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The Editor's Corner
 IT'S PERFECTLY ALL RIGHT, GIRLS!

It's a changing world indeed, but we never thought we'd see the day when Emily Post, the "last word" in social etiquette, would stamp lady hitch-hikers with her seal of approval. But apparently the unexpected has happened, if we are to believe what we read the other day, and women war workers may continue to thumb rides to and from work, secure in the knowledge that they are within the bounds of social etiquette.

Certain refinements, of course, should be observed in the practice. Mrs. Post was careful to point out. Instead of the familiar thumb gesture, the young lady should point to her identification badge. Most important of all, she should not be gabby. Hitch-hiking war workers, she said, should talk only about the weather or the scenery, personal discussions being in bad taste and talk about the job being dangerous.

Mrs. Post's change of heart is due, she says, to her admiration for the way women have rallied to the war effort. The wisdom of her advice might be disputed, but nevertheless it's just one more evidence of a fast-whirling world, and one certainly has to hang on going around the curves.

AND WE'LL HITCH OLD DOBBIN TO THE SLEIGH

Cars are certainly getting the bad end of the stick these days. First it's gas rationing and rubber shortage, and difficulty in replacing old and worn out parts. Then as if those afflictions weren't enough, old Mother Nature had to step in last week and take a hand in it too. A snow fall which even "old timers" are hard put to beat, constituted the last straw for the majority of car owners, and they have tucked their cars snugly away in garages for the rest of the season.

Last Wednesday morning there wasn't a car to be seen on the street. It looked odd, and deserted-looking. But in the afternoon it was deserted no longer, as the air filled with the merry jangle of sleigh-bells, and the unfamiliar yells of "Whoa" and "Giddap". We've never seen so many teams on Main Street before. Evidently the farmers were motivated by other factors than just getting to town to do some shopping. Most of the sleighs were loaded down with milk cans, and these in turn were being taken off the sleighs and loaded onto large dairy trucks, which had managed to come through from the city as far as Georgetown, and could get no farther. Some of them are now loading up with groceries as lanes and many side roads are still impassable. We noted one coal Company had got out the old sleigh and "Dobbin" to make deliveries.

It was amusing to see a "traffic jam" at the four corners of Main Street, when one team of big white horses was trying to do a right about turn between a large truck, and another team and sleigh on the other side. There was nothing much Chief Marshall could do about it either. Then, there was the other team "parked" in front of the Herald Office window. One of the horses had decided he was too tired to go on without a rest first, so took advantage of the stop to lie down on the road, to the great amusement of a troupe of small boys who hopped up on the sleigh and tried using the reins to make the recumbent horse move. It wasn't long, however, before the owner and Chief Marshall arrived on the scene, and persuaded the animal to continue on home before he went to sleep. Traffic directing can be a real art when horses are concerned.

Yes, cars are getting much the worse of it these days, but it's rather pleasant to see such splendid teams around for a change, even though we wouldn't want to go back to the old "horse-and-cutter" days permanently.

ADVERTISING IN WARTIME

People are sometimes heard to ask why advertising should be allowed in wartime. They argue that it is a wasteful and useless practice that should be abolished or at least greatly curtailed.

Sensible answers to such people are provided in The Retailers' Bulletin, an official publication of the Wartime Prices and Trade Board.

The Bulletin states simply that if the production of particular goods or services is permitted then it is permissible to sell them, and it is permissible to assist their sales by using advertising media within the few regulations set forth by the government. Moreover, The Bulletin outlines the following ways in which advertising may contribute to the stabilization of business and the economical distribution of goods and services:

"Informing customers of the effect of Government regulations upon purchasing.

DIRECTORY

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

DR. J. BURNS MILNE
 DENTAL SURGEON
 X-RAY
 Georgetown - Phone 50

CLIFFORD G. REID
 D.D.S., D.D.M.
 DENTIST
 Phone 410
 Main Street - Georgetown

LeRoy Dale, K. C.
M. Sybil Bennett, B. A.
 Barristers and Solicitors
 1111 Street
 Georgetown - Phone 19

Kenneth M. Langdon
 Barrister, Solicitor, Notary Public,
 First Mortgage Money to Loan
 Office - Gregory Theatre Bldg
 1111 Street
 Phone 13 - Georgetown

FRANK PETCH
 LICENSED AUCTIONEER
 and
 ALL CLASSES OF INSURANCE
 Prompt Service
 Phone 39 - Georgetown
 P.O. Box 413

Elmer C. Thompson
 INSURANCE SERVICE
 Fire - Auto - Windstorm
 C. P. Railway and Allied
 Steamship
 SUMMER EXCURSIONS
 Phone 115 or 1 - Georgetown

Gray Coach Lines
TIME TABLE
 NOW IN EFFECT
 Daylight Saving Time
 LEAVE GEORGETOWN

Eastbound	West bound
a 7:04 a.m.	10:00 a.m.
8:34 a.m.	11:25 a.m.
12:09 p.m.	2:30 p.m.
3:34 p.m.	4:45 p.m.
4:54 p.m.	5:45 p.m.
6:34 p.m.	7:15 p.m.
8:19 p.m.	8:30 p.m.
b 1:50 a.m.	10:00 p.m.
	11:35 p.m.

a-Daily except Sunday.
 b-Sun. and Hol. Only
 c-Daily except Sun and Hol.
 d-Hol. Sun. and Hol.
 e-To Kitchener only.
 f-To Stratford only.

A. M. NIELSEN
 25th Year of Practice
Chiropractor
X-RAY
Drugless Therapist
 Lady Almond
 Office over Dominion Bank
 Georgetown
 Hours: 2 - 5 - 7:30 - 9:30 p.m.
 Closed Thursday Phone 150w

RADIO
Repairing
WE SPECIALIZE IN THIS WORK
 15 Years Experience

J. Sanford & Son
 Phone:
 GEORGETOWN 34w

Monuments
MARBLE AND LUTHERINE
POLLOCK & INGHAM
 Designs on Request-Phone 2648
 Inspect our work in Greenwood
 Cemetery

RALPH GORDON
 The versatile entertainer for
 your next program
 Illustrated circular Free
TORONTO
 Address: 628 Crawford St.

C. N. R.
TIME TABLE
 Daylight Saving Time

Going East	Going West
Passenger 7:01 a.m.	Passenger and Mail 8:36 a.m.
Passenger and Mail 10:03 a.m.	Passenger, Sat. only 2:15 p.m.
Passenger and Mail 6:54 p.m.	Passenger daily except Saturday 6:34 p.m.
Passenger, Sunday only 8:31 p.m.	Daily except Sunday 7:00 p.m.
Passenger, daily 9:24 p.m.	Passenger, Sundays only 11:30 p.m.
This train was formerly the flyer but now stops.	Daily except Sunday 12:53 a.m.
	Going North
	Passenger and Mail 8:45 a.m.
	Going South
	Passenger and Mail 7:13 p.m.

Depot Ticket Office-Phone 20w

"Giving current information regarding available goods to prevent panic buying or hoarding due to rumors or temporary shortages."

Interpreting priority or simplified practice rulings by giving reasons for rationing, limitations of supply, reduced deliveries or other curtailments of service.

"Guiding the buying public quickly to available perishable goods or other goods in plentiful supply."

The Bulletin further makes clear that merchants may advertise comparative prices in order to move perishable, out-of-season stock or broken ranges of stock which are offered at special prices. Such advertising is helpful to organized commerce, although it should not encourage unnecessary buying, nor stimulate the desire to hoard.

Concludes The Bulletin:

"Until peacetime conditions are restored, advertising will find many new and different functions to perform urging customers to restrict their choice and to save rather than to choose and to spend, educating the public to more economical and fuller use of available commodities, informing consumers of the facts behind the elimination of 'frills' from new standardized and simplified products, etc."

IMPROVED UNIFORM INTERNATIONAL SUNDAY SCHOOL LESSON

By HAROLD L. LUNDGREN, D. D., of the Moody Bible Institute of Chicago (Published by the Sunday School Board of the International Council of Religious Education)

Lesson for January 31
JESUS THE BREAD OF LIFE
LESSON TEXT—John 6:12, 16-35.
GOLDEN TEXT—Jesus said unto them, I am the bread of life.—John 6:35.

Spiritual truth becomes understandable to us as it is put in the language of our daily life. Jesus was the Master Teacher of all times, and made use of graphic figures to present the message of salvation.

He spoke of the wind, of water, and in this lesson of bread. Even a child knows about such things and understands the good news. Bread is still the staff of life. It speaks of life and health, of satisfaction and strength. Beginning with the five small barley cakes (and two fishes) which a provident little boy had taken with him into the wilderness, Jesus preaches by miracle and by precept of eternal things. One is glad that a bright lad was more thoughtful than all the adults that day, for he provided the occasion for the miracle and the message.

I. Daily Bread (vv. 8-13).
 The great multitude had followed Jesus to the other side of Galilee where He had gone to rest. They sought Him out and He had compassion on them—these sheep without a shepherd (Matt. 9:36). That interest was first spiritual, for "he began to teach them many things," but it was also practical in the realm of daily life, for He saw that they were physically hungry.

His appeal to Philip revealed the lack of faith which at times afflicted the disciples. They knew they had the Son of God in their midst, and yet they were bound by the matter of dollars and cents, of portions and—well, they just wished Jesus would send these people away. That would solve the problem. Oh, yes, "there is a lad here," but what he has amounts to nothing.

All this was perfectly natural. They talked just like most of us do when we are up against a similar problem. But the point is that they (and we too) ought to realize that "little is much when God is in it." If we let Christ have all that we have and are, it will be adequate for every need.

Are you worrying about your lack of money; your inability to do things for Him? Are you limiting God when He would like to take what you have and multiply it by His blessing? Notice that though there was plenty, there was none to waste. What was over was gathered up. God never encourages waste. Perhaps we in America may learn that lesson the hard way in these days—but having learned it let us not forget it.

II. Heavenly Bread (vv. 14, 30, 31).
 The people (probably incited by the religious leaders) after their first surprise at the miracle, sought Him out in the temple and demanded a greater miracle. Jesus never put much dependence on those whose faith rested on miracles, and we do well to be careful of those who must have something spectacular going on all the time if they are to be interested.

They contrasted His miracle of one meal with the repeated miracle of the daily manna—the bread from heaven—under Moses. Jesus makes it clear that He is not in competition with Moses, for the manna came not from Moses but from God. Those who seek signs and wonders had better get their eyes off such things and get them on God who is the Giver of every good and perfect gift.

Their plea for heavenly bread gave Jesus the opportunity to tell them about the true bread from heaven.

III. The Bread of Life (vv. 32-35).
 Feeding the body is important, but the real need of men is for spiritual food. Daily bread is a food that perisheth (see v. 27), but the "meat that endureth unto eternal life" is received by faith in Christ (v. 29).

Instead of a sign, or the passing blessing of daily sustenance, Jesus presents Himself as the bread of life which will eternally satisfy the deepest hunger and thirst of the human soul. Those who teach that Christ is but our example, giving Himself as the spiritual bread to those who by development of character are seeking to be like Him, should read verses 47 to 51 of this same chapter. Here He makes clear that by the giving of His flesh in the death of the cross everlasting life comes to the believer.

It is only the man who eats of this bread, who by faith makes himself partaker of the death of our Lord, that can have eternal life. This must be done in the right way—the way of faith. The people said, "Lord, overmore give us this bread" (v. 34). One wonders whether or some of them did not say it scoffingly, and others perhaps still with the thought of daily bread for their bodies. Among them, however, were surely some earnest souls who that day saw the light of eternity through His wonderful words about the bread of life.

Canadian War Services in England

Another in a series of articles written by W. R. Legge and C. V. Charters, who represented the Canadian Weekly Newspapers Association in a recent tour overseas.

The Canadian Government has taken over the financing of all the war services with the exception of the Red Cross which the international convention stipulates must be entirely free of government control. This step has relieved the country from a multiplicity of campaigns for funds, but it has also taken away some of the personal contact which the public previously had with these services.

They are, however, a very important part of the soldier's life away from home, and they formed an interesting part of the Canadian Editors' investigations while in England.

Each one of them makes a special effort to minister to the needs of the man on active service when travelling or on leave. They provide many services to men who are visiting London, and we were shown over some of the places where these services are provided.

The first one we visited was a Canadian Legion Hotel which is located in a building originally constructed for a girls' club, but which had never been used before being taken over by the Canadian Legion. This hotel, one of many operated by the Canadian Legion, is able to accommodate 1500 men, and facilities are provided for them to wash and iron their clothes while there without cost. Bed and breakfast costs three shillings, and this is about the average price at the many hostels operated by the various services.

We next called at a Salvation Army hotel which is located in a former hotel, and which has 350 beds. Among the names on the register at this hotel were Capt. M. E. Carr, New Liskard, Ont.; L. B. Mullin, Pembroke, and H. Sovereign, Waterford, Ont.

The Salvation Army, or Gally Ann, as it is frequently called, has a very special place in the hearts of the troops we were told. When we asked why our informant could not give any special reason, except that they seemed to be there when needed.

The Leinster Club was the hotel visited and this also is in what was formerly a residential hotel. We were shown through by Captain W. J. G. MacDermid, and Capt. McMurtrie, a brother of Dr. McMurtrie of Montreal. Mr. and Mrs. George, who own the building, manage the club for the Y.M.C.A. Fifty-five cents is the charge for bed and breakfast.

Still another former hotel, which is now operated by the Knights of Columbus, was the next hostel to be visited, and here Capt. H. McDonald, of Edmonton escorted the editors through the building. One of the features of this hostel is the fine food canteen. It is the fourth hotel in London operated by the K. of C. and a fifth was going to be opened in September, so we were informed.

The Maple Leaf Club, operated by the Canadian Red Cross was another hostel visited and here some names on the register included Sam. Sarvagau, Shawinigan Falls, Que., and Cpl. A. D. Taylor, of Huntingdon, Que.

The Union Jack is unlike the other clubs we visited in that it is a permanent service men's club having been opened in 1917, and operated continuously ever since, and it is for all service men of the entire Empire. It is the largest one that we saw and has been visited by over one hundred thousand Canadian soldiers since the outbreak of the war. It has many recreation rooms not found in the other clubs, and meals are served there at all hours of the day and night.

One feature of this club is a huge memorial covering the wall of a long hall on which is inscribed the name of every one who has ever been awarded the Victoria Cross. There are many other memorials, one of which bears the intriguing words "In gratitude for a scrap of comfort."

The Union Jack was erected by public subscription as a National Memorial to sailors, soldiers and marines who have died in the service of their country. Its object was to provide a club-house including bed rooms, for the use and benefit of those serving on the active list below commissioned rank.

Each editor was given a copy of the club calendar, a book of 112 pages listing important events of history, a guide to the chief places of interest, lists of churches, hospitals, theatres, etc., and much other useful information. It is a map of London Underground Railways, the whole forming a valuable pocket book of information.

Another club visited was the Beaver Club which is probably visited by more Canadians than any other. The building suffered some damage in a raid, but repairs were almost completed when we were there.

Not far from the Beaver Club is the Canadian Officers Club, which receives a great deal of help from Mrs. Vincent Massey, the wife of Canada's High Commissioner, and we found her busy serving soup there when we visited the club. Here we met P-O E. L. Stovill, of Timmins and P-O J. R. Mowbray, of Oshawa, who were expecting to go to the Near East soon after we were there.

Names noticed on the register included Capt. R. W. G. Hughes, of Owen Sound, P-O W. B. Fee, of Swift (Continued on Page Three)