



### New Farmer President Board of Trade Member

#### Wide Experience Well Fits New Head of the United Farmers Co-Operation Company to Fill His Post

### FARM BOOM

A study of the leaders in Canada's farmer organizations and companies always has been a study of the leaders of the business world. Leaders of companies are of course well known, but it is not until they are in the business world that their leadership is really tested. It is not until they are in the business world that their leadership is really tested. It is not until they are in the business world that their leadership is really tested.



Perhaps not a few who have read the newspaper reports of the big convention week in Toronto last December can recall the political action that developed among those who are looked for to lead in true cooperation. That another year or two would see the whole agricultural movement in the United Kingdom, the United States and other countries, following them through, really that out of the controversy has come renewed strength, vigor and energy.

President James Ross. A few words with James Ross, of Woodbridge, the new president of the United Farmers Co-Operation Company, Limited, is all that is required to show where he stands on the question of cooperation and co-operation. The company is in a safe hand with him as directing head over a capable manager.

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### Country Must Pay For Mild Weather

#### Economic Consequences of Abnormal Winter May Be Serious

The manner in which the extraordinary weather for the first half of January, influencing the economic course of the country's business, is pointed out by an editorial in the "Boston News Bureau," a daily financial newspaper.

"Into 1928—at least for half a month has continued the influence of one of the external factors which most powerfully affected the economic course of 1927," reads the "Boston News Bureau" editorial. It is recorded in Boston that so far in January there has not been even a "trace" of snow. In fact the last and only trace—so far small for chart measurement—was on December 5.

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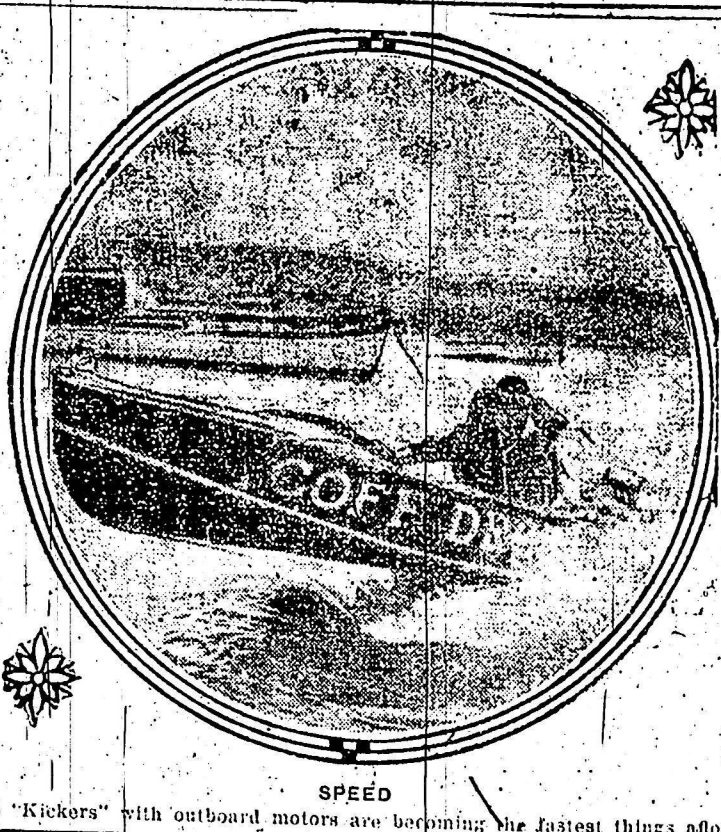
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The "Kickers" with outboard motors are becoming the fastest things afloat.

### Sunday School Lesson

February 5. Lesson VII—Jesus Miraculously Feeds Five Thousand. Mark 8: 1-9. Golden Text—He came unto his own, and his own received him not. But as many as received him, to them gave he power, to become the sons of God, even to them that believe on his name—John 1: 12, 13.

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### Revolutionary

#### Political Conspirators of Vienna's Republic National Bazaar

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### and Wars ended in Cafe Imperial

#### Centuries of Eastern Europe Gather at Long Famous as Inter-continental Conditions

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### Canada Honors Fliers Who Failed

#### Newly Discovered Lakes in Ontario Named for Them

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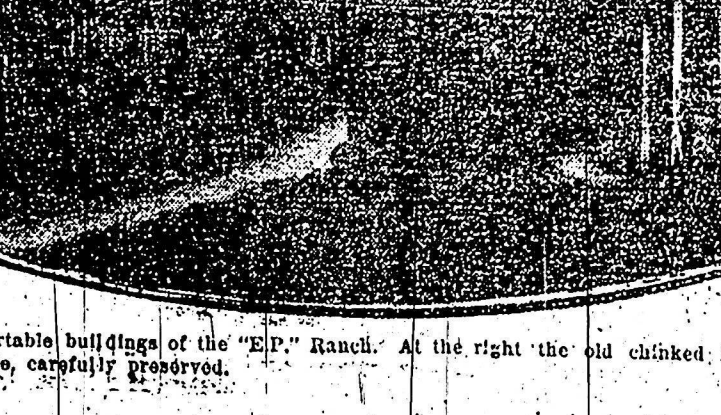
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THE SHIRTING PRINCESS DRESS SHOWN HERE IS A MOST SLENDERING STYLE AND IS SUITABLE FOR DAYTIME AND EVENING WEAR. The skirt is shown with a straight of pointed lower edge, round neck or square neck with a Y-front, and with or without long dart-fitted sleeves. No. 1523 is in sizes 36, 38, 40, 42 and 44 inches bust. \$12.40 to \$16.40. Quiries 3 1/2 yards \$9.40 in 3 1/2 yards 64-inch material; 2 1/2 yards less 33-inch material for sleeveless dress. Price 20c the pattern.

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The rambling, comfortable buildings of the "H.P." Ranch. At the right the old chinked log cabin that was the original ranch house, carefully preserved.

### Liberal Lauds Competitor

#### Sir E. Benn Avers About "Would Take Us Back to Savagery"

London.—"Competition is a good thing and not a curse. It is to be regretted that we are every day being taken out of barbarism and the world of savagery by the Liberal Government." Sir Ernest Benn, publisher of the National Liberal Club, in which he criticized the British system of social reform.

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### Helping Husband

#### Clark—'Something in the way of help'

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