

Deaths - Mrs. J. A. Giffin, Mrs. J. A. Giffin who died at her home, lot 14, concession 3, Esquimaux Township, after a lengthy illness. Mrs. Giffin, who was in her 61st year, was a daughter of the late Thomas and Jane McMeekin, and was born in Belfast, Ireland, coming to Canada as a child. She is survived by her husband, J. A. Giffin, four daughters, Mrs. Elmer May, Hornby; Misses Margaret, Ruth and Marion, at home; a son, Thomas, at home; two brothers, John and Archibald, of Chinguacousy Township; and a sister, Mrs. W. J. McKinney, Brampton. Mrs. Giffin was a member of North United Church.

DEED - In Acton on Sunday, December 31, 1933, Mary E. Brown, widow of the late John C. Nelson, in her 94th year.

OBITUARY - At the home, Young Street, Acton, on Thursday, January 4, 1934, Mrs. Anna, beloved wife of Efram O'Brien, in her 81st year. The funeral will be held on Sunday afternoon, with service at the home at 2:30 o'clock, and interment in Fairview Cemetery.

IN MEMORIAM - In ever loving memory of a dear friend and true pal, my mother, who fell asleep in Jesus, January 3, 1932.

Some may think that I've forgotten, When at times they see me smile; But they little know the heartache That smile hides all the while.

Write it 1934 now. -361 days of 1934 are yet ahead. -The new calendars have changed the wall scenery a bit.

-Now for the January clearance sales and closing up of winter stocks. -Watch night services were held in some of the churches on Sunday evening.

-The pupils went back to school again yesterday after the Christmas vacation. -The sidewalk and roadways have been rather treacherous for either pedestrians or motorists.

-This winter ought to be a bumper one for the fuel dealers—in the matter of demand, at least. -Last year at this time the weather was mild, with no sleighing and no ice for skating on the Arena.

-Haven't met anyone in the past two months who has complained that this winter isn't old-fashioned enough. -Mr. James Mills had the misfortune to fall on the ice on Tuesday and has been confined to the house for the past day or so.

-For best shopping opportunity make it a New Year's resolution to first consult the ads. It pays in 1934 or any other year. -Just between ourselves, "How does the label on your paper read?" We wouldn't ask this question if we didn't need the funds.

-Hockey is a favorite topic for the men. Commencing on January 18, The Peas Pass will feature the Canadian Cooking School for the ladies. -We overheard one motorist say that he just seemed to get the skin on his knuckles nicely healed when it's time to put on another new set of license plates.

CHANGED POSITION - Some of the best anecdotes take years to circulate. This one, about the Prince of Wales as a child, though dating back some years, is well worth repeating. The Prince of Wales, as a boy, was once talking to King Edward about Mr. Theodore Roosevelt, who was at that time President of the United States. "Mr. Roosevelt is a very good man, isn't he?" he queried. "President Roosevelt is a very clever man," replied King Edward. For a time the Prince did not speak, but went on turning the leaves of the album through which he was looking, and which contained the President's portrait. The next day he said to the King, "I have changed Mr. Roosevelt's portrait from the Album of Rulers to the album where the clever men are!"

HE'LL BE PROMOTED - "Halt! Who goes there?" barked the "rookie" at the training camp. "Regimental commander," "Detachment, colonel, and advance to be recognized." The colonel dismounted and came over to the soldier, who presented arms. "Proceed, Colonel," he said. And the commanding officer laboriously started to remount his horse and then asked: "By the way, who posted you here?" "Oh, nobody," replied the sentry; "I'm just practicing."

WHY NOT PRAY - Nothing is more needed in our churches to-day than praying people. We all admit that. We are dying for lack of prayer. Only prayer can give us the spiritual energy we need. Then why not pray? Why not remember "Elijah's" exhortation? He was as sinful and misguided as any of us. And yet, because he took hold of God (so unflinchingly, mightily things were wrought by him. God saw in Elijah an eager soul, and, as a consequence, He gave him remarkable blessing. "All things are possible," says Christ, "to him that believeth." "Ask," He exhorts us, "and it shall be given unto you."

THINK AACT - ...

CHAMPIONSHIPS WON BY CANADIANS AT INTERNATIONAL HAY AND GRAIN SHOW, CHICAGO

The superior development attained by northern-grown grain is nowhere demonstrated more convincingly than at the International Hay and Grain Show, held each December, in Chicago.

At the show just concluded, Canadian exhibits again carried the lion's share of the Championship awards in the following classes, namely: Hard Red Spring Wheat, Durum Wheat, Medium Late White Oats (region I), Early Oats (region I), Tread Barley, Two Rowed Barley, Rye, Flax, Soy Beans (region I and II), Large Field Peas, Small Field Peas, A. O. V. Field Peas, Alutka Clover, Timothy, Alfalfa (Western section) and Navy Beans.

In the Hard Red Spring Wheat Class, in which class Canada is naturally most keenly interested, Canadian entries were awarded the first thirty-nine prizes. Seventy-seven awards were made in this class, of which number fifty went to Canadian exhibitors.

The winner of the first place in this class, Mr. F. Jackson, Elfron, Sask., also captured the Grand Championship for the best sample of wheat in the Show. The variety exhibited was Reward.

Supremacy of Reward Wheat

Most of the prizes in the Hard Red Spring Wheat Class went to the famous Canadian-bred variety, known as Reward, which was developed by the Cereal Division, Experimental Farm, Ottawa, Ont. This variety originated from a cross between Margus and an early ripening, high quality but rather unproductive variety known as Prelude. Since its introduction in the Spring of 1928 Reward has won first place in its class at Chicago each year and has also been awarded the Grand Championship over all varieties and classes of wheat during the past four years, except in 1931 when a Durum exhibit was awarded highest honors.

It was also Reward which captured the most coveted prizes at last summer's World's Grain Show at Regina, Sask. It was a fortunate coincidence for Canada that not only is Reward an outstanding exhibition variety but that it is equally outstanding from the standpoint of milling and baking quality, for which latter reason it is now used very largely by plant breeders who desire to combine high quality with some other characteristic such as high yield or resistance to rust.

While Canada does not produce Hard Red Winter Wheat to any extent, and while she had only one entry in this class at Chicago, this, nevertheless, was considered to be entitled to first place. This sample was produced by Mr. S. B. Allison, Wembley, Alta. (Peace River District).

As a producer of high class Durum wheat, which wheat is sought chiefly for the manufacture of such products as macaroni, Canada has also come rapidly to the forefront during the past few years. This year at Chicago she won sixteen prizes out of twenty-two awarded, including all of the first fifteen excepting the fifth, which latter went to a Montana grower. The Championship in this class went to Mr. Wm. Rogers, Tappan, B. C. In the two oat classes (early and medium to late) Canada, as usual, won the major awards. Thus in the medium to late oat class (region I) in which twenty-eight prizes were given, Canadians captured twenty-one, including all of the first eight with the exception of the second.

The winner in this class was Ian Smith, Wolfe Creek, Alta., who also won the Grand Championship for oats. In the class for early ripening varieties of oats (region I) twelve out of the fifteen awards went to Canadians, our neighbors to the south winning only the third, seventh and eleventh.

The Championship in this class went to P. J. Bosc, Notre Dame de Lourdes, Man. In the class for Two Rowed Barley only six prizes were awarded. Of these Canada took first, second, fourth and fifth. The Championship in this class went to Jos. H. B. Smith, Wolfe Creek, Alta. In the Treble Barley Class, in which six prizes were awarded, Mr. Nels Linden, veteran seed grower of Wetaskiwin, Alta., won the Championship, while a Saskatchewan grower won fourth.

In the Six Rowed Barley Class (region I) the first place was awarded a splendid Montana sample, but the remaining six prizes went to Western Canadians. One of the outstanding samples in the exhibition was an exhibit of Storm rye, shown by M. B. Middleton, of Vernon, B. C., who won the Championship without difficulty.

Twenty-four prizes were awarded in this class, of which number Canadians won nine, including the first and second. In the class for flax seed the Championship again went to a Canadian, nine prizes out of the first thirteen awarded coming to Canada. These included the first three.

The Championship winner in this class was Mr. R. A. Meeks, Mannsville, Alta. In Field Peas Canada again demonstrated her supremacy, winning all of the prizes offered in all classes. These included ten prizes in the large yellow field pea class, thirteen in the class for small field peas and eight in the class for peas of any color other than the above.

The Championship sample of peas was exhibited by W. G. Gibson, of Ladner, B. C. with a superb sample of "Stirling", a large yellow variety. In the Navy Bean class, eighteen out of the twenty-six prizes awarded went to Canadians, the Championship going to a beautiful sample produced in Alberta.

Entered Into Rest

MRS. J. A. GIFFIN - The funeral took place to North Cemetery Monday, Mrs. J. A. Giffin who died at her home, lot 14, concession 3, Esquimaux Township, after a lengthy illness. Mrs. Giffin, who was in her 61st year, was a daughter of the late Thomas and Jane McMeekin, and was born in Belfast, Ireland, coming to Canada as a child. She is survived by her husband, J. A. Giffin, four daughters, Mrs. Elmer May, Hornby; Misses Margaret, Ruth and Marion, at home; a son, Thomas, at home; two brothers, John and Archibald, of Chinguacousy Township; and a sister, Mrs. W. J. McKinney, Brampton. Mrs. Giffin was a member of North United Church.

BRIGHT IDEAS - Some men have an idea and make a plaything out of it. Others get the same idea, carry it farther, and make a fortune out of it. A great many ingenious people in this world have brains which seem to be teeming with bright ideas, but they are like sparks flying from an anvil, accomplishing nothing. If you are one of the people who have bright ideas, what are you doing with them? Are they merely bright, or is there, fire in them, capable of kindling something?

SOBBY! - An irritable old woman stood next a very fat man in a tram car. "You're pushing, aren't you?" exclaimed the woman, suddenly. "I'm sorry," replied the man, "I wasn't pushing. I only sighed."

HE GOT A WARM RECEPTION - "Just think, while I was out with some fellows the other night, a burglar broke into our house." "Did he get anything?" "I'll say he did—my wife thought it was me coming home."—Ohio Motorist.

TWO ENLIGHTENED MINDS - "My Uncle in Venice is sending me a gondola. How am I going to play it?" "You don't play a gondola; you throw it over your shoulder like a shawl."

A KNITTED HEM - A very neat edge can be given to a sweater or coat by beginning the work in this way: Cast on an even number of stitches and knit in garter stitch (one row plain, one row pur) for about an inch, or wider if a deep border is required.

Making the edge—Then knit one row thus: Pass the wool over the needle, knit two together in garter stitch to the depth of the knitting already done and fold up the work in half. Knit the last and the first rows together to make an invisible hem. It will simplify the work if the first row of stitches is picked up on an extra needle; stitches on both needles can then be taken up together and knitted plain or pur as the pattern requires. The garment is continued from this point in the ordinary way. It will be seen that the lower edge forms small points. Cuffs can be trimmed in the same way when the sleeve is worked upward.—Try this before starting your garment.

"Sometimes one pays most for the things one gets for nothing."—Albert Einstein. In the class for beans of any variety other than Navy and Great Northern, Canada took sixteen prizes out of the twenty-four awarded. With the exception of the second prize the first nine prizes went to Canadians. The sample of beans proclaimed Champion was shown by Mr. George Bathgate, Diamond City, Alta., winner of first place in the Navy class. In the Soy Bean Class for regions I and II, the first six prize winners were all from Ontario. This is an indication of the progress made by this Province in the production of this crop.

The exhibits of Alfalfa Seed were shown in two classes, based on longitude and were designated "East" and "West." In the former section, in which twenty-five prizes were awarded, all of the eight winning samples from Canada were from Ontario. Seven of these were among the first thirteen prize winning lots and included the second, fourth and seventh. In the latter (Western) section, Canada took four of the twenty-seven prizes awarded, including the first. The latter, shown by C. S. Sorensen, Scandia, Alta., was the Champion Exhibit for the two sections.

In the class for Alutka Seed, Ontario growers again demonstrated the place of this Province as a leading producer of high class Alutka Seed, 14 out of the 20 prizes offered being won by Ontario. The Championship in this class went to an exhibit shown by Mr. Eiseon Richert, Cayuga, Ont. As a producer of timely seed of quality Canada again made an excellent showing, winning a total of fifteen prizes out of the twenty-six awarded, including the first, third, and fifth. The Championship went to A. M. Mongeon, Pincher Creek, Alta. The splendid showing made by Canadian grain and small seed at the International, as above very briefly reviewed, is a matter of more than passing interest. It proves, among other things, that Canada continues to produce grain of superior quality which is able to face the keenest competition from any country in the world and win the major awards with comparative ease.

MARKET REPORTS

DAIRY PRODUCTS - These are Toronto quotations: Creamery solids, No. 1 25 to 00 do seconds 24 1/2 to 00 Above prices for goods delivered Toronto.

Quotations to Retail Trade - Creamery prints, No. 1 27 to 00 do seconds 26 1/2 to 00 Churning cream, f.o.b. country points - Special 24 to 00 No. 1 23 to 00 No. 2 21 to 00

POULTRY AND EGGS - Dealers are quoting country shippers for ungraded eggs delivered, cases returned: Eggs - Fresh extras 30 to 00 do firsts 25 to 00 Pullet extras 20 to 00 do seconds 15 to 00

Quotations to Retail Trade - Fresh extras in cartons 38 to 00 Fresh extras, loose 37 to 00 do firsts, loose 32 to 00 Pullet extras 28 to 00 do seconds 20 to 00

Quotations to Shippers - "A" Grade, 1933 Spring Chickens - Over 6 lbs. each 11 15 17 Over 5 to 6 lbs. 10 14 16 Over 4 to 5 lbs. 09 13 15 Over 2 to 4 lbs. 08 12 14

Broilers - Over 1 1/2 to 2 lbs. 10 15 17 Fowl-Patted - Over 5 lbs. each 10 to 12 Over 4 to 5 lbs. 09 to 11 Over 3 1/2 to 4 lbs. 07 to 09 Over 3 to 3 1/2 lbs. 06 to 08 Black and red feathered hens, 20 D. less.

Young Turkeys - Over 8 lbs. each 11 to 16 Old Roosters, over 5 lbs. 06 to 08 White Ducklings - Over 5 lbs. each 08 to 11 Over 4 to 5 lbs. each 08 to 09 Two cents less for colored ones. Domestic Rabbits over 4 lbs. 06 to 13 Young Geese - 8 to 15 lbs., dressed 10 to 00

DRESSED MEATS - Wholesale dealers in dressed meats quote the following prices to the trade: Beef, forequarters 5.00 to 8.00 do hindquarters 8.00 to 14.00 Carcasses, choice 10.00 to 12.00 do medium 7.00 to 9.00 Calves, choice veal 9.00 to 12.00 do medium 8.00 to 8.00 Heavy hogs, cwt. 6.50 to 6.00 Abattoir hogs 9.50 to 11.00 Lambs, cwt. 12.00 to 16.00 Mutton 3.00 to 3.00

CARLOT ONTARIO POTATOES - Wholesale prices on Carlot Ontario potatoes here yesterday were 85c to 90c bag, according to quality, and 95c to \$1 to the trade. Dealers were quoting, in car lots, New Brunswick potatoes at \$1.15 and at \$1.25 to \$1.30 to the trade, and Prince Edward Island at \$1.20 and \$1.30 to \$1.35 to the trade.

HIDES AND WOOL - Toronto dealers in hides, wool and tallow are quoting the following prices to shippers for delivery at their warehouses: City hides, green, 6c; bulls and brands, 3c; country hides, green 5 1/2c; country hides, cured, 5 1/2c to 6c; country calf and kip, green 9c; country calf, cured, 9c; country calf, green, 7c; country kip, cured, 8c; country kip, green, 7c; horsehides, No. 1, 4 1/2; No. 2, 3 1/2; No. 3, 3 1/2; wool, rejects included, 14c; horsehair, 25c lb.; sheepskins, present take-off, 30c to 50c each; tallow, No. 1 solid, 2 1/2c to 2 1/2c per lb.; cakes, 2 1/2c to 3c per lb.

HAY AND STRAW - Wholesale dealers in hay and straw are quoting to shippers the following prices for: No. 2 Timothy, baled, ton 11.00 to 00.00 No. 3 Timothy, baled, ton 9.00 to 10.00 Straw, wheat, baled, ton 8.00 to 00.00 do oat, baled, ton 7.50 to 00.00

GRAIN QUOTATIONS - Grain dealers on the Toronto Board of Trade are making the following quotations, c.i.f. bay ports: Manitoba wheat - No. 1 Northern, 67 1/2c. Rough No. 2 Northern, 67 1/2c. Ontario Grain, approximate price track shipping points—Wheat, 72c to 73c; barley, 40c to 42c; corn, 62c to 64c; rye, 40c to 42c.

CURRENT LIVE STOCK PRICES - Steers up to 1,050 lbs. - Good and choice 4.50 4.75 Medium 4.00 4.50 Common 2.75 3.75 Steers, over 1,050 lbs. - Good and choice 5.00 5.50 Medium 4.50 5.00 Common 3.50 4.25

Heifers - Good and choice 4.50 4.75 Medium 4.00 4.50 Common 2.75 3.75 Fed Calves - Good and choice 6.50 7.25 Medium 5.00 6.00 Cows - Good 3.00 3.50 Medium 2.50 2.75 Common 2.00 2.25 Cannors and cutters 1.00 1.75

Bulls - Good 2.75 3.00 Common 2.00 2.50 Stockers and Feeders - Good 3.50 4.00 Common 2.75 3.25 Milkers and Springers 25.00 40.00 Veal Calves - Good and choice 6.50 7.50 Common and medium 4.00 6.00 Grassers 2.25 2.50

Hogs - Bacon, f. o. b. 6.50 do off cuts 7.10 do off cuts 7.10 Ewe and wether lambs - Good 7.50 Medium 7.00 7.25 Culls 5.00 5.50 Bucks 5.50 6.50 Light Sheep - Good 2.50 3.00 Heavy 2.30 2.50 Culls 1.00 1.50

"Why should a woman want anything better than to stay at home and build a palace for her personality?"—Gustave Chevalier.



The answer to a knotty problem in merchandising...

There never was a time offering greater opportunity to the resourceful advertiser. This is a day of great news interest—a period when intelligently utilized advertising space will still pay dividends. Yet, how few merchants are using the space they should or saying what they ought to say. Indeed, prices are being needlessly cut beyond the reasonable point, and there is a mad scramble to get volume at the cost of profit.

Merchants know there is often a great difference in pulling power between advertisements of the same size. There may be two single page advertisements for the same type store in the same newspaper. One will get the attention of 10 per cent. of the readers and the other will be read by 95 per cent. of the readers. had 9 1/2 times greater opportunity.

Now, what must the advertiser do? He must give more thought to his advertising. He must put over a message every time he advertises. Every word should be Both ads cost the same amount of money, yet one delivered 9 1/2 times the readership and, therefore, in terms of possible results, thought over carefully. The advt. should say what you would say when the customer comes into the store.

P. S. --- Circulars do not help the reader in permanent ways. And, do you know they weaken the greatest public benefactors we have --- the newspapers. But, if you need them THE FREE PRESS is always glad to assist in preparing your circular or bill---and printing it, too.