

Something EXTRA in tea is Red Rose Orange Pekoe.

RED ROSE TEA "is good tea"

2 CHOICE QUALITIES - Red Label & Orange Pekoe

Buy Blue Coal THE COLOR GUARANTEES THE QUALITY

MILLINERY HATS At greatly reduced prices from \$1.00 up

JOB PRINTING Promptly and Neatly Executed at the Herald Office

Hydro Electric System BEST LIGHT BULBS OF ALL SIZES (Guaranteed)

Counter Check Books Get your supply of COUNTER CHECK BOOKS at "The Herald Office"

Chopping & Oat Rolling 6 cents per 100 lbs. At Norval Mills

PLEASING DAD.

When I was but a little lad, not more than two or three...

THOSE SURPRISE DISHES

By Betty Barclay

It is the little surprise dish that saves the day time and time again...

Forcible Apple 8 small sweet gherkins 8 strips of beef 8 toothpicks

Roll sweet gherkins in dried beef. Cut in inch-wide strips with seasons...

Essential Chicken Salad (Without chicken) 2 cups cold roast pork, diced

Lettuce Coarsely chop celery and pickle. Add seasonings and sufficient mayonnaise...

Mocha Cream Junket 1 cup milk 1 cup light cream 2 tablespoons coffee junket

Mix the two kinds of junket and add to the mixture milk and cream which has been warmed to a little more than lukewarm...

SOME LEMON TASTIES Lemons in the pantry are good for more than lemonade or lemon meringue pie.

Lemon Icing Enough for one three-layer cake 2 cups powdered sugar 1 cup melted butter

Lemon Tapioca Serves 6-8 1-3 cup quick-cooking tapioca 3 cups boiling water

Combine the first four ingredients and cook 20 to 30 minutes. Remove lemon rind and add sugar and lemon juice.

News and Information For the Busy Farmer

Preventing Fires Fire Marshal F. Heaton recently issued a warning to farmers that they should exercise greater care in harvesting and storing their crops...

Grading Helps Exports Dependable quality is an advantage in the export market. In the past year export of eggs from Halifax to Bermuda have held steady despite the advantage of lower prices enjoyed by competing export product.

Weekly Crop Report Livestock generally is reported to be in fairly good condition and most farmers are depending on using home-grown feed for this year.

Excellent Work Done by Growers' Markets Council Wonderful things have been accomplished in the short time the Ontario Growers' Markets Council has been established.

With the retirement of J. C. S. Bennett, official photographer of the Canadian Pacific Railway...

HER FAT HAD TO GO Activity Melted it Exercise is the enemy of fat. If you are overburdened with superfluous flesh, call up reserves of energy to fight it.

Newest Locomotive is Monster Indeed The largest and most powerful locomotive of its kind in the world has just been completed in the Angus Shops of the Canadian Pacific Railway.

Facts and figures of the "8000" will give some indication of its magnitude, efficiency and strength. It is only a scant nine inches short of 100 feet in length.

It is called a "multi-pressure" engine because it generates its steam in three separated portions and three different pressures and, because of its radical departure in boiler design, is creating something of a furor in mechanical and railroad circles.

There are three locomotives of this type in Europe and they show excellent savings in fuel, ranging from 25 to 35 per cent, as compared with the conventional type of locomotive.

Here and There

Hockey sticks to the number of 574,414, valued at \$477,689, or an average of 80 cents apiece.

The population of Canada, according to last year's census, is 10,323,778, an increase in 10 years of 1,565,519, or 17.82 per cent.

The biggest moose of the 1931 season in New Brunswick, with an antler spread of 55 inches, fell to the gun of Andrew Foster, Philadelphia sportsman.

The Eastern International Dog Sled Derby will be held at Quebec February 23 and 24. It was announced officially...

Creation of a Department of Communications, Canadian Pacific Railway, having supervision over the railway's telegraph, telephone and radio broadcasting services...

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A Dollar goes a long way



A dollar goes a long long way, and everyone is hoping that the time in the depression has come and it behooves the nation to conserve its pennies in every possible manner.

and practical gesture in these days when everyone is hoping that the time in the depression has come and it behooves the nation to conserve its pennies in every possible manner.



How Many SALES TRANSACTIONS Do You Need?

An Advertisement addressed to our Local Retailers

It is possible for a retailer to calculate the number of sales transactions required by his business each day, week, month, year. Here's how the calculation can be made:

- 1. Sum up the estimated operating expenses for the year - the amounts required for rent, wages, delivery, supplies of various sorts, insurance, repairs, losses. Add, also, the net profit which one should have to reward his capital and enterprise.

ILLUSTRATION Suppose that you find that your annual expenses, including a desired net profit, total \$4,000, or, say, \$13.11 per day; that your average sales transaction is 56 cents, on which the average gross profit, at 25 per cent, would be 14 cents. Then your required number of sales transactions per day would be \$13.11 divided by 14, or 94.

N. B. The accompanying illustrative example makes it clear that a retailer can check up his progress daily. Without a daily measuring of achievement against requirement no business management can be called safe.