

THE GEORGETOWN HERALD

serving the communities of
**GEORGETOWN, GLEN WILLIAMS, NORVAL, LIMEHOUSE,
HORNBY, STEWARTTOWN, BALLINAPAD,
ASHGROVE, TERRA COTTA.**

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The Editor's Corner

NEW WRINKLE IN TAGGING

Next Saturday Georgetown will have its first look at the latest wrinkle in tag days when the Planter's Peanut float comes to town for the day.

The float is "really something" according to advance publicity. Created at a cost of \$50,000 to the company, it has a beautiful throne for the peanut queen, created entirely out of peanuts, as are the other decorations. This is one of its first appearances of the season and the Lions Club has been particularly fortunate in booking it here for the whole day. Originally it was slated to come for only an hour or two.

The purpose of Saturday's event is, of course, to raise money for the Lions welfare work, which includes a share in the summer Stay-at-Home camp. It is a tag day, only instead of the donor receiving a tag to pin on his coat, he gets a nickle bag of Planters peanuts. The idea, of course, is not to give just a nickle for the bag, but to do as one usually does on a tag day... dig a little deeper.

Peanut taggers will be on the streets all day. Six peanut men, all college undergraduates, accompany the float as well as the queen and add to the merriment. An extra feature is a guessing contest. The person guessing closest to the correct number of peanuts on the float will receive a \$25 cash prize; second prize is a case of 24 tins of cocktail peanuts. Entry forms will be available from all taggers and entries must be placed in the large drum at the Bank of Commerce corner by 10 p.m. Saturday night.

A REQUEST TO SUBSCRIBERS

In the next few weeks, Herald subscribers whose paper is more than three months in arrears will be getting a bill in the mail.

Like many other weekly newspapers, we have decided to become a member of an audit organization which guarantees a certain paid circulation. Daily papers and magazines have long followed this system, but it is only in the last few years that the weeklies have been adopting it.

National advertisers like to know what they are buying. They judge a newspaper by its circulation and they do not like to take our word for it. They figure that some publishers keep on sending the paper to people long after it was originally ordered just to inflate their circulation and give a false picture. Many of these advertisers measure a paper's value to them by the number of subscribers who pay in advance and will not use the paper unless this circulation is audited.

This new system will mean more work, but it will have some definite benefits for us. We make our money from advertising. More advertising will mean more income. It will also have some definite benefits for Herald readers, for with more revenue we can spend more money on pictures and features which will make a bigger and better paper for you to read.

Your cooperation in keeping your Herald paid-in-advance will help accomplish this.

TENNIS IS REVIVED

It is good news to know that the grand sport of tennis is due for a revival in Georgetown this year.

There was a time not so many years back when two thriving tennis clubs were in existence. One court, at St. John's Church, was destroyed when the church auditorium was built. The other at St. George's Church, had a lot of work done to it, and a lot of money spent on clay surfacing, only to have it fall into disrepair the next summer when for some reason lack of interest suspended the club's activities.

Now a group of young people have reorganized the club and have made big plans for a summer season of tennis. The club is non-denominational and everyone is welcome to join. There will be a few nights of hard work before the surface of the court is in suitable condition for playing. There will be many who know nothing about the game. But it is not hard to learn. And it is one of the finest sports for young people that we know. Ask anyone who has played.

POT POURRI

Slips that Pass in the Type dept.: "The Admiral's address will deal with antidotes of service and will no doubt be very interesting." From an advertisement mailed to members of the Lorne Scots officers association for their Navy Night... Georgetowners were in the daily news last week. Jim Taylor, former Massey-Harris dealer here who now lives at Kelmscott Farm, was "written up" by Eldon Stonehouse in the Globe & Mail and Mr. and Mrs. Taylor had their picture on the front page. "Bun" Bell's Kippen-Ker boats were also featured in the Globe with a pictorial display, a former Georgetown Lex Schrag doing the editorial. Thomas Henry also mentioned a Herald editorial

about a Dutch boy in his Telegram column... An extra big Herald this week, due to a number of large advertisements, including a special page for Peanut Day... Mrs. Dorothy Swan brings us an orange which tried to grow a second skin. The oddity had one section covered by a double thickness of peel... Bill Charlton, former manager of Maher Shoe Store here has joined the staff at Brill's... Have you noticed the trend in cars lately to hard-top convertible style? Most car manufacturers are featuring them under a variety of names, in two-tone colours. They are very smart... A clever window advertisement is the one in MacCormack's for a hair dye. A sad faced lady with grey hair turns into a smiling brunette when you pass by. Must be done with prisms. Also worth noting are the television characters in motion in McClure's window... Sale of lucky draw tickets by local Orangemen to raise funds for the big July 12th celebration has been so brisk that another lot of tickets has been ordered.

The Upper Canada Bible Society

PRESENTS
"THE FRONTIERSMAN"
A sound film depicting the Society's work in Western Canada.
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Lynn Valley Peaches	27c
DAISY PICKLES	23c
Culverhouse Carrots	12c
Culverhouse Cherries	22c

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Cuban Pineapple 2 for 59c
Sweet Florida, size 218
ORANGES doz. 39c
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