

THE GEORGETOWN HERALD
 News of Georgetown, Naval, Glen Williams, Limehouse, Stewartown,
 Ballinacraig and Terra Cotta.
SUBSCRIPTION RATES
 Canada \$1.50 a year — United States \$2.00 a year
 Single Copies 3c
 Advertising Rates will be quoted on application
WALTER O. BISHEN — **GARFIELD L. MCGILVRAV**
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PHONE NO. 1
 Member of the Canadian Weekly Newspaper Association and the
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The Editor's Corner

THE PRESS AND PROPAGANDA

(No. 5 of a series of articles prepared for C.W.N.A. member papers by E. H. Morlock, associate editor of the Brampton Conservator).

One of the ever present dangers in the publishing field is the possibility of becoming a propaganda agency for some group or cause. Editors guard carefully against this possibility, and their efforts to be fair sometimes incur the displeasure of those whose propaganda they refuse to propagate. Of course there are two kinds of propaganda — good and bad. The word propaganda has been much abused in the past few years and to the man on the street propaganda now seems to mean exclusively that type of news sent out by the enemy to confuse and confound those who read it. Propaganda is actually the method adopted for the propagation of doctrines and principles, either religious or secular. If there is such a thing as good propaganda the question naturally arises, why does the newspaper not become a propaganda agency for all propaganda that is good? As a matter of fact the newspaper does become such an agency in a broad sense, but not in just the way that some propagandists would have it. For instance, any religious sect might consider its propaganda good, and therefore entitled to space in the newspaper. An important factor is overlooked however in this reasoning. Propaganda espoused and supported by a newspaper must be of a type generally beneficial to the community as a whole. It would not be fair or ethical to use the propaganda of one church, where there are perhaps half a dozen churches in the same community.

Then too, there is often confusion in the minds of many people as to what is news and what is propaganda. For instance, an item relating to an actual event which took place in a church, or a lodge, or a service club would be news. On the other hand an item which sought to impress the reader with the principles or the doctrine of the organization would be propaganda. In short propaganda is that type of news matter which seeks to proselytize or convert the reader to one particular code of ethics, principles or doctrine.

The position of the newspaper is clear on this point. The newspaper is representative of the whole community, and while its editor or publisher might be an Anglican, Baptist, Presbyterian, United Churchman, or Roman Catholic, it would not be fair to give undue prominence to the doctrines of the sect to which he personally belongs. News is another matter. If more news comes from the United Church because it has more organizations, or because its press secretaries are more wide awake, then naturally that church would receive more space in the paper than the Anglican or Baptist if those churches were not so well organized or did not possess good press secretaries.

Weekly newspapers depend to a very large extent upon correspondents and press secretaries for news items, and this being the case it is timely to remind correspondents and secretaries that the newspaper is interested primarily in the news, and not in acting as an agency for the dissemination of their principles. This reasoning however does not preclude the newspaper drawing attention to any special effort made by any organization or institution within the community.

To sum up the attitude of the press toward propaganda it should be clearly understood that the press is interested in the events concerning organizations, rather than the ethics or principles which attract one to membership in these groups.

HELP FINISH THE JOB

On June 2nd, a gigantic drive to sell \$600 million dollars of the new Victory Loan, 1941, will be opened. Plans are being completed all across the Dominion — selling organizations, publicity committees, and special events have been organized.

Most spectacular of these special events is a Torch of Freedom, which will make its first public appearance in Victoria, B.C., on Victoria Day, May 24th. Torch Day programs are being planned in the larger centres across Canada, the purpose being to pass on the Torch which will be flown by a four-motor bomber across Canada from Vancouver and thence across the ocean to Great Britain. The Torch is a symbol of Canada's determination to give Great Britain every possible assistance and inscribed on it will be the words: "Part of the Tools—Canada's Victory Loan, 1941."

On July 1st, a Dominion Day ceremony in London, it will be presented to Rt. Hon. Winston Churchill, Prime Minister of Great Britain. In order that smaller Ontario centres may share in the Torch Day programs, it has been arranged to have a replica of the Torch flown to a number of cities and towns. Among these are numbered, Brampton and Guelph, so local people will have a chance to join in the program in either of these adjoining municipalities.

In Georgetown, a local committee has been set up, headed by W. V. Grant, with an able staff of representative citizens serving under him in various roles. In addition to these, Georgetown is represented on the Halton County Committee by L. E. Fleck.

Publicity is being handled by W. F. Bradley, and no effort will be spared to make Georgetown "Victory Loan Conscious." Tentative plans have been made for a parade of floats, to take place in each town in Halton.

With a successful War Services campaign completed, in which Georgetown went well over its objective, we are confident that citizens who are in a position to buy Victory Loan Bonds, will do so to the limit of their financial ability. The government is not asking you to give away your money, — only to lend it, at a fair rate of interest. The vast resources of the Dominion are your security. Buy Victory Loan bonds, and let your money help to fight Hitlerism.

I.O.D.E. HELPS SOLDIERS

The local Countess of Strathmore Chapter, Imperial Order, Daughters of the Empire, has opened a depot in the McGehee Block this week to collect a variety of articles for the men of our fighting forces. Books, magazines, playing cards, games, anything which might be of value in soldiers' recreation rooms are solicited. Needless to say, these must be in fair condition.

Credes, Ltd., Toronto furriers, have made a generous offer to the I.O.D.E. to make up, free of charge, minisweaters' jackets from old furs turned in. Any type of fur will do, no matter how worn. The local Chapter is anxious to make a worth-while contribution to the cause, and asks all housewives to take note when doing their Spring cleaning.

WHAT OTHER PAPERS SAY

SUNDAY IS STILL SUNDAY IN ENGLAND

How a free expression of public opinion will operate under a Government measure was illustrated in the British House of Commons last week when an order for the opening of churches on Sunday, sponsored by the Home Secretary because of a supposed popular and general demand, was voted down by 144 votes to 188.

In the debate the arguments for were along the lines that people can not be made religious by prohibitions; that no one needed to go to a theatre who wanted to stay away, and that the theatre as a normal recreation should be available to war workers and to men of the fighting forces.

The opposition view was that those who know better than the Christian observance of Sunday, would close the churches if they had their own way

of it. But that England was still a Bible reading country, and that it was in the best interests of the people to maintain a day for quiet reflection.

So Sunday is still Sunday in England.

BOOST YOUR TOWN

To hear every person saying something pleasant about his people and his interests is the surest quickest way to make a place attractive to a stranger. One of the best ways in which to make a town attractive with that sort of attraction that will draw other people to it is for every man and woman to have a pleasant word for the people and the town generally. Talk up your town if you would feel an interest in it and have people feel an interest in you. There is no better way to do it.

—Chatham News—



Milkman: "It's my wife's idea . . . To make our milk more attractive to customers."

MINUTE MINIATURES

Brief backgrounds in the careers of Canada's Captains of War.



Major-General H.D.G. Crerar, D.S.O.

Canada has placed a huge burden on the able shoulders of Major-General Henry Duncan Graham Crerar, D.S.O., wartime Chief of the General Staff of the Canadian Army. The elected Government of Canada forms the policy under which the Department of National Defence, like all other Ottawa departments, is run. The General Staff Branch, of which General Crerar is chief, translates that policy into terms of military action. In order to insure that General Staff plans concerning methods and means for the conduct of operations are properly integrated the Chief of Staff is also specifically charged with the co-ordination of the work undertaken by each of the four Staff branches of the Department. These four branches comprise the General Staff which directs policy of mobilization and equipment as well as training, intelligence and operations; that of Adjutant General, which deals with personnel; Quartermaster General, which deals with supplies; Master General of Ordnance, which deals with guns, rifles, tanks, shells and equipment.

Half a dozen officers might have made excellent Chiefs of Staff in Ottawa today. General Crerar had, however, very special qualifications. Directly after war broke out, he was sent to England as Senior Combatant Officer at Canadian Military Headquarters, London, made preparations for the arrival of Canada's Expeditionary Forces, for their quartering in permanent barracks at Aldershot and for completion of their training and equipment. He was the centre of the interchange of communications between the Department of National Defence, Ottawa, the War Office, London, and the General Officer Commanding Canadian Troops in the United Kingdom. He also commanded Canadian troops not included in General McNaughton's command, such as permanent holding units, hospital services and Headquarters troops.

His job in London took him over the various training centres in England and three times to the continent before the capitulation of the French. He brought back to Ottawa intimate knowledge of the war at close hand since its outbreak.

General Crerar is 52 years old, a native of Hamilton, Ontario. He was educated at Upper Canada College, Kingston. He wanted to join the cavalry at R.M.C. but out of deference to his father's pocketbook, since cavalry organizations in those days were a luxury, took instead a job with the Hydro Electric in Toronto and a commission as Lieutenant in the Non-Permanent Militia. When World War One broke out, General Crerar went overseas with the First Division as

a Field Artillery Officer. In June, 1918, he took over the appointment of Staff Officer, Artillery, Canadian Corps, which position had previously been filled by the officer who is now General Sir Alan Brooke, Commander-in-Chief of the Home Forces in England. In October 1918 he was promoted Lieutenant-Colonel and made Corps Counter Battery Staff Officer, assuming the appointment previously held by the present G.O.C. Canadian Corps — then Lieutenant-Colonel McNaughton.

Returning eventually to Canada after the war, Crerar found himself at a crossroad in his own life, as Hydro had kept his position open for him. He decided in favour of a military career, and in April 1920 joined the Permanent Force and was appointed to the Staff at Ottawa. Later he attended the Staff College, Camberly, England, and served as a General Staff Officer for two years at the War Office, London. During the years 1925-27, when General Crerar was doing a tour of duty as General Staff Officer (Operations) at the War Office, his immediate chief for most of the period was Chief Sir Archibald Wavell, now Britain's famous Commander-in-Chief in the middle east. Returning to Canada in 1927 he commanded "B" Battery, R.O.H.A., Kingston, was later appointed professor of tactics at R.M.C. and then went to Ottawa as General Staff Officer, (Operations). In 1929, at the Disarmament Conference held in Geneva and again at the Imperial Conference of 1937 in London General Crerar was military advisor to Canada's delegations. He attended Imperial Defence College in England and in 1935 became Director of Military Operations and Intelligence at National Defence Headquarters. In 1938 General Crerar was appointed Commandant of Royal Military College, Kingston, until war interrupted. As Chief of the General Staff he is a member of Canada's Defence Council.

SWEET CAPORAL
 THE PUREST FORM IN WHICH TOBACCO CAN BE SMOKED.

Holiday Dances
RYAN AUDITORIUM GUELPH
FRIDAY, MAY 23
 10 — 2 D.S.T.
DUKE RIGBY
 and His
All Coloured Band
 FROM TORONTO
 LADIES 50c—GENTLEMEN 50c
SATURDAY, MAY 24
BOB DONNELLE'S ORCHESTRA
 LADIES 40c—GENTLEMEN 50c

Town Gets Cheque
From Liquor Board
 A cheque for \$303.56 was received by the town this week from the Liquor Control Board of Ontario, representing 20% of the Hotel Authority Fees collected last year from hotels within the municipality. This was an increase over last year's figure, which stood at \$282.66.

NEXT WEEK
 A COMPLETE LIST OF MEN ON ACTIVE SERVICE WITH ARMY, NAVY AND AIR FORCE WILL BE PUBLISHED IN THE HERALD.
 We are anxious to have this correct, and would appreciate relatives or friends of men in service who have recently changed their address to get in touch with us this week.

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 Effective Sunday, October 6th (Eastern Standard Time)
LEAVE GEORGETOWN
 Eastbound to Toronto
 7:14 a.m. 4:08 p.m.
 9:18 a.m. 6:49 p.m.
 11:48 p.m. 9:13 p.m.
 o 2:23 p.m.
 Westbound to London
 9:35 a.m. 6:00 p.m.
 x 12:05 p.m. b 7:50 p.m.
 2:05 p.m. d 10:25 p.m.
 ay 4:05 p.m. e 11:25 p.m.
 a—Except Sun. and Hol.
 b—Sun. and Hol. only
 c—Saturdays only
 d—Except Sat., Sun. and Hol.
 e—Sat., Sun. and Hol.
 f—Daily except Sun.
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C. N. R. TIME TABLE
 Standard Time
 Going East
 Passenger and Mail . . . 6:16 a.m.
 Passenger and Mail . . . 10:03 a.m.
 Passenger and Mail . . . 6:45 p.m.
 Passenger and Mail . . . 8:31 p.m.
 Passenger, daily . . . 9:41 p.m.
 Toronto and beyond
 Going West
 Passenger and Mail . . . 8:34 a.m.
 Passenger Saturday only 1:15 p.m.
 Passenger daily except Saturday and Sunday 6:09 p.m.
 Passenger and Mail . . . 6:45 p.m.
 Passenger, Sundays only . . . 11:30 p.m.
 Going North
 Passenger and Mail . . . 8:45 a.m.
 Going South
 Passenger and Mail . . . 6:30 p.m.
 Depot Ticket Office—Phone 30w

Monuments
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 Pedestrian: "No, I'm not here to buy anything. But it's such a wonderful change to be in the midst of all these cars without having to dodge them."

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