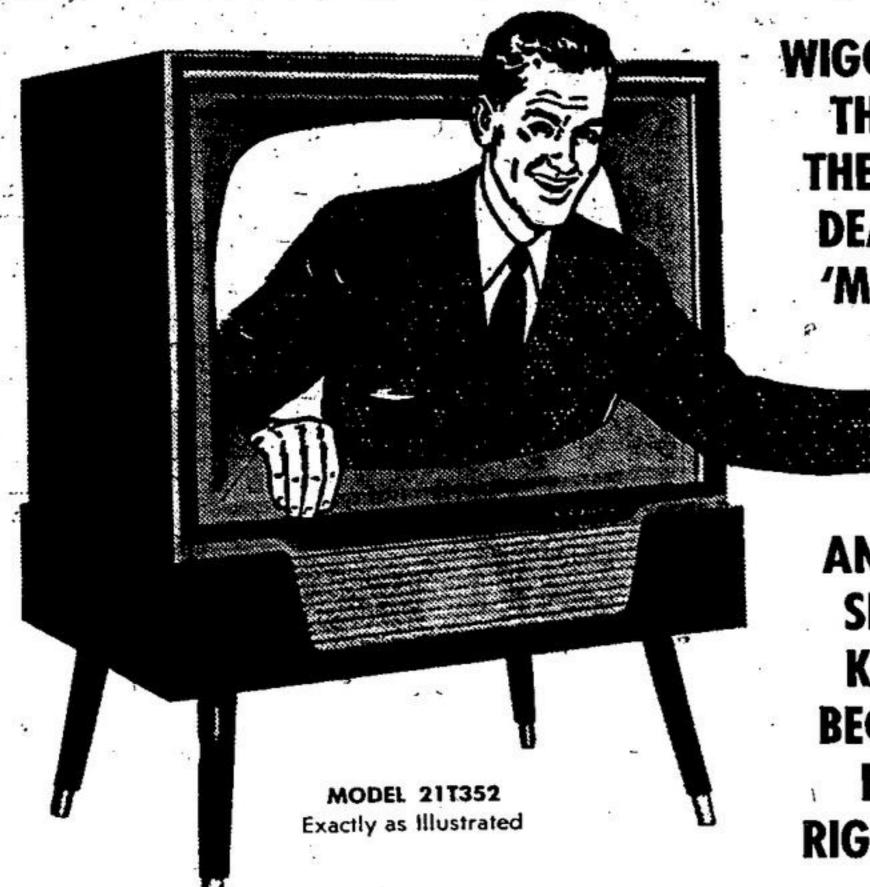
# 5TH ANNIVERSARY SSALLE Chatting

From April 30th until May 9th ~

An important message to our customers

Over the past five years we have seen Georgetown grow considerably. Georgetown has seen WIGO grow too, from a small store to a sizeable enterprise. We have achieved this by specializing in television and electronics.

NO STORE CAN GROW BIGGER THAN THE SERVICE IT RENDERS.



WIGO SAYS THIS IS THE BEST DEAL OF

AND HE **SHOULD KNOW BECAUSE** HE IS **RIGHT IN IT** 

## RCA VICTOR

21". Consolette TV

SPECIAL STEREOPHONIC DEALS



MODEL 21TC310 **FULL CONSOLE** 

## RCA VICTOR'S WORLD FAMOUS STEREOPHONIC

THIS IS THE ULTIMATE IN STEREO QUALITY



YES, 10 RCA VICTOR STEREO RECORDS WITH A \$59.95 VALUE ABSOLUTELY FREE

### COMPLETE STEREOPHONIC UNIT

with extra speaker, Model KS 474, for the unbelievable low price of

**\$ 9**.95

## FOR MOTHER'S DAY.



We BOUGHT 'M ALL

orig. sold for \$35.75 YOU PAY

**TOASTERS** \$4.50

G.E. POLISHERS \$40.42

Cash and Carry

Electric Kettles \$9.95

**Automatic Washer** \$199

STEAM IRONS \$12.95

**Hoover Polisher** \$39.95 Cash and Carry, Please

**PERCOLATORS** \$4.95

**INGLIS DRYERS** Originally \$279 Now \$189

1c RECORD SALE OF E.P. ALBUMS Save \$1.49 Buy One at reg. price and get one for ONE CENT

**NORDMENDE RADIOS** Trettank ...

OVER 20

DIFFERENT

**PORTABLE** 

**TRANSISTOR** 

**RADIOS** 

from \$69.95

goldem from \$34.95

**GERMAN IMPORT GRUNDIG PORTABLE** 

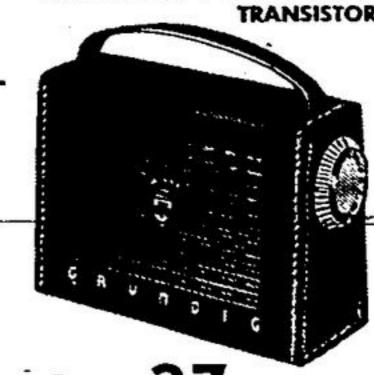


DON'T FORGET DAD A CAR RADIO IN DASH.

FOR BOTH PARENTS' PLEASURE

Including Aerial

Installed While U Wait



**\$37**.95

Remember : . . at WIGO Television and electronics is a specialty

For Better Selection · For Better Service — GO

32 MAIN STREET NORTH, GEORGETOWN

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THE GEORGETOWN HERALD Wednesday, April 29th, 1959.

CHATTING

a ' I'VE OFTEN marvelled at how quickly our little fellow drops off to sleep once he's tucked into bed for the night. At the end of our beditime routine, after I've switched off the light and tucked the covers around him often as not, he'll close his eyes, and within seconds, his beavy, regular breathing tells me he's sound asleep . . . Lucky, lucky, little boy. He'd be the envy of thousands of adults who can't get to steep for hours after going to bed.

I'M CONVINCED he has great natural advantage in this going-to-sleep-easily pro-\*blem, just simply because he is a boy. Our two girls, while never experiencing any real difficulty in getting to sleep, very seldom went to sleep that quickly . . . . And it seems to me that this sleeping - or not sleeping, problem, is one which plagues grownup little girls much more frequently than grown up little boys. You very seldom ever hear a man say he can't get to sleep, or that he sleeps poorly. But when the subject arises among a group of wo-men, a surprisingly large number complain of sleeping difficuties . .

. . Maybe it's just because, having heard one person admit to this problem, the gals take advantage of a sympathetic audience to tell their trouble. Because suffering sleeplessness is a lonely fate, both during the sleepless hours and af-ter everyone else is awake. The sad fact is that nothing bores a good sleeper more than hearing complaints from someone who isn't.

ONE THING IS SURE, how ever, nobody appreciates a good night's sleep as much as a person who has wrestled with sleeplessness for a few nights. And nobody can more readily sympathize with persons afflicted with chronic insomnia that someone who has had a touch of it. More than a touch would be misery indeed . . .

WHEN I SAID I thought insomnia afflicted women more than men, I must admit an exception came to mind. I remember a newspaper convention where they had hired a hypnotist for the demonstration. One of the editors who had volunteered to be hypnotized remarked afterwards to the hynotist that he'd give anything to be able to drift off to sleep every night, as easily as he had while under the hynotic spell. Apparently he was one man with real sleeping trouble - very seldom ever got to sleep before 4 o'clock in the morning. . . Assuring him he could cure our friend's trouble by means of hypnotism, the hypnotist started his first treatment then and there by giving the editor a coin to hold, and telling him over and over that when he held the coin he would go right to sleep. Wherewith he put him to sleep right before our very eyes — flat on his back on the floor . . .

... I was curious to learn if the experiment had worked, but did not have an opportunity to talk with the editor's wife till the next convention . . .

IT SEEMED that the hypnotic spell did its work all too well - for a day or so, anyway. She told me that the day after the experiment when they had gone shopping up Yonge St., her husband complained of feeling terribly sleepy. In fact he could hardly keep wide enough awake to put one foot in front of the other. He finally got to the point where he had to sit down on the curb of Yonge St. North, to gather sufficient energy to stagger into the neaest store. There an embarrassed wife had to ask for a chair for her husband to collapse on - meanwhile offering what was probably the phoniest sounding excuse ever heard for such behaviour. But it was the truth. The poor man hadn't got ove being hynotized. With the help of the cab driver, she got him back to the hotel, but it was another day or so before the sleeptrance wore off . .

I STILL DON'T know the long-range effect of his cure-by-hypnotism. But one thing was certain, our friend probably had one of the best sleeps of his life at a time when everyone else at the convention was wide awake in to the wee small hours.

