

Tell It Well and It Will Sell

WE OFTEN wonder if our local business men are not missing an opportunity to increase their business, when they do not make direct appeal weekly to the possible buyers in their trading area. By not drawing attention to the stocks they have to sell, and giving a direct invitation to those people to call, they are not being fair to their own businesses. In early years before there were any newspapers, bell ringers appeared before churches and other gatherings, and after attracting attention with the bell, made announcement of public sales, meetings and what not. The modern way is to use a newspaper that goes into the homes of all the people of the district. We mean no reflection on any of our business men when we say they are missing many sales by not ringing the bell loudly. Advertising is nothing more or less than a business man's way of talking to the people he desires to interest. If some merchants were as careless in their effort to talk interestingly to the people in whose company they are as they are in preparing their weekly message to their potential customers, people would find them so dull and uninteresting that they wouldn't care for their company. Think about the message you want to get across to your people, and make it forceful and interesting, not only in its appeal to customers as a bargain, but as a really well written letter. It will increase your business because people you least expect will become interested in you and your business.

GLENN WILLIAMS

Mr. and Mrs. Robert Addy, Allice and Raymond left on Saturday to spend a vacation at Portage La Prairie.

Mrs. White and Mrs. F. Wagstaffe returned home on Tuesday evening after a delightful three weeks' trip to the World's Fair, San Francisco, and other places of interest on the Western Coast of the U.S.A.

Miss Una Hill left on Saturday for Fenelon Falls where she will spend two weeks' vacation.

In the absence of the Rector, Mr. Joseph Beaumont was in charge of the service at St. Alban's Church on Sunday morning.

Many of our young folk are away holidaying, amongst whom are Bertha Schenk, at Sunshine Camp, Orillia; Bertha Allen at Port Dalhousie; Lilian Barclay and Charlie Davidson at Glenwood Beach, Lake Simcoe; Molly Hepburn in Hamilton, and Bill Schenk in Windsor.

Gwyneth Williams returned home on Saturday after spending two weeks holiday in Markham.

Mr. and Mrs. Ed. Hill left on Saturday for Penatag where they will spend a holiday.

Mr. and Mrs. Sandy Norton and family of Hamilton, and Mr. and Mrs. Dolby of Guelph, were week end visitors at the home of Mr. and Mrs. Fred Norton.

MILTON

Mr. and Mrs. Williams and Mrs. Norton of Saunders, Alta., formerly of Glen Williams, called on friends in the Omagh district on Monday.

Mr. W. Sloan, of Wisconsin, who has

been visiting his mother at Omenee, who is in her 90th year and quite smart, motored to Milton on Saturday and unexpectedly dropped in on his sister, Mrs. W. J. Mark. They had not seen one another in over forty years. It certainly was a pleasant week-end.

Mr. and Mrs. Emerson Ford, of Trafalgar, accompanied by Mr. J. F. Ford, Mr. Geo. Featherstone and Miss Lella Featherstone had a very enjoyable motor trip through the Simcoe and St. Thomas districts, visiting Bannockburn Farm, the home of Premier Hepburn, last week.

Samuel Smith, of Toronto, who bought the old shoe factory on Main Street here, from the Town of Milton, has been busy this week having many knitting machines placed in the large building, where he will start as soon as possible to open and operate a knitting factory.—Champion.

ACTON

Mr. Jack Starr returned this week from a two months' trip to London, England; Paris, France, and Amsterdam, Holland.

Mr. and Mrs. Henry Hinton, Billie and Harold, of New York City, who have been holidaying with his parents, Mr. and Mrs. W. H. Hinton, returned home last week.

Robert William Husband, native of Halton County, passed away on Monday at the Guelph General Hospital, at the age of 76 years.

Mr. and Mrs. Arthur Hill, Mr. and Mrs. William Robertson, Mrs. Dr. Stewart, Misses Sylvia Williams, Isabel Smith, Pearl Wallace, Edith Armstrong, and Mr. Wilson, Mr. Warner and Mr. Chester Wallace, of Toronto, attended the Williams-Orr wedding on Saturday.—Free Press.

Practical

By SMITH REVEREND
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WNU Service.

IT HAD taken exactly 18 years to make Katherine Arnold practical. That is to say, it had taken those seeming years to make her realize to an uncanny extent, it seemed to her pretty city aunt, Agnes (Raymond), that life was extremely serious and mainly unpleasant. This same aunt was determined that now her exacting grandparents had died she should learn to be impractical.

The two were sitting one summer evening on the old farm porch. The air was mellow with a surge of rain-drenched geranium and roses and the scene as peaceful as the heart of Katherine was not.

"I'm just wondering," began Agnes, "if you've ever believed in fairies. I rather doubt it. Have you?"

The words were spoken so thoughtfully yet carelessly that Katherine felt a sudden fear for her charming relative's sanity. "I certainly have not," she said sullenly. Then, perceiving that her reply was scarcely gracious, she added, "Grandmother forbade fairy books. We did read some in school, though."

"You know, dear, to me that's horrible. You 'did' fairy-tales! You poor youngster; instead of living them! And in this paradise, for this country is lovely. It reminds me of Sicily."

The ranch was situated in Marin county, California, that home of exquisite wild flowers.

"You couldn't, I suppose, try—just to please me—to believe in them now? You see, I do believe in fairies—that is, in all lovely spirits dwelling in flowers and trees and sunsets and books and theaters—yes, dear, I know grandmother thought theaters were wicked, but they're not! And in music—oh, yes, there are fairies in music perhaps most of all. I want you to know and enjoy all these things, because until you do you just haven't really lived at all."

And so Katherine was taken to be outfitted in San Francisco. The girl inherited all her grandparents' savings. She wasn't poor—"but oh, so poor in joyful experience," thought her aunt.

Katherine was passive. She allowed her hair to be bobbed and conceded it made her look less solemn. She submitted to soft and silken underwear. She admired the attractive frocks and hats that now were hers. But at one thing she rebelled. She would not be "nice" to the well-meaning young men her conscientious aunt provided as playmates.

"I do not intend to marry, Aunt Agnes," she declared, watching the seals ambling over the rocks from the Cliff house, "I have a little money and I am quite convinced I should be happier single."

"You are quite the funniest little girl I've ever met," said Agnes, "for you talk like a book about—oh! maybe 1860. You are far too quiet ever to succeed as a bachelor girl; old maids are extinct; it's just that you don't like the way Harry's hair grows and the way Ambrose eats spaghetti—well, I don't myself."

Katherine had to smile. "I confess you're right, Aunt," she said. "But I can't imagine how it is you know."

"I chose a husband myself—once," her eyes clouded, for the adored husband lost his life in the beginning of the great war, "but Katherine, you really do rather like Jim Jackson, now don't you?"

"Yes I do," Katherine was always frank. "And if you won't think me crazy I'll tell you why. He hates the country."

"My dear!" Her aunt paused. Then very softly, "Was it as bad as that?"

"It was horrible. If you really think that Jim will never return, or if he must, will fish alone, I'll have him. He is rather dear in lots of ways, but I won't ever milk a cow or listen to a squeaky radio or hold conversations over the telephone with neighbors 'listening in' again as long as I live. Aunt, Jim asked me to marry him last night. I was afraid. I don't know city life although I think I love it. I've never worn a dress that grandmother didn't choose. Last night, is the first time I've ever been to a theater. Until Jim told me what it was I didn't know the meaning of a symphony concert. I knew nothing but cows and calves and harvesting fruit and, oh, you have no idea how dreadful it was! Grandmother believed in mortifying the flesh and made me eat coconut cake. I asked Jim if he liked it and he said he'd have a luxury tax on coconuts if he could. And he hates coco, too." She sighed.

"This is very, very nice," said Agnes, forbearing to laugh, "Jim's quite a dear boy, and I know all his people well. He loathes the country—the kind of aspect of it that you know, you poor, poor child! As much as you do. And he once threw a coconut cake out of the window when he was about nine years old."

"How heavenly!" Katherine flew to the telephone and called Jim's number. Her aunt withdrew. "She's growing young, thank goodness," she said to herself. "I couldn't have stood her elderly ways much longer."

WHAT OTHER PAPERS SAY

PLENTY TO TALK ABOUT!
(Kincardine Review Reporter)

During the next Federal election campaign, which is reported as going to heat up the fall, there will be no lack of subjects for candidates to talk about. First there is the railway situation which is costing us, in taxes, a million dollars per week. There is the unemployment problem and lack of jobs for youth. There are the yearly deficits and an increase in our national debt of over three hundred million dollars during the past four years. There is the vegetable oils situation that is replacing the market for our own home grown animal fats. There are taxes, and they are the highest now of any time in our history, and probably worst of all there is the breaking down of the courage and optimism of our people.

A BOY'S SPAN

We recall an advertisement headed, "A Boy . . . Ten thousand Years Old." It was illustrated with a picture of a lad holding a model airplane he had made, and calling, "Hey, Dad! Now it'll fly!" The text went on to state that in the head of that boy was the wisdom of the ages. In his brief span he had been more places, seen more things, lived more years than the whole of mankind before him. It pointed out that Euclid, with all his mathematical merit, never figured out the dihedral angle of an airplane; that Solomon, with all his wisdom, couldn't turn a switch and flood the darkness with light, or hear people talking at the other side of the world. It was an excellent piece of copy, embracing a big thought. Tonight, people will leave Toronto. To-morrow, they will lunch in Vancouver. To us middle-aged folk, the fast air transport, the radio and all the scientific developments of this day are still things to marvel at. We can so easily remember when they were merely fantastic dreams. Our sons take them more or less for granted. They have grown up with them. Their dreams are of things beyond the comprehension of the older generation. Some day they will be realized. The tragic thing is that so much of what man's inventive genius has produced must be diverted to paths of destruction.

THE FAMILY REUNIONS

These are the days of family reunions—happy events with a long and forward to year after year by those who find their greatest pleasure and joy in the company of their "ain folk." The person who first thought of these annual gatherings is deserving of great praise. Such occasions recall the distant, happy past, and bring it once again to the fore, to cheer, encourage and bless those who revere their ancestors, and take pride in the heritage which has been handed down to them by the pioneers of this country who strove so valiantly and well, to establish conditions which would bring prosperity and happiness to those who followed after them.

Tradition is a valuable asset to a nation. It is also a priceless possession of the individual. It adds strength and courage to the weary traveler of the present, strenuous day, to recall at least once a year that he springs from a noble band of men and women who worked their way through hardships far more difficult than those of today, and emerged successfully and triumphantly, overcoming all obstacles and conquering all discouragements which lay in their path.

It is a great thing to be a descendant of a proud family with a record for integrity and industry. Realization of the valiant courage and indomitable determination of one's ancestors should inspire us all to greater effort in the struggle for existence, and should impart more inspiration to live up to the highest ideal of living.

These are the thoughts invariably impressed at the family reunions, and for this reason—in addition to the more social and sentimental side of such occasions—they are truly worth while.

LIMEHOUSE

Visitors during the past week included Mr. and Mrs. Jerome Logden and little daughter Joyce of Windsor, and Mrs. E. E. Russell and daughter Catherine of Toronto with their aunts, Mrs. Gale and Miss Ivens.

Misses Marion Gilbert and J. Ashman with the Fetters.

Mr. and Mrs. Gradwell, Miss Muriel and girl friend all of Toronto at the Mummy cottage.

Mr. Jim Norton of Hamilton with his cousins, the Beerman family.

Mr. and Mrs. Wm. McDowell of Toronto with Mr. and Mrs. Mills.

Mr. and Mrs. W. Greenlee and little daughter Marjorie and Mr. Dave McLeod at Mr. and Mrs. A. W. Benton's.

Mr. and Mrs. Wm. Millere and Miss Eleanor of Brampton at Mr. and Mrs. Wm. Millers.

Mr. and Mrs. Arthur Lane and Misses Dorothy and Norma, Mr. and Mrs. Ted Morrow and Mr. Robt. Lane spent the week end with their mother, Mrs. R. Lane.

Mrs. A. Trotter and son Ronald at home and Mrs. W. Norton's.

Mr. R. S. Shore of Toronto is with her sister, Mrs. Mills this week.

Mr. Wm. Mills, Jr. returned Monday from a trip through Northern Ontario.

The Presbyterian W.M.S. quitted a quilt for the sale at Mrs. W. A. Lane's on Friday.

Mr. and Mrs. Jos. Scott and family motored to Wasaga Beach over the week end. Miss Doss Scott is spending some holidays there.

Misses Gladys Packer and Marjorie Brown are spending a week at Jackson's Point.

Mrs. Wm. Hall and Master Alex. are spending a week at the cottage.

FOR SALE

3 Storey Stone Building

Main Floor 23 ft. x 70 ft.
Second and Third Floors 23 ft. x 48 ft.
Basement 23 ft. x 70 ft.

Sale of Dry Goods

Will continue until building is sold

- 27" Flannelette, white 10c yd.
 - Men's Fancy Sox 2 pr. for 25c
 - Large Dark Towels, only 19c
 - 72" x 90" Flannelette Blankets \$2.29
 - 45" Homespun to clear 37c yd.
- Agents for LANGLEY'S, Cleaners and Dyers

McBean & Co.

PHONE 64 GEORGETOWN

SAVE WITH SAFETY AT YOUR REXALL STORE

- | | | |
|---|--|---|
| For Tired Feet
Nu - Feet
(Insoles)
25c | Specials for This Week
ODO-RO-NO CREAM 35c
ALKA-SELITZER TABS 29c - 57c
HEINZ BABY SOUPS 3 for 25c
LYSOL ANTISEPTIC 35c, 65c, \$1.25
D. & K. CREAMS 25c - 45c
You can always shop to advantage at your REXALL Store. | Relieve Your
Stomach
Gypsy Cream
50c |
| For Mosquito
Sta-Way
Lotion
39c | | For Upset
Stomach
Bisma - Rex
75c - \$1.50 |

A Beautiful Deodorated
Drinking Glass
A Tin Effervescent
FRUIT SALINE
(English Type)
Both for 39c

WORTH
\$5
...that's how people recommend
CRESS CORN &
BUNION SALVES
TRY
IT
TODAY 50c each

Robb's Drug Store

PHONE 70 - We Deliver "THE REXALL STORE" GEORGETOWN

Mailing List Corrected

Our mailing lists have been corrected to Monday, July 17th. If your subscription is paid up to date, the label on your paper should read July 1940. If you are in arrears we would appreciate a remittance as soon as possible.

Please check the label on your paper, and should it be in error we will gladly revise same.

Watch Our Window!

FOR WEEKLY ICE CREAM SPECIALS AND CONFECTIONERY
Banana Split Sundae — 13c 2 for 25c
Long's Confectionery Georgetown PHONE 89

GREGORY

THEATRE

Friday, July 28 — "SUDDEN MONEY"
starring Charlie Rogers

"COME ON RANGERS"
action-packed prairie adventure, with Roy Rogers

Cartoon "Rabbit Hunt." Fox News

Saturday, July 29 — "EAST SIDE OF HEAVEN"
reflecting entertainment, with Bing Crosby, Joan Blondell and Mischea Auer.

Comedy "Seeing Spots."
Donald Duck "Hockey Champ."
Chapter 10 "Lone Ranger."
Matinee at 2 p.m.

Tuesday and Wednesday, August 1 and 2
"YES, MY DARLING DAUGHTER"
with the sweethearts of "Four Daughters," Fricella Lane and Jeffrey Lynn.

Musical "Rolling in Rhythm."
Sport "Hunting Dog."

SOON: "Hardy's Ride High" Mickey Rooney and Lewis Stone

ROUND TRIP BARGAIN FARES

From GEORGETOWN — AUGUST 3rd

To C.N.R. stations in the Maritime Provinces, Province of Quebec; New Brunswick, Prince Edward Island and Nova Scotia

Aug. 4 - 5 to Ottawa \$6.95; to Montreal \$8.25; to Quebec City \$12.25; to Ste. Anne de Beaupre \$12.85

Tickets, Fares, Transit Limits and Information from Agents. T-394A

CANADIAN NATIONAL

THE WEED OF THE WEEK

PERENNIAL SOW THISTLE

Perennial sow thistle with its creeping rootstalks and bright, yellow flowers has been well named "the Yellow Peril" because of the thousands of seeds it produces on an average plant and these may be blown long distances by the wind thereby infesting new areas. United action is needed by all farmers if this menace to clean crops is to be controlled.

It is distinguished from the Annual Sow Thistle of which there are two, the Common Annual and the Spring Annual, by its numerous underground rootstalks, deeply cut leaves and bright yellow flowers 1 1/2 inches in diameter. The annuals are shorter, have only fibrous roots and small pale yellow flowers less than one half an inch in diameter.

To control Perennial Sow Thistle, hand pick scattered plants and mow patches before they become established. The plants are filled with a bitter milky juice and if in flower when picked or mowed they should be destroyed as there is a possibility of seed maturing.

Drainage, a short rotation of crops building up the fertility of the soil by means of manure, clovers, green manure crops and fertilizers, early maturing varieties, smother crops, hoed crops, annual hay and annual pasture mixtures are all factors in the control of Sow Thistle. Buckwheat, makes an excellent smother crop. Early oats are preferable to late oats when the rotation includes grain.

Now deeply immediately after the crop has been removed and leave in the rough state for a week or more as long as dry weather prevails. Follow later with the cultivator using broad shares which overlap to get any plants which remain. This dry method has proven very effective and should be undertaken as early in the season as possible in order to catch dry hot weather. A black summer fallow and a partial summer fallow have also proven effective. When a black summer fallow is followed the ground should be kept absolutely black for the entire season. This will entail the loss of a crop. By the partial summer fallow method the ground may be

worked until time to sow a hoed crop, a smother crop of buckwheat or rape for fall wheat or rye. If the infested area is cut before plants come in flower the crop may be used for green feed and the ground worked as previously outlined.

Avoid outside threshing of any crops infested with Sow Thistle.

CHURCH NEWS

SCRIPTURE TEXT

"Be ye not unequally yoked together with unbelievers: for what hath righteousness with unrighteousness? And what communion hath light with darkness? 2 Cor. 6: 14.

St. George's Church

Rev. W. G. O. Thompson, Rector.
Eighth Sunday after Trinity: Sunday school 10 a.m. Matins 11 a.m. Evensong 7 p.m.

St. Alban's Church, Glen Williams
Eighth Sunday after Trinity: Matins 9:30 a.m. Sunday school 10:30 a.m.

Baptist Church
Rev. K. G. Baxter, Minister. 10 a.m. Church school. 7 p.m. Evening service. Thursday 8 p.m. prayer meeting. A welcome to all.

Knex Presbyterian Church
Minister: Rev. D. D. Davidson, M.A. Sunday, July 30—At 10 a.m. Sunday school. At 11 a.m. and 7 p.m. Public worship. This congregation will be joined by that of the United Church on this date and throughout August. The minister will preach at both services. All are welcome.

United Church
Rev. F. C. Overend, R.A., Minister. The Sunday School will meet at 10 a.m. The congregation will worship with Knex congregation in Knex Church at 11 a.m. and 7 p.m.