

THE GEORGETOWN HERALD

serving the communities of
 GEORGETOWN, GLEN WILLIAMS, NORVAL, LIMHOUSE,
 HORNBY, STEWARTTOWN, ASHBOURNE, BALLINAFAD,
 TERRA COTTA.

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The Editor's Corner

THE FARMER LOOKS AT ADVERTISING

The report in this issue of a recent discussion on Marketing held by farm forums in the county, shows that farmers are beginning to investigate the possibility of collective advertising. Already the dairy industry has taken a step in this direction and has planned a series of advertisements which will appear each month in newspapers and magazines throughout Canada. Unfortunately the Herald is not as yet included in the series so local readers will not be able to judge the effectiveness of the copy appeal which is aimed at selling more dairy produce, particularly in industrialized areas.

Cooperative advertising, while it is a new venture for farmers, has been with us for many years. Such things as bicycles, salmon, apples, banking services, and life insurance are good examples of advertising campaigns where a number of producers or companies, as the case may be, have banded together to promote the use of a product or service, with the theory that if mass sales can be raised, each will share in the profits.

It is a logical development that farmers can benefit from such cooperation if they get together and plan the proper approach to the consumer. Certainly the individual farmer believes that advertising is effective. One has only to read the classified advertising in the Herald to see this. Apples, turnips and potatoes, turkeys and chickens, seed and strawberries are items which are frequently seen advertised in the classified column. It stands to reason that if individuals can dispose of their products in this way that collective action can bring results too.

It is disappointing, at the same time, to see not one mention made by any of the county forums of the value of advertising in the county press. If surpluses are to be disposed of, the first place to look for a market should be at home. Farmers who themselves form a large percentage of the readership of weekly newspapers should be well aware of the reader-interest of the weeklies compared to daily newspapers and magazines.

WHERE ARE THE HOCKEY FANS?

Continued reports of poor attendance at the Intermediate hockey fixtures in town causes real concern for the future of OHA competition in Georgetown. It is particularly regrettable because this year Georgetown has perhaps the best yet in a series of good teams which have brought two championships and one near-championship for the Raiders.

Club officials are getting more and more worried about the financing of the team and it can only be done with one thing — money. In addition to the heavy expense necessary to operate a team, this year injuries have added further bills to a growing deficit. Hospital bills for Rene Martin, Leigh and Max Bradbury will have to be paid by the club and a few hundred spectators at a game doesn't balance the normal budget, let alone allow for this.

The hockey club is providing the best possible hockey with a good team guided by a good coach. There is only one thing the public can do to support them and that is to turn out to the games. If we don't, next year we may be saying "Why don't we have a hockey team?"

GEORGETOWN'S HISTORY

Continuing a series of articles from an 1893 edition of the Toronto Daily Mail:

LAWSON'S COTTAGE ROW

This handsome tier of residences was built in 1890 for homes of the better class. There are four in number, all of which are substantial brick cottages surrounded by commodious grounds. The one shown in the foreground, in the illustration, is occupied by Mr. N. M. Livingstone, manager of the local branch of the Bank of Hamilton. Mr. H. P. Lawson, the owner of the row, is a native of Fifeshire, Scotland, where he was born in 1840; but he came to Canada in 1852, settling in the township of Esquesing, of which he is now deputy-reeve; and subsequently engaged in lumbering, farming, and kindred pursuits. He is an extensive landholder in this township and elsewhere, and the owner of considerable property in Georgetown and Stewart Town.

MR. WILLIAM McLEOD

The subject of this sketch, who is a native of Caithness, Scotland, came to Georgetown in 1863, after a short residence in the United States and elsewhere in Canada. For thirty years he has been one of the leading merchants here and has at various times had four partners, but is now sole proprietor of the Mammoth Store, the business being conducted under the name of Wm. McLeod & Co. This enterprise is, in the words of the word, a general store, the stock em-

bracing staples and fancy dry goods, millinery, mantles, ready-made clothing, ordered clothing, carpets, and boots and shoes. It is housed in a substantial stone structure three storeys high, with basement and has a frontage of fifty and a depth of one hundred and sixteen feet. As an indication of the magnitude of the trade transacted at The Mammoth Store, it is stated that the value of stock carried during the two busy seasons of the year amounts to upwards of \$40,000. During his residence here Mr. McLeod has filled several positions of honour and trust. He was a member of the village council for nineteen years, nine of which he served as reeve, and for twenty years he has been a justice of the peace. A view of "Idylwyde", Mr. McLeod's home, is given elsewhere in this issue. It is a neat brick villa standing on the terraced crest of a picturesque glen in the southern suburb of the village.

MR. A. D. THOMPSON

This gentleman, one of the prominent dry goods merchants of Georgetown, is a native of Crossgates in Fyfehire, Scotland, where he was born on the 5th of July, 1838. He was educated at Dunfermline, and at the age of eighteen years came to Canada, locating at Montreal, where he was employed in the dry goods houses of Messrs. Henry Morgan and James Morrison until 1871, when he removed here, and shortly after engaged in business on his own account. Mr. Thomson's mercantile establishment has been housed for many years in the old Barclay & McLeod stand, corner of Main and Mill streets. It is a two-storey brick, with a frontage of thirty and a depth of one hundred feet, and is filled with a large and varied stock of fancy and staple dry goods, ready-made clothing, and millinery. With the exception of two terms in the village council, Mr. Thomson has devoted himself exclusively to minding his own business, in which he has been eminently successful.

THE AMERICAN HOUSE

This building, which was originally a public house, stands at the junction of Main and Guelph streets, and is now occupied by its owner, Mr. T. N. Brown, as a residence. It is of brick, two and a half storeys high, and 40 by 100 feet in dimensions, with a double veranda along its entire front. It contains sixteen bedrooms, in addition to parlours, sitting, commercial, and dining rooms, offices and culinary apartment. The premises cover an acre of ground and the stabling, shedding, and cellaring are ample. Mr. Brown, who is the only son of Mr. Thomas Brown, is a native of Ireland, but has spent all his life since early childhood in this province. He was married in 1877 to Miss Minnie A. Campbell, of the County of Wellington. The American house, which is especially adapted for hotel purposes, can be purchased on reasonable terms.

BELL'S IMPLEMENT AGENCY

The farmers of Esquesing, which is essentially an agricultural as well as a manufacturing township, are dependent mainly upon Mr. James A. Bell of Georgetown, for their implements and machinery. Mr. Bell, whose office and warehouse is in the rear of the Bennet House, is local agent for the Massey-Harris harvesting machines, the Massey-Sawyer threshers and portable engines, the Copp Bros.' ploughs, harrows, cultivators and turnips cutters; the Goud, Shapley & Muir Co.'s, steel windmills and fanning mills; T. T. Coleman's steel rollers and turnip pulpers, Shilts Bros.' washers and wringers, and Workman & Ward's hay-forks and sheaf-slingers. He is also agent for the Wilkinson Plough Co., the Ontario Pump Co., the Tudhope Carriage Co., the Heintzman-Piano Co. and the Bell Organ Co. and keeps a full line of implement repairs constantly in stock. Mr. Bell has been in business here for five years, and has had a prosperous career.

Labour Relations Analysis Recommends Changes in Wage Arbitration Method

This analysis, sent recently to the Prime Minister for his consideration, is of particular local interest, inasmuch as Thomas A. Sutton, organizer for the American Stockholders' Union, is a resident of Limehouse.

This analysis is prepared by the American Stockholders' Union with a realization that the present successive rounds of wage increases will finally price Canadian industry out of world markets with detrimental results to ownership and labour alike. The urgent need of the day is a stabilizing of prices and wages.

It is apparent that such a stabilization cannot be achieved under the procedure now used in the settlement of labour disputes. Government, through a referee, is attempting the impossible task of securing fair returns for the workers of individual companies without any means of co-relating the wages received by one group to those received by others. Hence, we have recurring and spiralling wage demands by all groups, who rightly or wrongly think they are falling behind in the procession.

The setting of wage rates in an individual corporation is now arranged at between a representative of management and a representative of the organized union workers of such an individual company, either with or without the assistance of a government mediator. Thereafter, neither of the two parties is held responsible in any way for the increased cost of living caused by granting a wage increase, or for the consequent demands made by other classes of workers to meet such rising living costs.

This Union is entirely opposed to all forms of "statism," including legislative measures which would "seal" either prices or wages. Furthermore, stabilization of prices and wages can definitely be obtained if wage negotiations are conducted on an overall ownership and union level.

To this end, we suggest that, prior to the engagement of a government conciliatory officer in any industrial wage dispute, one representative of overall ownership and one representative of overall labour should arbitrate the issue with the company's managerial delegate and the company's union delegate. Then, as such an arbiter representing allowed wage increases to the building tradesmen which would increase rental costs to food group workers, his argument would be weak in advocating increased wages for the food group workers to meet the in-

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 Khaki is a Hindustan word meaning "dust colored."
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 Georgetown

creased rental costs when his own advocacy of increasing the wages of building tradesmen had directly caused the rental increase.
 His position would be weaker still in arbitrating the wage demands of textile workers whose housing and food costs had increased, thereby necessitating higher pay to meet the advanced costs. Progressively, as such an arbiter representing overall labour moved from group to group, he would find it impossible to argue in favour of wage increases because he personally would have been responsible for the cause which necessitated such higher wages.
 Turning now from this present inflationary period to that of the deflationary cycle which surely will follow, a reverse procedure would apply. The overall ownership representative would then have to justify wage decreases causing loss in purchasing power and the consequent closing down of factories which is disastrous to owners and workers alike.
 This proposal is a dual challenge to labour and ownership to get together and level out inordinate wage increases in times of prosperity and undue wage decreases during times of depression. Results from its application would allow long-term planning by industry with consequent continuity of employment at fair wages, and a stabilizing of the costs of production of farmers and other primary producers, enabling competitive cuts in the price of their products.
 The present method of settling wage disputes pays no regard to skill required or the energy consumed in any trade, but strictly favours those groups who are strongly organized and penalizes those who are weakly or not at all organized. If the AFL, the CIO, the Trade and Labour Congress and the Catholic Syndicates are sincere in voicing their many appeals on behalf of the under-privileged, it should be a simple matter for them to accept this proposal and agree on the personnel of overall labour's representation.
 A question which remains with us is whether individual company managements and the specific unions involved would voluntarily agree to the addition of overall negotiators in the stage prior to calling in a government conciliator. In this respect, it must be noted that in the present system no law exists to force either employer or employee to yield. As an alternate method it would undoubtedly lift negotiations into the desired field if the government conciliator had with him for advisory purposes representatives of overall ownership and overall labour.
 What we seek is an extension of collective bargaining rather than its diminishment, but with the objective of securing harmonious relations between management and labour, a measure of equalization in the wage field, and a stabilization of the price of their products.