EACH DAY

I goes to church on Sunday an' I listens to de text.
It ab'ly helps my feelin's when my mind is getting vexed.
De Sabbath religion puts a calmness in de heart—
But everyday religion needs a chance to do its part.

Dar's de Monday religion when you's got to go to work,
And de Tuesday religion when you miun' stop to shirk.
Wednesday, Thursday, Friday an' Saturday as well
Needs everyday religion 'thout no ringin' of de bell.

One day a learnin' 'bout de goodness an' de light;
De other six a-shovin' dat you got de lesson right.
Sunday brings us comfort wif de beauty an' de rest,
But de everyday religion is what puts you to de test.

—Selected.

ESKIMOS RECEIVE PRAISE

A new conception of the native Eskimo people who inhabit Canada's sub-Arctic regions was given here by Richard Finnie, official archivist and photographer of the Canadian Arctic under the Federal Department of the Interior.

Eskimos, he said, were not "refrigerated, blubber-saturated savages but happy, intelligent and hospitable people, the finest, most generous and most humable people of uncultured mens."

Mr. Finnie predicted that within the next four generations towns and cities would grow up across the fringe of the polar ocean "to form the bastions of a new empire." The airplane has changed the whole situation in the Arctic. Among other things, it has helped the tourist discover the Mackenzie River, with its 2,500 miles of magnificent waterway through unpeopled country.

CANADIAN VACATIONS

DOG TEAM RACING EVENTS

During the past few years dog-team racing has taken its place among Canada's leading winter sport attractions. At one time enjoyed only on the outskirts of settlement where the dog train formed an important part of the means of winter transportation, this fascinating and exciting pastime has rapidly gained favour among outdoor enthusiasts and may now be enjoyed in many cities, towns and rural sections in different parts of Canada during the mid-winter season. Dog derby competitions arranged in many winter sport areas in Canada are an outstanding attraction in Canadian winter amusements.

Owners of dogs will find it an easy matter to enter dog-racing in these exciting events, as it is not necessary to declare any particular breed of dog, age or other qualifications as in the case of horse-racing events. Huskies, police dogs and other breeds are therefore placed on an equal footing in all dog-racing competitions. This winter will, no doubt, witness many exciting events between old rivals and new competitors.

Participants in the Junior Dog Derbies are just as keen as contestants in the major events. Prior to the staging of these races the amateur musherts put in long weeks of diligent training with their entries. The day arrives and a motley collection of dogs and sleighs gather at the starting line. Huskies, Airdales, Collies and other breeds are in evidence, and there are dogs of unknown origin, all true pals of boyhood. Portsmen are the lessons of training days when these canines gather at the track. Doggy friendships are renewed, and old enemities are not allowed to lapse. The stir and bustle is confusing to spectators and starter alike. At last they are off, some on the the track, and others on byways of their own choosing. True it is a burlesque, but a harmless and amusing one and at the end some youngster is proud and happy in the possession of a coveted trophy.

ROUND TOUR OF CAPE BRETON CAN NOW BE MADE

Cape Breton, that picturesque island section of the province of Nova Scotia, has evidently applied the old saying "a stitch in time saves nine" to its road construction programme and can now claim an appropriate saying of its own in that nine miles of highway save 170 miles of driving. Way up the Inverness county side is situated Pleasant Bay while east of this is Cape North on the Victoria county side. Until recently a nine mile gap in the highway, "the missing link," forced a motor ride of 170 miles on those who wished to travel by automobile between the two places, an anomalous situation the correction of which could not long be delayed. The difficult bit of roadway construction was completed early in December and Pleasant Bay now has road connection from either side. Incidently this section of highway opens up to the motorist a circular tour over one of the most impressive scenic routes in an outstandingly picturesque section of Nova Scotia. It is expected that during 1933 a large number of motorists will make the tour of the "Cabot Trail."

ISLAND OF ORLEANS, QUEBEC

The historical fascination of Lower Canada draws many motorists to the province of Quebec and the Island of Orleans, situated in the St. Lawrence River a few miles below Quebec City, is one of the most historic and interesting districts in the whole of the province. Jacques Cartier called it "Island of Bacchus" but the name was later changed in honour of Valois, Duke of Orleans. Since its early colonization, sometime after 1661, the customs of the original settlers have been preserved to a remarkable degree. Its population has remained truly French and many French-Canadians trace their ancestry to one of its five villages.

Charmingly old-fashioned are the parishes of St. Laurent, St. Jean, St. Francois, St. Pierre and St. Famille situated along the 42 mile road that girdles the island. Noticeable throughout the island are the large stone house with high-pitched roofs, well-kept gardens, fine old churches and wayside shrines. Ox-carts and dog-carts carrying milk to the creameries are a common sight and never fail to attract the attention of visitors.

The Island of Orleans is easily accessible to motorists. Ferry boats with good accommodation for passengers and automobiles sail from Quebec city, and the half-hour trip and the tour around the island can be conveniently made in one day. It is altogether an interesting ramble and a pleasant diversion for motorists desirous of visiting places of special historic significance and away from the heavy traffic of more thickly populated areas.

BY CANOE FROM JASPER TO ATHABASKA

The Athabaska river, one of the largest in the province of Alberta, rises in the Rocky mountains but contrary to what might be expected the course of the stream from Jasper to Athabaska, a distance of over 160 miles, is not broken by great rapids and falls. There are rapids but these are not of a nature to cause alarm to careful voyageurs. The scenery is charming and the route is one that travellers should not hurry through; especially is an evening on Jasper lake something to linger over. There are many exploratory side trips, fishing for Rainbow trout, Dolly Varden and other species, and game which, while it does not pose for the photographer of the party, nevertheless, offers many excellent 'shots' for the camera. While the main trip is of sufficient interest to hold the average cruiser to the straight course there is a side trip on the waters of the Hay and Berland rivers that is sure to draw the angler of every party.

Guides that know the river, canoes of a special type equipped with outboard motors, outfits and provisions may be arranged for through outfitters at Jasper and other points.

HEALTH, ART AND SPORT IN SKATING

The average Canadian father, keeping the welfare of his family ever in view, cannot escape expenditure on fuel, food and clothing, nor if his is an average Canadian family can he avoid a certain expenditure on winter sport equipment. Rarely has he ceased buying baby shoes than he is called on to provide skates and boots for young Canada early realizes and capitalizes the advantages of the health giving winter months. In rural sections the ponds and streams which were the scenes of summer adventure change to parts of winter pleasure. A frosty night or two covers the surface with a glassy sheet, and eager feet convincing of strength, unfortunately not always warranted, the youngsters soon glide over the element in which they splash on summer days. Short is the season of skating on the natural ice-ways for snow usually comes early to put a stop to it, though thaws occasionally restore the ice sheet and revive the glory of skating out-of-doors.

No less eager are the youngsters in towns and cities where man-made rinks, open and covered, provide an artificial ice-field of more protracted use. The moonlight and torches which illuminate the ice sheets in the country here give way to electricity, and from dawn to far into the night the rinks are crowded with humanity on pleasure bent. Young, middle-aged and here and there an older glide by on the blades of steel. Happy faces and glowing cheeks mark the enjoyment of the passing hours that is the heritage of the skaters, for skating is a social and healthy exercise.

As with most exercises the element of competition enters into the full enjoyment of skating. The swift and exciting hockey games are one of its byways. The colourful carnivals where one may see the gay masqueraders dressed in the lovely habiliments of an organ grinder or the resplendent mail of the Crusader is another. Speed on skates is the goal of many and to these the height of glory is represented by the plaudits of the spectators gathered round the glassy oval at the Olympic games or other centres as speeding blades flash to a new world record.

The annual fancy skating events staged in a number of Canadian cities are sometimes spectacular affairs. They will display the grace and dexterity of the skaters in cutting the intricate figures and manoeuvres in completing programmes. Rhythmic bodies of waltz and four-trot on ice have developed from the elementary threes and eights practiced so laboriously by the beginners. To the spectators who have only indulged in the straight away style of skating these competitions are a revelation of an art and science in the acquiring of which there is a certain exhilaration added to healthful exercise. All Canadian winter sports have their adherents but none are more staunch in advocacy of their favourite pastime than the skaters.

FOR THE RECIPE FILE

By Betty Barclay

COMPANY COCKTAIL
(Serves 8-10)

½ cup lemon juice
½ cup orange juice
½ cup grapefruit juice
½ cup sugar
Few grains salt
1 cup mineral or iced water

Combine and pour over cracked ice in cocktail glasses. Garnish with mint sprigs.

ORANGE FILLING
(Sufficient for 1 two-layer cake)

1 egg
6 tablespoons sugar
3½ tablespoons cornstarch
½ cup water
½ cup orange juice
½ teaspoon grated orange rind
1 tablespoon butter

Beat egg, add sugar and cornstarch. Mix well. Add water, juice and rind. Cook in double boiler 15 minutes, stirring frequently. Add butter. Cool before spreading on cake.

BACON SALAD SANDWICH

Cook the bacon until it is crisp. Butter slices of bread, and spread lightly with salad dressing. Add a little chopped lettuce and chopped tomato which has been seasoned with salt and pepper. Add crisp bacon, and put on the remaining slice of bread.

APPETIZING FISH DISHES

A little touch of sugar, you will find, improves the flavor of many a fish dish. It will season delightfully, blending the other flavors without noticeably sweetening them. Here are two recipes which I suggest as substitutes for some of your present favorites—the first for a "snack" in the evening, and the second for lunch or dinner:

Salted Shrimp Salad

Shrimps and tomatoes, there's a combination for a salad every one will enjoy. It is easy to make, too.

3 cans tomato soup
1 small can shrimps
2 tablespoons gelatin
¼ cup cold water
1 tablespoon sugar
Salt and pepper

Heat the tomato soup. Add the sugar, salt and pepper to taste. Soak gelatin in cold water. Add to hot tomato mixture and stir until thoroughly dissolved. Arrange the shrimps in the bottom of a wet mold. Pour in the tomato, being careful not to move the shrimps. Set in a cold place to become firm. Serve on lettuce with mayonnaise and a garnish of sliced, hard-cooked eggs.

Salmon Mold

Mix together one teaspoon mustard a few grains cayenne, a half teaspoon salt, one and a half tablespoons sugar, and one-half tablespoon flour. Add two egg yolks, one and a half tablespoons melted butter, three-fourths cup milk and one-fourth cup vinegar. Cook in a double boiler until thick, stirring constantly. Remove from the fire and add three-fourths tablespoon gelatin which has been soaked in one-half cup cold water. Add to this a can of salmon, which has been flaked in the meantime. Place in a mold and after it has cooled put in the refrigerator to jell.

OUR RIGHTS

Most people fail to get from others all the consideration they might have. They do not realize that they would have it if only they would stop demanding it. The man who gets most consideration from every one around him is the man who demands most. And the man for whom every one loves to show regard is he who never asks it or even seems to expect it. If we find ourselves jealously noticing that a certain person among our acquaintances always seems to be made more of, and deferred to more readily, and welcomed more eagerly than we are, let us ask ourselves honestly if the reason is not just this: that he does more for others, and asks less for himself, than we. Rights-getting is a sure result of rights-giving. If we really want our rights, let us banish all hints of this from our lives and our actions.

HE IS STILL RICH

He is still rich who can behold the sun
Touch earth with sleepy eyes when day is done;
Who hears a warbled song peal, unafraid,
From out a giant tree that God has made,
He is still rich while in the golden chain
Of friendliness unbroken links remain—
Dependent not on things which men applaud
His riches is, who keeps his faith in God.

—Willa Hoey.

Visitor—"I suppose that your home town is one of those where everyone goes down to meet the train?"
Village Wag—"What train?"

News and Information for the Busy Farmer

According to a cable from London, the United Kingdom apple markets are showing a somewhat better feeling following the usual holiday lull and prices have strengthened somewhat for limited sales of barrelled and boxed varieties on some markets particularly Liverpool. With supplies comparatively short, there is an improved demand and Ontario apples are moving a little better on the London market.

Clean Nests, Clean Eggs

It takes less time to place clean straw in the nests than it takes to clean eggs. Some eggs will become dirty in spite of the best of care, but the egg cleaning work is greatly reduced if the nests are cleaned of egg gathering time when dirt is noticed and a little fresh straw is added once or twice each week. This is a good early morning job before the hens start using the nests. If you have no straw stack, keep a bale of straw in each laying house so that a measure of the loose straw can be worked up and added by handfuls to any nests where the hands are becoming bare or the straw is soiled.

Crate-Feeding Pays

Farmers who are in a position to follow the practice, find that crate-feeding of their poultry pays them big dividends. There are several reasons for this. It produces the milk-fed grades which bring the highest prices, the leading wholesale merchants are now buying poultry by Government grades with substantial differentials between each grade; the premium secured for birds which grade "milk-fed" makes crate-feeding worth while; and all poultry intended for eating purposes should be properly finished before being marketed. The farmer who has poultry to market would do well to remember that it is the last pound which brings the finish and increases the value of the bird by 50 to 75 cents.

Stewart's Disease of Corn

Agricultural authorities are becoming concerned about Stewart's of Corn. This disease, so far, is most serious in the Southern States, though it has penetrated as far north as Ontario. Damage of one million dollars annually has been reported from Ohio. Last season the disease made its appearance in Norfolk, Essex and Kent counties. Sweet corn and the early-planted field varieties seem to be the most susceptible. Once established it will live for at least three years in the soil, depending on weather conditions. Mild winters favour the disease.

A field may be attacked any time between germination and tasseling and a badly damaged plant wilts, turns yellowish, becomes stunted and either there are no cobs or these are shrivelled. The whole field has the appearance of being hit by frost or a severe drought and is often confused with these weather conditions.

Pigs Need Fibre

Winter fed market pigs and breeding stock relish a little fibrous matter to chew, and they need it regularly. They will eat straw if nothing better is available. It is easy, however, to give them something better, such as second cut clover or alfalfa, and other well-cured grass or cereal crops that have been cut green. The feeding a few mangels from day to day, as is well known, has very desirable effects. The important thing is to see that all pigs, except the very young, get some form of vegetable matter regularly. The results obtained from this practice will amply repay the cost involved in the small quantity of fibrous feeds used.

Why Burn Straw Stacks?

When with the use of suitable chemicals they can be converted into manure the question, "why burn straw stacks?" is really pertinent. Straw is worth something more than as a bedding material, and not the least valuable is its use for the making of artificial manure. The use of 100 pounds of ammonium sulphate and 100 lbs. of lime to each ton of straw, and this thoroughly soaked with water produces a mature of distinct fertilizer value. From three to six months are required for the organic changes to become effective and the resultant substance has much of the appearance and practically the same value as barnyard manure.

Keep Mangers Clean

An inspection of the mangers of stables when cows are not doing well might go a long way toward finding out the cause of trouble. Sanitation in mangers and the drinking supply is in many cases very poor. When cows don't drink as much water as they should, or leave a certain amount of meal in the bottom of the mangers, the trouble may generally be laid to the door of poor sanitation. An inspection of mangers and drinking cups would probably show that the cups had becomes fouled with chaff and spoiled silage, and when left for even a day the water is filthy. It is reasonable that cows will not drink freely of this water. Anywhere from a quarter of an inch of hard accumulated filth can sometimes be scraped out of the manger. It has a stench which makes the animal quit eating long before it has had enough. Drinking bowls and mangers should be kept clean if the cattle are to flourish.

Barley Smothers Mustard

Experimental work carried out at the Central Experimental Farm, Ottawa, shows conclusively that barley can be used most effectively in smothering out mustard. It has been found that barley sown at the rate of 3 bushels per acre is most effective for this purpose. Incidentally, it is also shown that heavier seeding produces a higher yield of grain per acre.

Dairy Problems

The solution to the question of demoralized returns from the dairy business, according to George H. Barr, Director of the Dairy Branch, is not more cows, but better cows through improved feeding and breeding. "Better cows mean economical production. By this I mean that, in many cases, I have found dairymen feeding ten cows where five animals should be sufficient to produce the same amount of milk, providing, of course, that these five cows have been properly bred, and are being fed in the most approved way.

"Losses due to poor breeding and improper feeding, in addition to careless handling of milk and cream have assumed almost staggering proportions. During the year 1932 more than 30,000,000 pounds of second-grade creamery butter was produced in Ontario. The difference in returns between first and second grade cream is approximately three cents per pound butterfat, hence the direct loss from this source alone was about $600,000.

"Another loss due to the same causes," continued Mr. Barr, "was sustained in the cheese business last year. Some 34,000 cheese, produced in this Province, were second grade. At a loss of one dollar on each cheese, this represents a total of $34,000.

"In general, flavor and mechanical defects in cheese produced in Ontario are showing a decided decrease each year. During 1932 we produced cheese in greater quantities, and of a distinctly higher quality than ever before. Notwithstanding this fact, the returns to dairymen were less, due to depressed prices.

"That certain sections of the country are making greater efforts than others, is indicated by the fact that the total percentage of cheese produced under first grade, in one district of Ontario, was eight times greater than the percentage produced in another district of the Province. Putting it another way, in one district 341 cheese were under first grade. In another district of equal size, over 2,800 were below first grade."

In conclusion, Mr. Barr said: "If the dairyman would stop the leaks in his business over which he has entire control, the returns to dairy farmers of this Province would be very much greater than at the present time. Proper breeding and feeding of dairy herds for five years would change the dairy herds in Ontario from, in many cases, no profit at all, to at least a paying basis."

THE LAUGH CORNER

Here are some answers from examination papers of school children:

A man who marries twice commits bigotry.

In Christianity a man may have only one wife; that is called monotony.

A spinster is a bachelor's wife.

A skeleton is a man with his inside out, and outside off.

Pigs or Thinking

"Your methods of cultivation are hopelessly out of date," said the youthful agricultural college graduate to the old farmer. "Why, I'd be astonished if you got ten pounds of apples from that tree."

"So would I," replied the farmer. "It's a pear tree."

Some girls wouldn't mind having a wedding ring on their finger. It's the thought of having a man on their hands.

Give her Some Candy

Mrs. Gabb—"So your husband objects to cats."

Mrs. Stubb—"Yes, indeed. He says that I fed all the cats in the neighborhood. Won't you stay and have tea?"

A writer says that golfers are rarely moved by scenery. But how those golfers can move the scenery.

Nothing Wrong

Mother was very annoyed.

"Bertie," she said, "I thought I told you not to play with your tin soldiers on a Sunday. It's very wrong."

"That's all right, mother," replied the boy. "On Sunday, I call them the Salvation Army."

Credit's due the man who discovered that the only person who makes a success running either people down is the elevator boy; and we can guarantee that he runs more people up than down.

Newest Locomotive is Monster Indeed

The largest and most powerful locomotive of the kind in the world has just been completed for the Aspen Shops of the Canadian Pacific Railway, Montreal, for service in the Rocky Mountains. The new "2000" locomotive representing a new era in the advancement of steam motive power of greater economy and higher sustained tractivity. It is called a "mallet-compound" because it generates its steam in three separated portions and at three different pressures and, because of its vertical disposition, it requires a special turntable. Its total weight is 224,000 lbs. and of tender 200,000 lbs., making a total of 724,000 lbs. or 362½ tons. It has five driving wheels on each side, each of which is 63 inches in diameter. Its tractive effort is 90,000 lbs. which means that on a level track it will haul a freight train over a mile in length, made up of one hundred and fifty 40-ton cars and approximating a total weight of 6000 tons. Its tender has a capacity of 12,000 gallons of water and 4350 gallons of fuel oil, enabling it to make long runs without replenishing. There are 18,000 feet or slightly over three and a half miles of seamless steel tubes used in the construction of the boiler units alone.

An outstanding feature of the "2000" is the Emdon unit which is a closed circuit in which 540 gallons of distilled water are continually circulating without loss by evaporation. Distilled water is used because it prevents accumulation of sludge and scale so common in water tube boilers. The closed circuit or Emdon unit extends into the high-pressure boiler drum in the form of 16 coils, called heat transfer coils.

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. But the largest of the European locomotives of this type is only 43 per cent of the weight and develops only 58 per cent of the power of the "2000." It will be used in the Rocky Mountain territory of the company.

H. B. Bowen (inset) Chief of Motive Power and Rolling Stock, Canadian Pacific Railway, working in co-operation with the American Locomotive Company and the Baldwin Locomotive Company, of New York, designed the "2000" after he had made a special trip to Europe in 1929 to study locomotive types and developments. The construction of this monster locomotive was handled under direct supervision of Mr. J. Burns, Works Manager, Angus Shops, and Mr. T. Donald, of Mr. Bowen's staff.

Lay-out shows full length view of the "2000"; front-end view; and, inset, Mr. Bowen, designer of the locomotive.

Would you pay two dollars for two dollars?

¶ Doesn't sound reasonable, does it? And still it's being done:

¶ An account of $2.00 is owning to a firm. Notice is sent that it is due. No reply. Next month the account is rendered again. The account has already cost the firm 20 cents in collections and is still not paid.

¶ It is conservatively estimated that the cost of rendering an account each time is 10 cents. If the management is lax the account may be rendered again and again without a reply.

¶ One of the greatest arguments for cash business on small accounts is the neglect which the average debtor accords them and the annoyance and expense they cause the creditor.

¶ Newspaper subscriptions are on a paid-in-advance basis because of all the many, easy, small accounts to forget, the weekly newspaper subscription heads the list.

¶ LOOK AT THE LABEL on your paper it carries the date on which your subscription expires and is a constant reminder to remit promptly by that date.

¶ How is your subscription NOW to

The Herald

"Look at the Label"

WITH THE TRAIL RIDERS

East is East and West is West, but men ride wherever the sun shines and the Trail Riders of the Canadian Rockies, with a membership which girdles the globe, are creating widespread interest with their plans for their 1933 expedition from Banff to Mount Assiniboine, through some of the most beautiful country in the great mountains from which they take their name. The famous peak, with its many adjoining lakes and valleys, was the focal point of the 1927 trail ride and this year's trip, starting on July 23, will follow generally the same lines, with nights spent in camp, according to the best traditions of the Order. Ample time will be given for exploring the territory traversed, the ride occupying five days and traversing Brewster and Allenby Creeks; Assiniboine Pass and the shores of Lake Magog to the great mountain, which is the objective of the riders. Return will be made through the Valley of the Rocks; the Golden Valley; Citadel Pass and so through Sunshine Camp to Banff once more. The pictures shown above are distinctly interesting and show Lt. Col. Phil Moore, president of the Trail Riders, and Mrs. Moore, on camel-back at the Pyramids, during the world-cruise of the Canadian Pacific liner "Empress of Britain", in strong contrast to the cowboy viewing Mount Assiniboine, where this year's trail ride leads. Inset is H. M. King Prajadhipak of Siam, who proved an enthusiastic trail rider during his visit to Canada last summer. Below, two fair bathers are seen setting out from one of the cabins at Assiniboine Camp.

Did you Ever Stop to Think?

By Edson R. Waite, Shawnee, Oklahoma

William Linton Andrews, Editor of The Leeds (England) Mercury, says:

"Sometimes when I listen to windy talk about marketing plans I want to get up and remind the speaker that markets are simply people. Some of the experts get entangled in forests of formulas. They ought to make it their job to get right through to the people.

"Those who make goods are short-sighted if they look upon their goods as sold when they have deposited them in the warehouse of a wholesaler or upon the shelves of a retailer. No article is truly sold until it has reached the hands of the man or woman who actually intends to use it.

"The manufacturer, in order to sell the right people, the right article, at the right price at the right time, must not leave his marketing to the haphazard channels by which so many excellent commodities today reach the consumer. Marketing must advance step by step with making. The methods employed must sell more goods at less cost to informed customers who demand them.

"The modern factor in this business which alone can secure the co-operation of distributors, can find markets, can inform customers, and can reduce the cost of the whole operation, is advertising.

"The United States was the first country to discover that selling is made easier by the creation of 'pull' from the customer than by the exclusive use of 'push' from the manufacturer.

"One of the effects of the advance of popular education has been to make the reading of newspapers a universal habit. This in turn has built up the very large aggregate sales of newspapers to-day, and has placed at the disposal of advertisers the most economical producer of 'pull' so far discovered.

"Markets, I say, are only people, and newspaper advertising is demonstrably the most certain and economical and the simplest method of placing a sales message before the people. As an Englishman I take off my hat to those Americans who have led the way in sales publicity. We in Britain are benefitting by their example. We try to get right through to the people."