

# The SNAPSHOT GUILD

PICTURES IN COLOR



You can now make full-color transparencies with some inexpensive miniature cameras—and project them in large size on a home screen, bringing out all the beauty and richness of a colorful subject.

In the past few years, many thousands of amateur camera hobbyists have started taking pictures in full color. This spring and summer, thousands more will take up this fascinating form of photography, using full-color films.

It is hard for some of us, who are used to black-and-white snapshots, to imagine taking a picture in full color as easily as in black-and-white. Yet these color films enable us to do just that. Moreover, the pictures are not prints on paper but film transparencies, ideal for viewing color at its best. With simple projection equipment, these transparencies can be shown on a home screen magnified to almost any desired size.

Thousands of such color pictures are being shown this year at the New York World's Fair—projected on enormous screens so that each picture is enlarged approximately 50,000 times. Until one sees such an exhibition, it is impossible to realize

how much the presence of color can add to photography.

Relatively few of the subjects we choose for pictures are lacking in color. Count them over—children, flowers, scenes about the home, landscapes, picnics, and sports events, water scenes, sunsets, and the like. Study such subjects, and you begin to understand how much more life and realism they retain when pictured in full color.

Miniature cameras are used for taking these full-color pictures. Until recently, inexpensive cameras of this type were not made, but now they are available at prices as low as \$16, and suitable for taking pictures in black-and-white as well as in color.

Full-color picture taking will spread greatly in the next few years, and wide-awake hobbyists will plan now to take full advantage of this amazing development.

John van Gulder

## Eola's Heartstrings

By KAREN C. ASSRARD  
McClure Newspaper Syndicate,  
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"BUT I've got to have it!" The same old story! The same play upon Eola's heartstrings! Natalie's warm young arms tight about Eola's neck, her lovely eyes conveniently melting with tears, and Eola's reserve forces always broke down.

Whatever it was—a new gown, a hat, the price of a theater ticket, or a trip to the seashore—it always spelled opportunity to the younger girl. A little play upon Eola's heartstrings, and she had it.

There was no doting daddy to hand out an allowance to Natalie. Eola, a little bit faded now, a little bit worn, was all there was. Seven years of toil for the little sister left in her charge had left their mark on her. She had been eighteen then, just the age Natalie was now, and pretty, like Natalie. She had looked into a future vivid with possibilities. Then the "fit" had deprived her of both parents.

After that there had been Natalie, demanding so much, and thoughtlessly never considering whence it came. Eola had laid aside all her dreams for Natalie.

## SHORT SHORT STORY

Complete in This Issue

And now—"But I've got to have it!"

The arms hurt Eola for just a second. A tear splashed upon her hand.

"It's the chance of my life," wailed Natalie. "There's nobody like Craig Cameron. You'd ought to see his picture. The girls are all green because I got a chance to go to this dance with him. He's rich as Croesus, and no kid like the rest of the boys. Course, his sister invited me this time, but he'll ask me places himself when he knows me. He doesn't know a soul here. Just one dress, darling, so I can make a good impression."

Another tear! Eola melted, and wrote out a check.

"Your last expense for me will be 'If I catch him,'" sang Natalie, "your last expense for me will be my wedding."

Natalie gone, Eola spread her last year's black crepe over the ironing board, and tested the iron with a moistened forefinger. Through the living room door, a full-sized crayon portrait of Natalie—gay and resplendent as a butterfly in blue and silver—smiled at her saucily. A vague loneliness came over Eola. She hated the black crepe, bought for service and wear, rather than beauty. A great longing to imagine herself as gay, as popular, as beautiful as the little sister possessed her.

Setting aside the iron she hurried upstairs. She raided Natalie's closet. Everything was of the best, and most of it scarcely worn. Why not try on one or two? She was the same size as Natalie. Exhilaration flowed like wine through her soul as she slipped on the clinging little gown of the portrait. Copenhagen blue with silver trimmings. She had just splashed a silver rose at a coquettish angle in the thick, unbobbed, masses of her hair, when the bell rang.

Consternation followed each step downstairs. The tall, fine-looking man who stood there was a stranger to her.

"I am Craig Cameron," he introduced himself. "I believe I am speaking to Miss Natalie Wayne?"

"I am her sister."

She smiled at his evident surprise, as she led the way to the living room. Craig Cameron! Why, he was much older than she had expected. Natalie was a mere baby compared with him. There were tired lines about his mouth and his black hair was already tinged with gray.

When Natalie tripped in the two were engrossed in each other.

"How about including your sister in our little party tonight?" asked Craig Cameron. "My sister wanted me to make a formal call on Miss Natalie. She didn't tell me about the charming sister."

What could Natalie do but acquiesce? And as they parted the flush rose to Eola's cheek, as he held her hand and said: "I want to see you as often as you will let me."

Natalie fled. Upstairs Eola found her in a storm of tears.

"See what you've done," she sobbed. "You—you mustn't go tonight."

Eola stood rigid. The play upon her heartstrings again. Natalie turned a tear-stained face toward her.

"The idea!" she stormed. "To make an impression on him in my clothes. To take him away from me! My sister that I trusted so!" Eola laid a hand on Natalie's arm but the girl flung it aside.

"It was my opportunity," she cried.

Eola's heart suddenly soared from its moorings. Opportunity! The child was only eighteen. She would have plenty more of them. Craig's picture was not the first, nor yet the last, with which she would fall in love.

"Natalie," she said in a firm, strange voice. "You do not understand. This is my opportunity!"

## PREMIUM MILK PRODUCED

The Ontario Provincial pasteurization legislation has caused a great deal of discussion on the value of milk before and after it has been pasteurized. In the latest issue of "Health," published by the Health League of Canada, which has long advocated a general compulsory law on pasteurization, the production of premium milk is outlined by J. W. Lawrence, of Toronto, an expert on the subject.

Among other things, he says: "The question has arisen on many occasions as to whether or not the regulations made by the local Boards of Health are too exacting in regard to production of milk. In Toronto and Hamilton there has arisen a demand by many consumers for milk that is produced under very stringent regulations and high standards. This milk is known as a premium milk as the producers receive more for it than for milk produced under the present regulations. These high standards, supervised by veterinary surgeons, are creating a lot of interest among the producers and the purpose of this article is to outline these standards which the premium milk producers have been following during the last year and a half.

Many excellent articles, booklets, etc., have been written on the value of milk from a nutritional standpoint. Milk consumption will increase when a bottle of milk is produced that consistently by its flavour will appeal to children and adults alike. The standards that are discussed are designed to eliminate all contamination from any source which is the "Number 1 Enemy" of the fine and delightful flavour of a cool glass of absolutely clean pasteurized milk.

"This premium milk is now being produced for the Toronto and Hamilton markets by producers located from Goderich to Peterboro to Colborne. At one time it was doubtful whether producers would be interested in these high standards but there is now a waiting list. There is no doubt that as consumers become interested in a really fine flavoured milk, there will be producers ready to make an investment in the necessary equipment and to produce milk under the required rigid control.

## 1940 "STEWARDSHIP YEAR" FOR THE UNITED CHURCH

The importance of stewardship will be stressed throughout The United Church of Canada during 1940, it was stated today by officials of the Missionary and Maintenance Committee of The United Church. Next year has been designated by the United Stewardship Council of the United States and Canada as "Stewardship Year," and the Executive of the General Council of The United Church has adopted the program for "The United Church of Canada. Stewardship committees are being organized in Presbyteries through the 11 Conferences of the church, and a program that will stimulate stewardship among church members is planned.

Increased membership, increased attendance at worship services and an increase in the use of duplex envelopes has marked the United Church Quarter Million Fellowship Crusade, officials stated. Values of the Crusade will be conserved in 1939, but the name of the movement will be changed to "The United Church Fellowship Crusade," it was stated. Missionary speaking parties will tour Canada in September and October to acquaint the church with the findings of the Madras Missionary Conference. Main speakers will be Rev. Dr. Jesse H. Arnpur, Secretary of the Board of Foreign Missions; Mrs. Hugh D. Taylor, foreign missionary secretary of the Woman's Missionary Society; Rev. Dr. J. T. Tucker, Rev. Dr. Charles Endicott and Dr. Chone Oliver.

## RURAL HEALTH CONSERVATION

Attention is drawn to the value of the county health units by announcements of the awards in the Canadian Rural Health Conservation Contest held in Ottawa. Financed by the W. K. Kellogg Foundation, the contest is conducted in Canada by the Canadian Public Health Association in co-operation with the American Public Health Association.

For the second time the major award in Canada has been won by the St. Jean-Berville-Laprairie-Naperville County Health Unit, the headquarters of which are at St. Jean, Que., and the medical officer, Dr. J. A. Lapierre, D.P.H.

Judging in the contest is made by a carefully selected group of health officials from the communities being appraised on the measure it takes: (1) to provide and safeguard its water supply; (2) to furnish adequate and safe sewerage disposal; (3) to reduce infant and maternal deaths; (4) to combat tuberculosis and syphilis; (5) to protect its citizens against other communicable diseases; (6) to insure healthy children; (7) to protect and safeguard its milk and other foods; (8) to promote effective co-operation with its physicians and dentists in furnishing necessary services to all those who need them; (9) to enlarge and improve its lay-understanding of ways and means of preventing sickness and death and of maintaining good health.

Rural health conservation is one of the most important problems in Canada and it is to be hoped that the example set by the various county health units in the Province of Quebec will stimulate action in many other parts of Canada.

## WOOD, TEXTILES, IRON ARE ONLY INDUSTRIES EMPLOYING OVER 100,000

Reviewing all Canadian manufacturing industries, the latest reports from the Dominion Bureau of Statistics shows that only three provide employment for more than one hundred thousand workers. These are the wood and paper industry, employing 132,374; the textile industry employing 114,996; and iron and its products with 107,993. The same three industries also lead all others in salaries and wages paid.

## THE VAST MYSTERY OF THE SOUL

It is an often heard criticism of our generation in this and some other countries that contemplation of religious matters occupies less of our time than formerly. Certainly the outward forms of religion occupy less of our time. But this may be in part accounted for by the change from a largely rural to a more urban life, with many competing attractions, so that the church has become less necessary as a social centre. People still go to church. Canadians of all kinds of religious denominations go to church in tremendous numbers. But the through-the-week church activities occupy a diminished place in the life of the average Canadian today.

Whether we are less spiritually diligent than formerly is a more difficult matter to determine. The evidence strongly suggests that the customary criticism of our generation as being materialistic is well founded. But there are also indications that we may be changing. If the verifiable incidents of mankind's progress—that he abandons his gods in the time of his prosperity and seeks his gods in the time of his trouble—Canadians might now be expected to turn toward a deeper spirituality. Inside and outside the country, we are beset with greater difficulties than we can resolve by our own strength. The growing consciousness of self-insufficiency might alone be enough to send men humbly seeking guidance elsewhere.

A less cynical interpretation of the same phenomena is that while we have progressed beyond our forbears in a thousand physical triumphs of mechanical contrivances, and have gained many good things, we are commencing to wonder if they are the only good. Certain it is that of themselves they do not provide us with peace or content. We feel a need of some deeper spiritual significance. Far in the hearts of mankind today there is a fearful longing for communion with the vast mystery of the soul.

## Another Cup Cake Please!

By Frances Lee Barlow

ANY woman may well feel complimented when her guest says "Another cup cake please!" after enjoying her first offering. Second helpings gladly accepted are proof positive that the first has been relished. Here is a cup cake recipe that will enable you to supply your family or guests with the type of goodness that always call for "seconds!"

### Gingerbread Cup Cakes

2 cups sifted cake flour; 2 teaspoons double-acting baking powder; 1/4 teaspoon soda; 2 teaspoons ginger; 1 teaspoon cinnamon; 1/2 teaspoon salt; 1/2 cup butter or other shortening; 1/2 cup sugar; 1 egg, well beaten; 1/2 cup molasses; 1/2 cup sour milk or buttermilk. Sift flour once, measure, add baking powder, soda, spices, and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add egg and molasses; then flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Bake in greased cup cake pans in moderate oven (375° F.) 20 minutes, or until done. Makes 2 dozen cup cakes.

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# "The tumult and the shouting dies - -"

DURING THE PAST FEW WEEKS Canadians have surrendered to the smiles and graciousness of their King and Queen. But normalcy is gradually returning and people are resuming interest in everyday affairs.

Many lines of business have been stimulated by the royal visit. With the approach of the tourist season and the lessening tension in Europe hope of general improvement in economic conditions seems justified.

All of which indicates that merchants and business generally will require more PRINTING to keep up with increasing sales.

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## The Georgetown Herald

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