



The above is new for for the Herald. Following the current trend of "new looks" in the newspaper field, our local paper, not to be outdone by any daily "rag" has decided on razzle-dazzle innovations. Far be it from me to advise you on further polley, dear Mr. Editor, but don't you think Wheldon's handsome mug would look well heading "Along the Boards?" Another thing, we could do with a bit of glamour on this paper, in case you haven't noticed, the "Chatting" columnist is awfully pretty!

Albert Simson is responsible for the photo, I alone am responsible for the goofy pose. Mr. Simson is a very patient man, a quality that stood him in good stead at the time that picture was taken. I am the obnoxious type of client who dictates which pose will be used (having practiced for hours in the mirror at home... I should know!) Mr. Simson merely shrugged and released the birdie, and that thing above was the result! I hasten to reassure you that we had taken some excellent orthodox photographs of adults and children, all of them good. An interesting sideline to his work is his ability to photograph pets, pooch... cat... horse, or what have you. If you are considering a photo of the family pet pony, I would advise a "barn appointment" as those steps are treacherous!

Swift's have brought out a new shortening called "Swift'ning". Not a very original name. I wonder if the bright boys who thought that one out, stayed awake many nights? Judging from the literature received about this New, Improved, Sensational, Terrific, product, it is the last word in shortening! It contains all the advertising ingredients required for a whiz bang product. "Special Ingredient," the something-new-has-been-added touch. It guarantees "Painless Digestion" of fried foods. It is "Tasteless" and "Odorless". It is also "Creamier" the type that simply goes blah with a flick of the wrist. The amazing thing is that all those claims are true, plus one big advantage, it keeps without refrigeration. This "Swift'ning" will surely give the other shortenings a run for their money, but I cannot help but feel that if it had hit the grocer's shelves with a lower price tag, it would have caused a sensation.

The Bell - Lewis marble contest publicly has aroused a lot of interest in Georgetown and in Toronto. My husband, one of the contenders, has already engaged a trainer, big Mac Lister, former Balmy Beach player, and a manager, Joe Krol, "Mister Football" himself! They will both be here for the event, complete with towels, liniment, First Aid Kit, and a jug of water? Mr. Bell had better start training seriously for it will no doubt be the battle of the century. The Lewis training camp on King Street will be busy for the next few weeks with 6 a.m. roadwork, rope skipping and an early to bed policy. Raw beef, milk and antabuse will form part of a special diet. The press will be excluded from the camp until the "weighing in and medical examination" day where every reporter (presumably Bell stooges) will be searched for cameras and their notes consored. Anyone from the Bell Camp seen on the premises will receive a marble barrage that might prove injurious, even fatal.

New cars are sprouting all over town! Like the crocus, they are heralding Spring. It is more and

more apparent, the traditional car buying habit is back. For the last ten years, the car buyer bought what he could get. The story is different now. "John Doe" who would not buy anything but Chrysler products can now do so. The same goes for "Bill Smith" who has been buying General Motors cars for twenty years, or "Joe Brown" who always strung along with old Henry Ford. Scott's brought out the highly advertised Chev a few weeks ago, now the futuristic Oldsmobile is on its way into the showroom. Saxe's Dodge and DeSoto are invading Georgetown. Bowers' will introduce the new Plymouth and Tom Hewson has a maroon Hudson. Georgetown Motors are the headquarters for the new Fords and Monarchs. Indications are this influx of new cars means that Mister Car Buyer can now go back to his old pre war habits.

MacCormack's window display this week is eye catching. There is a reason for it. Bayer's Aspirin are conducting a Canada wide contest for the druggists' window display efforts. Mac should certainly get the prize for originality. He has a typewriter, a speed typist's record, a glass of water and a pile of pennies. The whole window of course is full of big boxes and little boxes of Aspirin and all this ties in with the two second relief advertising of this efficacious little pill. Good Luck! Mac!

Comments on the Lesson

by Rev. John M. Smith

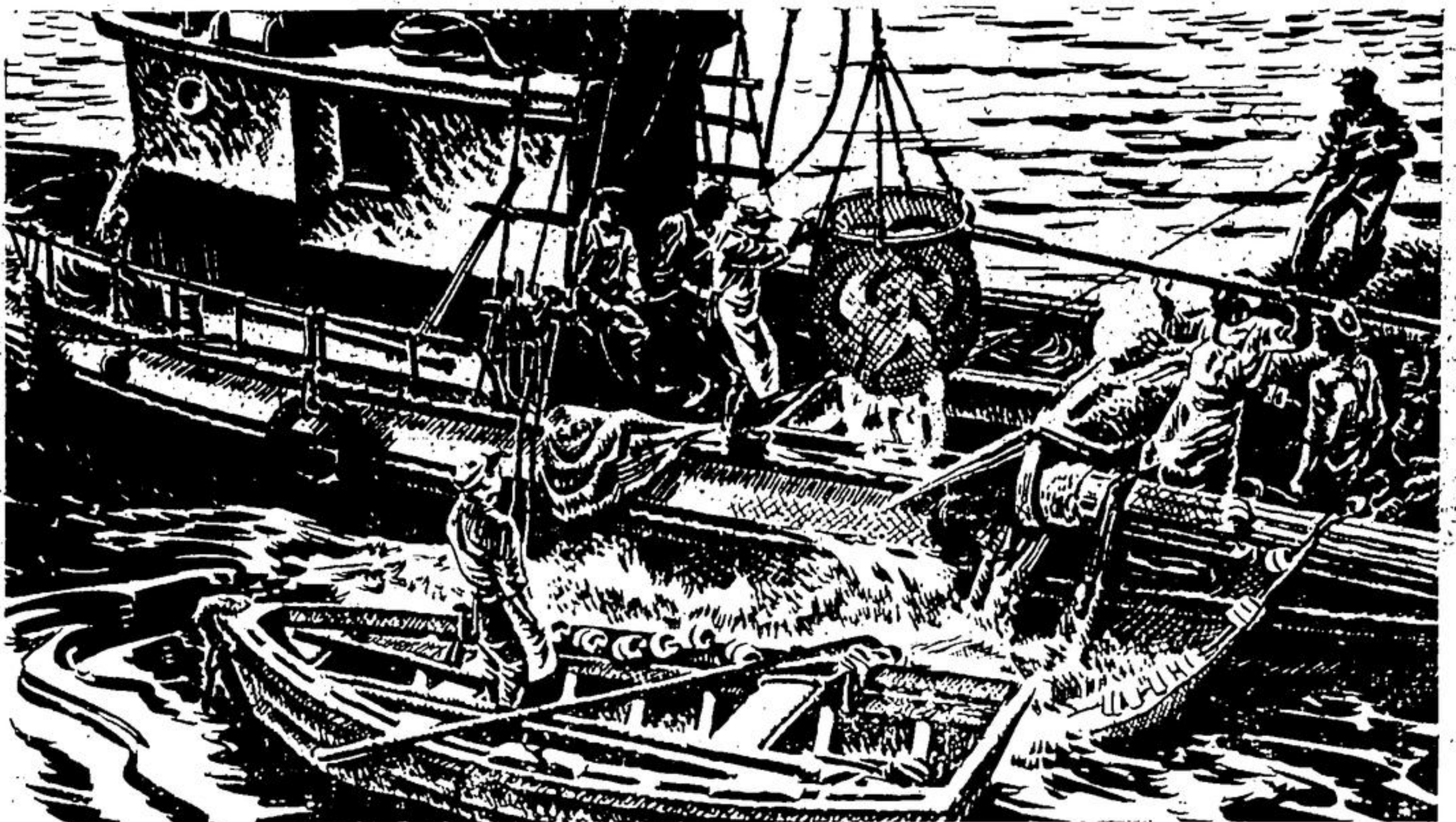
SUNDAY, MARCH 27th

"Jesus Among People of Other Races"

The week's lesson can only be understood in the knowledge of the narrow race prejudice upon which the Jewish people built their nation. They regarded themselves as God's chosen people and segregated themselves from non-Jewish peoples whom they called "Gentiles" and "dogs" in tones of disrespect and disparagement. The racial barrier was very real in the experience of Jesus. How it must have pained him to witness the burning hatred exhibited by Jew and Gentile simply because of the accident of birth. It must have been the burden of his thought as he endeavored to teach his disciples and others the great truths of the Brotherhood of men under the Fatherhood of God. Being a Jew, his direct contacts with non-Jewish people must have been difficult but this week's lesson helps us to understand he met them in the spirit of our key verse "Of a truth I perceive that God is no respecter of persons, but in every nation he that feareth him, and worketh righteousness, is accepted with him." Acts 10: 34, 35.

Biblical Basis: St. Mark 7:24-37. Here we have an account of Jesus and his little band of disciples withdrawing from the multitudes which usually followed him with the hope of journeying in secrecy. His fame however, had already reached the locality and soon the seclusion which he sought was broken by the supplications of the Syrophenician woman who pleaded on behalf of her demented daughter. "Our English translation gives the impression that Jesus rebuffed her as any Jew might be expected to do, but cold print cannot reproduce the smile and the kindly banter in which he tried her out." What he told her was the exact truth. He had come to his own nation to try to get them to see that they were to be the missionaries of God's message to the world - hence his "The

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This is an adaptation of one of a series of advertisements designed by The House of Seagram to promote the prestige of Canada and help sell Canadian products to the markets of the world.

The campaign is appearing in magazines and newspapers published in various languages and circulated throughout the world. The peoples of many lands are told about the quality of Canadian products and see Canadian scenes illustrating these products.

The advertisements are in keeping with the belief of The House of Seagram that the future of each business enterprise in Canada is inextricably bound up in the future

of Canada itself; and that it is in the interest of every Canadian manufacturer to help the sale of all Canadian products in foreign markets.

A campaign such as this not only helps Canadian industries but also puts money in the pocket of every Canadian citizen. One dollar of every three we earn comes to us as a result of foreign trade. The more we can sell abroad the more prosperous we will be at home. It is with this objective that these advertisements are being produced and published throughout the world.



The House of Seagram

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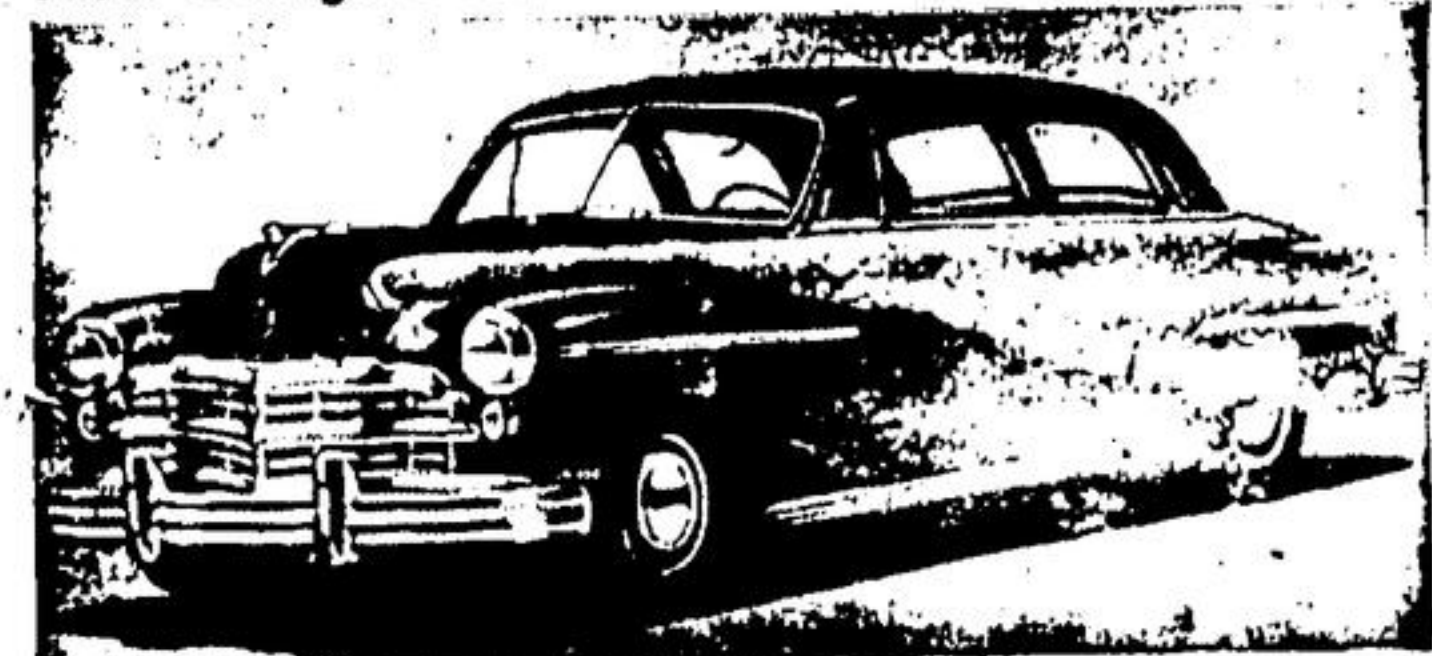
MILKERS — GRINDERS — COOLERS

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New Dodge Promises Smoother, Safer Ride



Better vision through higher, wider windshields, and a smoother ride as a result of longer wheelbases and better insulation, are outstanding features of the new 118 1/2" inch wheelbase Dodge DeLuxe and Special DeLuxe models. Seats are wider and there is more head and leg room, front and rear. You can get in and out with your hat on! Dodge advertises Four-Door Sedans and Club Coupes (as shown above) are available in both the DeLuxe and Special DeLuxe series in a choice of eight distinctive body colours.

children first" then the "little doggies" (the face of the word "dog"), the domesticated pets of the household, its special care." (quoted from the Adult Teacher). The woman exhibited such faith that her daughter was made well. The story stands as evidence that racial barriers meant nothing to the Great Physician.

The second part of the lesson deals with another case of human need—a deaf mute seeks relief and Jesus again ministers to one whom his fellow Jews would have disrespectfully called "dog" because of his racial origin.

The Application: It was human need which occasioned the Master's crossing of the barriers of race distinction and after these many centuries the need of the underprivileged, oppressed, races, and social outcasts is still in great evidence. We would do well to realize that "race prejudice" is not an evil of another age and peculiar to the Jews. The barriers of race, colour, creed and class are too high even in our land—the so-called Christian Canada. We might follow the example of the Christ and break through such differences to meet the human need of our times. It seems that only an understanding and an application of the basic teaching of Jesus, Love—for God and for fellowman—is our only hope. It is not true that our social problems find their solution in Christian living, by which we mean an unswerving devotion to the Christ, a close following of his example, and an acceptance of his offer of the New Life? Let us examine our prejudices in the light of the teachings of Christ. We shall be started to discover that too often they fall under the old-fashioned yet ever-present classification of "sin".

Helpful Quotations: "If Christ comes fully into our hearts, the harshness will go out of race relationships and the unity of human kind will be realized." "It is not biology that creates the problem, it is our unfounded and unchristian attitude, and the assumption that we are better than others." "The racial superiority complex, the religious complacency, the ecc-

lesiastical arrogance were main causes in the destruction of Judaism. These attitudes are the denial of Christ."

"True neighbourliness is not curious to know where its boundaries run. It seeks not for limits, but for opportunities."

"A religion which passes by on the other side" is a mummery, not a faith."

THE GEORGETOWN UNITED CHURCH

Regular morning worship was conducted in the Georgetown United Church on Sunday when the minister Rev. John M. Smith spoke on the subject "God Unveiled." Basing his remarks on the lesson Matt. 16: 13-26 and the text John 14:3 Mr. Smith stressed the fact that too often we speak of God in theological terminology which to most of us is not clear in meaning. He urged that we seek that meaning in the vicarious life, the vicarious death and the glorious exaltation of the Christ—God unveiled. The choir under the direction of Mrs. Lynda Stewart sang the anthem "Rejoice the Lord is King"—Cooper and the offertory "God Be in My Head"—Davies. "The evening message was entitled "The Lost People" and was based on the text Luke 19:10, and parables of the Lost Sheep, The Lost Coin and the Lost Boy as found in Luke, Chapter 15, The solo "Make Me a Captive Lord"—C. W. Martin, was sung by Mr. S. T. Far-am.

It was announced the Presbytery Missionary meeting would be held in the St. Paul's United Church, Milton, on Friday at 8.15.

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