

THE GEORGETOWN HERALD

serving the communities of
GEORGETOWN, GLEN WILLIAMS, NORVAL, LIMEHOUSE,
HORNBY, STEWARTTOWN, ASHGROVE, BALLINAFAD
TERRA COTTA

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The Editor's Column

SHOP AT HOME FOR CHRISTMAS

With so much mild weather this fall, Christmas has almost "snuck" up on us" and it's hard to realize that in another five weeks we'll sit down to a turkey dinner while presents and gift wrappings clutter up the rooms and the Christmas tree lights twinkle. Thoughts of Christmas are triply religious, social and commercial. As is our custom at this time of year, we speak of the latter and ask our readers to do a share of their buying in Georgetown where dollar for dollar value matches anything in larger centres. Local stores are stocking up as heavy as possible on gift items and with many items back on the market, there is a much better variety from which to choose this year. We would still suggest, however, that shopping be not left for the last minute, for supplies are not inexhaustible and early shoppers will have a better choice than those tardy ones who leave it till the last day or two.

The next few issues of the Herald will advise you of the best in values and we particularly draw the attention of readers to the advertising sections of the paper to assist them with Christmas shopping.

BUDGETING FOR THE UNFORESEEN

At the last Council meeting, Georgetown Council was faced with a rather embarrassing situation in two requests for water service which would create an expenditure of \$5500 and for which funds were just not available in that department's budget. Council hedged on the issue by asking time to examine town finances to see if surplus from some other department could not be used for this. While we cannot be critical of the present Council for not foreseeing such expenses, we wonder if next year it would not be well for the new Council to examine possible sources of unforeseen expenditures and budget accordingly in order to meet these. In a growing town there are bound to be expenditures for such things as water service and new roads arising during the year which should be taken care of and for which some funds should be available.

THE CHANGING SCENE

From time to time we have found it interesting to review changes in Georgetown since 1939 and this week we start another article in this direction. Just for a change, we shall leave Main Street and the merchant fraternity for a later article and deal with the broader aspects of community life such as building and industry.

The growth of Georgetown is easily traced when one who came here as a stranger seven years ago looks around at the hundreds of new houses which have been built. New districts have opened up — the Pines on Charles and Edith Streets, which will soon be lost in history, as most of the tall pine trees have been cut down to make room for homes owned by K. M. Langdon, James Goodlet, F. W. Johnson, Harold Bickle, Jesse Wyatt, Art Booth and Howard Graff. Durham Street is almost completely new with a fine group of homes owned by Walt Richardson, Ray Harley, Pharos Vannatter, Gerry McCallum, Stan Finlay, Walter Peck and Barry Clarke. A new subdivision on Sarah and Elgin Streets has a dozen new homes including those of Dick Riddall, Harold Marshall, Fred Schultz, Ed Wilson, T. G. Reid, Wellington Wilson, Jack Harlow, Wible Bradley, and a group of small houses built around the large modernistic home constructed by Vic Diggins. On Riverview Crescent overlooking the valley back of the Smith and Stone plant a number of houses have been constructed by the company for staff members. A new subdivision on the Harry Dayfoot property on John Street is at present being completed and another one is planned on Maple Avenue. E. B. Tyers is subdividing his property fronting the highway below Wartime Housing and of course we have the two Wartime Housing projects, forty-eight new houses on Cedarvale School property and twenty-two being constructed in Reservoir Park at the foot of George Street. These, in addition to dozens of other houses here, there and everywhere and a terrific number of new homes in the Glen give a birdseye view of a rapidly growing municipality, and one which brings up the problems which we spoke of in the preceding editorial.

Industrially, Georgetown has had a great many changes also. Foremost of these has been the sale of the Smith & Stone plant by the former owners to a company which has been continuously expanding and the purchase. The original plant and offices were greatly enlarged and the company further expanded by buying a second plant on King

U.S.A. Newspaper Advertising Award To Canadian Company

It is announced from New York that Dominion Stores Limited has been awarded the "Socrates Honorable Award Certificate" for consistent excellence in newspaper advertising. During 1946 - 47 the daily newspaper advertisements of over twenty-five hundred food stores, both chain and independent, were reviewed and analyzed by executives of The Service of Vincent Edwards and Co., New York. The daily newspapers of every metropolitan city and several hundred smaller cities on the North American continent were included in the survey, points being awarded for outstanding performance.

The point score annually made by the judges is regarded as an authoritative guide to the world's best food advertising and at the conclusion of the twelve-month period, Dominion Stores was placed among the best ten of several hundred chain and independent food store advertisers in Canada and the USA. The award was made for the outstanding excellence of the daily newspaper

advertisements of Dominion Stores which, in the opinion of the judges, demonstrate the soundest food merchandising principles combined with consumer service of the highest order.

This is the fourth consecutive year in which the newspaper advertisements of Dominion Stores have been honoured by being ranked with the twelve best on the North American continent. Regarding newspaper advertising as the most effective merchandising and sales promotion medium, Dominion Stores has been repeatedly selected by the New York organization as publishing the "Best Ad of the Month" and has pioneered in introducing into newspaper advertising many food merchandising innovations of widely acknowledged value to the food buying public.

On a crowded bus, a passenger apologetically handed the conductor a ten-shilling note, saying, "I'm afraid I haven't any pennies."

Don't worry, the conductor assured him grimly. "In a minute you'll have 119."

Street. This building itself has changed hands several times. Seven years ago it housed the Whiteley-Porritt woollen mill which subsequently shut down after getting into financial difficulties. It was then occupied by the Richmond Woollen Mill until a fire partially destroyed the premises. In 1944, a Georgetown native, Victor Diggins, moved his Federal Sales & Engineering plant here from Toronto and made extensive improvements to the building. He later purchased the O'Neill Block downtown and moved the plant there, and earlier this year constructed a new building on Academy Rd. for his business, leasing the O'Neill Building to Henry Davis Company, a firm manufacturing children's furniture which is just now swinging into operation.

A major change in Georgetown's industrial life three years ago was the sale of the C. B. Dayfoot & Co. shoe plant on John Street to Ed. Johnston. Mr. Johnston later bought out the Gravin-Bale Company in Campbellford and consolidated the two businesses there. The building was sold this year to the Hedley Shoe Company of Toronto who now operate it as the Georgetown Shoe Company.

Two separate businesses now operate in the building across from the post office which once housed the Brill Hosiery Mills, Lavoie Knitting Company upstairs and Wilfred Lavoie & Son downstairs. Both starting with the manufacture of toys in a small building on William Street which was burned down last year, are textile firms manufacturing similar lines of goods. William McNally established McNally Wood Products which has branched into the contracting business and specializes in store remodelling as well as building homes. Hawes & Nelson have taken over some of the building work of the Georgetown Lumber Company and are at present handling the remodelling of the Esqueing Township Hall at Stewarttown. Another new business is the B. F. Murfin Sheet Metal Works which has just moved into the former Dayfoot warehouse on John Street, and the newest industry to come to town is Cordaro Candies, which is now in process of moving from the city into the old Creelman Knitting plant on Main Street. The main floor of the building is tenanted by another new firm, Electrical Indicators (Canada) Limited operated by Art Booth and Ed. Wilson.

When W. E. Nodwell sold his knitting machine business the new owner incorporated his name in the business and the fine plant on Water Street is now known as Harley-Kay-Marsland, Ltd. Local industry was diversified when Meadowglen Growers commenced commercial production of mushrooms on property across the railway track from Smith & Stone.

Next week we shall continue our reminiscing with a review of seven years' changes on Main Street, which has seen even more new faces than has the industrial field.

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GRAND CHAMPION BULL

CLASSIFIED XXX
Glenafon Rag Apple Monogram who was first prize three-year-old bull, Senior and Grand Champion at the Brantford Championship Show this fall has been classified as XXX, the highest rating for type in Selective Registration. He is owned by Harold Bingham & Son, Georgetown, Ontario.
In classifying him as XXX, Selective Registration Inspector D. S. Dunton commented, "He is a deep-bodied, open ribbed bull with a square rump, good legs, smooth shoulders and plenty of masculinity."
Glenafon Rag Apple Monogram is the twentieth Canadian bull classified as XXX.

NIelsen

The CHIROPRACTOR
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Hours: Mon., Tues., Fri. 2-5 p.m.
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Guelph SANTA CLAUS PARADE

Saturday Nov. 22
10 A.M.

BRING THE KIDDIES AND SEE SANTA AND HIS FAIRYLAND FOLK

There will be clowns, animals, Mother Goose characters and Bands galore
Sponsored by the

Guelph Junior Board of Trade

On a radio quiz program, the assistant in the balcony announced the next contestant: "I have a paratrooper, sir."
"Here's the question for you, paratrooper," said the quizmaster.
"How many paratroopers are there in a paratrooper's platoon?"
The paratrooper hesitated for a moment before replying "Graduated."