

Picobac
THE PICK OF TOBACCO
It DOES taste good in a pipe

Men, Women Over 40
Feel Weak, Worn, Old?
Want Normal Pep, Vim, Vitality?

DANCE
sponsored by
LOCAL 528
U. E. R. M. W. A.
Smith & Stone, Ltd.
"The Rose Room"
Georgetown Arena
Friday, Dec. 1st
Modern and Old Tyme
AL WATSON'S
ORCHESTRA
Everybody welcome
Admission 50c

D - A - N - C - E
Wednesday, December 6th
ROSE ROOM, GEORGETOWN ARENA
auspices of
FEDERAL SALES & ENGINEERING
EMPLOYEES
MUSIC BY MODERN AIRES
Modern and Old Tyme Dancing from 9.00 p.m.
Admission 50c per person — Everybody Welcome

District Meeting Fall Fairs

(Continued from Page 1)
It is my belief that the secretaries of rural fairs, such as we have in this district, form the big end of fair management and their position like those of general managers of the larger shows. And is this not more or less to be expected—for the secretary handles all correspondence, entries, prizes, etc.—and the hundred and one questions on fair days are usually fired at the secretary, and he is supposed to know the answers.
Too many fairs leave the success or failure of their show days to chance. By that, I mean, they sit back and hope that exhibitors will patronize their show. If they come, it was a grand day—if they fail to show up, some other show which unfortunately was on the same day got the credit or blame for taking their exhibitors away. Perhaps there was a reason.
Management of a fall fair is like the management of any other business—the go-getter is bound to win. Fall fair executives who cater to their exhibitors will not only build up a steady flow of exhibits, but will likewise build up their gate receipts.
Prize lists must be brought up-to-date, new classes added, and prize-money steadily increased as a fair advances. Exhibitors in the horse and cattle sections, especially, will not bring their stock out if they can only enter in one or two classes. These must be adequate.
One of the big jobs in fair management is for its secretary and directors to go out and sell their show—in other words, advertise it (and believe me, there are so many ideas in advertising that when this is done there is not much left to manage).
During the past two years, the fair which I have the privilege to be secretary, has been advertised at every possible instance. And what other fair could do the same? Keep your fair before the public during the 285 days of the year, not just a week or two before show day. If you have a meeting, give an account of it to the local press... if you have a social, donate to war charities, hold compe-

titions, etc., advertise the fact. You will find that you have more fair news than you realized.
Coming back to the exhibitor angle—get acquainted with your exhibitors—nothing works better than a personal letter to attract exhibitors to your show. During the past season, I have written literally dozens of letters to possible exhibitors, inviting them to Georgetown fair. This personal touch proved very effective and its fruits will probably be noticed in coming years.
An exhibitor likes to know that he is welcome and not merely there to help fill up the classes.
Advertising is a big feature, and one idea which might be adopted would be a sign at the Highway approaches to your town advertising the fair the year round. We have this under consideration in Georgetown.
There is no reason, as I see it, why the small fair cannot build up a larger attendance. Give your customers plenty of attractions, for what interests one might not interest another. Get other organizations interested in your fair too, and the citizens generally, by asking them to help.
But fair management in the final analysis rests with a directorate which is ready to co-operate, ready to go all out for the show. With this spirit there is no saying just how far a fair can go.

LIMEHOUSE

The W. I. sponsored a euchre and dance at the local school on Friday evening. Winners at cards were Mrs. R. McVey and Mr. S. Norris. Mr. A. W. Norton won the door prize. Following lunch, Mr. M. Barden's 3-piece orchestra from Hillsburgh provided music for the remainder of a most enjoyable evening. Mr. Joseph Scott was the capable floor manager.
This week promises to be a busy one for the local ladies. Three days of short course and one of a bezaar.
Rev. C. C. Cochrane based his remarks on Sunday on the phrase "Mightier than the Sword," in which he outlined the work of the Bible Society for whose work special collections are being accepted next Sunday.
The Mission Band met at Russell Miller's on Saturday.
(Intended for last week)

A large number of friends and neighbours gathered at the home of Mr. and Mrs. Wm. Mitchell on Thursday evening to honour Mr. and Mrs. Andrew Mino and to welcome the latter to this community. The early part of the evening was spent playing euchre, highest scores being held by Mrs. Francis Brown and Mr. Robt. Miller. Following lunch, Rev. C. C. Cochrane took the chair for a short program in which Misses Shirley Wright, Helen Meredith and Doris Harding, Mrs. A. W. Norton, Mrs. H. Norton and Mr. J. W. Nickell took part.

Mr. and Mrs. Mino were then called forward while Mr. A. W. Norton read a short address. On behalf of the neighbours and friends of the bride and groom, Messrs. Harding Price and John Newton then presented them with two occasional arm chairs. All sang "For they are jolly good fellows." Mr. Mino fittingly thanked all on behalf of himself and Mrs. Mino.
Mr. and Mrs. John Newton spent the week end at Barrie.
The former neighbours of Mr. and Mrs. A. Johnson spent a social evening at their home in Limehouse recently.
We welcome Mr. and Mrs. Cyril Engleby and children, who have moved into Mrs. Miller's house.
Mrs. Wm. Mitchell and Miss Doris visited Mr. and Mrs. Beryl Merritt at Brampton over the week end.
Mr. Frank Miller, of Swastika, is visiting Mr. and Mrs. E. Miller and Mrs. Roe.
Mrs. H. Norton and children visited in Toronto recently.
Mr. and Mrs. Dickenson and Miss Jessie Marlow, of Toronto, visited Mr. and Mrs. Wm. Mitchell and Mr. and Mrs. E. Sanford last week.

ASHGROVE

The regular meeting of the Ashgrove Women's Institute was held Tuesday afternoon, Nov. 21st, at the home of Mrs. F. Thompson. The theme of the meeting was "Peace" and the roll call was answered with the name of a famous woman. Mrs. A. J. Ruddell read a very timely article entitled "Thy Kingdom Come", by the president of the League of Nations Society, Toronto. Mrs. M. Bird gave an interesting report of the Guelph area convention held Nov. 9 and 10. A splendid paper on the life of Mrs. Roosevelt was given by Mrs. John Hunter. Mrs. W. Bird conducted an enjoyable contest, and the meeting closed with the National Anthem, after which 'dainty refreshments were served by the hostess and committee in charge.
Miss Joy Ruddell, of Toronto, has been enjoying a week's holiday at her home here.
Mr. Henry Wilson is visiting with relatives at Carleton and Hamilton.

STEWARTTOWN

(Intended for last week)
The November meeting of Esqueping W.I. was held in the Council Chamber, Mrs. J. C. Murray, the president, was in the chair. The secretary, Mrs. Walter Lawson, has received some more letters sent by the W.I. in September. The secretary also reported on the Christmas boxes to the boys. A quilt was put in the frames and the members worked at it. Lunch and a social half hour was enjoyed.
Mrs. W. Hodge, Miss C. Dickenson and Miss E. Smith attended the Halton Deane Sunday School Conference held at Grace Church, Milton, Tuesday evening.
The Woman's Auxiliary meeting was held at Mrs. Bally's home.
The school children have started to practice for their Christmas concert. The Little Helpers annual meeting is to be held Saturday afternoon, Nov. 25th.
Mrs. Dickenson has received word from her son, Tom, that he is now able to get up and is getting along nicely after being wounded.

HORNBY

(Intended for last week)
The members of Hornby Women's Institute held a special social gathering at the home of Mrs. Russell King on Tuesday afternoon in honour of one of their members, Mrs. Harry Robertson, before her departure from their midst.
As a token of esteem and good wishes for the future, Mrs. Robertson was presented with a beautiful circular mirror. Mrs. Robertson has been one of the most active members of the Institute for many years, and will be greatly missed when she severs her connection with the Society.
At the parsonage on Monday evening last Mr. George Mills and Miss Beatrice Hilson, both of Milton, were united in marriage. They will reside in Milton.
Our local deer hunters, namely Messrs. Calvin, Harold and John Bailey and Stanley Eyre returned home safely last week. They succeeded in obtaining their full quota of deer, but owing to the unusually warm weather, four of the deer spoiled before they could be brought home. Though this was very disappointing, they were fortunate in securing a huge black bear. Old brain had apparently cenned up for the winter, but finding the weather unseasonably warm he put his big head out to get the fresh air. Just then Johnny Bailey happened along with his trusty rifle, and seeing old brunt's massive head a few feet from him he took careful aim and shot him through the ear. The huge skin and some of the hind-quarters were brought home, the former being made into a beautiful rug, and the latter to make several juicy black steaks.
The summer-like weather we have been enjoying for several weeks seems to have departed for a time. Monday morning last brought a real snow-storm, which continued throughout the day. Perhaps when this is over we will get our Indian Summer.

You'll enjoy our
Orange Pekoe Blend
"SALADA"
TEA

CARROLL'S

LUX FLAKES 2 1/2 lbs. 19c 1/2 lb. 23c	SUNLIGHT SOAP 3 bars 17c	LIFEBOUY SOAP 3 bars 17c
LUX SOAP 3 cakes 17c	Rinso RINSO 1/2 lb. 24c 1/4 lb. 48c	
SOAP 3 cakes 23c	FLAKES 2 1/2 lbs. 27c	
Antiseptic Toilet Soap	FLAKES 1/2 lb. 10c, 15c	
ODEX 2 cakes 11c	SOUP 2 lbs. 17c	
Intarsia Toilet TISSUE 3 rolls 25c	LYONS' TEA 1 1/2 lbs. \$1.17	
Shell Your Own PECANS 1/2 lb. 29c, 45c	GREEN VALLEY SPECIAL 2 21c	
Carroll's Baking POWDER 16-oz. tin 19c	SPECIAL BEANS 2 tins 15c	
Cut Mixed PEEL 1/2 lb. 29c		
Our Roast COFFEE 1/2 lb. 19c, 35c		
Ready Cut MACARONI 1/2 lb. 5c		
Fresh Rolled OATS 1/2 lb. 5c		
Aymer Strained FOODS 1/2 lb. 7c		
Corn Syrup 53c		
Corn Starch 10c		
Robin Hood 19c		

We reserve the right to limit quantities of all merchandise.

SIZE 170 TEXAS LEMONS 3 for 29c
SIZE 216 FLORIDA ORANGES doz. 38c
SIZE 252 FLORIDA ORANGES doz. 34c
NEW BEETS AND CARROTS 2 bunches 9c
NO. 1 ONTARIO ONIONS 10 lb. bag 29c

Fruit and vegetable prices subject to market fluctuations.

Coupons to use November 30th
BUTTER 82 to 87 PRESERVES 1 to 34
82 to 85 Expire Nov. 30th SUGAR F1 to 10 — 14 to 47

Will he LIVE or DIE?

THE ANSWER IS UP TO YOU!

The answer to this question... for thousands of Canada's fighting men... will come from the hearts of volunteer blood donors. In Ontario donations are lagging. 50,000 new donors must be registered immediately if we are to do our share in giving our boys over there a second lease on life. Did you ever talk to a boy, back from active service, whose life has been saved by blood transfusion?

You ought to... because then, and only then will you realize the full import of this service of mercy. You'll realize what blood donor service means to our fighting men... to boys close to you or to your friends... who are taking their chances over there... for you.
Register now... help bring them back alive! This is your chance to help Red Cross maintain the life line!

BLOOD DONORS are NEEDED as never before!
CANADIAN RED CROSS

Watch for the NEXT CLINIC in Georgetown

Phone 357 Georgetown.

Annual Lorne Scots Turkey-Nite

FRIDAY, DECEMBER 8th
8:00 p.m.
AT THE ARMOURIES, BRAMPTON

Over 2400 Pounds of Turkey

PROCEEDS IN AID OF THE WOMEN'S AUXILIARY OF THE LORNE SCOTS (P.D. & H. REGIMENT)

This is your night out... Be sure and reserve this date