

THE GEORGETOWN HERALD
 News of Georgetown, Norval, Glen Williams, Limestone, Stewartstown,
 Bellinford and Terra Cotta.
 SUBSCRIPTION RATES
 Canada \$1.50 a year Single Copies 3c United States \$2.00 a year
 Advertising Rates will be quoted on application
 WALTER C. BIEHN GARFIELD L. MCGILVRAV
 Leslie Clark Reginald Broomhead
 PHONE NO. 8
 Member of the Canadian Weekly Newspaper Association and the
 Ontario-Quebec Division of the C.W.N.A.

The Editor's Corner
 THE FUNCTIONS OF THE REPORTER

A reporter is of necessity an impartial observer of the happenings of the community. Officially, it matters little to him what action a town council may take in any given matter. As an impartial observer a news item stating one side of a controversy is just as important as an item conveying the other side. In other words he is not a biased witness of any event. He is interested only from the standpoint of news.

Perhaps the actions of a reporter at a meeting sometimes seem unusual, but they have to be unusual because he is, as we have said, only an observer and not a participant in an event. It will be noticed that he doesn't applaud when a speaker makes some remarks that please the audience. He doesn't join in the program, unless it is to stand when the national anthem is sung. He is merely an onlooker and is reporting the course of events, not for the benefit of those at the meeting but for the whole community.

To paraphrase a famous poem "his is not to reason why". That phrase adequately describes the reporter's attitude toward any assignment he is called upon to cover. He should not be expected to take part in the proceedings unless he is personally interested as a member of the group. A reporter recently covered a temperance meeting and was asked to express his opinion on the liquor question. This he declined to do and rightly so, because he was attending the meeting as a representative of his newspaper and not as a member of the Temperance Federation.

Newspaper reporters are often asked to keep things out of the paper, or to soft pedal on some news item. The conscientious reporter will never make an promise to do this. This is the prerogative of the editor only, and the only thing a reporter can do is take the matter up with his editor. Sometimes a bribe is offered, and if one really wants to earn the ill-will of a reporter that is the surest way to do it. The newspaperman who accepts a bribe is breaking faith with his profession, and he never remains a newspaperman very long.

Reporters have a very difficult job. They are surrounded by people who want special favours that he has not the power to grant. In practically every instance the reporter is worthy of the fullest confidence. He is a hard working person who is trying to play the game, trying to serve his community, and is finding his satisfaction in life, not from the ordinary pleasures of life, but from following the most fascinating calling known to mankind.

When one is tempted to invite a reporter to forget his code of ethics, it is well to remember that he is no power to assure you of immunity from publicity or of special consideration. That responsibility rests solely with the editor. Never blame a reporter for what appears in your newspaper. He is just doing the job he is paid for. The editor is the man who decided the issues.

THE LIONS BRITISH CHILD WAR VICTIMS' FUND.

Perhaps there are some of our readers who are in doubt as to the origin of the Lions-British Child War Victims' Fund, for which our local club is planning a choral concert and bingo this month.

Last January, a Board of Governors Meeting in Toronto voted to establish a fund to be known as "The Princess Elizabeth British Child War Victims' Fund." As Lions Club work concerns itself with children, it was thought fitting that this fund should be limited to the Lions field of endeavour, hence its designation as a "child's" fund.

Due to the considerable time required to obtain permission to use the name "Princess Elizabeth", the fund will be known as the "Lions British Child War Victims' Fund", and the necessary permit has been issued by the Department of National War Services in Ottawa. Central treasurer is Lion Ernest J. Baker, manager of the Imperial Bank in St. Catharines. The St. Catharines Lions Club has made a generous offer to assume all administration costs during the first year, so that every cent contributed will be used for the sole purpose for which the fund was established. In addition to this, a \$3000 contribution by the same club started off the fund.

Her Majesty, Queen Elizabeth, has been requested to arrange for the administration of the fund in Great Britain. Already it has received support from Lions Clubs in the United States. Like our Herald War Victims' Fund it has no objective—the need is ever-present and it will simply keep on growing and growing, translating the sympathy of the Americas into concrete financial assistance.

VICTORY LOAN EDITION

Accompanying this issue of the Herald is a special supplement to bring before our readers the Victory Loan, 1941, on which everyone's interest is at present centered.

We are grateful to the companies whose advertisements have made this issue possible, and to our press photographer for the occasion, Ed. Buckenfield, who "snapped" most of the photos which appear in it.

We urge our readers to carefully peruse the material contained in its pages, and to translate their interest into a concrete dollar-and-cents determination to do all in their power to make this Loan a success. Help Finish the Job!

PLEASE
 HAVE THE RIGHT NUMBER
 ANSWER PROMPTLY WHEN BELL RINGS
 SPEAK CLEARLY INTO TELEPHONE



CANADA'S telephone traffic is climbing to new peaks! Engaged in all-out war effort Canadians are depending on telephone facilities more than ever. That's why telephone workers are determined to maintain the fastest, most efficient service under all conditions.

They are especially grateful for the sympathetic co-operation of all telephone users. Subscribers can aid in making severely-taxed telephone facilities yield maximum service.

- By looking up the number in the directory
- By speaking distinctly directly into the mouthpiece
- By answering promptly when the bell rings

Please be sure, also, to replace the receiver on the hook. Over 120,000 times last year, telephones were reported out of service because of receivers left off or improperly replaced.

These things are what we mean by "co-operation".

On Active Service
Giving Things to Friends



"These shoes are a perfect fit, madame."
 "Fine — I'll take a size and a half smaller."



"I can't do a thing with him — It's spring, str!"

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



Air Vice-Marshal Lloyd S. Broadner, D.S.C., Chief of Canada's Air Staff

A German taught Air Vice-Marshal Lloyd Sem Broadner, D.S.C., Chief of Canada's Air Staff, to fly. The Reich has lived to rue the day, when that German was born, as months ahead of schedule, hundreds of fighter pilots, products of the Commonwealth Air Training Plan, stream across the Atlantic to help in the Battle of Britain, and to carry war deep into industrial Germany.

Broadner was born in Carleton Place, Ontario, in 1894. Later he moved to Ottawa, where his father is a wholesale manufacturing jeweller with a factory on Somerset Street.

In 1915, wishing to qualify for the Royal Naval Air Service in Great Britain, Broadner joined the Wright Flying School in Dayton, Ohio, paid about \$60 per flying hour out of his own pocket — and upkeep as well, while waiting his turn to complete this course. This comprised a total of three hours flying experience. After

that his German instructor qualified him as a pilot. Two-and-a-half flying hours were spent in leading the last half hour in running through the tests for a license.

June, 1916 saw Broadner over the Belgian coast as a fighter pilot. Within a year he commanded a squadron of his own and had won the Distinguished Service Cross. With the formation of the Royal Air Force in 1918, he was transferred to that organization and served with it till the end of the war. When the Armistice was signed he took his discharge at the Crystal Palace, London, and immediately returned to Ottawa.

Broadner, welcomed into his father's business, spent just 16 months out of the Country's service. Then his former Commanding Officer, Colonel J. Stanley Scott, newly appointed first Controller of Civil Aviation in Canada, persuaded him to become his assistant. Not since then has Broadner been disassociated from aeronautics.

When the Royal Canadian Air Force was founded in 1924, Broadner, then Acting Controller of Civil Aviation, was commissioned and made Officer Commanding, R.C.A.F. Station, Camp Borden. The next year he was sent to the Royal Air Force staff college at Andover, England, and on his return, with the rank of Wing Commander, became Acting Director of the Royal Canadian Air Force. For another three years he was C.O. Trenton R.C.A.F. Station, organizing the early development of what is today Canada's number one training station.

In 1936 he returned to England to attend Imperial Defence College. Soon after war broke out, he was back in England, this time as Air Adviser to the Honourable T. A. Creever, during a conference to co-ordinate the Empire war effort. Broadner, who returned to Ottawa on Christmas Day of '39, just a week after the launching of the British Commonwealth Air Training Plan, was placed in charge of operations. May 29th, he became Chief of Air Staff, Griff and aggressive. Air Vice-Marshal Broadner is today pushing the Air Training Scheme like a powerful engine.

BBC Rhyming Postscript

A. P. HERBERT SAYS "LET US BE GAY"

Writing from England, a sister of Mrs. W. Grace sends the following clipping from an English newspaper. The lines of verse in rhyming couplets on the theme "Let Us Be Gay" were spoken by A. P. Herbert, M.P., noted English writer, speaking on the B.B.C. Sunday postscript. Of the Balkans

Let us salute the gallant Greek Who would not turn the other cheek; The lacy Gians, who, game as Greece, Refuse to sell their souls for "peace." God knows what comes! But come what may,

This is as sure as night and day — These little lands, of mighty worth, Have lit a torch for all the earth; The sun of freedom is not set; The soul of man is blazing yet. In all the stories ever told Of all the valiant Greeks of old Is there a poem, or a play, To touch the tale of Greece today? The star of Hellenism shines as bright As when the Persians forced a fight.

Of Hitler: Napoleon died at fifty-two; And, Adolf Hitler, so may you. Hop on, hop on, deluded Herr — The British tortoise will be there.

Though Hitler captures this and that, He governs no one but the rat. He may go west, he may go east, Till Asia, India know the beast; But still, with every forward stride, He digs his grave more deep and wide. The hounds of Justice will pursue — And some of you will be there too. (Hitler will be 52 next Sunday) Of the British Nation

Let us be gay, because we've got The finest leader of the lot. Let us be gay, because we see The breed of what is used to be. Let us be gay, because we know That Franklin Roosevelt won't let go. And in the war of night and day The English speakers lead the way. Let us be gay, but when we've won We'll not forget how it was done; But do what mortal men can do To make the world as good as new (Though we never quite ignore That worlds are not improved by war — You don't expect a double yield Of barley from a bushelhead — Nor is it fair to blame the City If nothing much is in the "kitty." When all the good things thought or done Have been post-dated by the Hun.) But we will do the best we can To feel, and fight, for "Everyman."

—We print fifty Letterheads.

DIRECTORY

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

A. M. NIELSEN
 20th 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 1577

DR. J. BURNS MILNE
 DENTAL SURGEON
 X-RAY
 Georgetown — Phone 89

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 347

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 machines
 All sizes — Any Quantity
 1 NEW ST. — PHONE 328
 BURLINGTON

FRANK PETCH
 LICENSED AUCTIONEER
 and
 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 119 or J — Georgetown

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

C. N. R. TIME TABLE

Standard Time
 Going East

Passenger	6:16 a.m.
Passenger and Mail	10:03 a.m.
Passenger and Mail	6:45 p.m.
Passenger/Sunday only	8:21 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	6:08 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 ... 6:50 p.m.
 Depot Ticket Office—Phone 307

Gray Coach Lines
 TIME TABLE
 Effective Sunday, October 8th (Eastern Standard Time)

LEAVE GEORGETOWN

Eastbound to Toronto

f 6:06 a.m.	4:08 p.m.
8:18 a.m.	6:49 p.m.
11:48 p.m.	9:18 p.m.
o 2:23 p.m.	

Westbound to London

o 9:36 a.m.	6:00 p.m.
w 12:06 p.m.	8:50 p.m.
o 2:05 p.m.	10:28 p.m.
ay 4:05 p.m.	12:16 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.
 w—To Kitchener.
 y—To Stratford
 W. H. LONG —Phone 89

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

By way of thanks, when a man saved a hen from a bushel below in the South of England recently, she promptly laid an egg.