

THE BREAKFAST THAT SATISFIES

SHREDDED WHEAT

WITH ALL THE BRAN OF THE WHOLE WHEAT

ECONOMICAL AND NOURISHING

THE CANADIAN SHREDDED WHEAT COMPANY, LTD.

Every day RUST conspires to destroy your fence

RAIN

SUN, rain or snow... they are all the same to "OJIBWAY" Farm Fence

SUN

Made of Copper Bearing Steel Wire... Copper and Steel blended into a rust-resisting wire

SNOW

In both Stiff Stay and Hinge Joint "OJIBWAY" Fence the horizontal and upright wires are so joined

All wires FULL GAUGE. Every roll full length.

Zinc Insulated Fences. See Your Nearest Dealer or Write Us Direct. CANADIAN STEEL CORPORATION. Mills and Head Office—Ojibway, Essex Co., Ont.

Hydro Electric System. BEST LIGHT BULBS OF ALL SIZES (Guaranteed). Orders taken for Ranges and Appliances of all Kinds. Office - Town Hall

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

SENTIMENT. If wealth were all a man required... And all on earth to be desired... Then he would be a fool to play...

News and Information For the Busy Farmer

Only land that will respond to good treatment should be planted. There are many thousands of acres in Ontario that will not produce farm crops profitably and should be set aside...

Soil Must be Right for Use in Rotation. The soil in hot beds should be the best for the purpose that it is possible to obtain...

See Clean Seed. A recent survey shows that weeds were responsible for a total loss of between 150 and 200 bushels of corn...

Ontario Farm Statistics. A considerable decrease in the number of farms and cattle on farms and an increase in the number of sheep and poultry featured the farm statistics just released in the bulletin for the 1931 census...

Woodlands Important. Scattered woodlands throughout the countryside besides supplying the owner with cheap fuel and logs help the general living conditions of the owner and his neighbors...

Try the Raspberries. Trimming of berry bushes is a very important task. In the early spring the canes of raspberries should be cut back a half to one foot...

Women's Institutes as an Educator. Twelve hundred Women's Institutes in the Province usually give some consideration during March and April to formulating a program for next year...

Canadian Vegetables—Wagon to Serve Canadian Appetites. Imported Fruit. Discussion and Recipes. Paper—Toronto Canadian Women's Two Hundred Resolutions. Community Singing. Social talk—begin with afternoon tea at the club.

THE FIVE POINTS OF WISE BUYING

By R. S. Elder, Vice-President, Canadian Steel Corporation, Ltd.

One of the most important manufacturing interests of the Canadian Steel Corporation, Limited, is the manufacture of Farm Fence under our own "Ojibway" brand. Our experience in selling to farmers through dealers who handle our product has given us material on which this article is based.

Five points of wise buying, as we see them, are: Know what you want. Know why you want it. Know how to get it. Know what it costs. Know how to use it.

Know what you want. The first point, "Know what you want," needs little elaboration for the farm owners. They, of all people, probably know their purchases best.

Know why you want it. The second point, "Know why you want it," is a very important point in wise buying. A young married couple, for example, may purchase six dining room chairs...

Know how to get it. The third point, "Know how to get it," is a very important point in wise buying. It is not enough to know what you want and why you want it...

Know what it costs. The fourth point, "Know what it costs," is a very important point in wise buying. It is not enough to know what you want and why you want it and how to get it...

Know how to use it. The fifth point, "Know how to use it," is a very important point in wise buying. It is not enough to know what you want and why you want it and how to get it and what it costs...

Here and There

There are over 450 miles of motor highways, 100 miles of roads, 2,432 miles of trails and 1,100 miles of telephone lines in the twenty national parks of Canada...

San Francisco was on fete recently when the Canadian Pacific liner Empress of Britain arrived there from Honolulu for a two day stay on her 122-day winter cruise of world ports.

The Mineral Position of the British Empire is the suggestive title of a paper by Dr. Charles Brasell, Deputy Minister of Mines, which will be the leading topic for discussion at the annual meeting of the Canadian Institute of Mining and Metallurgy...

Belief that economic conditions were gradually improving and that the developing Empire Economic Conference at Ottawa would be one of the big historical events in the development of the Dominion, was expressed by Senator Gideon Robertson...

Canada's rapid change from an exporter of raw minerals to an exporter of finished goods will be well set forth at the annual meeting of the Canadian Institute of Mining and Metallurgy in Montreal on April 5, 6 and 7.

Five steamers in-service between Port McNicoll and the head of the Lakes during the coming season will be the new Canadian Pacific Railway service...

Changes in the management of Maritime Province summer hotels of the Canadian Pacific Railway will shortly become official. Joseph A. Cashman who managed the Lakeside Inn, Yarmouth, N.S. and is at present in charge of the Place Viger Hotel in Montreal...

Among deeds of heroism at sea, the rescue of the 17 men of the salvage ship Endeavor by volunteer seamen of the S.S. Montcalm recently will rank high. Able seaman Philip B. Smith who steered the Montcalm to make a sea for the lifeboat, and with very little rest under the command of Second Officer Knight put through a pretty piece of work as one point after another was the command of J. G. Ross, of Moose Jaw, former M.P. for that city, who was a passenger on the ship, who was rescued from start to finish. (831)

A. E. OULMAN General Trucking Service and Wood Yard. General trucking at all times and garbage collection at low rates. Harwood \$2.50 single cord; Mixed rail \$2.50 single cord. PHONE 331. GEORGETOWN

BABY CHICKS AND Custom Hatching. Hollywood S.C.W. Leghorn Chickens, hatched 2nd egg average better than 35 cts. with no eggs less than 25 cts. to the dozen. All breeders are 1 and 2 year old, selected for an average egg type, mated to young males. Pulletts exhibited from breeding pens.

March Chicks 12c; April 10c; 6 week old pullets 6c. Hatching eggs limited number. 95% Fertile etc. Limited number of O. A. C. Barred Rock Chicks 4c more than Leghorns. Hatched Chicks 4c per week extra.

Oransleigh Poultry Farm. Chas. H. Orans. Phone—Ojibway 194. DIXIE — ONTARIO

THE New Way TO Buy Coal "Blue Coal". "Let the Color be Your Guide". No Shovelling required. Automatically Screened and Loaded. Standard Anthracite in All Sizes. Select Lump, Smithing and Cannel. John McDonald. PHONE 127. GEORGETOWN

SAGO TEHONIATARAKAKOWA!

"Greetings, Chief Swiftest Rider Of Mighty Waters"



Honors have been heaped upon Captain R. G. "Rock" Latta, commander of the trans-Atlantic record Blue Express of Britain since his new 42,000 ton Blue Express of the Atlantic for the British Empire by all classes of people but none have been more sincerely offered than the recent tribute of the Six Nations Indians. Encamped at Loretteville, Quebec, where they are establishing a village in which the ancient arts of the redmen are practiced, members of the Six Nations under the leadership of 81 year old Chief Wolverine recently honored the Canadian Pacific Commodore by adopting him into the tribe and conferring chieftainship upon him as a tribute to his feats of seamanship with the big white "waggon". Meeting the Empress of Britain in their early decorated birch-bark canoe a score of braves and Squaws, led by Wolverine, Running Bull, American Horse and Princess White Eagle, danced their ceremonial dances on the Games Deck of the mighty liner, stood in reverent silence while the old Chief invoked the great spirits and rent the air with their whoops at Princess White Eagle and Chief Wolverine crowned the new chief with a war bonnet of eagle's feathers. Photos show (left) Chiefs and braves in their canoes cluster round the big ship as she arrives, (right) The final ceremony, and the deer skin certificate of adoption.

YOU SHOULD BE DISCONTENTED. THAT man or woman who is completely contented is in a sorry state. Every man, woman and child should have aspirations—desires for something higher and better than is now possessed. It is Godlike to be discontented. Poverty of mind and estate is a manifestation of contentedness. Laborers, if they were properly, discontented would raise the character and quality of their work, and would receive higher pay. Men and women in salaried jobs doing manual or clerical work are unlikely to receive promotion if they exhibit contentedness. Those who go farthest and highest in the world's estimation are they who have the creative impulse, plus initiative; they are those who strive to possess or reach what is beyond them. Things beyond us are made known to us by and in advertisements. Advertisements dangle in front of us electric refrigerators, electric labor-saving domestic mechanisms, personal charm and beauty, the pleasures of travel, fine furniture and furnishings, the vigor and benefits of better health, cultural occupations and recreations, higher-paid employment, and the ways and means by which we can make our time and labor give us more money and more leisure. Advertisements are designed to stir us out of bovine content by putting pictures before us—pictures of the imagination. These pictures create longings in us, and longings find a way of translating themselves into purpose, ambition and resolution.

NOT THE news, not the stories, not the information, not the entertaining and educational articles, contained in newspapers and magazines are the pushers of us toward something better and higher; it is the advertisements in them. They are urgent and narrow-purposed, and are vivid. They are deliberately devised to make us do something. Perhaps contentment is permissible in those who have reached their seventieth birthday, but those younger than 70 who say they are completely content merely say that they have collapsed mentally and physically. Ideals change, desires change, objectives change, but never should any of us be contented. And we'll never be contented if we keep reading advertisements. Pictureful, pressureful advertisements! Let us all be grateful for and to them. Advertisements Are the Foes of Contented Men and Women. This Ad's is sponsored by the Canadian Weekly Newspapers Association.

THE New Way TO Buy Coal "Blue Coal". "Let the Color be Your Guide". No Shovelling required. Automatically Screened and Loaded. Standard Anthracite in All Sizes. Select Lump, Smithing and Cannel. John McDonald. PHONE 127. GEORGETOWN