

THE GEORGETOWN HERALD

News of Georgetown, Norval, Glen Williams, Limehousa, Stewarttown, Ballinacraig and Terra Cotta.

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Member of the Canadian Weekly Newspaper Association and the Ontario-Quebec Division of the C.W.N.A.P.

The Editor's Corner

THE MOST YOU CAN LEND

The Victory Loan, 1941 Campaign is now in full swing, and once more we urge our readers to do their utmost in buying bonds to help win the war. At present there are well over two hundred young men from this district in various branches of the service — army, air force and navy — and every day sees more men answering the call for their country.

It is imperative that these men receive the "tools to finish the job," and to supply these tools an ever-increasing amount of money is needed. A publicity campaign, unprecedented in the history of government financing, has been launched in order to impress on every citizen of Canada the need for lending their money and making the campaign a success. Newspapers and magazines, radios and billboards are all carrying the message. Every street is decorated with flags and posters, with merchants lending their co-operation toward putting the drive "over the top."

The ultimate success of the loan rests entirely with those of you who have money which is not needed for necessities. It is to you that the government looks to provide the \$600 million asked for in the loan. In the Georgetown district, the total objective amounts to \$850,000. A lot of money, but only a small fraction of what is available.

Georgetown in the past has been generous in giving its money — to the Red Cross, the War Services Fund, the War Victims' Fund. Now we know that this same generosity will be used in lending.

IT'S GOING TO TAKE TIME

Appearing on advertising material of the Collins-Lowe Company, Toronto, is the following anecdote, which compares British and Axis ways of going about things.

Mr. Churchill, Hitler and Mussolini were offered a plan to end the war, by a certain European gentleman. The plan was that a particularly vicious fish would be placed in a swimming pool and the one catching the fish would be declared the winner. Hitler tried it first, but left the tank as soon as the fish came near him. Mussolini went next, but as the fish could swim faster than Mussolini could back up, he too left the tank. Mr. Churchill approached the tank, took off his coat and vest, and sat on the side, opening a package he brought forth a lead and began emptying the tank, saying, "I will admit this is going to take some time."

UNEMPLOYMENT INSURANCE COMES TO CANADA

Unemployment Insurance becomes an actuality in Canada from July first. For the Workers who are subject to periods of unemployment through no fault of their own it will mean the difference between being on relief or charity and the self-respect of having provided for their own welfare through a plan of insurance savings.

The plan is one of co-operation between the employer, the employee, and the Government. Each makes a contribution based on the weekly wages earned by the employee. To the amount contributed by the employer and the amount deducted from the employee's wages, the Government adds one-fifth of the total, and pays for the cost of operation. These contributions are similar to insurance premiums, and accumulate against the day when the worker, either male or female, becomes unemployed. Then in a very short time the worker begins to receive weekly cheques which will continue for a limited period of unemployment.

This, briefly, is the Unemployment Insurance Plan which becomes a law of Canada, just as it has been a law in Great Britain for more than thirty years. With the experience of the British Act as well as the examples of other Countries to draw upon, the Unemployment Insurance Commission has created a plan which should operate with the least inconvenience to the employer and to the greatest possible benefit to the workers.

A unique and simple system of making contributions to the Fund through the Employer purchasing special stamps from the Post Office and affixing them each week in a book designed for the purpose, is the record of each worker's contributions, as well as the employer's. In this way every worker can find out at any time where he or she stands in respect to Unemployment Insurance.

There are some classes of workers who are not eligible for Unemployment Insurance, and there are certain conditions which affect all workers. Both employers and employees should familiarize themselves with the terms of the plan which will be made available locally by Postmaster Counters.

A part of the plan is the opening of Employment Offices throughout Canada, where workers may seek jobs and employers can seek workers. These offices will be opened as rapidly as possible to facilitate the most effective utilization of Canada's labour force during the war and in preparation for the return of workers to peacetime employment after war work has ceased.

THE FUNCTIONS OF AN EDITOR

(No. 6 of a series of articles prepared for C.W.N.A. member papers by B. H. Mortlock, associate editor of the Brampton Conservator.)

The title "editor" is sometimes misunderstood by newspaper readers, not because they want to misunderstand but because they have never been told just what the functions are of the person who holds this title. An editor, to explain it briefly, is one who superintends, revises or prepares literary matter for publication. The title does not necessarily mean that the policy of the newspaper is set or controlled by the editor. On large newspapers there are many editors, and policy is usually decided upon by the managing editor. The duties of the other editors, city, sport, suburban, women's page and others, is simply to carry out the duties prescribed in their particular spheres.

For our purpose, however, we must deal with the editor in a little different light, because in fully 90% of Canada's weekly newspapers, the editor is also the publisher. In other words he fills the dual role of preparing literary matter for publication, and of deciding upon policy as well. We want to deal with the functions of an editor from this standpoint.

Essentially the editor is a human being, writing and dealing with men, women and children. He may be young or old, lazy or energetic, bold or timid, superficial or deep, querulous or constructive, slovenly or business-like, grasping or generous. He is certain to be human. He reacts to praise and criticism, to good and evil in much the same way as those who share community life with him. The editor, and this is true of 90% of all weekly editors, recognizes the inherent decency of the countryside. He is still sufficiently old-fashioned to believe with his readers that the Ten Commandments and the Golden Rule have neither been repealed, improved upon nor modified by modern advances.

The editor is a student of community affairs. He has at his disposal records of public organizations in the community, and it is from the study of these records that he makes his editorial comment. He is not easily swayed by the hysterias which sway, and excite and mislead city people. Like the people he serves he uses good commonsense in his reasoning.

The editors of Canada's weekly newspapers, serving the rural areas, are a greater power than most people suspect, for it is a political fact that more members of the House of Commons and more members of Provincial Legislatures are elected from the rural areas than from the city.

It is the editor who decides what is fit and what is not fit to print. It is he who differentiates between news and propaganda. It is he who can, if he will, give the leadership that every energetic community must have. He is not hard to get along with, but he has a code of ethics which often causes him to refuse business rather than accept it against well-grounded principles. He is not a super-human. He is a hard-working individual doing an important job in the community to the best of his ability, and if at times he fails in his task, it must be remembered that he is like every other human being in the community, heir to the frailties with which all mankind is endowed.



"Say—do you think we are getting the boys OVER trained?"

MINUTE MINIATURES

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



MAJOR-GENERAL BEVERLY WOON BROWNE, D.S.O., M.C. Adjutant-General

Soldier's soldier and born for the job is Major-General Beverly Woon Brown, D.S.O., M.C., who is Adjutant-General. "Sam Browne" the old soldiers call him from the Atlantic to the Pacific, and he's one of their favorites. "If he tells you to go out on a job, well, you not only know it's all right, but you feel that you can do it."

As an army officer, he's a "natural". He was born in Hayesville, Waterloo County, Ontario, educated in what was then "Berlin," is now Kitchener. At 17 he was commissioned a Second Lieutenant in the 29th Infantry, Militia. He went out to Vancouver in 1908, thoroughly enjoyed a measurable success as a youthful financier con-

cerned with real estate and building enterprises.

Prior to the first World War, he was a Lieutenant in the 72nd Seaforth Highlanders, and proceeded overseas in August, 1914, with the 16th Battalion, which was partly composed of the 72nd Seaforth Highlanders.

General Browne went through four years of war, sampling every sort of military experience in France, with-out a wound or a day's sickness. Outside of the "bad spots," the war was for him a "great show." Three mentions in dispatches, Military Cross and Distinguished Service Order are testimony of the sort of soldier he made, but even better evidence is the regard in which he is held by the men who served under him.

He rose to be A.A. and Q.M.G. of the 1st Division in France, and after the armistice stayed behind to wind up the Division's affairs in France and Belgium, only returning to Canada in October, 1919.

By that time Beverly Browne knew that his proper niche in life was the Army, and he settled down in the permanent force, going to Kingston as D.A.A. and Q.M.G. of Military District No. 3. He did two years with the Princess Pats in Victoria, and then went to Toronto as D.A.A. and Q.M.G. Military District No. 2. From 1929 to 1931 he was Assistant Director of Organization, Ottawa.

After that Lieut. Colonel Browne spent six and a half very nappy years in Montreal where he enjoyed not only his work, but a great deal of good sport and the peculiar flavor that unique city has due to the admixture of French Canadian and English cultures and peoples.

Six months in Military District No. 1, London, as A.A. & Q.M.G. District Officer Commanding, Military District No. 10, Winnipeg, from May, 1939, to June, 1940.

General Browne enjoys every form of sport that produces good competition and good companionship with men.

Appoint The Guelph Trust Company

As your Executor and Trustee and secure for your estate:—

EXPERIENCE

Twenty-four years devoted to the highly specialized service of executorship is at your disposal.

FINANCIAL RESPONSIBILITY

Ample financial resources to insure that the assets of your estate will be properly safeguarded.

KEEPING OF RECORDS

Records and funds of every estate are kept separate. Our accounts are regularly audited by fully qualified auditors.

ACCESSIBILITY

Being conveniently located those interested in estates can consult personally with our officers who are available at all times.

We invite you to discuss with us any matters relating to your will or your estate.

J. R. BOWITT, K.C., President J. M. PUGSELL, Managing Director.

OFFICE — Corner Wyndham and Cork Streets,

GUELPH — ONTARIO

from Association Football to backgammon, golf and curling. But these diversions are merely pleasant memories today. The post of Adjutant-General in Ottawa is one where hours are fantastic. It has been all day and every day till midnight, Saturdays and Sundays included.

The Adjutant-General's job is administration on the personnel side, appointments, mobilization, and organization of all types of units. General Browne tackles this vast responsibility with gusto and confidence that Canada possesses the right sort of men for the tasks that need to be done.

GO AHEAD!

Betty: "Have you any green lip-stick?"
 Shop Assistant: "Green lip-stick?"
 Betty: "Yes, a railway guard is taking me out tonight."

Every man and woman in Canada must DO something. Buy Victory Bonds.

DIRECTORY

F. R. WATSON
 D.D.S., M.D.S.
 Georgetown
 Office Hours — 9 to 5, Except Thursday afternoons

A. M. NIELSEN
 26th Year of Practice
 Chiropractor
 X-RAY
 Drugless Therapist
 Lady Attendant
 Office over Dominion Store
 Georgetown
 Hours: 2 — 5 — 7.30 — 9.30 p.m.
 Closed Thursday Phone 156w

DR. J. BURNS MILNE
 DENTAL SURGEON
 X-RAY
 Georgetown — Phone 80

CLIFFORD G. REID
 L.D.S., D.D.S.
 DENTIST
 Phone 410
 Main Street — Georgetown

RADIO Repairing

WE SPECIALIZE IN THIS WORK
 13 years Experience
J. Sanford & Son
 Phone:
 GEORGETOWN 34w

Le Roy Dale, K.C.
M. Sybil Bennett, B.A.
 Barristers and Solicitors
 Mill Street
 GEORGETOWN — PHONE 19

Kenneth M. Langdon
 Barrister, Solicitor, Notary Public
 First Mortgage Money to Loan
 Office — Gregory Theatre Bldg.
 Mill Street
 Phone 88 — Georgetown

J. COOKE
 CEMENT and CINDER
 BLOCKS
 BRICK and TILE
 MANUFACTURED
 With up-to-date power machine
 All sizes — Any Quantity
 3 NEW ST. — PHONE 533
 BURLINGTON

FRANK PETCH
 LICENSED AUCTIONEER
 ALL CLASSES OF INSURANCE
 Prompt Service
 Phone 391 — Georgetown
 P.O. Box 413

Elmer C. Thompson
 INSURANCE SERVICE
 Fire — Auto — Windstorm
 C.P. Railway and Allied
 Steamship
 SUMMER EXCURSIONS
 Phone 118w or j Georgetown

C. N. R.
 TIME TABLE
 Standard Time
 Going East
 Passenger 6.16 a.m.
 Passenger and Mail 10.08 a.m.
 Passenger and Mail 6.45 p.m.
 Passenger/Sunday only 8.31 p.m.
 Passenger, daily 9.41 p.m.
 Toronto and beyond

RALPH GORDON
 The versatile entertainer for your next program
 Illustrated circular Free
 TORONTO
 Address: 625 B CRAWFORD ST.

Gray Coach Lines
 TIME TABLE
 Effective Sunday, October 6th (Eastern Standard Time)
 LEAVE GEORGETOWN
 Eastbound to Toronto
 f 6.14 a.m. 4.06 p.m.
 9.18 a.m. 6.46 p.m.
 11.48 p.m. 9.13 p.m.
 c 2.23 p.m.
 Westbound to London
 9.35 a.m. 6.00 p.m.
 x 12.06 p.m. b 7.50 p.m.
 2.06 p.m. d 10.35 p.m.
 ay 4.06 p.m. ex 11.35 p.m.
 e—Except Sun. and Hol.
 f—Sun. and Hol. only
 c—Saturdays only.
 d—Except Sat., Sun. and Hol.
 e—Sat., Sun. and Hol.
 f—Daily except Sun.
 x—To Kitchener.
 y—To Stratford
 W. H. LONG —Phone 89

Going North
 Passenger and Mail 8.45 a.m.
 Going South
 Passenger and Mail 6.50 p.m.
 Depot Ticket Office—Phone 30w

Monuments
 MARKERS AND LETTERING
POLLOCK & INGHAM
 Galt, Ont.
 Designs on Request — Phone 2048
 Inspect our work in Greenwood Cemetery

Motor Salesman: "Can I show you something, sir?"
 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."

BELL BROS.

WHOLESALE OF

Gasoline, Kerosene, Distillate, Fuel Oil
 Motor Oils, Greases, Diesel Fuels

PHONE 89 r 2 MILTON, Ontario
 Day or Night

REV. JOHN WALDIE CALLED TO LONDON, ONTARIO

Rev. John B. Waldie, of Arthur, son of Mr. and Mrs. Donald Waldie, of Acton, has accepted a call to St. George's Presbyterian Church, London, and will take up his duties there in June. Mr. Waldie, who was guest preacher

at the Union Church anniversary services recently, succeeds Rev. Donald McKay, of the London Church.

Those who heard Mr. Waldie at Union thought him a splendid and inspiring speaker and will be glad to learn of his appointment to a larger city church.