

FESTIVAL OF VALUES — WIN \$200.00

Entries will be placed in a prize box. Each week a winner will be drawn.

During the 6 ISSUES OF FESTIVAL OF VALUES promotion, The Herald will give away \$200.00 in cash merchandise vouchers to shoppers who patronize merchants participating in THE FESTIVAL OF VALUES. No purchase necessary. Just write your name, address and telephone number on any sales slip, cash register tape, charge slip, receipt, or a plain piece of paper. Bring these entries to any of the 31 participating merchants whose advertisement appears on THE FESTIVAL OF VALUES pages.

Winners will be announced next issue. Good at participating merchants only.

carpeting

WE GUARANTEE
—QUALITY
—SERVICE
—SATISFACTION

20% Off all remnants

A & C Carpets 25 Mill St. 877-1900

WEEKLY FESTIVAL OF VALUES WINNERS WILL APPEAR IN NEXT ISSUE



LOCAL BUSINESSMEN AT HERALD DINNER

Festival of Values Opens This Week

The Georgetown merchants displaying Festival of Values posters have joined together to make this week one of their greatest selling events. You can read and listen to the big city sales attractions, but none of them will compare with the values to be found right here at home.

No single merchant could or would undertake such a tremendous sales event as the Georgetown merchants displaying Festival of Values posters are conducting. Check the Festival of Values pages in today's edition of The Herald and you will find many useful items you need and would like to have, at great bargain prices.

These merchants are not attempting to dispose of distress merchandise. They are offering you values on merchandise for the home, automobile and for personal use. Study the items advertised on the Festival of Values pages for all your family needs. Get your entries in for the bi-weekly draw.

It will pay you to shop in Georgetown this week. All merchandise is guaranteed as advertised by the business firms.

Georgetown Merchants To Display Posters

Merchants in the Georgetown area will be displaying their Festival of Values posters starting this week. They've joined together to make this week one of the greatest selling events in the history of the Georgetown area.

No one merchant, of course, could undertake such a tremendous sales "happening" as could the combined merchants displaying the Festival of Values pages in this week's edition of The Herald.

The following Georgetown and area stores are participating in the Festival of Values bonanza: Georgetown Decorating, Stedmans, Global Department Store, A and C Carpets, by Bettianne, Wigo TV, Lee's Fabric Store, Barrager's Cleaners, Robert Gougeon Furniture, Georgetown Tire, Comfi Furniture, Beaver Lumber, Park Toyota, Roberts Real Estate, Lucky Pop Mart, A & P Stores, Georgetown British Cars, Georgetown Fruit Market, Fashion Trend Hair Stylists, IGA Grocery, Moore Park Texaco, J. B. McCallum Auto Sales, Firestone Tires, Fendley's Lucky Dollar, Georgetown Chrysler, Racer's Edge, Grant Baker Ltd., A & W Drive In, Hazen's Auto Service, Fong's Restaurant, Dog & Suds Drive In, Chicken Villa, and North Halton Sports.

Local Business Deserves Support

Local and district merchants are entitled to the support of the citizens. They are established here, pay heavy taxes and oftentimes assume more than their share of responsibilities of citizenship. The money that comes over their counters stays in the community, unlike that which goes to out-of-town merchants, which usually goes to someone who has nothing at stake in the community. By buying from your home-town merchant you are working for the advancement of your own community, for the money he has to spend is spent where he is established and where his interests are. On the other hand, if you patronize some outside concern which does not give a rap about the community, you are lacking in loyalty to the community in which you live.

Lights Go Up Despite Cry For Saving Energy

While area residents keep busy conserving energy, Hydro will greedily gulp away its own power throughout the Christmas season.

Jack Armstrong, of the Georgetown Hydro Commission, said there are no plans to reduce the amount of lighting erected in town this year.

"We have received no directive from Ontario Hydro telling us not to put up the Christmas lighting, so we have gone ahead and done it."

"The lights are connected to the same circuit as the street lights, so they will come on and off at the same times."

Mr. Armstrong said correspondence received from Ontario Hydro asked for conservation of energy by the individual citizen, but did not mention the town's display.

Georgetown will have more lights this year as well since illuminated Christmas trees will be erected on Guelph Street between Sinclair and Maple Avenue.

Action Hydro Superintendent, Doug Mason, said the Christmas lights will go up as usual this year.

ELECTROHOME
...an extra degree of excellence.

The CLARIDGE. True elegance knows no limitations, to quote a popular author. And The Claridge proves him correct. In its Autumn Oak finish, here is Mediterranean flavor in rich quantity. Yet, in Walnut, the mood is somehow more Transitional. The choice is yours. 36" W. 30" H. 20" D.

\$849.00

WIGO TV 32 MAIN ST. N. 877-3376

LEE'S 23 Main Street S. GEORGETOWN

XMAS SPECIALS

QUILTED COTTONS

IDEAL FOR HOUSECOATS **\$2.98** YD.
REG. \$3.98 NOW

54" wide ENGLISH WOOLS

PLAINS AND CHECKS **\$3.98** YD.
REG. \$4.98 NOW

VOLVO HAS REMODELED OUR SHOWROOM FOR '74.

GEORGETOWN BRITISH CARS
375 Guelph St. Georgetown 877-5235

Treat the family tonight!

Kentucky Fried Chicken

Colonel Sanders makes it "finger-lickin' good!"

CHICKEN VILLA
116A GUELPH ST.
GEORGETOWN 877-5241

1973 PLYMOUTHS
AIR CONDITIONED

\$3595.

FROM

Georgetown Chrysler Ltd.
Under The Tower 877-5108 "The Right Place To Deal"

"We've Made Your Gift Shopping Easy"

AT **NORTH HALTON SPORTS**
9 MAIN ST. NORTH 877-7777

Choose a present from our **CHRISTMAS GIFT DISPLAY**

Something for every member of the family

- SKI CLOTHING
- SKATES
- SKIDOO SUITS
- SKIS
- COUNTRY EQUIPMENT
- TOQUES
- GOLF EQUIPMENT

OPEN EVERY NIGHT TIL 9 P.M.

Goodyear's BEST Non-Belted Snow Tire!

4-PLY POLYESTER **Suburbanite XG78 25.95** each

Whitewall installed 600-12 A78-12 B78-14
Broad interlocking ladder-type centre cleats
Double-wedge shoulder cleats
4 tough piles of triple-tempered Polyester cord
Narrow white sidewall design

SIZE	PRICE	SIZE	PRICE
A68-12	\$25.95	B78-14	\$29.95
A78-12	\$25.95	B78-14	\$32.95
B78-14	\$25.95	F78-16	\$37.95
C78-14	\$26.95	B78-15	\$29.95
E78-14	\$26.95	B78-15	\$32.95
F78-14	\$27.95	F78-15	\$36.95

GEORGETOWN TIRE SALES
24 Guelph Street 877-1525

Dog n Suds

- GOOD FOOD AND SERVICE
- FAST NOON LUNCH
- PHONE AHEAD, YOUR ORDER WILL BE READY
- COFFEE AND TAKE OUT ORDERS
- SOUP IN A CUP; GRAVY FOR FRIES

"We make a lot of things better"

877-7121

Firestone
Moore Park Plaza 877-5119

"SANYO" **STEREO COMPONENT SET**

You'll Get your great Stereo Sound with this AM-FM stereo. Features include 4-speed automatic record changer, Built-in 8-track stereo tape deck with automatic channel selection. Two way high fidelity speaker systems. ...

\$269.95

OPEN EVERY NIGHT TIL 9 P.M.

RACER'S Edge

Racer's Edge is introducing the all new 1975 **Polaris TC**

Not a 73 not a 74 but a 1975
PRE CHRISTMAS SPECIAL **\$686.**
REG. \$745 only

THE RACER'S EDGE
GEORGETOWN 347 GUELPH ST.
877-4554 drop in 877-4554

Festival Of Values **SPECIALS**

Toro Snow Thrower
21" WIDTH, SNOW REMOVAL GAS POWERED HANG-UP STORAGE MODEL **\$199.95**

SUNBEAM Snow Thrower
ELECTRIC START 2 YEAR WARRANTY **\$127.97**

BEAVER
316 Guelph St. 877-2234

Moore Park Texaco CENTRE

SPECIALIZING IN

- ★ WHEEL ALIGNMENT & BALANCING
- ★ TUNE-UPS
- ★ REPAIRS TO ALL MAKES
- ★ TOWING, ROAD SERVICE & SNOWBLOWING
- ★ AUTHORIZED AC UNITED DELCO DEALER

TEXACO 877-9981 **FIRESTONE**
OPEN 7 DAYS A WEEK 164 MAIN N. (AT MOORE PK. CR.)

LIGHTS UP

A Hydro worker suspended above the intersection of Main and Mill streets, puts the final touches to the town's lighting display. (Herald Photo)