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 Right Over**

No orders accepted for delivery yesterday. But outside of that, just try us for quick service. We'll be right over with the right coal—Famous Reading Anthracite—the "Laundered" Coal.

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GEORGETOWN

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**Optical Needs
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There can never be a set rule for fitting or recommending glasses. The human eye has so many variations that every case is a distinct one. It requires training and skill to recognize and prescribe. We specialize in Eye Examination and good Glasses. "Consult."

O. T. WALKER, R.O.

OPTOMETRIST, EYESIGHT SPECIALIST, Brampton who is at ROBB'S DRUG STORE, GEORGETOWN, the second Wednesday of every month. Or you may consult O. T. Walker at his office in Brampton

"What would the girl of today do if she suddenly found herself in the Middle Ages?" wanders an essayist. Go on pretending that she was only about twenty-one.

—If you have an article you would like to sell, having no more use for same. Try a Herald "Small Advertisement." It will try you results.

TELLING OUR STORY

Just why should a family spend about three cents a week to get a subscription to a weekly newspaper? The answer to that question constitutes the sales story which needs telling over and over again if we are to get and hold the circulation we need. Here are some thoughts.

Three cents a week is a very small amount. The average child wastes more than that every day.

A special sale advertising a 30 cent item for 23 cents will save 7 cents, paying the cost of the paper and giving a profit of 4 cents.

You pay more than three cents a day to rent a book. The home paper costs less than half a cent a day and did you ever see anybody reading a book who didn't lay it aside promptly when the paper came?

Every member of the family from 9 years up—children, parents, grandparents—find something of great interest in the home paper. That can't be said truthfully about any book or any other periodical.

It costs more a week for any of the following than it does for your home newspaper: four cigarettes, five ounces of beer, one package of gum, a bag of candy, one cigar, a cup of coffee, one and a half pints of gasoline, one play of a slot machine, checking a hat in a hotel, a mile ride in your car.

When you're finished reading your paper every other member of the household can still use it. You can't say the same about gum, candy or tobacco.

The home newspaper is the most important ally of the Church, the school, the civic organization, the farm associations, the governmental bodies. No agency renders so much service to the household at so small a cost.

SMILES

There's poetry in everything, including the wastebasket. The electric chair is an example of period furniture—it ends a sentence. Yuletide—some of the neighbors drop in for a call and others call in for a drop.

It does make a whale of a difference whether glasses are used under or over the nose. Somebody has suggested a statue to the man who invented rubber tires. Maybe a bust would be more appropriate.

A writer says that a man should be the master in his own home or know the reason why. Most married men know the reason why.

A Negro boy was taking a stroll through a cemetery and reading the inscriptions on the tombstones. He came to one which declared: "Not dead, but sleeping." After contemplating the phrase for a moment, and scratching his head, the Negro exclaimed: "He sure aint foolin' no one body but himself."

Gallaudet Was First to Start School for Deaf

Dr. Thomas Hopkins Gallaudet, for whom Gallaudet college is named, was the first American educator to establish a school for the deaf in this country.

Born in Philadelphia on December 10, 1787, he was a tutor and a theological student, but, because of ill-health, declined a ministerial position.

Then Gallaudet became acquainted with a deaf child named Alice Cogswell and it was his interest in her education which led him to devote his life to the education of the deaf. Furnished with funds raised by Alice's father and a number of friends, he went to Europe to make a study of methods employed there.

Upon his return, relates Leslie Hartley in the Washington Star, Gallaudet, in 1817, founded at Hartford, Conn., the first free American school for the deaf and was its president until 1830. During that period he was able to train a number of men in his methods of teaching and these, in turn, became heads of similar schools all over the country.

Dr. Gallaudet married one of his pupils, Sophia Fowler. They had two sons, Thomas, who became a missionary to the deaf, and Edward Miner, who was the first superintendent of the Columbia Institution for the Deaf when it was established in Washington. The advanced department of this institution, which is the only college for the deaf in the world, is named in honor of Thomas Hopkins Gallaudet.

Lion Dog of China Name Given to the Pekinese

The Pekinese was known for hundreds of years as the Lion dog of China. He is to be seen in paintings, ceramics, bronzes, and richly colored textiles, adorning fans and boxes and gongs. He is an artistic inspiration, a symbol of religion and a pet. An animal revered in the Purple Forbidden city even more than the sacred cat in ancient Egypt.

We can conceive no resemblance between a Pekinese and a lion, observes a writer in the Chambers' Journal. Such a conception seems absurd. It is absurd except to the imaginative mind of the Chinese, who, anxious to confer every possible and impossible honor upon that dog, went so far as to associate him with the king of beasts.

Pekinese dogs lived in the Forbidden city. Eunuchs fed, washed and exercised them.

It was at one time the custom in China, to kill unwanted female babies, and some of the unfortunate mothers were compelled to suckle Pekinese puppies. Is it mere fancy that makes many lovers of that breed claim to see something human in the Pekinese?

Most Used Letters

The letter "e" is used far more often than any other letter in our language and the letter "z" is used the least. In order of frequency, they run as follows: e, t, a, l, s, o, n, i, r, d, l, u, c, m, f, w, y, p, g, v, h, k, j, q, y, z. If the letter "e" be given a frequency of 1,000, the others have the following frequencies: t, 770; a, 728; l, 704; s, 680; o, 672; n, 670; h, 540; r, 528; d, 392; i, 360; u, 296; c, 230; m, 272; f, 238; w, 190; y, 184; p, 168; g, 168; v, 158; b, 120; k, 88; j, 55; q, 50; x, 46; z, 22.

Southwest's 'Kivas' Closely Guarded

"Kiva" is the name given to the secret ceremonial chamber which from prehistoric times has been the most important feature of every Indian pueblo in the Southwest. At least a score of pueblos, or villages, occupied by the descendants of the "hohokam," "those who have vanished," flourish in New Mexico. In each the kiva is scrupulously guarded from white visitors. Caucasians have access, however, to the ancient kivas in the prehistoric ruins of the Southwest.

First Government Lighthouse

The first lighthouse built by the federal government after its founding stands on Cape Henry guarding the entrance to the Virginia capes. Materials for its construction had been assembled by the colonial administration of Virginia, but with the advent of the new government the site was ceded to the latter. The light was put in operation in 1791. It was replaced in 1881 by a modern lighthouse, but the old tower stands as a historic landmark.

Many Mountains in Vermont

In the comparatively small state of Vermont there are more than 900 mountains with summits 2,000 feet or more above the sea. Many of these mountains are accessible by motor, notably Mt. Mansfield, highest in the state. From this lofty peak, 4,393 feet high, views of the Green mountain range may be enjoyed. Lake Champlain, 30 miles away in New York state, is clearly in view for much of its expanse.

Birds on Guard Duty

Many birds when feeding have one of their number on guard, and it is his duty to warn the others when danger approaches. Even in the farmyard you can hear "bird language" when the mother hen emits a peculiar "squawk" which warns the chickens that a hawk is flying overhead. The way they dash for cover leaves no doubt that they understand.

REEVE OF TRAFALGAR HALTON'S WARDEN

The inaugural meeting of Halton county council was held in Milton on Tuesday, Jan. 17th, when the following gentlemen took their seats: Trafalgar, Reeve Victor Hall; Deputy Reeve Norman Gilbert; Equestria, Reeve N. A. Robinson; Deputy Reeve W. A. Wilson; Nelson, Reeve John McNiven; Deputy Reeve Leslie Kerns; Nassagaweya, Reeve George Gordon; Oakville, Reeve Jas. L. Hewson; Deputy Reeve John R. Byers; Burlington, Reeve Arthur A. Allen; Deputy Reeve Rex Hume; Georgetown, Reeve Geo. W. Davis; Milton, Reeve John Irving; Acton, Reeve John F. McCutcheon.

Nominations for the office of warden were made as follows: Mr. Hall, nominated by Mr. Robinson and Mr. McNiven; Mr. Gordon, nominated by Mr. Irving and Mr. Hewson; Mr. McNiven, nominated by Mr. McCutcheon and Mr. Kerns; Mr. McCutcheon, nominated by Mr. Wilson and Mr. Gilbert; Mr. Allen, nominated by Mr. Davis and Mr. Hume.

Messrs. Gordon, McNiven, McCutcheon and Allen thanked the gentlemen who had honored them with a nomination, but asked that their names be withdrawn and the nomination for Mr. Hall be made unanimous.

There being no further nominations Mr. Hall was elected as warden of Halton county for 1939, and made his declaration of office before His Honor Judge Munro.

Mr. T. McGill, representing the Canadian National Institute for the Blind, addressed the council asking for a grant of \$50 to assist in their work. Mr. McGill stated there were at the present time seventeen blind people in Halton county receiving some kind of service from the institute—specialized service for which the institute assumed the responsibility. He thanked the council for their generous support in the past and hoped they would see fit to continue it.

Council resumed, and Mr. McNiven, chairman of the striking committee, presented the following report of committees: Finance, Messrs. Irving, Hewson, Allen, Robinson; education, Messrs. Hewson, Gordon, Hume, Davis; printing, Messrs. McCutcheon, Kerns, Gilbert, Byers; county buildings, Messrs. Allen, McNiven, Irving, McCutcheon; special communications, Messrs. McNiven, Byers, Gilbert, Gordon; hospitals, Messrs. Byers, Kerns, Davis, Hume, Wilson; railways, agriculture and legislation, Messrs. Gordon, Kerns, Gilbert, Wilson, McNiven; county roads, Messrs. Robinson, Gordon, McNiven, McCutcheon, Hewson; county bridges, Messrs. Davis, Wilson, Hume, Gilbert.

John McNiven was appointed to the county roads committee for the years 1939-43, and Mr. McCutcheon was appointed to fill in the unexpired term of Victor Hall.

A resolution was passed recommending to the Lieutenant-Governor in council that an increase of \$100 be made in the salary of the goal surgeon for the county of Halton, making the salary \$300 per annum.

Reg. M. Smith was appointed to the Oakville board of education for the year 1939. Other trustees appointed were: Burlington, W. L. Smith, and Georgetown, C. B. Dayfoot.

Wm. Vansickle, from Nassagaweya council, addressed the county council with the request that some help be given towards better transportation for Nassagaweya pupils to and from Milton high school. Mr. Vansickle explained that since the discontinuation of regular train service, he personally had provided transportation for a number of pupils, but thought it would be better if some sort of bus service were inaugurated, to which the department of education would contribute sixty per cent, and possibly the remaining forty per cent, might be arranged with the county. After some discussion it was felt that the question of transportation was one that needed more looking into, and the matter was therefore left over.

Mr. McNiven, of Nelson township, said that at the last meeting, Mr. Coombs from the department of municipal affairs suggested that the Reeves of the municipalities meet with the assessors to revise the assessment of the county. The equalized assessment had always been a bone of contention and he thought it high time the council did something about it. He stated he would like to have a meeting arranged as Mr. Coombs suggested, not in the winter when the snow is on the ground, but later in the year when the assessors can really arrive at some valuation of the places they visit.

Mr. Robertson and Mr. Allen agreed with Mr. McNiven's suggestion, also Mr. Gilbert to a certain extent. Mr. McCutcheon and Mr. Gordon also agreed that it was time some change was made regarding equalized assessment. It proved an interesting discussion. Council agreed that the clerk should write to the department of municipal affairs for further particulars and that it be again discussed at another meeting.

7 SIMPLE RULES OF GOOD HEALTH IN WINTER TIME

Bell Telephone Company Has Come Forward with These Following Studies that Were made Among Employees

During the last 21 years the Bell Telephone Company of Canada has paid out over \$3,500,000 in the form of sickness benefits to its employees. A study of the more than 40,000 cases of illness involved has revealed that ailments of the respiratory system such as colds, laryngitis, influenza, bronchitis and tonsillitis—were responsible, by far, the greater part of this expenditure.

As the experience of this company is taken as a criterion, the 7 simple rules for good health during wintertime—about which Bell employees were reminded recently—should be of general interest. They follow:

1. Keep room temperature around 72 degrees.
2. Keep air moist—fill radiator pans with water regularly.
3. Sleep with windows open, but keep out of drafts.
4. Keep fresh fruits and vegetables on your daily menu.
5. Wear enough clothing when outdoors—not too much when inside.
6. Avoid going out into the cold when you are perspiring.
7. If you have a coal fire, be sure gases are burned off before closing dampers for the night.



FOOTPRINTS OF SERVICE

This is a reproduction of a picture taken in sub-zero temperature the morning after a severe snow storm. It shows footprints of a telephone operator leading to the telephone office. They are mute evidence of the "spirit of service" that is back of your telephone.

Blocked streets and highways seldom keep telephone employees from the job. If humanly possible, they are at work ready to do their part in providing your telephone service.

The management of this Company is proud of the fine "spirit of service" shown by employees and we feel sure that our customers appreciate it. Because of it, your telephone service is maintained at a constantly high standard.



- BEGIN TO-DAY**
1. Dream not too much of what you'll do tomorrow.
 2. How well you'll work perhaps another year.
 3. Tomorrow's chance you do not need to borrow—Today is here.
 4. Boast not too much of mountains you will master.
 5. The while you linger in the vale below.
 6. To dream is well, but plodding brings us faster.
 7. To where we go.
 8. Talk not too much about some new endeavor.
 9. You mean to make a little later on: Who idles now will idle on forever: Till life is gone.
 10. Swear not some day to break some habit's fetter.
 11. When this old year is dead and passed away.
 12. If you have need of living, wiser, better.
 13. Begin today!

Mister Local Merchant!

Will You Help Us To Help You?

We're partners, in a way, for we depend upon each other for our success. Your advertising helps us operate this newspaper and our newspaper carries your advertisements to more than two thousand readers in the Georgetown district and plays a major part in your business progress.

We both know that advertising pays dividends in increased business with corresponding increases in profits and so we ask you to co-operate in a campaign to increase our advertising and your business.

Speak to the travellers and manufacturers' representatives visiting your store. Impress upon them the fact that you have found the Georgetown Herald a valuable advertising medium and urge them to suggest to their firms that the Georgetown Herald be placed upon the list of publications which carry advertisements for their nationally-known products.

Experience has taught you that advertising pays and if national advertising in the Georgetown Herald is increased you KNOW that your sales will show a sharp upward swing.

We're partners, you know, so let's co-operate you and

The Georgetown Herald

Phone No. 8