THE GEORGETOWN HERALD

News of Georgetown, Norval, Glen Williams, Limehouse, Stewarttown, Ballinafad and Terra Cotta.

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The Editor's Corner

WHAT A MERCHANTS' ASSOCIATION CAN DO - NO. 2

The town of Strathroy in Western Ontario is on the London-Sarnia highway, but this highway does not touch Main Street. To encourage tourists to visit. Main Street, a large sign has been erected with an arrow directing travellers to "Strathroy's Business District."

STU GETS A SAVINGS CERTIFICATE AND THE GOVERNMENT HAS FOUR MORE "WIN THE WAR" DOLLARS

Harold McClure had an idea last Friday, and as a result Stu Young has a savings certificate. Looking at the printed form which the government issues. Harold saw the sixteen squares in which to paste war savings stamps. It was only a short time until all the squares were sold at 25c. the draw was made, and Stu Young, of Robb's Drug Store, is now the owner of a Savings Certificate.

In case anyone mght suspect Harold of making a profit for himself out of the scheme, just multiply 16 by 25 and see what you get.

WHY A CLEAN-UP WEEK

In reading exchange papers, I notice that most newspapers are sponsoring a clean-up week in their town While all in favour of a scheme which will make our town more attractive. I can't see why this should be left for any one week in the year. A merchant should take a certain pride in keeping a nice-looking place of business, and the few dollars he spends will be amply repaid in more business.

In the past few weeks, Robb's Drug Store and the Dominion Store have been greatly improved with a few coats of paint. The Herald will shortly follow suit, and it is to be hoped that others will follow the ex-

Don't wait for a clean-up week. Make every day a clean-up day !

ADVERTISING VS. NEWS

"News is a description of something which has happened; advertising is a description of something which is about to happen."

With a few exceptions, that sentence gives the distinction between news and advertising, which is so important in the newspaper business. We are always interested in getting a complete account of any affair which takes place in town. We are also interested in running notices of coming events. It is an inexpensive way of telling all the Herald readers about the event.

* • • •

SILVER BULLETS

Mr. Lloyd George, in the Great War, spoke of "silver bullets." He was thinking of the savings of the people, of the money they could give to provide food and guns and shells for the Allied armies. Canadians today, in all ranks and walks of life, and of all ages, get the opportunity to provide "silver bullets." It comes through War Sayings Certificates.

Under this War Savings Certificates plan-described in Government advertising-a five dollar certificate may be purchased for four dollars: a ten dollar certificate for eight dollars; a twenty-five dollar certificate for twenty dollars; a fifty dollar certificate for forty dollars; a one hundred dollar certificate for eighty dollars. A gilt-edge security, and with provisions for redemption before the date of maturity they mature in 7½ years) they are an admirable investment: simple, safe, profitable, fit-

ting the smallest of budgets. But the real argument for War Savings Certificates is the opportunity they afford for war service. In the Great War we spoke of people "doing their bit." Here, now, all of us are given the chance to do "our bit." People of small incomes, artisans, people too old for active war duties, even children-all can strike a blow in this struggle by investing

in these securities. Our Government needs money, needs it desperately. Only by money, by what it can raise in taxes, by loans, and by these War Savings Certificates, can it help win the war. Therefore, if we believe the things we profess, if we are sincerely anxious to strike a blow for freedom, if we want, in short, to save Canada from the "night of barbarism" of which Mr. Churchill has spoken so solemnly, we must-all of us who can-buy these certificates.

In Britain they are giving of their last farthing to help win this war. In Nazi Germany they are giving everything-are having everything taken from them, including their liberty-to win this war. Are we capable of less? Are we of weaker fibre?

After all, a good investment-good interest on and security for our savings-is a small thing to be asked in this crisis. Small, pitifully small, in comparison to what we ask of those who go to fight and die for us. At this hour, there is a poem which should have a poignant appeal to us:

"What have I given, bold sallor of the sea, On Earth or Heaven, that you should die for me? What can I give. Oh soldier leal and brave. Long as I live, to pay the life you gave? What tithe or part can I return to thee. Oh! Stricken heart, that thou should'st break for me? The Wind of Death for you hath slain life's flowers. It withereth, God grant, all weeds in ours."

POETRY

Our Weekly Poem

************ JUNE-TIME

When the skipping ropes cease swing-

And no marbles roll in play, When the roller skates stop rumpling, If we learn this rule and live it. Down the sidewalk's lithic way: When the clatter of the scooters Do not deafen you with noise, And their one-foot pushing drivers. Beek some other games and joys. When the kidlets know the holidays Are not a great way off, And they can run bare-footed then

And not catch cold or cough When the garden needs attention, And the lawn needs cutting, too, When housecleaning time is over, And you're glad that it is through; When the birds have hatched their

nestlings. And are searching now for food, Just to fill the mouth that's gaping Of each one that's in the brood; When the sweet syringa's blooming, And the wedding bells ring clear. Then we know that it is JUNE-TIME, Rarest month of all the year.

-RALPH GORDON. 628 Orawiord St., Toronto.

FULL TOGETHER

We are helped by helping others; If we give, we always get; Scotne others as our brothers Is Hie's safest, surest bet! If we give what folks are needing. It will pay us in the end, And we just can't help succeeding. Cheerfulness is always catching-Certain cure for ev'ry rile; Happiness is always hatching In the sunshine of a smile! Banish gloom, by being cheerful; Blaze the trail, and set the pace! And you'll see expressions drearful Swiftly fade from every face!

Life gives back just what we give it; Give it smiles - and smiles we get; We will pever know regret: Give a cheerful word - we'll reap it; It will come back multiplied. And will linger - we can keep it In our "treasure chest," inside.

Get Together! Pull Together! Is the spirit that will win! If the gales of life we'd weather, We must buck 'em with a grin! Help yourself, by helping others; Grab an oar, and join the crew! Pull together with your brothers, And they'll win the race-for you!

-James Edward Hungerford

FOUR LOVELY THINGS

Hope is the archway of the world Through which Heaven's light des-Faith is the shining bridge that leads To the shore that never ends. Prayer is the white-edged winding

Up which our soul-thoughts start. Love is the garden brimmed with

Howers

Which God made for our heart.

Newspaper Reporter-Have any of your childhood hopes been realized? Millionaire—Yes, When my mother The Photo Lab.

WHAT OTHER PAPERS SAY

HEAD ERECT - BODY UPRIGHT

(Amherstburg Echo)

At no time in the history of the country-should one expect to see young people take the salute when "Goo Save the King" is sung than right now. It is a sad commentary on the feeling of the public to His Majesty to see a slouching attitude during the singing of this particular National Anthem. Some one is responsible for this "Don't Care" attitude - teachers or parents. What a thrill it gives one to see a congregation stand erect at the singing of the National Anthem with arms by the sides, feet 'on the square, and attention directed to the sentiment of the music, with pride in our tones, and gratitude in our hearts that we are privileged to live in the British Empire.

AROUSES FIGHTING SPIRIT

(Stirling News-Argus) The desecration of the Canadian War Memorial and the Canadian cemeteries on Vimy Ridge by the German hombers has aroused to unprecedented heights the fighting spirit of the Canadian people. If anything were needed to spur Canadians to a greater effort in the prosecution of the war and the defeat of Nazism, the ruthless destruction of our memorial and the cemeteries of our dead have done so.

EVERY BUSINESS MUST JUSTIFY

(Newmarket Era)

ty. too. Too often, the small inde- ! them. the theory that not to go ahead is to cause they would not themselves acit with newsy news about their stores, to be made. - The Printed Word. we believe that we are making a contribution to the community's welfare, and are not merely securing the advertising that makes a newspaper possible. The merchant who must write in interesting announcement about the values to be found at his store will spend a good deal of time securing the kind of stock that will pro-

FREEDOM OF THE PRESS

One of the paradoxes of the war is that, in order to win the fight for freedom, we must temporarily relinquish some of the freedom that is our on the exact site where stood the Port traditional right. The freedom of the Royal Habitation 335 years ago, the press, for example, is necessarily sub- Dominion Government has now erectordinated to the immediate urgency of ed a replica of this group of buildassisting Canada's war effort. Even ings which sheltered the first Eurowithout an official censorship, pat- pean settlers in Canada. The Habi-

riotic editors have co-operated from tation was the headquarters for about the outbreak of hostilities in refrain- two years of Samuel de Champlain, ing from publication of news or opin- famous explorer and Chief Geographer ions that might give aid or comfort to to Henry IV, of France, who allowed

that there is only one power of centhat attempted it has been again returned to power,

Coming closer to home, we have admittedly political censorship of a motion picture by the Premier of Ontario. Also in Ontario we have the censorship of books through local police forces, and the prohibition of beer and liquor advertising by the Liquor Control Board.

The danger of relinquishing freedom lies in the fact that people can become used to doing without it. We have accepted tamely encroachments on our fundamental rights, and may, if we are not on guard, awake to find that rights, have become the rule.

merchant, the Main Street business whether he will accept the advertisof service that the big organization, opinion of the man who is opposed to no matter how efficient, cannot equal, beer and refuses to advertise it. One but the small business today must push can respect a political party that adand promote and justify its existence. vocates the now dead issue of prohibi-The locally-owned business is a greater tion, if it can fairly convince a majasset to any community than the out- ority of the voters. One cannot reside owned organization, although the spect the attitude of a government latter, with its greater resources, that sells alcoholic drinks and refuses makes a contribution to the communi-; to allow the manufacturer to advertise

pendent business takes a "getting by."; It is even more difficult to respect the whereas the big organization thrives on attitude of certain publishers who, beto back. In urging our merchants, as | cept the advertising, support the prowe do each week, to take a page out vincial regulations. In acquiescing in of the merchandising books of "big this breach of the freedom of the press pusiness' and to keep everlastingly at they make it easier for other breaches

SERIOUS PERSON

"He takes things so literally." "Yes, very. Last winter when he was invited to a house-warming party he took along a bucket of coal."

The Port Royal Habitation

At Lower Granville in Nova Scotia him to choose the location and draw

It needs to be understood, however, up the plan of settlement, On March 7th, 1604, Sleur de Monts, sorship in the country, and that it is a nobleman of France, having obtainvested in the Dominion Government. ed from his monarch a patent conprovincial leaders would willingly ad- Acadia, or New France, set sail for vance their political fortunes by ap- the New World. He had as his navi- site! plying a gag to the throats of journals gator the great Champlain, and was that disagree with them. A notorious accompanied by a Picardy nobleman, attempt to do this was made in Al- Baron de Poutrincourt. The party berta, before the war began, and even also included 120 farmers who were of buildings arranged around a courtthough it was unsuccessful, the party to settle the territory named in de Monts' grant, and established the first permanent settlement in Canada. The spot finally chosen for the Habitation was a beautiful, sheltered harbour on The Habitation has been reconstructed the north shore of Annapolis Basin, and was christened Port Royal. Here began the first permanent European trading settlement on the North Am- The original structure was destroyed orican continent north of the Spanish by fire in 1613 by English troops from settlements on the Gulf of Mexico. Virginia who looted everything of The English settlement at Jamestown value in it. had not been established then, and another three years were to elapse be- in 1924 by the erection of a stone fore the founding of Quebec.

tation is undoubtedly a matter of in 1911 from Champlain's maps and the encroachment, rather than the great historic interest and recalls descriptions, but not until the summany important first events in the mer of 1938 was any important re-In the matter of advertising any history of Canada and North America. product, the publisher of the medium Here was formed the first social club The small business, the independent selected should be the sole judge of of America, The Order of the Good Time. The club was established to man, can give a human friendly type ing offered him. One can respect the keep alive the spirit of fellowship and good cheer amongst the members of the little settlement. Each in turn held office as Grand Master for a day and it was his duty to cater for the

As it became a point of honour to fill the post with credit, he was usually busy for several days in advance hunting, fishing, or bartering provisions with the Indians. Thus the ables were bountifully supplied with all the luxuries of the forest. The invited guests were Indian chiefs, braves, squaws, and even little papooses for the French took great pleasure in the companionship of the Red-

The spirit manifested by these early pioneers has been maintained down the centuries in Nova Scotia, and a visitors' organization has been formed known by the same name, "The Order of the Good Time," which will perpetuate the memory of these settlers ir. Canada. The late Lord Twedsmuir was installed as Grand Master in 1937, and membership in he body is confined largely to visitors who have spent at least ten days of

their vacation in the Province of Nova Scotia. 'Each is furnished with an attractive membership card engraved with the crest of Nova Scotia.

Many other first events occurred at the Port Royal Habitation. Here the first christian baptism was performed, and here was consecrated the first christian cemetery. Here also the first wheat was planted, the first garden sown, the first water-power mill erected, and the first road constructed-a road which is now linked with the great modern highway system of the North American continent. Little wonder this spot has been selected by Signs are not lacking that some of our stituting him Lieutenant-Governor of the Government of Canada for restoration and preservation as a historic

> The restoration of Port Royal Habitation is also of considerable architectural interest. It comprises a group yard in the manner of 16th century farms in northern France. It is fortified at the two southerly corners by a cannon platform and a palisade. in its original state as nearly as practicable as a replica of the trading and colonization settlement built in 1605.

Port Royal Habitation was marked cairn with a tablet as a Dominion The restoration of Port Royal Habi- Historic Sité. It was first identified search work begun with the object of restoring as nearly as possible the original Habitation. A great deal of study and exploratory work was necessay before any real attempt could be made to reconstruct the Habitation. No remains or indications of the original buildings existed above ground and a small, modern house stood on the site until removed at the time of the exploratory survey. Historical evidence relating to Port Royal had to be collated and a study made in archives, museums, and libraries in Quebec and elsewhere of the records of earliest French Canadian building. Important data were obtained from France bearing upon early 17th century building methods in Normandy and Picardy from whence the members of the expedition came. The findings of the exploratory survey of the site closely accorded, in the matter of dimensions of the Habitation, with those given by Champlain. Groups of stones were found indicating roughly the position of some of the foundations of chimneys and cannon platform. Where no solid evidence was available to determine the exact location of the foundations, these were identified by a process of soil reading in crosstrenches. In this way the outlines of the various buildings were finally fixed and the work of reconstruction be-

Champlain had left an engraving or picture of the plan of the Habitation, and together with his descriptions published in his "Voyages" in 1613. the basis upon which to pattern the reconstruction was finally established. In the work of reconstruction local material has been used as far as practicable and local craftsmen employed. Portunately there were suitable carpenters and skilled timbermen experienced in the use of the broadaxe and adze, including old-time ship-builders, available in the district, and such labour materially helped to ensure a faithful reproduction of the work of

the original crafstmen. The reconstructed Habitation now stands as an example of the earliest European building traditions that were transported to the New World. It is also a memorial commemorating many first events in Canada, and is an important addition to a notable group of historic sites which have been placed under the administration of the National Parks Bureau at Ottawa in recent years.

LEGION'S LEADER BITTERLY SCORES HUN DESECRATION

"The Hun runs true to form." In these words Alex. Walker, of Calgary, Dominion president of the Canadian Legion, bitterly denounced the ruth-****************** less German destruction of the Canadian Memorial on Vimy Ridge and the blasting of military cemeteries in Flanders and Northern France.

"The hellish hordes of Germany apparently think that such senseless action will serve to undermine the morale and fighting spirit of the Allied and, more especially, the Canadian forces. They still have a perverted interpretation of our psychology. Nothing since the outbreak of the war has so helped to crystalize Canada's determination to fight to the finish as this maniacal wastage just perpetrated, he said.

The Vimy Memorial was not a pile of granite floating over a victory achieved twenty-three years ago, Mr. Walker pointed out, "but a thing of rare beauty representing the Spirit of Sacrifice, Peace, Justice, Honour and Faith. It was symbolic of Canada mourning for her dead, of her sympathy for the mothers, the widows and the helpless. There was no justification whatever for its destruction."

Although this sacred bit of land in France, deeded forever to Canada by the French republic in commemoration of the glorious sacrifices made in 1914-1918 by the Canadian Expeditionary Force, has been desecrated, it shall be restored, he said.

"Four years ago, when King Edward VIII dedicated the Memorial in the presence of 7,000 Canadian veterans who had journeyed to Vimy on the Canadian Legion pilgrimage, we reaffirmed our loyalty to our 60,000 fallen comrades. Today ex-service men throughout the Dominion are crying for revenge against these German savages. That revenge shall

. Mr. Walker scored the ruination of British, French and Canadian cometeries as an act which "God Himself will punish." He said that such wanton destruction was typical of the German mentality which "this longsuffering world must now obliterate

DIRECTORY

C. N. R.

ide something to write about.

TIME TABLE

Standard Time

Going East 6.16 a.m. Passenger and Mail 10.03 a.m. 6.45 p.m. Passenger and Mail Passenger Sundays only 8.31 p.m. Passenger, daily 9.41 p.m.

Toronto and beyond

Going West Passenger and Mail Passenger Saturday only 1.15 p.m Passenger, daily except

Passenger Sunday only 11.30 p.m Going North

Saturday and Sunday 6.09 p.m.

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11.48 a.m. 9.03 p.m. c 2.23 p.m.

For Kitchener x 9.35 a.m. x 6.00 p.m. 12.05 p.m. e 7.50 p.m. x 2.06 p.m. d10.35 p.m. a 4.05 p.m.

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