Some Prize Winners in Competitions Sponsored by Ontario Department of Agriculture.

On either side of Miss Ontario are shown winning prowers trucks in the Ontario Farm Products Parade. Lower left and fower right are other prize-winning entries, the one on the right showing in the background historic Parliament Buildings and a section of the huse crained which swamed the route of the Parade. The first prize-winning display in the Window Competition is shown in the lower centre.

The Department, realizing that better times for the Farmer mean better times for everyone, sponsored competitions in every city in Ontario to stimulate the safe of Ontario Farm-Products, and from all parts of the Province welld-coates that the programme was a pronounced success.

#### JUST BE THE BEST

Be a shrub in the valley, but be The best little shrub at the side of the Be a bush if you can't be a tree. If you can't be a bush, be a bit of the Some highway to happier make.

a bass. But the liveliest bas; in the take. We can't all be captains, we've got everyone could make money in practo be crew: There's something for all of us here; Is not-and those days are gone. There's big work to do and there's lesser to do. ar I the task we must do is the

mear. Be the best of whatever you are!

#### RETAIL SURVEY SHOWS CHANGE BETTER BUSINESS PREDICTED

Prosperity has turned the long awaited and much heralded "corner" and is advancing slowly but surely by The Business Management Bureau of The Retail Merchant's Association of Canada Inc. (Ontario Division) This survey definites revealed vis-ible improvements in many ilnes of know whether I can continue in busibusiness, although the full benefits of the upward trend would not be felt by the average person for a few months, according to P. H. Boselly, Director of the Bureau, whose reasons are as follows:

ed it, curtailed their expenditures and purchases or made any provision for liquid reserves to tide over the hard times. In fact, people were so used and storebeeping principles, and in to thinking and talking prosperity and most cases by a substantial increase in easy money that few were capable of newspaper advertising which creat visioning a period when such condi-tions would cease to exist. sales and produced profits, thereby giving confidence to creditors and thus dices and barometers, such as car good merchant to stay in business and loadings, stock and commodity prices, make a success." unfilled orders for steel, money available for loans, bank deposits and cesnot realize it. People have been talk- tail merchandising.

A canvass in connection with the Bureau's survey disclosed an enormous potential market for goods and merchandles of every description. During this last period of prosperity

ing depression and practicing economy

and frugality for so long few are cap-

a higher standard of living was created by means of advertising and other propaganda. People transferred into the class of necessities many things previously considered as lummies, such as automobiles, radios, vacuum clean-ers, in addition to many items of food and clothing. The depression curtailed purchasing power and therefore gratification of

these wants, but it would take more than two or three years of hard times to eliminate the strong desire people have for things which they have enjoyed and so pleasantly remember. Now with a return to confidence in the business structure and an essurance of steady employment or potential profits, the public will again start spending and let loose the pent-up flood of buying that they denied them-selves during the past three years, which will benefit everyone to the

economic chain. Money will start to circulate, credits loosen up, the storekeeper stock up his affelves, the manufacturer start his plant to supply the merchant, pros-perity will gain increasing momentum, and we will again be in the midst of good times practically before

But it must not be construed that this prosperity, which is well on the If you can't be a muskie, then just be way is of the "boom variety," like the last with its frenzied finance and

who either know what they are doing or hire experts to show them the way will have greater, opportunities for huge success than ever before. And particuarly is this true of the retail field, where hit and miss methods have taken such a disastrous toll in past years, according to Mr. Boselly, who claims that we are now entering upon the era of greate t expansion and prosperity for scientifialong the sunny side of the street, act cally operated and individually owned cording to a recent survey conducted retail stores in merchandising history.

many merchants, "but how are they going to help me. I am just about ness for even another month." "This mortality of retail business demanded a positive and lasting reme-

An excellent tribute to the Bureau's



### Trimmed Hats

SPECIAL AUTUMN AND WINTER DISPLAY OF

NOVELTIES

of imported Fancy Linens and Scarfs

FUR COATS

Made to order and Repaired by Reliable Firm

MISSES CLARIDGE

Upstairs ...

Herald Block



W E have a nice selection of Christmas Cards which we can supply, with your name and greetings printed thereon, at a reasonable

SEE OUR SAMPLES

"The Herald"

we realine it.

over-inflated prices; when anyone and tically any line that they choosed. It Rather do all indications point to a period of steady, substantial growth, when those who have something meritoricus to offer, who plan carefully. buy wisely, advertise intelligently, and

"These things are very fine," state

'dy," explained Mr. Boselly, "so The Business Management Bureau was brought into existence as an integral When the stock market crashed in part of the Retail Merchants' Associa-1929, the depression had started and tion about eighteen months ago, iSnce prosperity was on its way into tem- that time it has been successful in reporary seclusion for three months or habilitating many retail businesses more before the average person realiz- which were headed for the bankruptcy Similarly today, all economic in- enabling an unfortunate but otherwise

News and Information

rent year as follows:

"A considerably reduced acreage of

western provinces promise much more seed than list year owing to more moi-

sture during the growing season. The acreage of bent grass for seed in

Prince Edward Island is reported at

about 25 per cent. ess than last year."

Sweet Potatoes

A crop of 3,500 bushels of fine

a farm of 62 acres near Delhi in Nor-

had resided for some years in New

similarity of the soil in the sweet-pota-

of Norfolk. The excellent tubers pro-

duced by him this summer have at-

tracted widespread interest and the

producer has had more orders than he

could fill. His farm is in the heart of

the tobacco district and it is quite

likely that other farmers will be

tempted to turn from tobacco to sweet potatoes next year. The tobacco drying kilns can be used for dehydrating

Current Crop Report

Reports .from agricultural represen

tatives reveal much dissatisfaction a

mong farmers due to low prices of live

The Canadian Bacon Queta The quota of 2,500,000 cwt. of bacons

ducts, by means of the limitation of

the importations of all classes of meats

The details of the working out of

the plan of limitation devolves upon

Great Britain; it has been adopted by

her as the means of aiding first her home farmers, and second, the farm-

It is from this standpoint, and in view of the general policy laid down, that Canada's becon quota is impor-tant to the farmers of Ontario.

Threshing Red Clever Last season mechanical injury was

of which becon and ham is one.

ers of the Dominion.

to-growing areas of that State to that widow's address."

Grading is Desirable

Annalist, official organ of the federal

work was manifest recently, when one sation of national bankruptcies, post- of Canada's leading universities retively show that business and financial quested permission to study the data eaders are preparing for a period of compiled during this survey and the expension and that the depression is results obtained in the applying of over; but once again the public does scientific principles to Ontario re-

is thoroughly dry. Also re recommends For the Busy Farmer that the job be done with a huller or with a machine wth a clover attachment. Puttng red clover through an ordinary thresher is condemned as The current issue of the Economic

Apriculture Economics Branch, is the source of the following statement:-Fine Opportunity for the Junior "The establishment and mainten-Farmers of Ontario ance of grades is particularly desir-Economic Production and Marketable in the case of cooperative maring of Live Stock with special emphasketing. The grower of a good commodity should receive a premium for the extra care and efficiency involved in producing a superior product. Canadian farmers or business men This course has been planned because in order to be present. handling farm products who aer look- of the opportunities now opening up ... The programme opened with the ing for new markets must bear in as a result of the Imperial Conference usual prayer and flag break. Pollowmind that their products will meet at Ottawa. It will cover in an ex-ling this came a splendid exhibition of competition from other areas and per- celient way many matters pertaining rope spinning by Scout A. Keen, P.L. chance other countries. It will pay to to the production and marketing of live Next a first-aid display was presented study trade requirements and to build stock and will include the best use of by the Troop Leader and this three a sales policy around a product sold farm land and equipment for the ef- assistants, which was completed in on the basis of standardized grades." ficient production of feed for live stock ten minutes. Mr. Jones compliment-In addition to lectures and discussions | ed the boys on their efforts and after by members of the College Faculty and a short address he demonstrated for coolly, "Well, good-night, St." Grass Seed Prospects The preliminary report on clover

and grass seed Froduction for 1933 issued by the Dominion Seed Branch covering: summarines prospects for the cur-. Types and classification of meat an-Preparing live stock for sale.

"Clovers and alfalfa bromise a much Slaughtering different types of meat smaller total yield of seed in Canada than last year, while more timothy animais. and blue grass are in prospect. Alfal-Cutting and curing meat (including commercial cuts). fa prospects are poor, as the first cut Best use of farming mills and their failed to set seed in Ontario, and a short crop of alfalfs seed is expected seed-cleaning equipment. Best methods of nitching 4-, 5-, 6in Southern Afberta. Aisike is much reduced in acreage in Ontario and is yielding under average. horse teams for efficient use in farm

can possibly get away from home for western provinces, also in Ontario. the two weeks should take advantage Brome and western rye grass in the of this specially planned course.

with a worried look on his face. "I'm rather poot aboot," he said I kin marry a wealthy widow whom I dinna love, or a puir lass whom quality sweet potatoes was grown on love ower much. What shall I dae?" "Well, mon, I advise ye tae listen folk County this sesson by Dr. Pits- tae yer heart an' marry the lass ye simmons a native of the district who love." "Ye're richt, Sandy. I will Jersey, and who was struck by the the puir lass." "In that case, kn ve gi'e me

> Hospital for Sick Children 67 COLLEGE ST. TORONTO 2 (Country Branch, Thistietown)

The prolonged period of hard times has created a most difficult problem for Ontario's world-famous Hospital for Sick Children, which only the benevolent public can solve. Here it is in a nutshell:

The Hospital has nursed in its cots this year 7,896 small sufferers, an increase of 687 over the total of the previous year. In addition 84,302 treatments were given in the great-Out-Patient Department, an increase of 18,002. On one day 530 treatments were recorded. of 16,092. On one day 530 treatments were recorded. In the previous year there was a similar growth in the demand for the merciful ministrations of the Hospital. While all this has been going on the amounts of the donations from the kind-hearted have decreased by many thousands of dollars, creating the situation of far more to be done and far-less to do it with

The statutory grants obtained by the Hospital fall much short of being sufficient to pay for the actual cost sufficient to pay for the actual cost of maintenance of the little patients and each additional patient means an added deficit. The task of bridging the gap between the cost of operation and operating income has usually been accomplished by contributions from the benevolent. While the Hospital has retained the majority of its friends who kindly donate to its work yearly, and is continually adding new ones, donations diminished to a somewhat alarming extent in the response to last year's appeal for funds and there has been little improvement in that respect throughimprovement in that respect throughout the year. It is unthinkable that

out the year. It is unthinkable that any child needing the humane service provided by the Hospital should be refused. The Trustees are anxious and can only hope that the kind-hearted people of the province will see them through the difficulty by a most generous response to the present appeal.

Public benevolence has built the Hospital for Sick Children to the proud eminence of being the finest institution of its kind in the world. Institution of its kind in the world. Its country branch at Thistletown is a recognised model and persons interested in child welfare come from all parts of the globe to inspect it. Any child in the Province of Ontario, deformed or diseased, is eligible for admittance to this wonderful institution, where the very finest treatment known to medical and surgical science is at once available. There is no class or treed distinction. The very best that any Hospital can give is placed within easy reach of the poorest child.

poorest child.

Now, more urgently than ever before, is the Hospital in need of contributions and no amount would be considered too small. Please ask the tenevolent in your community to help. Tell them that the story of the Hospital, covering 57 years, is not that of merely adding cot to cot and ward to ward. It is the story of a battle constantly waged against disease and deformity, with all the advancing resources of the medical and surgical sciences. It is a story of demands which have ever exceeded the financial resources, but which have always been met by generous response to appeals for aid. Sur for this generosity the Hospital would many times have been bankrupt. Ask your readers, please, to prevent it from becoming so now. reported in red clover seed which came from Central Ontario. The seed was from Central Ontario. The seed was broken or chipped and complaints of poor germination as a result were received from Great Britain. An investigation conducted by John D. McLeod of the departmental staff indicates that too early threshing is largely responsible for the injury and also unsuitable and poorly-adjusted threshers. Down in the Ottawa Valley nothing like this has been reported and Mr. McLeod attributes both the lack of demand and committee the lack of demand and committee the lack of Patthfully yours,

#### SCOUT NEWS

(Too late for last issue) Last Wednesday the Beavers tendered at banquet to their victorious and a pale pink sweater appeared in body brought egg sandwichs. Although whittling. The girl approached, swiftthe weather was very disagreeable ly at first, then at a saunter. several greats were present. Among "Oh," she said sudden them were several of the parents, the you, Si? Just leaving?" honorary Scoutmaster, Mr. C. Stacey, and the Cub master with three of his ready. is on Marketing" is the name of a new boys. The troop was honoured by a short course planned especially for visit from Mr. Jones, Field Secretary, began Maidle and stopped. wdeawake young farmers of Ontario who, despite the inclemency of the by the Ontario Agricultural College, weather, motored here from Toronto

other leading authorities in Canada those present, his method of obtainthere will be daily demonstrations ing fire by friction, in sixty seconds. After this the boys gathered around the camp fire and enjoyed real pushed and pushed a few things. cheery sing song. Memories of Nothing bussed. He got out. happy evenings in camp were recalled when K. Spence some of his cowboy songs which are so popular to be strolling aimiessly round in the Si drew a long breath. "Nothing among all those who shared in the twelve glorious days under canvas After the conclusion of the sing song Mr. Jones showed the boys some

very interesting films on the care of the hatchet and knife. He accompanied the pictures by a lecture on Every progressive young farmer who wood-craft which proved very educative to all. About nine-thirty a light funch was served and the manner in which the

food, the pies in particular, disappear-ed, showed that the boys are endeavoring to line up to the reputation which they created at camp. It might also he noted that during the period when the hunch was being served, the honorary Scoutmaster spent most of his time in the kitchen which may account for the disappearance of a certain well-baked lemon A ten o'clock the festivities came to

a close and after cleaning up the rooms the boys left for home.

First Old Maid Do you always look under the bed before you say your Second Old Maid-Oh, dear no. say my prayers first.

### Mortgage Sale

powers of sale contained in a certain mortgage, which will be produced at the time of sale, there will be offered

> J. A. Elliott, Auctioneer at Public Auction on

Friday, the 25th day of November, 1831 at the hour of two o'clock in the afternoon at the farm of Alexander Inglia R. R. No. 1, Glenwilliams, Ontario, the following property, namely:— ALL and SINGULAR that certain percel or tract of land and premises, situate, lying and being in the Township of Esquesing, in the County of Halton, and being composed of Lot 24 in the 10th Concession, of the said township. Excepting thereout and therefrom that portion of lands sold to one, Fred W. Bates, containing 75 acres, more or less, and also except-ing thereout and therefrom that portion of said lands sold by one, Thomas Mullin to the Hamilton and North Western Railway Company, containing I and 61|100 acres, and also excepting thereout and therefrom that portion of said lands sold by one, Thomas Mullin and J. T. Mullin to the Northern Railway Company, containing I and 53|100 acres more or less. At the same time and place, under the authority of a Landlord's Distress the authority of a Landlord's Distress
Warrant, there will be offered for sale
the following goods and chattels:
One bay horse, 14 yrs. old; one Bay
horse, 20 yrs. old; one black horse, 4
years old; one bay horse, 12 yrs. old;
one grey horse, 10 yrs. old; one brown
colt, 3 mos.; one bay driver, 14 yrs.
old; 11 Holstein cows, 5 yrs. old; one
roan grade Durham, 6 yrs. old; one
red grade Durham, 6 yrs. old; four Holstein heifers, 2 yrs. old; 3 Holstein heifers, rising, 1 yr.; one sow, and 12 oigs; Massey Harris binder, 6 ft. cut; Massey Harris mower, 5% foot cut; Massey Harris, steel rake, 10 ft.; Massey Harris disc, 14 plates; two walking pows, Verity, 21 and 7; one steel roller, 3 drums; two wagons, cream separator, Eaton; set bob sleighs, open buggy rubber tire, one

On the said farm there is said to be erected a dwelling-house with suitable farm buildings: The lands will be sold subject to a

eserve bid. TERMS of sale of Chattels:-Cash. TERMS of sale of Land-Ten per cent. of purchase money to be paid down at the time of sale, and the balance within thirty days. For further particulars and condi-tions of sale apply to

HARRY W. PAGE, Rast Block, Parliament Bidgs, Toronto, Ontario,

#### THE BUTTERFLY GIRL

(Continued from Pagel) ten-thirty." A girl with a fluffy bobbed head opponents and luckily for them, no- the lighted doorway. Si stoppeod "Oh," she said suddenly, "is that "Yep." said he, "soon's Elizabeth's Elisabeth says she will

"She'll come," said Si confidently. "Told her I'd got to go at ten, I've got to," he refterated. "You know how 'tie with mothers," 'Mmh," murmured Maidie, "I know." "Don't ask a feller very often, but when they do-say, nothing's going to keep me from being there at ninetyfive Orchard on time!" Maldie, the butterfly kind of girl stood willinking for a moment: then tossing her bobbed head, she said to look back. "Whew, my arm! Quess and it's broken. Well, here he comes!" flew swiftly toward the lighted build- he added resignedly and slouched ing and disappeared.

St. took his seat in the car and gritting his teeth against the pain. "Take your time, Si," called out them-and put-putted away down the Elizabeth's brother Bill, who seemed highway and out of sight.

glocm under the tree. "You're not go- the nintter really with that tall only once in a while it goes out on "Is that so?" growled Bi me. Guess we'll make it about ten-"That's so," pleasant brother Bill thirty. Hate to miss it." said mockingly. "You'll go when They were rumbling smoothly along Elizabeth is ready, and that will be through the dity streets. Suddenly They were rumbling smoothly along ten-thirty. Want to bet?" "No." drawled St. Round a dark corner of the building he could see a small figure in a long gray coat

and soft gray hat.

Bill pointedly and walked away.

he grunted and clambered out.

'Engine's cold or-"

ly. "Whew, my arm!"

she commanded to

is this anyway?"

handle the little figure in gray came

toward the apple tree. Si twirled and

:wirled again. Nothing happened. He

straightened up, breathing hard .: Get

in there, Elizabeth he panted. The

gir! sprang to the seat and sat still.

A twirl-and a spiteful explosion.

With a grunt Si backed suddenly

against the old apple tree and stood

The girl slipped in behind the chat-

after them in amazement.

lights lined both sides of the road-

"Say, Elizabeth, a pose you slow up

The put-put-put of a motorewile

be plainly heard above their

Maidie kept right on.

"I said hold up. Elis-say! Is

you, Maidle?" fil's eyes bulged as he

recognised the girt at the wheel.

"Say." soluttered Si. "it's fierce for

a girl to be held up. It's that pesky

tail light!" He turned in his seat

down in his seat, cradling his arm and

The put-but-put came nearer, gain-

ed on them, came abreast, passed

the car stopped at the curb. "What we stopping here for?" demanded Si. "Get out," said the butterfly kind of girl. "Uncle Jim's up. See his light." "You're a wise guy," replied brother Been to see a patient prob'ly. Let him look at your arm. It's only ten-"Whew!" thought Si. "Think's he fifteen. We'll make it if you hurry

knows who's boss, does he, the poor | Get out!" Si got out. He strode up the siep; He gave the decrepit self-starter anof the brick house and in less than other chance to vindicate itself. Noth- ten minutes strode down again with ing happened. "Whew, out of luck!" a tightly bandaged wrist. "G!mme the wheel," he said no As he began spinning the old iron

> they were again on their way Si inquired, "Say, Maidie, how Elizabeth?" "Oh. Pa's going to take her home "That's all right then," remarked St resignedly. "She didn't want to come away early anyway, so she's

Maidie obediently slid across. When

happy." "I doubt it," said Maidie grimly there, with his right arm cradled in "She told the girls she was staying his left. The girl was out of the car later, and that you'd have to whistle in a flash. She grabbed the old iron till she was ready. She made me so handle, gave it a vindictive twirl and mad! And when she found that there flew to the dashboard. The ancient was to be no dancing afte rall, whyengine purred smoothly and loudly. why, then,"-the butterfly girl's voice "Some boat, eh?" groaned Si proud trailed off into a murmur;—"then it was too late." "Hey?" said Si puzzied. "Too late! tering wheel. "Get in here quick," For What?"

'To ride with you. You see, she Si got in. "Say, Elizabeth, this is was hunting. She she couldn't find some stunt, believe me. Whose car her coat."

"Couldn't ch? Where was it?" Over the grass they humped and "It-it kind of fell out of a window. bumped and off into the sandy road. Matthe suddenly sat up. "I threw it Only one of the occupants of the out," she confessed. "You men flying car saw a bareheaded girl run folks"—Si squared his shoulders—"are down the steps of the half and gage so funny. You wouldn't have taken me without arguing, and there was "Say, Elizabeth, didn't know, you no time to argue. Isn't this Orchird could drive a real car. Whow, my Street?" arm!" he grouned as the car slid in-to a rut. "Say, go kind of careful turned admiring eyes on his compannow. These tires there's one I have ion. "Whew!" said he fervently. They were approaching the smooth the butterfly kind of girl demurely.

well-offed highway where the traffic "and it's just ten-thirty." policeman had stood. He was not there now. Round the corner they A policeman caught her in the sc flew and headed for the city. Bright of tearing a letter into tiny bits, which she threw to the ground in the park, and the following conversation took a hit. That tail light now have to Policeman-"You ought to know keep an eye out, kind of. I thought better, miss than to throw rub around in the park." "She-"What impudence! bearing rapidly odwn upon them could not trash; that's a love letter from my

> A girl can wine her feet on a bo walk over him, even kick him around and yet he'll keep right on throwing In Spite of Prohibition Beef gets corned; Gazoline gets tanked: Cucumbers get pickled. Golf bails get teed up; Hinges get oiled; Lamps get lit;

very best boy friend."

Walls get plastered; Sponges get soaked: Bells get tingled, and Prunes get stewed. A kiss-seems to have turned out to

be a labor saving device to help a

wife run her husband.

# If You Have Something to Sell

### Whisper It Don't

to Yoursel' but tell it to All your neighbors through

## Small Ad. Column

Many of our Readers have been selling to the public consistently for many years past

# NOW.

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