLOUR

Milling and baking quality of Western Canada's 1938 wheat crop is at least equal, if not superior, to that of a year ago, states the annual wheat quality report of the Canadian Board of Grain Commissioners.

Flour yields of this year's crop are slightly higher than 1937 sample, despite lower weight per bushel. This is due, the report said, to presence of Thatcher wheat in many grades, a variety with high flour-yielding capacity.

Comparing baking characteristics of the new crop average samples with those of the corresponding year, the report said that when baked by themselves, new-crop No. 1 Hard, No. 1 Northern and No. 5 wheat are approximately equal. Nos. 2, 3 and 4 Northern and special wheat grades this year are definitely superior, and Garnet grades inferior to 1937.

Blending values—ability to impart strength to a weaker mix—show that 1938 Northern and special wheats appear to be fully equal and possibly superior to last year's samples.

### NEW AIR MAIL STICKERS TEMPT SOUVENIR HUNTERS

With the inauguration of air mail on the Trans-Canada Air Lines, the Post Office Department began putting stickers on the Winnipeg letter boxes. The object was to make citizens air-conscious. They took to the idea so readily that they began taking the stickers for souvenirs.

The devices are circular, five inches in diameter, and show a white plane on a blue background. Nice souvenirs, but soon the public will be used to them, the Post Office hopes. When they are dry, they can't be removed.

### CANADA-GERMANY APPLE TRADE

With a subnormal domestic apple harvest, Germany will have no difficulty in absorbing the full quotas for both fresh and dried apples which are provided by the German-Canadian Payments Agreement, states the Canadian Trade Commissioner in Berlin. This Agreement stipulates that all foreign exchange accruing from German exports to Canada shall be made available for the purchase of specified Canadian products by Germany. Five per cent of the total, with an annual maximum value of \$600,000, is earmarked for fresh apples and 0.6 per cent, with a maximum value of \$60,000, for dried apples.

OVER 100,000 CANADIAN FURNACES GIVE GREATER HEATING SATISFACTION with blue coal.



Don't take chances with unidentified fuels. Follow the example of over 100,000 Canadian homeowners who have changed to better heating. Burn 'blue coal' for the finest, most trouble-free heating you've ever enjoyed. Order a ton today.

W. H. KENTNER & SON  
PHONE 12 — GEORGETOWN

blue coal  
THE MODERN FUEL FOR SOLID COMFORT

## MILLINERY

SEE THE LATEST IN  
*Fall and Winter Millinery*

FELTS — VELOURS — VELVETS  
in all shapes and sizes

A GREAT REDUCTION IN PRICES!

— Also —  
VESTS — FLOWERS — RIBBONS

### Misses Claridge

MAIN STREET GEORGETOWN  
Herald Block (Upstairs)

### C.N.R. TIME TABLE

(Standard Time)

Going East	
Passenger	7.00 a.m.
Passenger and Mail	10.00 a.m.
Passenger and Mail	6.40 p.m.
Passengers for Toronto	9.41 p.m.
Passengers, Sundays only	8.31 p.m.
Going West	
Passenger and Mail	8.34 a.m.
Passenger	3.35 p.m.
Passenger and Mail	6.52 p.m.
Passenger, Sunday	11.19 p.m.
Saturdays only, leaving Toronto at 11.30 p.m., arriving at Georgetown 12.25 a.m.—First trip November 8th.	
Going North	
Mail and Passenger	8.45 a.m.
Going South	
Mail and Passenger	6.52 p.m.

### GRAY COACH LINES

#### Time Table

Effective Sunday, September 25th  
LEAVE GEORGETOWN

To Toronto	
a 7.08 a.m.	9.28 a.m.
c 2.23 p.m.	4.38 p.m.
	9.03 p.m.
Westbound to London	
9.35 a.m.	11.20 a.m.
cx2.55 p.m.	4.44 p.m.
	7.00 p.m.
	9.00 p.m.
	11.15 p.m.
	11.50 p.m.
a—Except Sun. and Hol.	
b—Sun. and Hol.	
c—Sat. only.	
d—Except Sat., Sun. and Hol.	
e—Sat., Sun. and Hol.	
x—To Kitchener	
y—To Stratford	

Tickets and information at  
W. H. LONG  
Phone 89 — Georgetown

### DIRECTORY

- LEBOY DALE, K.C.  
M. SYBIL BENNETT, B.A.  
Barristers and Solicitors  
Georgetown, Ontario  
Office—Gregory Theatre Bldg. Mill St.
- KENNETH M. LANGDON  
Barrister, Solicitor, Notary Public  
First Mortgage Money to Loan  
Office—Main Street, South  
Phone 88 — Georgetown
- RANEY, GRAYDON, LAWRENCE & COOK  
Barristers, Etc.  
465 Bay St., Toronto—Brampton, Ont.  
E. Fraser Raney, K.C.  
H. Edward Cook  
Gordon Graydon, 333 Main St., North  
Brampton, Telephone 792  
Harold R. Lawrence, Lohlaw Building,  
Brampton, Telephone 643
- F. E. WATSON, D.D.S., M.D.S.  
Georgetown.  
Office Hours—9 to 5, Except Thursday  
Afternoons
- DR. J. E. JACKSON  
Dentist — X-Ray  
Office hours: Daily 9 to 5  
Evenings 7 to 9  
PHONE 224w — GEORGETOWN

### FRANK PETCH

LICENSED AUCTIONEER  
for the Counties of Peel 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 — Georgetown  
Phone 183

### Monuments

POLLOCK & INGHAM  
Successors to Cater & Worth  
Galt, Ont.  
Designs on Request — Phone 2948  
Inspect our work in Greenwood  
Cemetery.

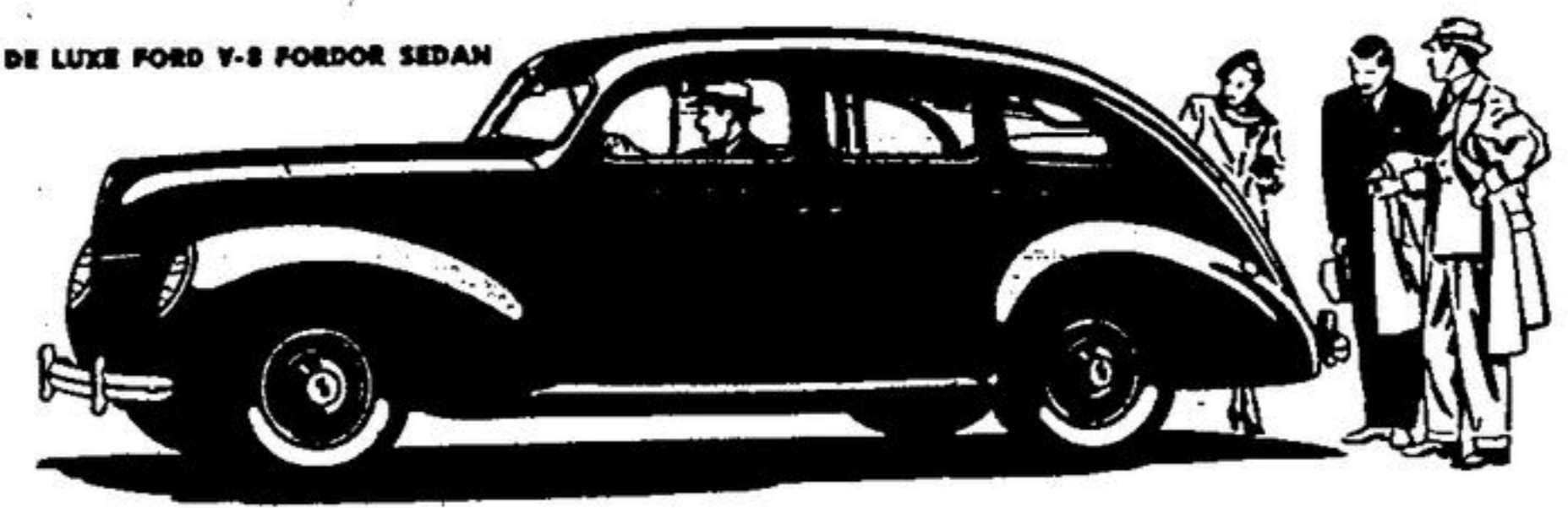
### A. M. NIELSEN

25th Year of Practice  
Chiropractor  
X-RAY  
Drugless Therapist  
Lady Attendant  
Office over Dominion Store  
Georgetown  
Hours: 2 - 5 — 7.30 - 9.30 p.m.  
Closed Thursday Phone 189w

Speaking at the dedication of a memorial to the late Will Rogers, President Roosevelt said: "I doubt if there is among us a more useful citizen than the one who holds the secret of banishing gloom, of making tears give way to laughter, of supplanting desolation and despair with hope and courage. For hope and courage always go with a light heart."

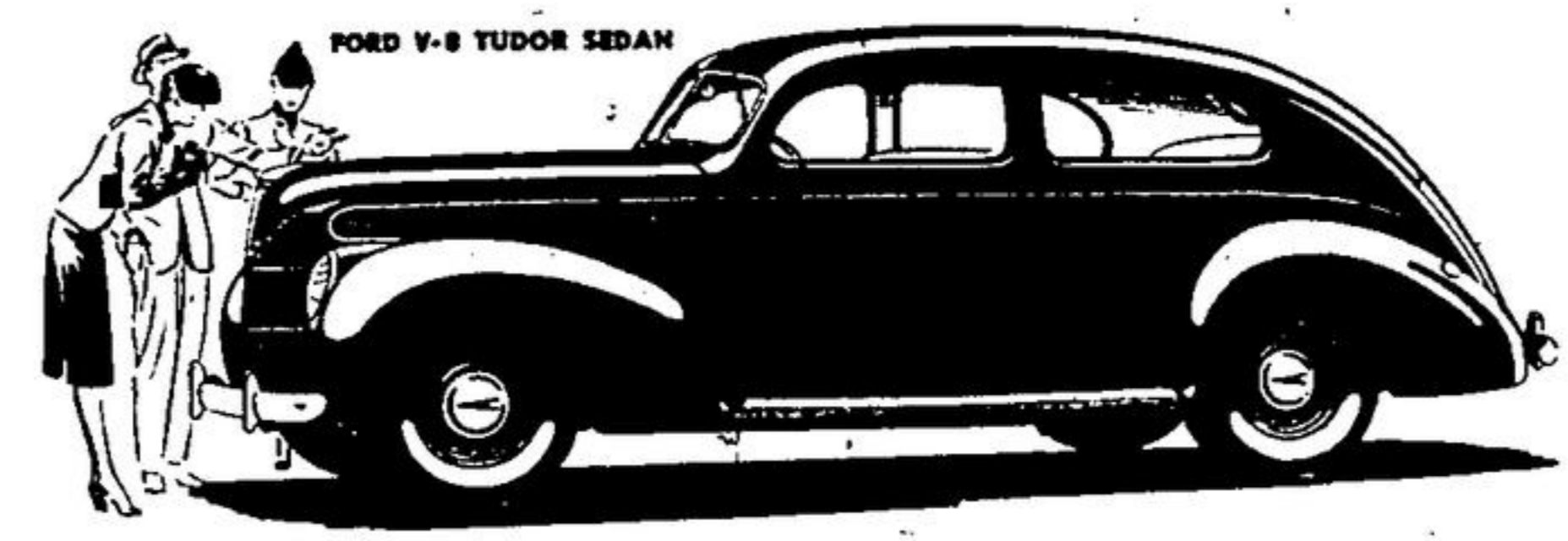
## Ford Motor Company of Canada, Limited, Announces

# TWO NEW FORDS for 1939



DE LUXE FORD V-8 FORDOR SEDAN

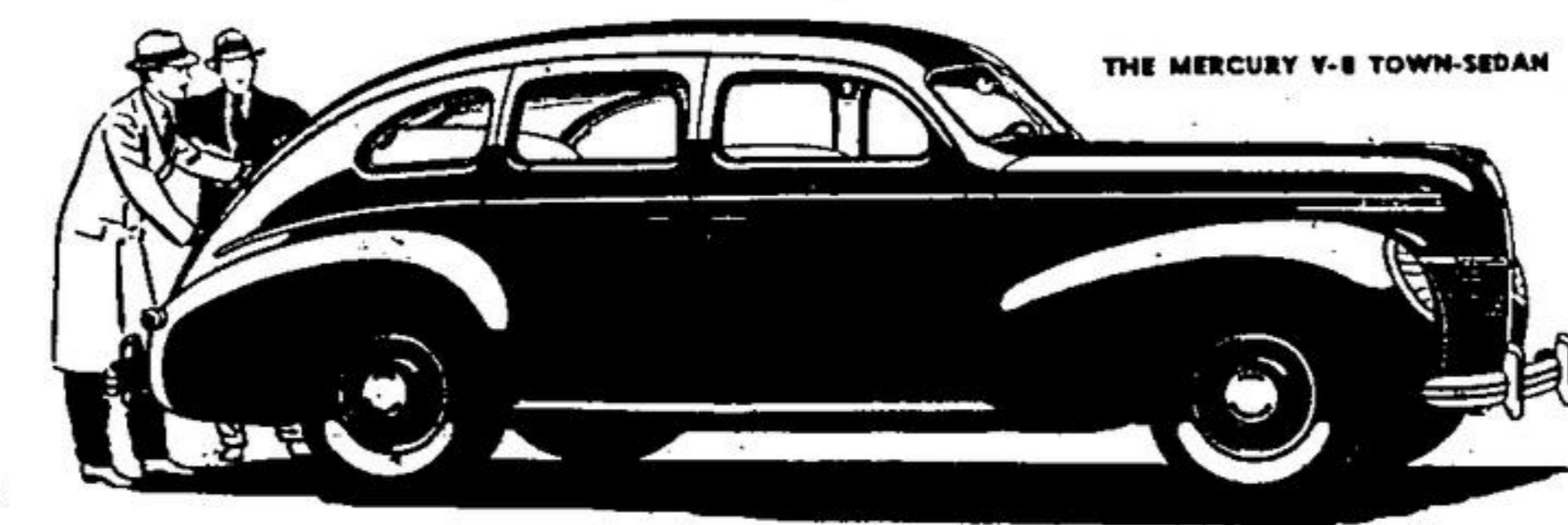
**DE LUXE FORD V-8:** Provides all the basic Ford features, with extra luxury and style. Remarkable amount of extra equipment included in the price. Hydraulic brakes. Scientific soundproofing. Triple-cushioned comfort. 85-hp. V-8 engine.



FORD V-8 TUDOR SEDAN

**FORD V-8:** Now five inches longer from bumper to bumper. Roomier bodies—more luggage space. New styling. Hydraulic brakes. Scientific soundproofing. Triple-cushioned comfort. 85-hp. V-8 engine.

## and the NEW MERCURY 8 for 1939



THE MERCURY 8 TOWN-SEDAN

**MERCURY 8:** An entirely new car. Fits into the Ford line between the De Luxe Ford and the Lincoln-Zephyr. Distinctive styling. 116-inch wheelbase. Unusually wide bodies. Remarkably quiet. Hydraulic brakes. New 95-hp. V-8 engine.

The new cars in the Ford Quality Group for 1939 give you a broad choice. Whichever you choose, whatever you pay, you'll get top value for your money. That is true of the lowest priced car or the highest. All have one important thing in common—inherent quality. There are three reasons for this quality. They are—brilliant engineering design, quality materials and precision workmanship—a combination that you will acknowledge when you have seen and driven any one of the fine cars in the Ford Quality Group for 1939. Things are happening in the automotive world this year! And nowhere is the advance more marked than in this Ford Quality Group. See your nearest Ford dealer before you buy any car at any price.

FORD MOTOR COMPANY OF CANADA, LIMITED. FORD, MERCURY, LINCOLN-ZEPHYR AND LINCOLN MOTOR CARS