CONQUEE RELY

Conquer miff lay slege to all tremise within the wall When your treacherous heart and Would endure their bondage still In tite's fierce, deciates fight, him to manhood's utmost height

Conquer self before you try Others' fraillies to sepy. And, before your battle's word, Criticise defeat of none, Nor another's fore despise Tul your last bad habit dies.

Conquer self, and then you thin so the brother on his way, Furnish him with strength unknown Which will fortify your own; Hut, while saif is still supreme brotheriscod to but a dream.

A. H. Cooper to Tit-Bits

to, with one machine producing 100 rosating pan with a pint The real season is that the world to coming to better times, greater prosperty, more leasure.

With all our "technocracy," treespreduction, this country has only produced 10 per cent. more than &

rould be. We have consumed

ng 10 per cent - by Arthur Brubane.

RECIPES THAT PLEASE

By Belly Burcley CHEMN PUPPE 4 cup butter I cup boiling water I cup Bour y or 4 seas

Put butter in water, stir. place fire until maked. Add sitted flow all at once and stir brinkly until the mixture leakes the side of the pair. Remove from fire, cool, add eggs separately, beating each thoroughly into the mixture. Drop by spoonfule onto a buttered pain two inthes apart. until firm and crusty. Cool. With a sharp knife cut and fill with whipped tream. Oreans bull cases may used for treamed vegetables, in

EAUTRICATE HOLL

"technograpy," invented to de- perper over it. Cover with this alices 'extent of bacon. Place as sauch kraid tive production by machinery." Every- this as possible and foll up and fastimes, so many shoes, coats, horse- and bake one hour in a moderate shore or nails as 10 men used to make, own. Then thicken the liquid with working without machinery. Bour. Carnish with lemon alices.

1333 FELTY CUP (Berrie &8) tablemoons bears siles s tablewoods pinsapple syru per sent, of our production, export- & cup orange places

& eup dired pinespole

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AND BETTER MILES

The new McLaughlin-Buick Eight is an

exceptional dollar value. For many

reasons: It's longer, lower, bigger . . . with distinctive

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.. and many other features that Canadian motorists helped decide. It costs very little more per month than

smaller care, on the GMAC plan. And what's more,

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satisfying, motor car investment.

WHAT 14,660 MOTORISTS TOLD US

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lation . . . Safety Glass . . . Engine cushioned in rubber ... Automatic Clutch ... Antomatic Shock Absorbers

cup of one of the following dioed News and Information fruits: grapes, strawberries, peached, pears, therried, tanta-

6 to 8 marachino therries, if desired Combine trust juices and sweeten to taste, keeping rather tart. Add mix-ed fruits. Berve very cold in cork-tall glasses. Camian each serving with marsichino cherry if desired.

LCZ-BOY CAND

to cop oringe fulce 3 tablespoors printing wildow Book 5 minutes and AAd:

1-3 cup sugar dissolved % cup bolling water cup orange fulce

.te cup orange places Let stand while gridline mixture cols. When polatine begins to stif-en, best until flutty. Fold in crange I cup whipping cream, beaten stiff Line bottom of spring form with halve of ladyringers. Out one round end from enough halves of ledyfinsere to stand up around edge of form. The cut ends touch the bottom of the pan. Allow:

Pour in half the filling. Lay on any please or extra ladylingers and cover with rest of filling. Leave in tre-box overnight or until thoroughly chilia Heriore sides of spring form when leady to serie. Decorate, if desired with additional whipped cream and orange waternts.

CHINESE REFER

In central China there is just our best way of getting acquainted with che's Chinge neighbors. Take a houseboat! Accordingly, Ah Chow and I made our way to Boochow Creek, which after dividing Shanghas into halves flows almost at right angels into the Wangpoo Riser. Hy going afoot we had the very great advantage of seeing the houseboat before its lookab, or chief boatman, saw us, and in that way we would be able to approach in an unconcerned, offishand manner, which, Ah Chow said, was the necessary attitude for doing houseboat business with any sort of monetary antisfaction. After several fruitle a trials, we came upon a boat of alluring appearance lying beaids one of the bridges. The low-dah of the craft, a small wiry man af grave appearance, with a moustarbe and goater astonishingly like Napoleon the Third, was standing in the bow apparently wrapped in profound thought. (He told Ah Chow later that he had seen us coming half a mile away.) We therefore had no difficulty wistever in rousing him from his brown judy—with the result that the boat (together with the services of four boatmen who were to furnish their own meals) was engaged. turnish their own meals) was engaged for one month And the price—and oat hay per, day and crushed cate and o

sway up Soochow Creek for parts unknown.

Napoleon (no other name suited the houseboat's lowdah so well) and his two tons, one large and one small, stood in the how armed with long hamboo poles to prevent any possible intrution or bridge-wall or passing river craft. Feeling a slight though the segular undulation of the hoat — sa though it were being propelled by an oar in the stern—I looked around the end of the cabin toward the rear deck to see who the fourth carman might be. At the long oar in the back stood two women? Trousered, it is true, but indisputshly women? "Boaimen" was evidently a generic term in Napolson's vocabulary? Later in the day I wentured a mild protest to Ah Chow on this pacultar Ereshainung; not that I objected particularly but—

"Old man have got wife, have got daughter," explained Ah Chow. "Everybody live houseboat. What can do?"

"The need of the supplement available.

"The need of the hour to the fruit and vegetable industry of Onisrio is organization of the growers and cooperation between the growers, jobbers and shippers of this province," said Vegetable Jobbers Convention "The disorderly marketing of these products, as carried on last season, was close to chace. One outstanding example of what could be done, however, was explained to the convention by Mr. Atkin, president of the South handle their marketing through one central organization at Leamington." In the Leamington district there

"But the old man said, Four boat-man," didn't he?" With wrinkled live Associations of Growers, which brow, Ah Chow began to count on have erected central packing plants boatman; big son, he one boatman; a central organization for the purpose litty son, he one bostman." He had- of securing orderly distribution. tated, and his eye roved, troubled, to

"Yes," I encouraged, hiding some entire output being sold at good prices, amusement which "litty son" had produced, "that makes three boatman." praise of this work. Some time ago the Ontario Growers' Market Council offered to co-operate, in every way possible, with other districts forming Shanghai," by Harold Speakman.

for the Bosy Farmer

One of the most significant com-pliments federal positivy policies have meeting of hatcherymen in Hamiltoo the other day, when it was asserted in support of the Pederal Policy of Hatchery Approval that the outstand-ing reason why hatcherymen should be identified with the policy was "the thicks. Halchery Approval is now entering its fourth year of operation and it is doing a lot toward the building up of quality and value in poultry flocks on Canadian farms.

Authorities claims that allies is an extra good feed if it is not abused. Two kinds of abuse are to feed too iste to the manaire. It should not to forgotten that elian to largely water. If the cows are encouraged to crem themselves with alless at the expense of grain and hay they will not be getting enough nutrients to flow of milk Preferably the grains not more silese than will be entent

The continued mild weather in lest part of January made it pound for live stock to get pleaty of outdoor exercie regularly and in most distrists generally speaking, all clauses of stock are to good condition. From Lincoln County coases the report that anied era van store has nime am

"In the Leamington district there

"The efforts of these organisations ware very successful last year, their

imilar organizations for the same Ontario Growers' Market council is at present endeavoring to give leadership toward organizing the Niagara District for similar purposes, in 1933. Jobbers and shippers assem-bled at the convention from all over Canada offered to assist such organisations, and give their active support.
"Finally." Mr. Somerest said, "it is suggested that all the districts of the Niagara Peninsuia should organise to pack and grade uniformly, and do all of their marketing through a contral distributing organisation. which they would support vigorously."

For some years a group of Haldi-mand County farmers under the direc-

tion of L. B. Mehlenbacker of Cayuga. have been developing a special selecion of Liberty Hulless cats. The seed

was originally secured from the Experimental Farm authorities at Ot-

aws and gradually spread over several

farms around Cayuge. As a result of creful cleaning, the seed each year brought up to the higher government

trades. In normal years the Liberty Hulless in Haldimand has been found to exceed the yield of ordinary cats, returns up to 40 bus. per acre, weighing close to 50 lbs. to the bushel, being reported. When it is considered

that the ordinary oat is made up of 30 per cent, hull and this hull has a feeding value only equal to straw, still more weight must be given the argument for the sulless. During the past

season, the oat crop in Western Ony

tario, was one of the poorest in years

plus over local requirements.

Interest in huliness cats continues grow in Ontario according to speakers at the recent meeting of the Ex-perimental Union at Guelph. Enquir-ies from all over the Province came ies from all over the Province came into the authorities at Guelph during the past twelve months. Though they decline to recommend hulless cats for general purposes members of the Pield Husbandry Staff of the Ontario Agricultural College agree that this grain produces an excellent feed for young live stock and poultry. In recent years more and more farmers, particularly dairymen and poultry keepers are making a practice of growing a few acres of the hulless cate just for the chickens and calves. Lacking the objectionable and sometimes dangerous hulls, these cats can be fed safely either whole or ground and remarkable gains are reported.

For some years a group of Haldiin his review of 1931.

the United States.

Empire, nearly half the total being from the Straits Settlements.

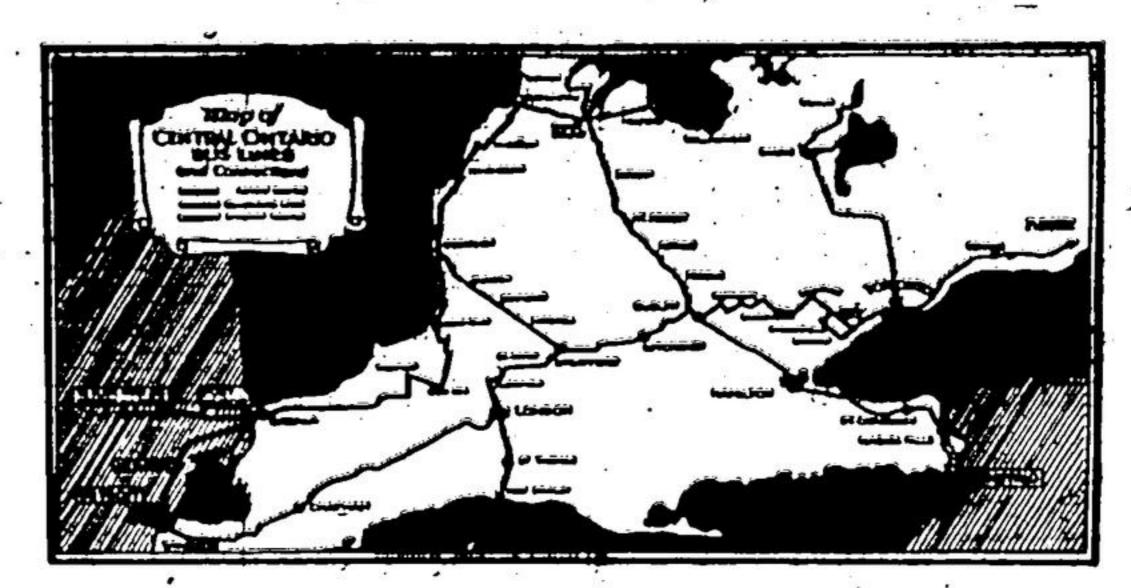
Illiteracy in Canada is near the vanishing point. According to the last census in 1931, \$2.34 per cent. ed 3,541,747.

The Canadian Pacific Railway Company's tax bill for the year

"Well, Jake, did you follow my adand the Liberty Hulless along with vice and buy two pairs of trousers the other varieties suffered. As a with your new suit?" It was a good result, the expectations of the hulless growers in Haldimand to produce a large med supply have not been ful-filled though there will be some sur-trousers would keep mp less too

ARROW BUS LINES REDUCED FARES

TO ALL POINTS Effective Wednesday, February 1st, 1933 Frequent Daily Service



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GEORGETOWN

TELEPHONE 89

The decrease in freight car loadings which began in 1930 has continued almost unintercuptedly. In 1931 up to the end of the first week of December, 558,353 less freight care had been loaded on all Canadian Railways than for the same period of the previous year. During the same period of this tear, 375,015 has care were loaded. year 376,016 has care were loaded than to 1931. The decline in passenger business has been relatively the same. The resultant offect upon railway earnings has been naturally disastrous. For the first ten mouths of 1931 Canadian Pacific giosa revenue declined 22.1 per cent, as compared with that of 1930. For the first ten months of this year now closing there was a further deciles of 16.6 per cent. The decline con-tinues, and there certainly ap-pears to be no cylience in sight that for many yours we shall see them entirely eliminated and our earnings back where they were in 1928."-E. W. Beatty, K.C., Chair-

Recent payment by Oreat Britment reminds old-timore of the war days when \$96,000,000 in gold was shipped by Canadian Pacific Espress from Asia to England. via Canada, and was carried across the Dominion on a special Canadian Pacific train, having absolute right-of-way. The train travelled without lights and was protected by acores of armed guards.

Through intelligent education the economic and social futility of war will eventually be recog-Angelt, British economist and dis-peller of war litusions. He salled recently by Canadian Pacific liner "Montrose" after a lecture tour in

Of the 4,046,512 pounds of can-ned pincapple consumed in Can-ada between April 1 and Novem-ber 80, 1932, all but 158,583 lbs. came from countries within the

of the population of Canada over five years of age could either read or write. Students enrolled in Canadian schools in 1931 number-

Here and There

In the vanguard of the ninter vacation traffic to the South Seas and the Orient, the t'unadian Pacific liner "L'inpress of Japan" cleared the Nurrows at Vancouver January 14 with a ist of 411 pastengers.

eiffe kallway, in his review of

Dark and uncertain an the out-look may appear to the casual ob-server. I still think that in this wider field the year had not been without important developments leading towards trade stabilization and encouragement."-E. W. Batty, K.C., Chairman and President, Canadian Pacific Railway.

was almost air million dollars. bringing its total contribution to Canada's tax collections since in-corporation to about \$116,000,000." —H. W. Beatty, K.C., Chairman and President, Canadian Pacific Railway in his review of 1932.

"Advertise in the Herald it Pays"

Did you Ever Stop to Think?

By Edson R. Waite, Shawnee, Oklahoma

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

"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 ex-perts 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."

Decide Golf Prize On Roof of World



The Prince of Wales Trophy, one of golfdom's game was referred by "Bill" Thompson, genial pro of the speciacular links of the Hanff Springs Golf the Banff course, who is seen standing between on the speciacular links of the Hanff Springs Golf the pair. A large gallery followed the play.

Course, a mile above see level, in the heart of the Canadian Hockies. This year the trophy went over- the same time over the Banff Springs course. It sees to an Englishman, down from Oxford Univer- was a woman's championship and was taken by elty, a newcomer to the ranks of champions who made the long trip a week sheed of play. He is lead the long trip a week sheed of play. He is land, who is seen shaking hands, with the runner-up, Gordon MacWilliams, Howness Golf Ciub, Calgary, Alta, in a close fight that was only decided in the latth hole by one up.

Lay-out shows the two champions being congratuated by their opponents; and the Prince of Wales and the final, four up and three to play, and the Cup with the Hantf Springs Hotel in the background.