

# SILVER'S ANNUAL WINTER CLEARANCE

COMMENCES  
**FRI., JAN. 14**

STORE WIDE REDUCTIONS

— ON —

- Coats - Suits
- Storm Coats
- Dresses
- Millinery

## DEDICATION SERVICE

— OF —  
YOUTH TESTAMENTS  
distributed by the GIDEONS' for Georgetown and district  
Public Schools  
SPECIAL SPEAKER — MR. C. R. ROBERTS  
Canadian Field Secretary of the Gideons.

**St. John's United Church**

SUNDAY MORNING, JANUARY 16th — 11.00 A.M.

## FARNELL'S

**BETTY CROCKER CAKE MIX**  
SPECIAL OFFER

One pkg. at HALF PRICE with purchase of a pkg. at reg. price  
BOTH FOR 46¢

10c coupon on your next  
purchase of  
**CRISCO**  
3 lb. tin 99¢

**Monarch Mixes**  
1 pkg. White Cake Mix  
1 pkg. Choc. Cake Mix  
1 pkg. Tea Bisk  
All 3 for 67¢

## LYONS DUNDEE FRUIT CAKE

3 lb. cake packed in lithographed tin  
reg. \$2.85  
PRICED TO CLEAR AT \$1.99

## FARNELL'S

### COMING EVENTS

—Dance with the Modern Aires every Saturday in the Rose Room Georgetown Arena—

—Your handwriting reveals personality, vocational aptitude. For your personal analysis send fifty words or more and one dollar to B. Wyman, Box 274, Woodbridge. 1-28

—Euchre on Tuesday, January 25 at 8.15 sharp in the new-size hall, sponsored by the Ladies Auxiliary of the Georgetown Fire Department. Lunch will be served, admission 50¢. 1-19

—The annual meeting of the Local Council of Women will be held at the home of Mrs. Nedwell, Edith Street, Friday, the 21st at 3.00 p.m.

**IT'S NEVER TOO LATE TO ENROLL**  
at the  
**BRAMPTON BUSINESS COLLEGE**  
21 Main St. South  
For FREE Catalogue, phone  
**BRAMPTON 1186**

### Boys' Band MEETING

FINAL MEETING TO ORGANIZE A BOYS' BAND

will be held in  
**CHAPEL ST. SCHOOL**  
**Tues., Jan 18**  
at 7.00 p.m.

Results to date have been very gratifying. Do not pass up this opportunity to secure your boy a musical education at the cost of the instrument only.

BAND SECRETARY

### CHURCH NEWS

**St. George's Anglican Church**  
Rector, Rev. Kenneth Richardson

Second Sunday after Epiphany  
10.00 a.m. Sunday School, 11.00 a.m. Holy Communion, 7 p.m. Evensong

**St. Alban's Church, Glen Williams**  
10.30 a.m. — Sunday School  
3.00 p.m. — Holy Communion

**First Baptist Church**  
Rev. A. J. Barker, B.A., B.D.  
10.00 a.m. — Church School  
11.00 a.m. — "True Aristocrats"  
7.00 p.m. — "Is Christ Sufficient"  
8.00 p.m. — Friendly Hour

**St. John's United Church**  
Rev. M. G. McFarlane, B.A.  
Norman Laird  
Organist and Choir Director  
10.00 a.m. — Sunday School  
11.00 a.m. — Service of Worship  
Care for nursery children while parents attend the service of worship  
7.00 p.m. — Evening Worship

**Norval Charge**  
**United Church of Canada**  
Norval  
Rev. A. R. Muir, B.A.  
1.30 p.m. — Sunday School and Bible Class  
2.30 p.m. — Public Worship  
**Glen Williams**  
10.30 a.m. — Sunday School  
7.00 p.m. — Public Worship  
**Home Church**  
10 a.m. — Sunday School  
11 a.m. — Public Worship

**Knox and Limehouse**  
**Presbyterian Churches**  
Rev. Alex J. Calder, B.A., B.D.  
Mrs. Bernice Gowland, Organist  
Mr. Joseph Young, carillonneur

**Knox**  
10 a.m. — Church School  
11 a.m. — Worship Service  
**Limehouse**  
1.30 p.m. — Church School  
2.30 p.m. — Worship Service

**Holy Cross E.C. Church**  
Rev. Fr. V. J. Morgan  
Mass at 11 a.m.  
1st, 3rd, 5th Sundays.  
Mass at 9.00 a.m.  
2nd and 4th Sundays.

**Zion Tabernacle**  
Rev. F. M. Fletcher  
Sunday School — 9.45 a.m.  
Services each Sunday at 11.00 a.m. and 7.30 p.m.  
We welcome you

**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  
(Except 1st Sunday in the month 11.00 a.m. — Holy Communion)

**Grace Baptist Sunday School**  
Associated with the Fellowship of Evangelical Baptists of Canada

### SOCIAL AND PERSONAL

Mr. and Mrs. George Martin spent the week-end in Milton where they visited with Mr. and Mrs. Victor Norris.

Ralph Gray, a school teacher at Elora, was a week-end visitor in town with his uncle and aunt, Mr. and Mrs. Irwin Noble.

Rev. Alfred Barker spent a few days last week in Lansing, Michigan, visiting with his brother Dr. C. E. Barker.

Entertaining for Christmas, Mr. and Mrs. Percy Hill, Charles St. had as week-end guests Mr. and Mrs. C. Reith and son Bob of Seaford.

Mr. and Mrs. Ralph Whitmee and sons Peter and Paul of Collingwood were visitors on Sunday with his mother, Mrs. Walter Whitmee.

On Sunday, Mr. and Mrs. James Evans, Mary and Barbara and Mrs. William Frank attended Knox Church in Acton where little Carol Ann Somerville was baptized. There were 7 grandparents present. Mr. and Mrs. Andy Frank, Mr. and Mrs. George Somerville, great grandparents, Mrs. William Frank and Mr. and Mrs. Thomas Storey of Rockwood. After the service there was a family dinner at the home of Mr. and Mrs. Somerville.

### MARGARINE A MENACE SAYS WEEKLY EDITOR

The government continues to stockpile a growing butter surplus while sales in Canada decline due to the inroads of margarine. And if the experience in the United States can be taken as an indication of what is to happen in this country, surplus butter will more and more become a problem which could seriously affect the whole Canadian dairy industry.

Before World War II, U.S. citizens were consuming 17 1/2 lbs. of butter each year. But with the fabulous rise in margarine consumption below the border, the average American now uses only 8 1/2 pounds of butter per year. In Canada the picture is quite a bit brighter. Each Canadian consumes 20 pounds of butter in a year but that figure can be misleading in view of the fact the butter substitute is just beginning to make itself felt and is banned entirely in some provinces.

The fact that Canadians bought nearly six million pounds more of margarine in the first nine months of 1954 than they did in the same period in 1953 is an indication that Canada too, is moving in the direction of low butter consumption.

If these margarine sales were being made exclusively in our big cities, among the laboring classes, we would find it understandable, even though still shortsighted. In this day of high food prices it is natural for the man on salary to look for a bargain, to settle for the lower priced substitute, especially when that substitute is said to be almost indistinguishable from the original. We find that understandable and yet it could still prove shortsighted. If his paltry savings on one item of food ultimately led to his unemployment. And that could happen.

It has already happened at the Frost and Wood Farm implement plant in Smiths Falls which has stopped production for good.

But completely incomprehensible to us are the substantial sales of margarine which are being made over the counters of local stores and in other towns like ours which are dependent on the dairy industry for their very existence. In our opinion, every Alexandrian who uses margarine instead of butter is not only shortsighted, but stupid. He or she may see a saving of a few cents on their grocery bills and yet in course of time may see their very livelihood lost because margarine has helped depress the dairy industry. Even the store-keeper who makes a small profit on the butter substitute may live to rue the day. When his dairyman customers can no longer buy, will the margarine makers keep him in business?

Most shortsighted of all, without doubt, are those producers of milk who not only are using margarine on their own farm tables but are so obliging as to buy it by the case for their poor city cousins in Montreal who are deprived of it by that 'bad' Duplessis. If those Glengarry farmers stopped to think that every pound of margarine they purchased could be added to the milk surplus and thus holding down the price at which their own milk is sold, they might realize they themselves are partly responsible for the depressed state of the dairy industry today.

And plenty of Glengarry dairymen are buying margarine, in quantity. It seems not a little disheartening to see dairy farmers buying margarine for home consumption while their own Dairy Farmers of Canada Association is trying to cut the inroads of the substitute by advertising "It's Always Better With Butter."

We've never tasted margarine to our knowledge. Not because of any antipathy to its taste, but because we are convinced it is a poor buy for any one dependent, as we, on a prospering dairy industry. And we can think of very few of the readers of this paper, who might be able to justify its use on economical grounds. A penny saved on margarine, in our eyes, makes you pound foolish.

—Reprinted from the Glengarry News, Alexandria, Ontario. For the Ontario Creamerymen's Association.

—The Herald is always pleased to receive news of your visits and visits.

## tip top tailors

ANNUAL

# JANUARY SALE

— OF —  
**made-to-measure SUITS**

**extra pants FREE**

IN GEORGETOWN EXCLUSIVELY AT

# SILVER'S

### THE SIMPLE THINGS

When the golden cord unrolls across the years,  
It is not the darkened moments nor the fears  
That I recall, but the small, the simple things  
The beauty of a choir boy's smile, a rose,  
An autumn sunset and above the hush  
The lovely wild song of a woodland thrush,  
The moments that have left me close to tears  
Of happiness down through the span of years,  
When my soul, brushed by tips of angel's wings,  
Found God in the small, the simple things.

—Bill DeCoste

### I AM A RUSH JOB

I belong to no age, for men have always hurried. I prod human endeavour. Men believe me necessary but falsely.  
I rush today because I was not planned yesterday.  
I demand excessive energy and concentration. I override obstacles, but at great expense. I illustrate the old saying, "Haste makes waste."  
My path is strewn with the evils of overtime, mistakes and disappointments. Accuracy and quality give way to speed.  
Ruthlessly I rush on—  
I am a RUSH job.

Herald Adlets get results. Try one and see.

### Norval and Union Presbyterian Churches

Rev. G. Lockhart Royal, B.A.  
Union  
Rev. G. Lockhart Royal, B.A.  
10 a.m. — Sunday School  
11 a.m. — Divine Worship  
Norval  
2 p.m. — Sunday School  
3 p.m. — Divine Worship

## HIGH SCHOOL OPEN HOUSE

Georgetown High School, including the new wing, will be open for public inspection,  
**Thur. Jan. 13**  
from 6.30 to 7.30 p.m.

Teachers will be in their classrooms for parent teacher consultation from 7.30 to 9.30 the same evening.

**OLD PATTERN**

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**LIMITED TIME**

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