

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
—SERVICES
—SATISFACTION

20% Off all remnants

A & C Carpets 25 Mill St.
877-1900

WINNERS

FESTIVAL OF VALUES LUCKY DRAWS

Each Winner Receives \$100.00 In Merchandise Vouchers

★

B. Johnson, 14 Churchill Cr., Georgetown Linda Barger, 22 River Dr., Huttonville

Irene F. Ripley, 15 Weber Dr., Georgetown

★

Vouchers May Be Cashed At Any Festival Of Values Participating Store



Snow Designs

Snow-sculptured designs stand out in the rural areas, and this one, caught by a Herald photographer, was found just outside Limehouse on the Sixth Concession.

Georgetown Merchants Join Together For Festival of Values

Watch for the Festival of Values posters! They signal savings and prizes. The Georgetown merchants displaying Festival of Values posters have joined together to make this period a truly great selling event. You may hear a great deal of noise about big city savings but none can compare with the values to be found right here at home.

Local and district merchants are entitled to the support of the citizens. They are established here, pay heavy taxes and often 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.

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.

The following Georgetown and area stores are participating in the Festival of Values bonanza: Georgetown Decorating, Steidmans, Global Department Store, A and C Carpets, by Estimote, Wigo TV, Leo'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.

PANASONIC TAKE 'n TAPE



AC-Battery Portable Cassette Recorder
Play and record anywhere! Operates on AC and DC. High quality portable cassette recorder features a built-in condenser mike. Comes in red, white, blue, grey or yellow. Built-in AC. Modern-looking rounded design. Pushbutton operation. Easy-Matic circuit for perfect recording. Volume control. Fast forward and rewind. Earphone Jack. Solid state. With Panasonic batteries. 4 1/2" H-7 1/2" W-3 1/2" D.

\$39.95

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

Kentucky Fried Chicken

"It's finger lickin' good"



EXTENDING BEST WISHES TO ALL FOR A MERRY CHRISTMAS and a sincere "THANK YOU" for Your Patronage During the Year

chicken Villa
116A GUELPH STREET — 877-3341



Here's a sleighful of good wishes for you, our patrons. Thank you for letting us serve you in the past—hope to serve you again.

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

Firestone

Moore Park Plaza 877-5119

Firestone SNOW CHAMP BELT

Features a concave molded design in popular low profile "78" series. Nylon and Fibreglass construction. Same aggressive "Guaranteed Traction" as the bias ply Snow Champion. Whitewall only.

\$29 F78-14 Whitewall

INSTALLED to fit many models of **MUSTANG COUGAR CAMARO**

Goodyear's BEST Non-Belted Snow Tire!

4-PLY POLYESTER

Suburbanite XG78 25.95

Whitewall installed 400-12 A78-13 B78-14
Broad interlocking ladder-type centre cleats
Double-wedge shoulder cleats
4 tough plies of triple-tempered Polyester cord
Narrow white sidewall design

SIZE	PRICE	SIZE	PRICE
600-12	\$25.95	678-14	\$29.95
678-13	\$25.95	678-16	\$32.95
678-14	\$25.95	678-18	\$37.95
678-14	\$26.95	678-15	\$29.95
678-14	\$26.95	678-15	\$32.95
678-14	\$27.95	600-15	\$36.95

GEORGETOWN TIRE SALES
24 Guelph Street 877-1535



May your Christmas be merry and bright!

Dog n Suds

877-7121

Moore Park Texaco CENTRE

NEW 1973 **JOHNSON SNOWMOBILES AT COST**

Scotia Bank Financing

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



Big Deposit? (Herald Photo)

Business must be booming. At least, that's the impression one gets when one sees a grocery cart parked in front of a local bank deposit box. It must be a lot of money to warrant using a grocery cart to carry it.

Racer's Edge

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

WINDSHIELD WASHER

ANTI-FREEZE 79¢

Limited Quantity Good to 35 below Gal.

MANAGER'S CLEARANCE **UP TO 50% OFF**
TOYS, CHRISTMAS DECORATIONS & CHRISTMAS LIGHTS

BEAVER
316 Guelph St. 877-2234

Georgetown Should Preserve Charm, Powell

Prof. Alan Powell, the man who thinks downtown Georgetown should be developed with Victorian flavor, has earned his doctorate in sociology, following acceptance of his seven-year study of Georgetown. He plans to publish a book next year based on his thesis, and called Smalltown Canada.

Prof. Powell recently was the subject of a Toronto Star article, to mark his doctorate achievement. The professor, 33, is known to Georgetown residents as the man who helped form Concerned Citizens, about four years ago. The group was instrumental in halting a town plan to widen Main Street through the centre of the downtown core.

In a move almost in keeping with Prof. Powell's feelings, Georgetown Planning Board wants to limit high-rise development around the downtown core. Among amendments to the town's official plan is a proposal to lower densities from high to medium around the core, effectively capping population and high-rises.

Prof. Powell, who chose Georgetown for study because he has resided here, says the community is typical of small Canadian towns which have their own distinct history, but which are close to major urban centres.

The professor said people become addicted to highways "but concrete eventually swallows up trees, front yards and finally people's houses."

SUCCESS

He said he regards it as sad that towns such as Georgetown can succumb to redevelopment, instead of preserving the charm of aging, unique buildings.

The area that was to become Georgetown was born more than 145 years ago, when George Kennedy established a homestead in Esquewaung valley. Georgetown is named after the New Jersey native, who served in the British Army in the war of 1812.

Kennedy had difficulty promoting settlement. Until 1837, there was only three families in the community known as Hungry Hollow. But when four Barber brothers established a woollen mill, development started. In 1846 when the community was christened Georgetown, population had grown to several hundred.

In 1840, the Barbers built a sawmill and foundry. Later they branched into the paper business and established what is still one of the foundations of the community's economy. When a period of depression hit the Canadian economy in the 1890s, Georgetown regressed. But prosperity returned in 1922. The town has grown sharply in population, a big spurt coming the past decade.

The town has a growing number of middle and upper middle class residents who can afford and appreciate a choice in the quality of goods and services available in the town.

Prof. Powell said, "Without keen citizen interest, parking the ultimate plan for Main Street should be a permanent pedestrian mall, he added.

Describing himself as an "advocate sociologist," Powell said Georgetown can be saved by "people who care enough about their quality of life to fight those who want a Los Angeles existence of cars, roads and super markets."

Those with special knowledge, such as professors, should become involved in preserving and enhancing communities in Canada," he said. "There should be a strong relationship between what these people know and what they do."