

THE GEORGETOWN HERALD

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

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The Stratton Story

What will probably be the most expensive story to appear in the Herald for many a year is the one in this issue about the Stratton Manufacturing Co.

It is worth exactly \$164.08 to us, not counting any possible reproduction rights which editor George Cadogan may charge for "lifting" it from his Durham Chronicle.

We reprint it because it has local interest, inasmuch as the Herald was one of the hundreds of daily and weekly newspapers, radio stations and advertising agencies which contributed to the story, and also because it is a fascinating account of a success story in reverse.

Like the Durham editor, we checked as far as possible when advertising orders from the Stratton Co. began to pour in with each mail in the weeks be-

fore Christmas. And yet, we had misgivings too, for we could not believe that enough mail order toys would be sold to even make up the \$164.08 in advertising charges, let alone realize a profit for the firm.

Perhaps the Stratton man was following the advice of another man who went bankrupt in an international way. Wasn't it Hitler who said "If you tell a lie, make it so big that people will have to believe it."

The psychology certainly worked, for we haven't yet heard of a newspaper which asked for payment in advance on those two pages of advertising.

It is scant consolation that Stratton helped the Herald set a new record—the first twenty page paper in history.

Don't Wait Too Long!

With attention focussed so much this week, on roads and highways, after Premier Frost's announcement of major improvements planned throughout the province, it is time for Georgetown's council to lay early plans for resurfacing No. 7 through the major part of the town.

Last fall, this was almost a reality, but was balked, first by a more comprehensive idea of installing proper drainage at the same time, and then by the advent of winter which precluded any resurfacing at all.

The highway has been a danger spot for motor-

ists for years, and it will certainly not improve this year when spring frosts give it a few more heaves.

And pedestrians, who have suffered through years of wading through mud-puddles and being splashed by passing traffic, are in for an even grimmer spring since repairs to a watermain completely covered the sidewalk with earth from St. George's Church to the flasher light last month.

Council has many problems and it is understandable that long-standing business can get by-passed by some not so important but more current. We hope No. 7 won't fall into this category again this year.

Traffic Light Needed

A traffic light at the downtown "4 corners" is a must in 1955.

Anyone who is in the downtown district at noon and five o'clock, particularly on Fridays and Saturdays, realizes the growing hazard of too much traffic, both to motorists and those on foot.

A few weeks ago a lady crossing the street was brushed by a car and knocked down. A week later a young lad had his bicycle spun around and groceries

spilled. In neither case was there injury to those involved, but there might have been. And there have been accidents in the past when people were injured.

It is also suggested that Wesleyan Street and Mill Street from the 4 corners to Young be made one-way streets at the same time. This would have a double effect in routing traffic more efficiently in the downtown area and providing one relatively safe crossing on Main between the two banks.

Pot Pourri

When we talked with Harry Goldham last week, getting information about Bob Goldham night in Detroit, he must have been excited. Mentioning those from town who were down for the event, he neglected to tell us about Mr. and Mrs. George C. Brown of Norval . . . and as it happened, they actually went with the Goldhams. Another visitor from the district was Carl Ingbertson of Brampton, who made the trip with Mayor Armstrong . . . Added to our list of Georgetowners in Florida are Mrs. W. C. Reynolds, who went south with friends from Toronto, and Mr. and Mrs. Harry Logan . . . Looked like old times again at the arena when Sundridge appeared for the first game Thursday. Over 800 fans made the building look well-filled for the first time in many a month. This will be in print before Tuesday, but the calibre of hockey being played should surely bring out even a bigger crowd for last night's game . . . The golfers are beginning to look ahead to the summer, and we hear

that applicants are being interviewed for the position of steward at the club . . . And fishing season is coming too. Must be spring . . . Special, for folks between 60 and 70, was the catch heading on a circular received at the Herald office this morning. Some days we feel old, but never thought it showed that much . . . We hear that building will soon commence on River Drive, where an American electronics firm is locating . . . Company men have been in town on several occasions, and several of them are househunting as well . . . Another minstrel show being planned by St. John's church choir. And on the more serious side, Knox choir is rehearsing Stainer's Crucifixion for presentation on Good Friday . . . Chatted with Bill Broughton on one of his infrequent visits here from Preston, and sorry to learn that his wife has been very ill. Mrs. Broughton is on the mend now, we are happy to report . . .

CLUB MIDTOWN REPORT

Right down to business this week, no fooling around!
 At the bored (?) meeting last Friday night, eight members were elected to form a committee to plan, organize and run the future dances. The members of the executive are: Misses Jean Engleby, Judy McCumber, Donna Bennett and Bey. Cun-

ningham; and Messrs. Jack and Jim Sunnucks, Francis Hulme and Ken Gregory. If mmm, with an all star cast like that, we can expect some good dances in the future.
 We were a little disappointed over the attendance at the last dance, but we have learned since that the decrease was caused by an epidemic of good old Virus X which has beset our fair town.

Here is a notice for all and sundry—there will be no C.M. dance this Friday night because of the annual High School Commencement.
 Well, kids, next Monday is the first day of the season when young men's thoughts lightly turn to what the girls have been thinking of all winter, so to put a stop to this foolishness before it starts, we hereby declare the inauguration of National Twirl Week. Being non-union men we settled for a ten day week, commencing 12.00 noon (Standard Time) March 18th, and terminating 12 noon March 27th.
 'Nuff said for now . . . we'll be back next week.

ATTEND UNCLE'S FUNERAL AT NIAGARA-ON-THE-LAKE
 Dr. and Mrs. Clifford Reid went to Niagara-on-the-Lake last Tuesday to attend the funeral of his uncle, Walter Reid who had frequently been a visitor in Georgetown.
 Mr. Reid was the last member of his family.

Canada imported 30,151 gallons of sparkling and 1,080,116 gallons of non-sparkling wines in the 12 months ended March 31st, 1954.

Cash sales accounted for 68.8 cents of the average Canadian retail consumer dollar in the first quarter of 1954.

'Bad Farming Makes Food Crisis'



KATHERINE MERRY GETS CLOSE TO SOME ADVICE
 A 4-H Leader's kill in young but safe hands

Limiting the world's birth rate is no way to solve the world food shortage—in spite of what Dr. Brock Chisholm says—a young Ontario farm girl said.
 Katherine Merry, 18, of Milton, a statuesque blonde and winner of the Queen's Cup, told the 24th annual convention of the Canadian Council of 4-H Clubs that better methods of food production are the only hope.
 Taking issue with Dr. Chisholm, who has advocated birth control as a means of avoiding world-wide starvation, Miss Merry said it was "impossible" to stop population growth. "Every 24 hours, there are 76,000 people added to the earth's population," she said. "How can they be fed?"
 In Canada, which is far from being "food poor," more than one-fifth of the original crop land has been destroyed by bad farming methods.

CONTINUE ORGANIZING PLANS JUVENILE LODGE

Meeting last week in the lodge hall at Stewarttown, members of Loyal Orange Lodge 68 discussed further plans for organizing a juvenile lodge this spring.
 It is planned to have a fife and drum band among the children who will form the lodge and members will soon be recruited.

eration between them and the profession.
 The newly formed board is affiliated with both the Ontario and Canadian Real Estate Boards and is expected to have a membership of approximately 60 real estate brokers and salesmen. Meetings will be held each month.

Knight, Hare Head Real Estate Board

Canada's thirtieth Real Estate board was formed last week in Brampton at a meeting of interested real estate brokers and salesmen from North Peel, Dufferin and Halton Counties.
 Harold W. Knight was elected president of the North Peel, Dufferin and Halton Real Estate Board. Harold S. Hare was elected vice president, Samuel Reid, secretary-treasurer, Howard May and Art Cleverly, directors, Harold A. Clarke, president of the South Peel Real Estate Board, was elected honorary president of the newly-formed board. The meeting was held at the Queen's Hotel.

Among the 35 guests were H. W. Follows, executive secretary-treasurer of the Ontario and Canadian Real Estate Boards, W. J. Nix, regional director, Murray Bosley, president of the Ontario Real Estate Board, Dick Whitmore president of the Kitchener-Waterloo Real Estate Board and Bert Wiloughby, past president of the Toronto Real Estate Board.

Dick Webber, president of the Canadian Real Estate Board, was guest speaker.
 The Board is similar in form to trade associations and brings together in one body real estate brokers and their salesmen throughout the counties of Dufferin, Halton and of North Peel for the purpose of supervising real estate practices by means of rules, regulations and a strict code of ethics.

The Board will assist property owners by surveying and studying assessment and taxation and also advocating favorable legislation, wherever necessary, and by pointing out to investors the potentialities of North Peel, Dufferin and Halton counties.
 One of the main objectives of the Board will be to inaugurate a cooperative property listing system. This will assist property buyers and sellers

in the area covered by the Board to hasten the sale of listed properties.
 The particular object of the Board is to maintain and develop the present confidence and goodwill of owners and prospective owners and hereby bring about close coop-

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INTERMEDIATE HOCKEY
 ONTARIO PLAYDOWNS
 Raiders vs. Sundridge Beavers
 4th and 5th GAMES in Sundridge,
 March 19th and 22nd
 6th game in Georgetown, March 24
 7th game in Sundridge, March 26th

KID. HOCKEY
 SATURDAY MORNING
 2nd games of semi-finals,
 beginning at 7.45 a.m.

INDUSTRIAL HOCKEY
 MARCH 20th — 2.00 P.M.
 Smith & Stone vs. Burns' Transport
 2nd game of finals

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