Something EXTRA in tea is Red Rose Orange Pekoe.

# TEA "is good tea"

2 CHOICE QUALITIES - Red Label & Orange Pekoe



## MILLINERY

#### HATS

At greatly reduced prices from \$1.00 up Also scarfs and a variety of stamped goods

MISSES CLARIDGE

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Promptly and Neatly Executed at the Herald Office

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## Chopping & Oat Rolling

6 cents per 100 lbs.

## AtNorval Mills

It Pays to Chop This Years Light Grain By Weight

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Georgetown

#### PLEASING DAD When I was but a little lad, not more

than two or three, was proud of me; He liked the little ways I had, the simple things I said;

that would please my dad." say they'd recommended me. But in a vague and general

was the cause of at least one fire in Wentworth. seems to me I knew That father took - great pride in me and wanted me to shine, And that it meant a lot to him when I'd done something fine. Then one day out of school I went amid the great world's hum. An office boy, and father watched ed by competing expert product. This

the firm had raised my pay. still can feel that hug he gave, understand the joy .-were trusting in his boy When I am stumbling on the paths foundland, where quality is winning beset with briars and burs!

race, I run And yet som day I'll go to him and tell him all. I've done oh, I pray that when we beyond life's stormy sea he may claim the old-time joy of being provid of me

#### THOSE SURPRISE DISHES

By Betty Barclay

woman may try: Porcupine Apple 8 small sweet gherkins strips dried beef

Roll sweet gherkins in dried beef. Cut in inch-wide strips with scissors, crease has been made in the volume and fasten each with a tookpick. Brown of Ontario fruits and vegetables shipin oven in a frying pan. To serve, ped West in 1931 as compared to 1930. stick prepared sweet gherkins into an A great deal of this was due to the apple by means of the toothpicks.

**Economical Chicken Salad** (Without chicken) 2 cups cold roast pork, diced 14 cups celery, finely cut % cup dill pickle, chopped teaspoon salt teaspoon paprika Mayonnaise

Mocha Cream Junket 1 cup milk

cup light cream 2 tablespoons coffee junket 2 tablespoons chocolate junket Mix the two kinds of junket and add to the mixture of milk cream which has been warmed to a little more than lukewarm (125 degrees P.)-NOT HOT, and removed from stove. Stir briskly not more one minute, pour at once into individual dessert glasses. Let stand

gue pie. Try these receipes and you will agree with me: Enough for one three-layer cake 2 cups powdered sugar 4 cup melted butter tablespoons water

1/4 teaspoon grated lemon rind Lemon Taploca

1-3 cup quick-cooking daploca 3 cups boiling water 1/4 teaspoon salt 1 cup sugar 1/2 cup lemon juice 2 egg whites Combine the first four ingredients lemon rind and add sugar and lemon Juice. Beat egg whites stiff, fold them lightly in, chill thoroughly and serve in sherbet glasses.

#### News and Information For the Busy Farmer

Preventing Fires Pire Marshall E. P. Heaton cently issued a warning to farmers noticed in a general way my dad that they should exercise greater care Sometimes he gave me words of praise, in harvesting and storing their crops sometimes he stroked my head, if they hope to avoid losses through And when I'd done a thing worth spontaneous combustion. At the close while, the thought that made of the inquiry into Wentworth County barn fires, he suggested that far-Was always that I'd done my best, and mers revert to the old-time custom of using salt in curing crops. Salt. can look back to-day and see how he pointed out, aided greatly in preventing fires. He also advocated that When I'd come home from school and fire extingushers be carried on all threshing machines. Static electricity didn't understand it then, for school in the blower of the thresher, which can be overcome by grounding wires.

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 enjoyis a fine indication of the value of And I could tell him that unasked standardized grading for eggs and of the benefit of government inspection of export eggs. Canadian exporters have secured, the confidence of the men Bermuda market in the quality of their product and the reliability of wonder will it please my dad? How our grades. The same is true with respect to the export of eggs to New-

confidence with the result that into He isn't here to see me now alone my portant new markets for Canadian eggs are dèveloping. Weekly Crop Report Live stock generally is reported to

be in fairly good condition and most farmers are depending on using home grown products for feed this year. With plenty of roots to add succulence to the rations; and a good quality of roughage available, tive stock should fare well. A report from Grey County indicates that the cold storage plant at Thornbury has been the means of greatly increasing the returns from apples. The dairy cattle market is reported active from several areas, with saves the day time and time again-a sales to New York State, Quebec and dish so unusual that guests remember other parts of Canada. There is a it when the rest of the meal has been good deal of water in most parts of forgotten. Here are two that any the province and there is not likely to be any shortage for some time at least.

Excellent Work Done by Growers' Marketa Council Wonderful things have been accomplished in the short time the Ontario Growers' Markets Council has been established. An enormous inprogress made in grading and central packing andg iving Westerners products packed in the way they want them, A promotion and sales representative was maintained in the West as well as in the Maritimes and at least three times the quantity of On-

tario produce was consumed in the East as in any previous year. The grape growers were helped out in Combine pork, celery and pickle, their problems, and although prices Add seasonings and sufficient mayon- have been low, the grapes have been naise to moisten. Serve on crisp let-, sold without depending on the wintuce. Garnish with additional may eries as in former years. Progress has been made toward a better understanding with canners, that if they want the growers' support toward the idea of Canadian canned goods for Canadians the producers must get pro-

> With orders obtained and inquiries for more Ontario boxed peaches and other commodities than could be deivered this season, the absolute need from the selling point of view for the being featured by the council was emphasized. Similar experiences as with peaches were had with cabbages and other commodities. "The Council is following the policy of developing new markets and extending old markets for Ontario products," con-tinued Mr. Bauer. "Already a repre-sentative is maintained in Western and Bastern Canada and in Great Britain. Starting late in the season, only the surface possibilities have been acratched this year, but the valuable point is that we are helping farmers to sell their products in a large way at a low cost and in addition are opening up new and unexpected markets. Por example, this year, for the first time-in more than a decade, over 400,-000 barrels of Ontario apples are expected to be shipped to Great Britain at profitable prices to our growers.

Mabel?" Mabel-"My vanity. I spend hours before the mirror admiring my beauty." Jeff-"That isn't vanity - that's

Newest Locomotive is Monster Indeed

The largest and most powerful I locomotive of its kind in the who has just been completed in the Abu is the pear completed in the Abu is the Ab

"While registration will serve many other purposes, such as pest and dis-

ease control, provide mailing lists for

marketing and other information, yet

its primary purpose is to enable the Council to know who produces the

various varieties of fruits and vege-

tables in the province and so be able

to put buyers in touch with growers

who wish to sell their products."

#### Here and There

Hockey sticks to the number of 574,414, valued at \$177,689, or an average of 30 cents aplece, were made in Canada in 1930; Tennis rackets in the same year numbered 83,245 with a value of

The population of Canada, according to last year's census, is 10,353,778, an Lacrease in 10 years of 1,565,829, or 17.82 per cent The largest provincial population is in Ontario with 3,426,488. Saskatchewan, Alberta and Munitoba rank third, fourth and fifth.

A new rose has been produced at the Canadian Government (entral Experimental Farm, Ottawa. hardy enough to withstand the climate: at Ottawa without protection. It is a pale pink, blooming until the middle of

Brigadier-General H. F. Macdonald, of Vancouver, officially opened the Banff Winter Carni val Toboggan Slide, December 28 The General, Mrs. Macdonald, and their small daughter Mary made the official opening mile-aminute run down the slide.

The biggest moose of the 1931 season in New isrunswick, with an antier spread of 56 inches. fell to the gun of Andrew Porter. Philadelphia sportsman.. There had been three moose shot this year in New Brunswick, prior to this tropby, with spreads of 54

inches.

The Eastern International Dog Sled Derby will be held at Quebec February 22, 23 and 24, it is announced officially. Closing this, among the most colorful winter sport events of the season throughout Canada, the Dog Derby Costume Ball will take place at the Chateau Frontenac, Quebec, Wednesday, evening, Feb-

The Oxford and . Cambridge teams of skiers from the Old Country picked Canada and the Laurentians this year as the scene of their exploits, in place of Switzerland during the Christmas-New Year vacation, as part of the all-British programme of spending within the Empire. They had enough snow at Christmas to justify their venture and the success of the trip was placed beyond doubt by the heavy snowfall of January 2.

Creation of a Department of Communications, Canadian Pacific Railway, having supervision over the rallway's telegraph, telephone and radio broadcasting services and taking the place of the former Canadian Pacific Railway Telegraphs, became ef-fective January 1. W. D. Neil was appointed general manager of the new department, vice John McMillan, retired general manager of the Telegraphs Department. His assistant general manager is E. H. Goodfellow. who succeeds J. Mitchell, retired.

With the retirement of J. C. S. Bennett, official photographer of the Canadian Pacific Railway, thirty years of a colorful and much travelled career closed, January 1. Mr. Bennet during his Canadian Pacific experience and in the 18 years that preceded it, took upwards of 40,000 photographs, providing a striking record of the growth and development of Canada.

### HER FAT HAD TO GO

Activity Melted it

Exercise is the enemy of fat. If you are overburdened with superfluous tiesh, call up reserves of energy to fight it. Do as this lady did :-During the past six months, I have made steady improvement whilst taking Kruschen Salts. I have reduced 28 lbs. in weight during that period, and have behefited greatly from greater agility and livelines—all directly attributable to that famous preparation."—Mrs. W. P. You can take off fut with Kruschen Salts if you will take one-half tenspoon breakfast, modify your diet and

exercise regularly. While you are losing fat you will be gaining in energy—in endurance—in ambition. Your skin will grow clearer, and your eyes will sparkle with the good health that Kruschen brings. The old arm chair won't hold you any more—you'll want to be up and doing—
ou'll enjoy work and active recreation
and you'll sleep like a top. You'll lose
fat, and probably live years longer.

where to spend it, and perhaps this this in the depression has come is why so many Canadian dollars and it behooves the nation to con-

1 Dollar goes a long way

A dollar goes a long long way, and practical gesture in these days. when everyone is hoping that the is why so many Canadian dollars are going just as far as they can—right out to Victoria, B.C., this winter. This is so because many Canadians who formerly "went South" for the winter months have discovered that there are attractions right at home which compare favorably with anything that is offered south of the laternational frontier and at a value of one hundred cents in the dellar. People are watching their money and their own homelands these days. It is fashionable to spend the winter in one's own land. Over in England, "it's being done", for the gream of fashionable society, headed by H. R. H. the Duke of the society of the



headed by H. R. H. the Duke of cial Parliament Buildings, with the 14th at the Oak Ray course. Both Connaught, has decided that mo- Canadian Pacific Railway's pala- scenes might have been taken nev spent at home is a patriotic tial Empress Hotel on the right; "down South"



## 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 enterorise.

Divide this total by the number of working days in the year—say 305 in order to get the average daily cost of operating one's business.

Ascertain the amount of the average seles transactions. (The daily records of individual sales, over a period of a month or so, will enable one to make this calculation).

. Reckon the amount of gross profit

carned on an average sales transaction-20-25-30 per cent. 5 Divide the total average daily ex-penses by the profit on an average sales transaction.

Thus one gets the number of sales transactions required daily to recover the costs of doing business.

#### 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

Now, to assure an average of 94 sales transactions per day, rain or shine, will require you to be extraordinarily diligent in the matter of attracting customers. Your windows should be made alluring. Your service should be courteous, prompt and pleasing, so as to make customers willing "repeaters." Your range of merchandise should be good, and your prices should be competitive.

But these alone won't suffice to assure 94 sales transactions every day, on an average. You'll have to do a whole lot of inviting. Week by week your invitations to buyers ought to be published in this paper.

If you fail to issue cordial invitations, week by week, then your business is in a state of peril.

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.