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Bert Willoughby Named Real Estate Board Head

President of the Toronto Real Estate Board this year is a man well-known in Georgetown, Bert Willoughby.

Mr. Willoughby is associated with his father and brother in the J. A. Willoughby and Sons firm which had its original start in Georgetown, and has come to be one of Canada's largest real estate firms. Mr. J. A. Willoughby has maintained a summer home here which was sold last fall to a newly formed golf club.

The board had a year of unprecedented growth in 1953, it was reported at the annual meeting last week, with membership increasing 28 per cent to make the Toronto board one of the largest in North America. A \$5,000,000 peak in November sales marked an all-time high.



BERT WILLOUGHBY

CHURCH NEWS

St. George's Church
Archdeacon W. G. O. Thompson, Rector
QUINQUAGESIMA SUNDAY:
Holy Communion, 8 a.m.; (Men's Corporate Communion, followed by breakfast.)
Sunday School 10 a.m. Matins and Litany, 11 a.m. Evensong 7:00 p.m.

ASH WEDNESDAY:
Commination Service and Address 10 a.m.

St. Alban's Church, Glen Williams
QUINQUAGESIMA SUNDAY:
Matins — 9:30 a.m.
Sunday School — 10:30 a.m.
ASH WEDNESDAY:
Commination Service — 8 p.m.

Georgetown Baptist Church
Rev. A. J. Barker, B.A., B.D.
10 a.m. — Church School for all the Family,
11 a.m. — "The Higher Law"
7 p.m. — "Success Story"
(5) The Climax.

St. John's United Church
Rev. John M. Smith, Minister
Norman Laird, Director of Music
Sunday School 10 a.m. Missionary Sunday.
Morning Worship 11 a.m. — Rev. Royal E. Newman, Paris Nursery, 11 a.m. Child care while parents worship.
Junior Worship 11 a.m. — Bible Themes for Children.
Evening Worship 7 p.m. — Rev. Royal Newman.

Norval, Hornby, Stewarttown Church of England
Rev. J. E. Maxwell, B.A., L.Th.
St. Stephen's Church, Hornby
11:00 a.m. — Morning Service (Except 1st Sunday in the month 3:00 p.m. evening service.)
St. John's Church, Stewarttown
10 a.m. — Children's service.
3:00 p.m. — Evening Service (Except first Sunday in the month 7:30 p.m. evensong.)
St. Paul's Church, Norval
7:30 p.m. — Evensong in the month (Except 1st Sunday in the month 11:00 a.m. Holy Communion.)

MRS. WILLIAM COOKE 91 LAST TUESDAY

A resident of Georgetown for many years, Mrs. William Cooke, Wesleyan Street, celebrated her 91st birthday on February 16th. The Herald joins with friends in offering congratulations to Mrs. Cooke.

Knox and Limehouse Presbyterian Churches
Rev. Alex J. Calder, B.A., B.D.
Mrs. Edgar Gowland, A.T.C.M.
Organist and Choir Leader
Mr. Joseph Young, Carillonneur
Knox Church
10:00 a.m. Church School.
11:00 a.m. Public Worship.
Limehouse Church
1:30 p.m. — Church School
2:30 p.m. — Public Worship

Norval and Glen Williams United Church
Rev. C. D. Lemke, B.A., B.D.
Norval
10:00 a.m. Sunday School.
11:00 a.m. Public Worship.
Glen Williams Home Church
7:00 p.m. Public Worship.
2:30 p.m. Public Worship.

Christian and Missionary Alliance
Rev. E. T. Holt, pastor
Services each Sunday at 11 a.m. and 7 p.m. in the Oddfellow Hall.
Sunday School at 10 a.m.

Norval and Union Presbyterian Churches
Rev. G. Lockhart Royal, B.A.
Norval
10:00 a.m. — Sabbath School
11:00 a.m. — Praise Service
Union
2:00 p.m. — Sabbath School
3:00 p.m. — Praise Service

Zion Tabernacle
Rev. F. M. Fletcher
Sunday School — 9:45 a.m.
We welcome you.
Services each Sunday at 11 a.m. and 7:30 p.m.

Holy Cross E.C. Church
Rev. Fr. V. J. Morgan
1st, 3rd and 5th Sundays: Mass at 11 a.m.
2nd and 4th Sundays: Mass at 9 a.m.

Join the Party
and plan to attend
GEORGETOWN LIONS CLUB
St. Patrick's Dance
Friday, March 12th
Georgetown Arena "Rose Room"
Warren Ovens' Orchestra
from Kitchener
featuring vocalist Jean Keyes
and novelty numbers by the band
DRESS OPTIONAL Dancing 9.30 to 1.30
Couple: \$3.00

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... the modern power farmer's answer to **HARDPAN**

Lying from 8 to 20 inches below the surface of the land is the reason why so many Ontario farmers are plagued with water run-off, soil erosion, poor root penetration and dry, dusty fields. Years of rolling over the fields with wheel-type tractors has packed the earth, forming a layer of hardpan, which is undisturbed by the ordinary methods of plowing and tilling the soil.

More and more farmers are turning to deep tilling every day. A Caterpillar Diesel Farm Tractor pulling a subsoiler shank or chisel on its rugged-duty Caterpillar Tool Bar, breaks up this hardpan, allowing the land to soak up and store water like a sponge, unlocking valuable fertilizer elements in the subsoil and allowing plant roots access to this fertilizer and water.

And what's more, you'll plow, disk, harrow and harvest easier, faster and better than ever before when you have a Caterpillar Diesel Tractor. Every day you spend on the job you'll accomplish more with fuel savings up to 80%.

Remember, too, that the long, broad tracks on the Caterpillar Tractor tread lightly on the soil — they actually pack the soil LESS than a man walking.

Fill in the coupon below. We'd be delighted to send you further information on 3D FARMING or arrange a demonstration right on your farm. There's no obligation on your part.

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FRUIT COCKTAIL
AYLMER FANCY 28-OZ. TIN **39c**
JELL-O 3 PKGS. 25c
JELLY or PUDDING POWDERS

SHROVE TUESDAY — Pancake Day — March 2nd
Pancake Flour AUNT JEMIMA PKG. **19c**
MAPLE SYRUP OLD COLONY 16-OZ. BTL. **55c**
TABLE SYRUP OLD TIME 16-OZ. BTL. **23c**
Pancake Syrup McLarans' 16-OZ. JUG **33c**

With A Real Chocolate Coating!
EMPRESS CHOCOLATE MALLOW
BISCUITS LB. 43c

Introducing Christie's New,
BROWN 'N' SERVE
CHEESE ROLLS PKG. 16c

KEAT'S EVER POPULAR
CHEEZ WHIZ 8-OZ. JAR 31c

Bring Us Your Coupons for
Rinso Detergent PKG. 39c, 77c
TOILET TISSUE Soft White 2 ROLLS **23c**

SPECIAL — Clover Leaf Fancy
RKD SOCKEYE
SALMON 14-1/2 LB. TIN 37c

Family Circle and Better Living
MAGAZINES EACH 5c
March Issues Now on Sale

EXTRA SPECIAL VALUE — PURITY
CAKE MIXES
Chocolate PKG. **25c** Ginger PKG. **24c** White PKG. **23c**

Monarch Margarine LB. 29c
Stokely's Corn Cream Style 2 15-OZ. TINS **29c**
GREEN BEANS STOKELY'S 15-OZ. TIN **19c**
Honey Pod Peas STOKELY'S 15-OZ. TIN **19c**

Florida ORANGES
SIZE 252 2 doz. **49c**

CALIFORNIA GRAPES U.S. No. 1 Emperor's 2 lbs. **33c**
FLORIDA TOMATOES Cello Pkg. **19c**
HEAD LETTUCE Large firm heads - Imported 2 for **29c**
CELERY HEARTS Florida Bundle **15c**
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Information concerning Ontario Hydro can be obtained by writing to your Hydro Chairman, 620 University Avenue, Toronto.