

THE GEORGETOWN HERALD

— serving the communities of —
 GEORGETOWN, GLEN WILLIAMS, NORVAL, LIMESHOUSE,
 HORNBY, STEWARTTOWN, BALLENAFAD,
 ASBROOKE, TERRA COTTA.

Subscription Rate: \$3.00 a year — Single Copies: 5c each
 Advertising Rates quoted on application

WALTER C. BIEHN, Publisher and Editor
 S T A F F

Garfield L. McGilvray
 Corey Herrington, Jr.

Leslie M. Clark
 Reg. Scribehead

The Herald is printed each Wednesday in the office on Main Street
 Georgetown.
 Authorized as second class mail, Post Office Dep't., Ottawa.
 Member of the Canadian Weekly Newspaper Association and the
 Ontario-Quebec Division of the C.W.N.A.

Georgetown Always to the Fore

There are not many towns which beat Georgetown to the punch when it comes to doing worthwhile things.

Just as in the past we have dug in for Red Cross and for Winnipeg Flood Relief, so now Georgetowners do not hesitate in rendering financial assistance to those in England and on the continent who are in dire need of help after floods and storms worse than any since the middle ages.

Council started the ball rolling with a \$100 donation and the town treasurer has been appointed treasurer of the relief fund. Don-

ations are already pouring in at the designated depots — the municipal office, the two banks and the Herald office.

Citizens are asked to be generous as they have been before. There is no one who cannot spare something and if we all give according to our means and our heart, we will make a worthwhile contribution to people who have lost not only their homes and possessions, but the use of their land itself for some time to come.

This is another opportunity to show how Georgetown feels about those less fortunate.

An Interesting Week

There has been much interest shown in the Chamber of Commerce-sponsored Industrial Week and the Chamber is performing a most worthwhile service in drawing local attention to products which are manufactured here.

It is amazing too how many people, ourselves included, are not familiar with every product produced in Georgetown. The Main Street window displays have been particularly effective for industrial education. We are finding out that Fiberglas boats, mushrooms, bathinettes and silk screen signs are part of the Georgetown industrial picture, along with

coated paper, electrical products and knitted goods. And we venture to say that when the week is out, every citizen who visits downtown will be better informed about Georgetown's industry.

The chance to visit four of the large manufacturing plants is also an opportunity which rarely comes for the general public. It is hoped that attendance will justify the effort the mills have made in arranging for this "open house."

The Chamber is to be congratulated on a successful Industrial Week. We hope there will be similar functions in future years.

Prohibition Not the Answer

At the risk of becoming unpopular with our friends in the dairy farming business, we must say that we cannot agree with county council's action in passing a resolution to ask the government to ban substitutes which create a threat to the dairy industry.

At the same time we can see that people in a certain line of business will view with alarm any competing product which threatens their livelihood.

What, then, is the answer?

Perhaps one answer is impossible in such a complex problem, but here is how we see it. First, the dairying industry should make a complete study of the vegetable oil substitutes which it is believed intend to compete in cheese and ice cream and which are already competing in a real way with butter.

If the substitutes are not as good, either in taste, appearance or in nutritive value, then they do not constitute a long-term threat for the great majority of the public will not buy them more than once. But if the new products can equal dairy products and can be sold at competitive prices, there is real trouble ahead for the dairyman. He must then resign himself to sharing the market with a compet-

ing product and possibly having the new product take over completely and force him into some other line of business.

If this happens it is the same tragedy which has in the past befallen other types of business in a competitive society where in the march of progress it sometimes happens that one man's gain is another's loss.

The answer? Already dairy farmers have a central advertising organization which for two years has placed a considerable volume of advertising in newspapers and magazines.

An immediate step-up of this program, and a clever presentation of facts which would help sell dairy products should stave off any large immediate gains which competition could make. And proper advertising could well be the salvation of the industry for years to come.

But if this does not help, and dairymen come to feel that in time synthetics will take over, the wise farmer will even now be making his plans to become a part of the new industry and exchange his cows for soybeans, turnips, or whatever products will be saleable in a new economy.

Mrs. Jack Williamson Hostess W.I. Meeting

The regular monthly meeting of the Georgetown Women's Institute was held at the home of Mrs. Jack Williamson, Charles Street, on Wednesday evening, February 4th. Mrs. Albert Livingstone, 2nd vice-president, took the chair in the absence of the president. The roll call — Have you kept it? — was well answered — each member reporting that they were trying to keep their New Year resolution to the best of their ability. The treasurer reported that a good sum had been realized from the chain euches held in the different homes.

Mrs. Herb Cleave gave a short paper on the story of St. Valentine's Day. Mrs. W. V. Grant, as citizenship sovener, reported that Mr. J. L. Lambert was well pleased with the attendance, interest and application of the New Canadians class in basic English and Citizenship held at our local high school once a week. It is a pleasure to teach such apt pupils and their gratification is a delight to their teachers. She also spoke of the bereavement of one of our new Canadians, and suggested that we show our sympathy in a tangible way.

Mrs. William Sinclair, Agricultural and Canadian Industries convenor, spoke of the honour that had been brought to our county by Kyle Bingham and she suggested that we make use of the invitations extended to Georgetown citizens to visit our own industrial factories in this town. She, also, spoke of the surgical clause that had been added to Halton County Cooperative Insurance policy.

Five dollars was voted to buy books for the High School Commencement presentation. Arrangements were discussed by the committee handling the observance of the Georgetown Institute's fiftieth anniversary which is to take place on March 25th in the form of a banquet. A parade of costumes and programme is being arranged.

The meeting was then turned over to the programme committee. Mrs. S. Robin and Mrs. D. Livingstone, and the members were treated to one of their best loved recreations — a game of euchre. Several friends had been invited and all enjoyed themselves to the full. The prizes were given to Mrs. Wm. Sinclair, first; Miss Elizabeth Leslie, second; and Mrs. V. Rawson, third; Mrs. W. J. Hunter, drawing the low score prize. The lunch committee under the convenship of Mrs. Rawson served refreshments and Mrs. Dan Livingstone thanked the hostess, Mrs. Williamson, for making such an enjoyable evening possible.

BOWLING NEWS

BUSY WEEK FOR INDUSTRIAL BOWLERS

Acc Bailey

Maple Leaf Dairy Takes Second . . .
 With everybody in the groove, the dairy boys made a 7-0 victory over MacCormack's to put themselves in second place. Silver's still held their top position by making a 7-0 victory over McClure's. The team standing is now Silver's 70; Maple Leaf Dairy 57; MacCormack's 53; and McClure's 44. Rolling high triple for the night was A. Norton with 713 (183, 241, 289.) Runners up were A. Bailey, 701 (221, 260, 220) and J. Lorruso 695 (261, 202, 239). Topping the singles class for another spoon was W. Brandford with 302. Rolling some other good singles were J. Carney, 274; N. Shipway, 261; and M. (what happened) Herbert, 247. High team score rolled was exercised by the Maple Leaf Dairy 3337.

B SECTION

Legion No. 1 Challenges 1st Place!
 Legion No. 1 proved too powerful for the opposing Misfits and netted themselves 7 points, to place them in 1st with Lawn Bowlers for 1st place. The Lawn Bowlers were on the losing end of a 4-3 split between themselves and Provincials. The team standing is now Lawn Bowlers 62; Legion 62; Misfits 58 and Provincials 42. Rolling high triple for the night it was D. Herrington with 727 (238, 236, 253). Runners up were W. Chapman 601 (182, 264, 245), H. Moss 675 (249, 259, 167). After a long rest G. King came back in to take the single for the night with 272. Runners up were J. Kemshead 248; J. Saunders 264; and R. Anderson 239. Also R. Latimer with 87. (How low can you get!) Rolling high team score of 3043 were the Lawn Bowlers.

C SECTION

Legion No. 2 Hold First!
 Imperials gained to a close second place by white-washing Kay's 7-0. Lorne Scots proved victors over Legion No. 2 in a 5-2 count. The team standing is now Legion 64, Imperials 61; Kay's 56 and Lorne Scots, 43.

Rolling high triple for the week was F. Carter 702 (248, 278, 178); J. Inglis 649 (200, 218, 231). Topping the single class it was T. Herbert with a good 308. Runners up were J. McEain 264, B. Collier 251, J. Murphy 242. Taking the team honours by 3 pins it was Lorne Scots with 2978. The trailers were Legion No. 2.

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SOCIAL & PERSONAL
 Jack Armstrong and Edwin Wilson, wardens of St. George's Church, and Jack Lucas and Joseph Eason, wardens of St. Alban's attended a conference of Anglican wardens in Hamilton Cathedral last Wednesday. Mr. and Mrs. George Louth were

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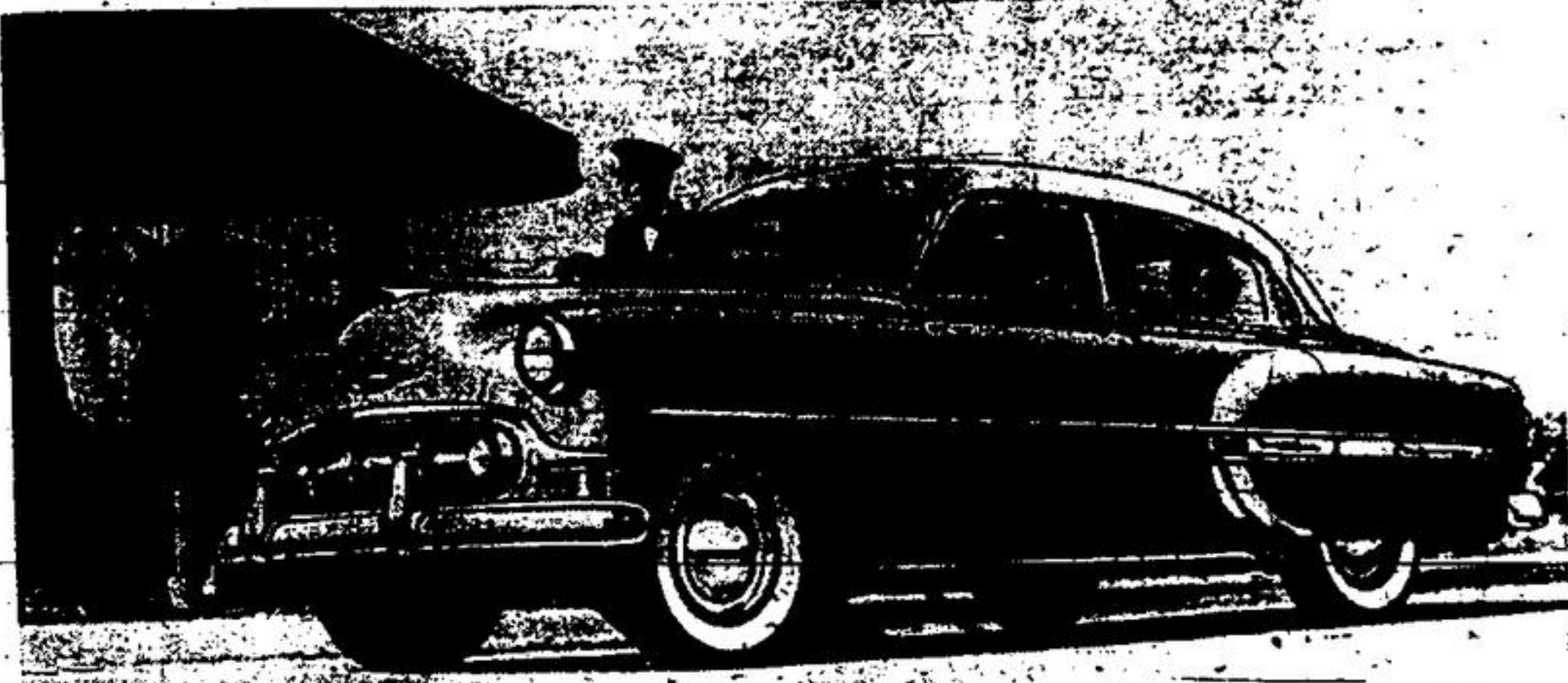
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in Peterborough last week-end where they visited with their son, George Jr. and his wife and saw their new twin grandsons Larry and Gary. Constable Louth is stationed in Peterborough with the Ontario Provincial Police.



CHEVROLET FOR 1953 has been expanded to include three series of cars — Bel Air, "Two-Ten" and "One-Fifty". Available are 16 completely redesigned body types, including three four-door sedans, three two-door sedans, three station wagons, two sport coupes, two club coupes, two convertibles and a business coupe. Many new exterior colors, new and luxurious interior finishes and enlarged front and rear vision, are featured. A re-engineered Powerglide automatic transmission for greater operating economy and faster pickup; Power steering; and the Autronic Eye, an automatic headlight dimmer, are big car features offered as options at extra cost. A choice of two new engines with increased horsepower is also available. Shown here is the Bel Air four-door sedan.

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