

# MERCHANTS!

## Victory Loan

# Window Display Contest

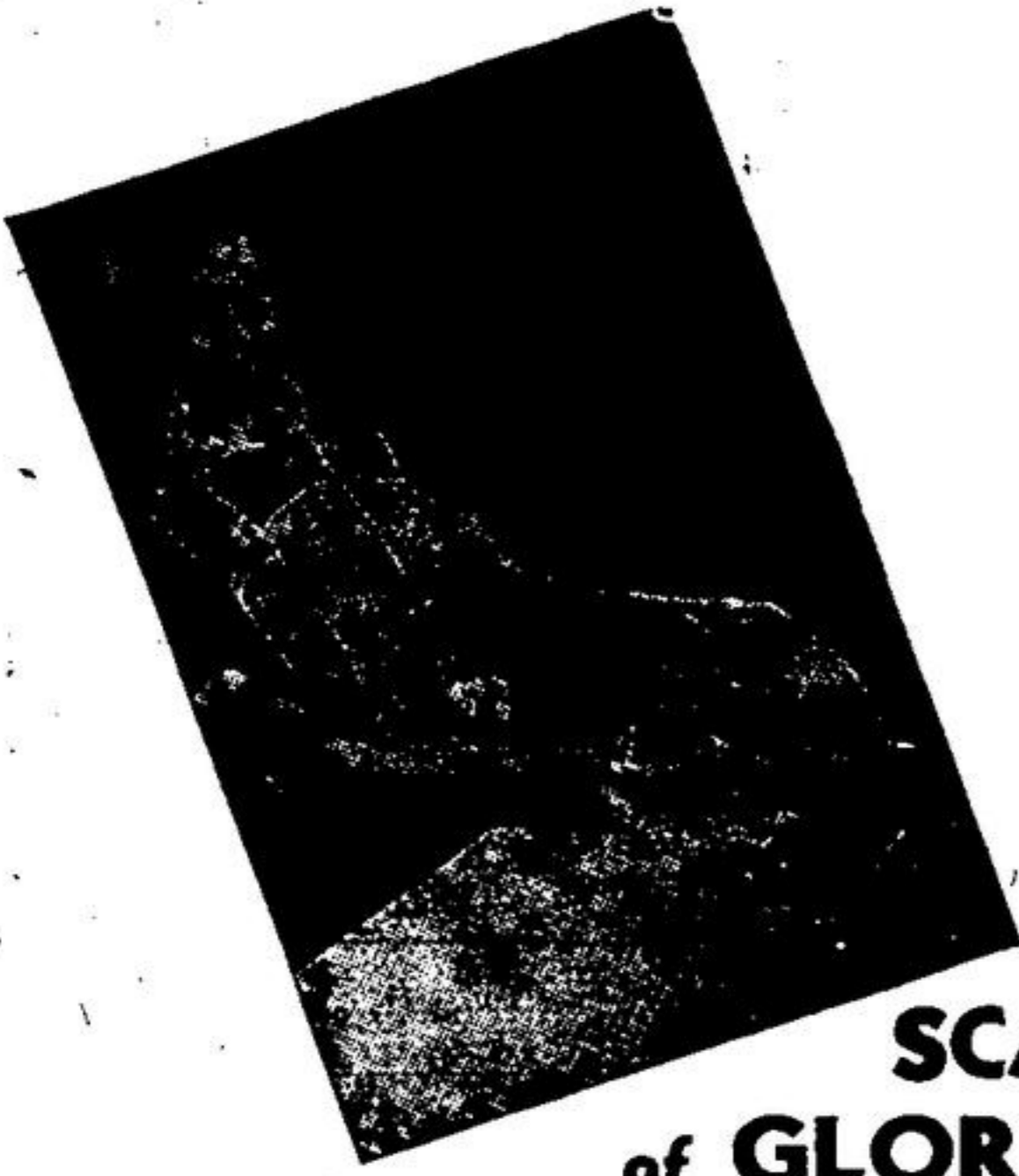
Merchants: Help boost the Victory Loan by entering the Window Display Contest... Make every store window reflect the Victory Loan spirit.

## PRIZES

FIRST \$10.00 - SECOND \$7.00  
THIRD \$3.00

Single Window Only

Extra Display Posters may be obtained from Local Victory Loan Headquarters



## SCADS of GLORIOUS SUDS

Every housewife appreciates clean, soft, soapy water in the kitchen. Enjoy longer-lasting thick suds with soft water the year 'round - save your VICTORY BONDS to buy a

## DURO WATER SOFTENER

Duro Softened Water - free from lime and magnesium - saves 75% on soap, as it is more easily dissolved, making richer, long-lasting, thicker suds. Makes dish washing a pleasure, prevents greasy film on china, glass, silverware, and on the sink - the working surfaces in your kitchen always clean and bright. A Duro Water Softener will save you time and trouble - more pleasure in your home.

The Duro factory is busy on war production today - but will be manufacturing DURO WATER SOFTENERS for the country's peacetime needs - Buy Victory Bonds today.

See your Plumbing and Heating Contractor for full information.

Save Your Victory Bonds

for a  
**DURO**  
WATER SOFTENER

No. 3

**DURO**  
PUMPS AND SOFTENERS LIMITED  
LONDON DUNELM DUNELM



INVEST IN VICTORY

## IMPROVED UNIFORM INTERNATIONAL SUNDAY SCHOOL Lesson

By HAROLD L. LUNDQUIST, D. D., Of The Moody Bible Institute of Chicago. Released by Western Newsweek Union.

### Lesson for October 29

Lesson subjects and Scripture texts selected and copyrighted by International Council of Religious Education; used by permission.

### THE CHRISTIAN MOTIVE FOR LIVING International Temperance Sunday

LESSON TEXTS—Psalm 45:4; Luke 4:1; John 6:35; Romans 12:1, 2; 12:13-14. GOLDEN TEXT—Seek those things which are above.—Colossians 3:1.

Disciplined living should be the goal of each of us. Life is not to be lived carelessly, influenced by chance events or passing impulses. Such discipline of life would keep men from the temptations which lead them into intemperance and sin.

A life can be properly disciplined, only as it is controlled by Christian motives. Such a life has—

I. Spiritual Gladness (Ps. 4:5-8). The psalmist had faced the distressing questioning of men who derided him for his faith. They were unbelievers who demanded of him what good his religion did (v. 8). He has an answer, and it is the testimony of his own experience.

Those around him sought gladness in the harvest of grain and in the wine which was supposed to give a lift to their spirits. This was their joy. Well, the man of God had something infinitely superior. He had gladness in his heart. It was not dependent on outward circumstances—it was within.

Then note, too, that it did not rest on something that happened, or on some fellow man. "Thou (God) hast put gladness in my heart." That means real joy and satisfaction.

II. Spiritual Food (Luke 4:4; John 6:35).

It is delightful to have true gladness, but man needs food if he is to grow and to work. That is true spiritually, for he must have the needed nourishment of life here also.

Jesus when tempted (Luke 4:4) because He was hungry saw beyond the temporal need, and declared that life should be controlled by a higher principle. The spiritual has a place of supremacy over the physical in the life of the Christian man or woman. The body with its desires is to be subject to the definite control of the spirit, which takes its orders from God.

The explanation of the awful alcoholic debauchery of our day is found right here. Men have given their bodies the supreme authority and they are driven by the lusts of their flesh. What they need more than legal reform or restriction of sale of liquor (and we believe in both) is the regeneration of their souls by the grace of God in Christ Jesus. Let us bring them the gospel.

John 6:35 makes known the fact that Jesus, the bread of life, satisfies every need of men. Every normal hunger and thirst finds full satisfaction in Him. Have you tried Him as the One to meet the need of your hungry heart?

III. Spiritual Service (Rom. 12:1, 2).

"Reasonable service," says the Authorized Version; "spiritual service," says the Revised Version. Both are right. The man who is really reasonable will be spiritual and will render to God a sacrificial service.

Note that it is a "living sacrifice" that is said to be "holy, acceptable to God." This is not a case of a single act of deep devotion (great as that may be), but a going on in the daily walk to live for Christ. That calls for grace and power, and He is ready and willing to give both to each of His children.

That experience with God means a non-conformity to the world, which is too little spoken of and less practiced in the church today. The one who professes to follow Christ is simply not to be conformed to the ways of this wicked world. There is to be a completely transforming experience of the grace of God, that takes you out of this world while you are still in it.

IV. Spiritual Walk (Rom. 13:12-14).

Christians are the children of the morning. They walk in the light (I John 1:7). This world walks in darkness. No one needs any argument to prove that point—just look about you.

The deeds of darkness are evil deeds, and men dwell in darkness because they love evil (John 3:19). That means that the children of light must walk circumspectly and "becomingly" (that's a good word!) in this world. Thus we may attract others out of the darkness into the light, so that they too may put aside "reveling and drunkenness," yes, and also "strife and jealousy." Those go together.

The way to victory is to be clothed with the Lord Jesus and His righteousness (v. 14). That is a real "armor of light" with which we may be protected.

Note also that we are studiously to avoid making any provision for the desires of the flesh. Put such things away, and with them will go the temptation to use them. Some professing Christians need to heed this word by destroying some beverages which they may have on hand—just to give one example.

## G.H.S. COLUMN

(October 16 - 20, 1944)

Once again the High School news will appear in the Herald in the "G.H.S. Column." We are complete novices at this work so if our readers will bear with us we will endeavour to follow in the footsteps of our predecessors who kept up this high school tradition.

This past week we have been favoured with perfect autumn weather, very suitable for outdoor sports. Those students up at the school who are interested in athletics have been taking advantage of the weather. There were two rugby games and a basketball game.

On Wednesday, Mary McClure's team played against Islay McClure's team and the score was 15 - 8, showing that sisterly affection doesn't mean a thing.

On Monday Norman Long's team played Ross Fitch's, but we have no account of the game other than the final score 21 - 0 in favour of Norman Long.

We have a detailed account of the game played Thursday night and we wish to express our appreciation to Norman Long for covering the game.

With one team facing elimination, Jim Burns and George Barber led their teams on the field, each confident of victory.

In the first quarter Doug, Alexander ran the length of the field for a touchdown. Convert failed. Score 5 - 0. Play was very even in the second quarter. At half time the score was Burns 5, Barber 0. After Burns kicked off, Barber threw a long forward to Parker who carried it 5 yds. from the goal. Barber then plunged over. Convert failed. Score 5 - 5.

Alexander made another run-down the field for a touchdown in the third quarter. Burn plunged over for the convert. Score 11 - 5.

Later Burns broke loose to gallop down the field for a major score. Then he ran around to the left end for the convert. Score 17 - 5.

Barber then ran around his right end and eluding many tacklers carried the ball to Burns' 10 yd. line. In two plunges he made a touchdown. Convert failed. Score 17 - 10.

Hard tackling by both sides was featured in the game. Final score was Burns 17, Barber 10.

Stars for the winners were Jim Burns and Doug, Alexander. Barber was the standout for the losers.

On Tuesday the members of the High School Interested in literature and dramatics met to organize a Literary and Dramatic society. The new society will meet once a month. The executive will assist the editor in preparing the weekly column and they hope to be able to publish a school paper later in the year. Miss Peebles is the Honorary President. After the nominations and elections were held in true high school style, the following executive was formed:

President—Craig Alexander.  
Vice-president—Ross Fitch.  
Secretary—Pat Robinson.  
Editor—Joan Main.  
Ass't Editor—Walter Sargent.  
Program Committee—IXA, Harold Wilson; IXB, Margaret Sargent; X, Doug, Alexander; XI, June Clarke; XII, Norman Long.

The War Savings Stamps total was \$23.75.

This week the boys were given their Cadet uniforms and they looked very smart on the parade grounds on Friday afternoon. It's a shame the girls couldn't adopt some regulation dress for it isn't often that the boys show the girls up where clothes are concerned. All students who are physically fit as well as the Air Cadets must turn out every Friday for drill. With so many new first formers it will be a task to get the Corps up to the usual standard. The cadet officers are: O.C. Major Ross Fitch; Lieutenants, Craig Alexander, Mary Moyer and Mary McClure; Company Quartermaster Sergeant, Hank de Vries; Sergeants, Owen Hughes, Peggy Kelly, Jean Dickie; Acting Sergeants, John Farmer, Jim Burns.

### Championship Show at Oakville Best in Dominion This Year

For the third consecutive year, the Halton Holstein Breeders' Club was host for the Regional Championship Show that was held Oct. 10 to the Wilson Arena at Oakville. This was undoubtedly the best quality Holstein Show held anywhere in the Dominion this year. Sixty-one exhibitors from ten counties showed a total of 153 head, all of which had been prize-winners at County Black and White Shows. A crowd of 400 spectators attended. The judge was J. Durno Innes, Woodstock.

W. S. Hall, Oakville, showed the Reserve Senior and Reserve Grand Champion Male, Strachan Supreme Comrade, who headed the class for three-year-olds bulls. A very dairy-like bull, he has improved greatly since he was shown at Milton Black and White Day, Meadowood Lochinvar, owned by Dr. Chas. N. Egan-

## IN CASE YOU ARE INTERESTED

HUGHES CLEARER

The War Loan campaign has now opened. During 1943 about one-half of Canada's national income went into direct war uses as compared with 15% of the national income which went into the war effort in the fourth year of the last war. Every dollar of the current income of Canadians that can be safely taken by taxation without causing real distress has been taken and this amount reaches little more than half of our current war costs. The balance of the cost of the war must be raised by voluntary loans. The most important loans to help the war effort are the small personal loans of accumulated savings. Loans by large corporations will be secured without any campaign as there is no safer investment than a government bond. The small investor who is monthly saving small sums of money usually prefers to keep these in the bank account. This is the money which should go into War Bonds. You run no risk by investing it as in the event of any urgent need your bond can be cashed at par and accrued interest at any time. If you keep the money in the bank you might be tempted to spend it for articles which should not be bought until the war is over. The Government wishes to borrow this money from you rather than borrow it from the banks. By postponing your desire for household goods until the war is won you not only help the war effort but you are doing something which will help employment in the post-war period. You benefit too because your money will buy more goods when goods are plentiful in the postwar period.

BUY ALL THE BONDS YOU CAN NOW AND PLEDGE YOUR FUTURE SAVINGS BY BUYING ON THE INSTALLMENT PLAN.

(This column will be discontinued during the Loan Campaign)

# Buy Victory Bonds "SALADA" TEA



Before you blame your telephone...

Engineers designed the mouthpiece of your telephone to give best results at one-quarter of an inch from the lips. When your lips are farther away than this, your voice is transmitted less strongly... less clearly.

Failure to remember these simple facts accounts for the great majority of "trouble" reports.

Help avoid needless service check-ups, and at the same time let those you talk to hear you without strain. Just remember: Talk clearly, normally, directly into the telephone, with your lips just one-quarter of an inch from the mouthpiece.

On Action Service Giving Wings to Words



Smoking while you talk may cause distorted reception. It also prevents you from holding the mouthpiece directly in front of the lips.

If you need to reach across your desk you talk continue to hold the telephone in correct position, close to the lips.

A wall set can't come to you; stand or sit so that your lips are directly in front of and close to the mouthpiece. Don't "talk across" it.

For clear, noise-free transmission, always keep your desk telephone upright, not at or near the horizontal position.

shard, Freeman, stood second in the class for two-year-old bulls. E. Segsworth and Son, Freeman, had the fourth prize three-year-old bull and the eighth prize three-year-old heifer. Elton McLean, Oakville, the fourth prize Senior Yearling Heifer and fifth prize Senior Yearling Bull; and Chas. Austin, Georgetown, the fifth prize Progeny of Dam.

The Grand Champion Cow was Plainview Posch Joan, owned by D. S. Dunton Brampton, who topped what was generally conceded to be the best Aged Cow class of the year; and in which the entry of J. L. Neelands and Son, Hornby, was seventh, that of Robinson Bros., Georgetown, eighth, and E. J. Meagher, Oakville, tenth. Reserve Senior and Reserve Grand Champion Cow was Glenafton Brownie P.M.P. Acme, who headed the four-year-olds for J. J. E. McCague, Alliston. N. W. Whaley & Son, Caledonia, had the Junior Champion Female and J. D. Gale, Guelph, the Reserve.

Montvic Rag Apple Marksman, shown jointly by J. J. E. McCague, and O. J. Censwell, Beeton, was the Grand Champion Bull, Junior Champion Bull was Spring Farm Lochinvar, the winning Senior Yearling shown by J. M. Fraser, Streetsville, and W. L. (McClure, Nova), while Reserve went to Monastery of Mt. Carmel, Niagara Falls, on the top Junior Yearling. Peel won the County Herd Competition, with Strachan second and Halton sixth.

### LEGION W.A. SEND 53 PARCELS OVERSEAS

At the regular monthly meeting of the Legion W.A. held in the Legion Hall last Thursday night, it was reported that 53 Christmas boxes had been sent overseas to the sons of Legion and Legion Auxiliary members. Mrs. Fred Brasby, president, presided at the meeting, and 36 members were present.

Arrangements were made to purchase a Victory Bond, as in other Loans. Plans were laid and committees appointed for the Legion Christmas Tree.

## Notice

We will be unable to call on you, for orders for Christmas Cards and Wrappings this year, but they will be on display at WHEELER'S STORE, Glen Williams, or Phone 145 r 4. Entire proceeds for the Boys' Parcel Fund.

Your Orders will be Appreciated