

# THE GEORGETOWN HERALD

Serving the communities of  
 GEORGETOWN, GLEN WILLIAMS, NORVAL, LIMEHOUSE, HORNEY  
 STEWARTTOWN, ASHGROVE, BALLINAFAD, TERRY COOTA

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WALTER C. BISHEN, Publisher and Editor

Garfield L. McCallum — Staff — Lealie M. Clark  
 Reg. Bromhead — Harold Davison

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## The Editor's Column

### A BUSY WEEK

Last week seemed to be a particularly busy one for your editor and over the week-end we just didn't seem to have the energy to put the old brain to work on editorial material. (This at the risk of a crack "as if we ever did.") A church meeting Tuesday, Recreational Council Wednesday, hockey on Thursday and Friday, and helping to address Lions dance invitations over the week-end, not to mention end-of-the-month bookkeeping and news copy, left little spare time for the necessary work on this column.

We hope you will pardon a few clipped items which give viewpoints of other editors. The change should be refreshing, for after all there are limits to what new ideas and thoughts we can present week after week. The following article has been "clipped" from the Brampton Conservator and inasmuch as the Brampton hospital is used by many Georgetown parents as the place to introduce their offspring into the world, we thought it would be of interest to Georgetown.

### A GRAND CROP OF BABIES

No less than 387 babies, 213 boys and 174 girls, were born in Peel Memorial Hospital last year, bringing the total number to see the light of day at this fine local institution during its 21 year history to the amazing total of 3745. That is a grand crop of babies, more than half the present population of Brampton. It represents a lot of hospital care, a lot of skilled service, convenience and comfort for mothers of the town and district.

One of the significant and highly gratifying items in the Hospital Superintendent's report, was the fact that there was not one maternal death during the year. This is all the more remarkable in view of overcrowded conditions which have existed for the last couple of years. It certainly speaks well for the care exercised by the Nursing Staff and Doctors, but such a fine record, under present conditions, must not deter the Board and the citizens generally in providing proper accommodation for maternity and other cases. Rather should it challenge us to see that the situation is remedied and as promptly as possible.

It is too much to expect that upwards of twenty babies at one time can be properly cared for when the present accommodation was set up to handle only twelve. The same is true of the general adult accommodation, which at the maximum is only equipped to care for 44 patients, while several times last year and the year before, Peel Memorial Hospital was called upon to care for over 60 patients. According to health and hospitalization authorities of the Province, 80 per cent of capacity is considered the breaking point, whereas Peel Memorial long ago passed that point, and has at times touched the 130 per cent mark.

The proposed extension is long overdue. The money should be forthcoming this year from the town, the County and Townships benefitting. If all do their duty by the Hospital in the same measure as the Hospital has served these communities, then 1947 will see the three story new wing erected and ample accommodation provided for some years.

### WHY NOT?

For our second clipping we turn to our good neighbour to the west, the Acton Free Press, for a well-written editorial on a subject on which we also have some definite ideas. We too think that the government policy making the advertising of alcoholic beverages in Ontario (not Canada, Mr. Dills) is foolish and needs to be clarified by its abandonment.

We can think of no good reason why alcoholic beverages should not be advertised any more than the "soft drinks", cigarettes, candy, bingo games, theatres, or in fact any other product which can be classified as a luxury item or which could become habit-forming.

The brewers and distillers have done a wonderful advertising job for war loans, Red Cross drives and price stabilization to mention but a few during the war years. Last week we ran a particularly effective advertisement on "Moderation" for the House of Seagram. We think the time has come, when the government should stop its side-stepping and say "You brewers and distillers are recognized as legitimate businessmen, selling a recognized product used by many of our respected citizens. It is right for these people to purchase it, therefore it is right for you to advertise your particular brand." And if the government does not believe this, they should be equally consistent the other way, close down the retail stores and hotels and revert to the days of blind pigs which anyone except the very young can well remember.

And now to get back to the Free Press article —

### QUIT THE CAMOUFLAGE

The fight between two radio stations over the broadcasting of a program by a brewer is, to say the least, amusing. CBC officials turned down the program and CFRB is broadcasting "Ontario Holiday." The sponsor's name is mentioned once on the program.

The amusing part is the elastic definition of advertising. We understand all advertising of intoxicating beverages is illegal in Canada. CBC interprets that law as we do, that all advertising paid for by brewers and distillers is advertising of these interests and their business. But CFRB and the majority of newspapers take a different interpretation and if it's called "Ontario Holiday" or some other name it is no longer liquor advertising.

It's about time that an interpretation was given by the government that made the ruling. From our own viewpoint, we don't care, because we will not accept advertising from the brewers and distillers that carries their name on their products. Without a doubt it's advertising. We carry plenty of advertisements every week that contain only the name and nature of the business carried on and it's advertising the firm's products and paid for as such. You can't tack Victory Loan or Ontario Holiday or any other name on it and say it's not advertising the liquor business when the name of the maker appears in it.

### CANADA'S NEXT GOVERNOR-GENERAL

For our third borrowed item, we take an account of Sir Harold Alexander, who comes to Canada as Governor-General this spring. The article appeared in the January issue of "The Torch," a publication of the Canadian Corps Association, which makes excellent reading for servicemen and ex-service personnel. The article follows:

"In Britain today, studying closely Canadian newspapers from east to west, is one of the top Allied commanders of World War 2, Field Marshal Sir Harold Rupert Leofric George Alexander, K.C.B., C.S.I., D.S.O., M.C., next Governor-General of the Dominion of Canada. Chosen to succeed the Earl of Athlone, the youthful looking soldier is working hard to fit himself for his new position, for as he explained at a recent presentation of new colours to the Lake Superior Regiment in Aldershot, England, "I've never been to Canada or the United States so I've got a lot to learn."

Most Canadians first heard of Alexander during the debacle that saw Allied armies break before the Nazi onslaught of 1940 and the British Expeditionary Force fight a stubborn retreat toward the channel ports of France. Selected by Lord Gort to command the rear guard action to cover that retreat, Alexander performed what has since been termed "the miracle of Dunkirk." With imperturbable calmness, he brought order out of confusion and chaos, and we are given a mental picture of his inspiring presence on the beaches as his men tell of watching him nonchalantly building sand castles near the water's edge as he waited his turn to enter the boats. At his own insistence, he was the last to leave the beaches at Dunkirk.

Born of an Ulster family, Canada's new Governor-General was schooled at Harrow and Sandhurst, and from his youth up, he kept an active interest in sports. At Sandhurst, he set records in the mile and two mile distance events and was a good footballer and cricketer. A soldier since he received a commission in the Irish Guards in 1911, Alexander commanded a battalion in the last war at the age of 25 and performed brilliantly in that conflict.

A Major General when World War 2 broke out, he received his Lieutenant Generalship after Dunkirk, and was then given the southern command in England on the invasion coast. Early in 1942, when disaster threatened in Burma, he flew out there to take command, and although unable to save it, conducted a masterly retreat that won India time to prepare for the Jap blow. He became a General that year and succeeded Auchinleck as Commander in Chief of the Middle East.

Canadians in large numbers first came under Field Marshal Alexander's command when the First Division landed in Sicily in July, 1943. This division, and later the Fifth Division, fought brilliantly in the Italian campaign and on more than one occasion received the Alexander compliment of "jolly good fighters."

When the new Governor General arrives in Canada this Spring, he will be accompanied by Lady Alexander, whom he married in 1931, and their three children: Rose, a slim and very attractive brunette daughter, Shane, ten year old quiet and thoughtful schoolboy, and the youngest, six-year-old Brian. Also making the trip will be Tessa, a big woolly-haired English sheepdog, playmate of the children.

Canada's new Governor General is looking forward to his arrival in the Dominion, where he hopes to meet many of the soldiers who fought under him in Italy. These soldiers will be equally as happy to meet Field Marshal Sir Harold Alexander for they've already put the seal of approval on Canada's choice with the words, "We couldn't have picked a better man."

### MORE BUSINESS CHANGES

Perhaps our editorial of a few weeks ago served as a stimulus, for at present there are any number of contemplated business changes along the Main Street scene. Mr. and Mrs. Wm. F. Smith sold their shoe business last week to Mr. Ross Thompson, a former resident who returns to town after a spell of farming, and Mr. Stan Grabb has now opened the Georgetown Furniture Sales across the street in the former Brooke

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block. Another change announced this week is the purchase of Lyla Francis Savings' beauty parlour by one of our Norval friends, Mrs. Elsie Grimwood, who has recently opened a shop in Milton. Mrs. Winnifred Burrows will be in charge of the Georgetown shop.

Another two or three changes are in the offing, one merchant being in process of completing the sale papers, and a well-founded rumour has it that a chain variety store has taken a lease on a large premises on Main Street. Keeps us stepping to keep up with all these changes among the merchants, but we'll be on hand to keep you posted.