

CONQUER MEAT
Conquer will lay siege to all enemies within the wall. When your tremendous heart and will would endure their bondage still; In life's fierce, decisive fight, Rise to heroism's utmost height.

Conquer self before you try Others' frailties to defy. And, before your battle's won, Critique defeat of none. Now another's loss don't mind. Tilt your last bad habit down.

Conquer self, and then you may Help a brother on his way. Furnish him with strength unknown Which will fortify your own; But, while self is still supreme, Brotherhood is but a dream.

A. B. Cooper in Tri-HWA

RECIPES THAT PLEASE
By Betty Barclay

CREAM PUFFS
1 cup butter
1 cup boiling water
3 or 4 eggs

Put butter in water, stir, place over fire until melted. Add stirred flour all at once and stir briskly until the mixture leaves the side of the pan. Remove from fire, cool, add eggs separately, beating each thoroughly into the mixture. Drop by spoonful onto a buttered pan two inches apart. Bake in a hot oven about 15 minutes until firm and crusty. Cool. With a sharp knife cut and fill with whipped cream. Cream puff cases may be used for cooked vegetables, meat or fish.

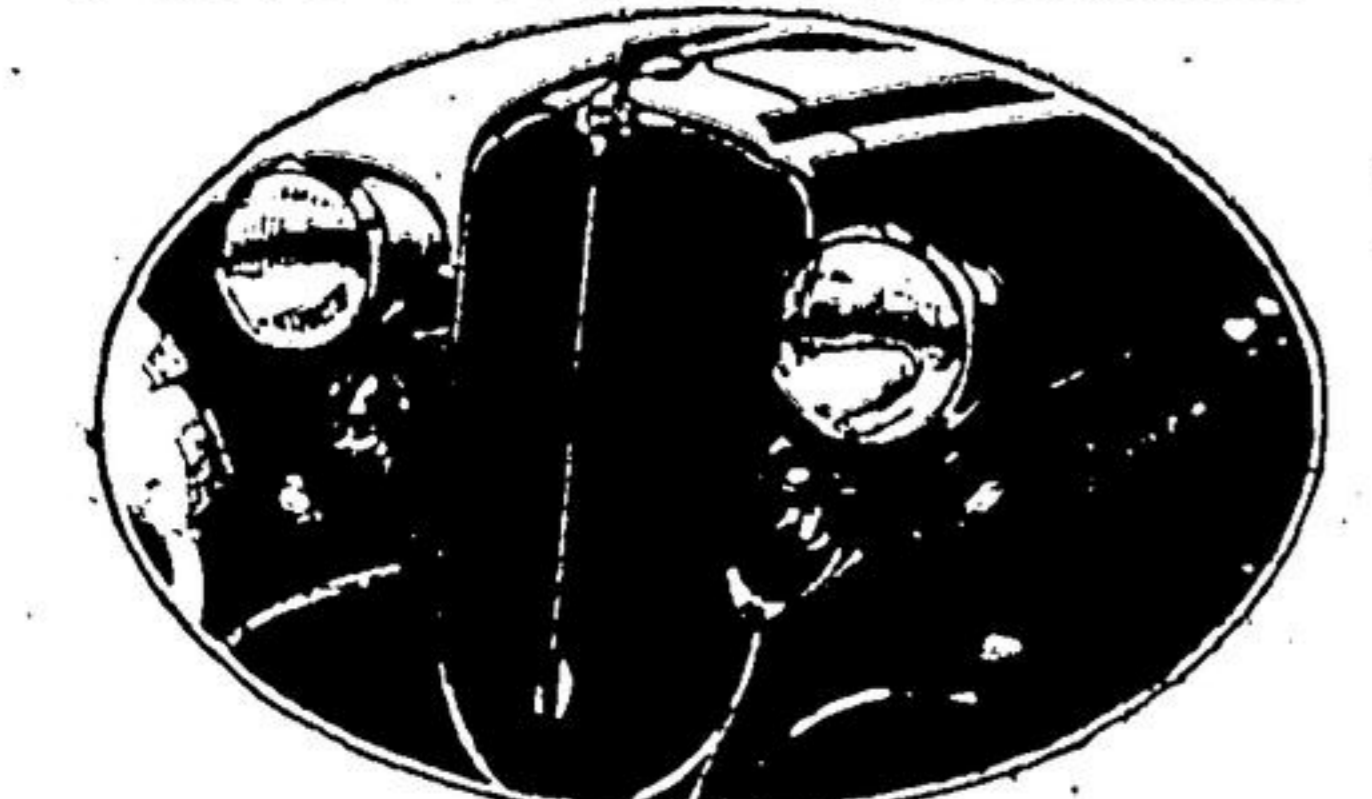
ICE-BOX CAKE
3 cup orange juice (12 oz. can)
3 tablespoons white (12 oz. can)
3 cup sugar dissolved in 1/2 cup boiling water
1 cup orange juice

Cool. Mix.
12 marshmallows, cut into eighths
1/2 cup orange juice
1/2 cup white sugar
1/2 cup white sugar
1/2 cup white sugar

NEWS AND INFORMATION FOR THE HOY FARMER
Deseased Approved Chickens
One of the most significant accomplishments of the Federal Policy of Hatchery Approval that the outstanding reason why hatcherymen should be interested in the policy was the public are outstanding approved chickens. Hatchery 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.

TECHNOCRACY
Overworked at this moment to the word "technocracy," invented to describe problems created by "massive production by machinery." Every body asks what the world is coming to, with one machine producing 100 times as many shoes, coats, automobiles or rails as 10 men used to work without machinery.

McLAUGHLIN-BUICK EIGHTS Give MORE AND BETTER MILES



The new McLaughlin-Buick Eight is an exceptional dollar value. For many reasons: It's longer, lower, bigger... with distinctive Wind-Streamed Styling. It has Fisher No-Draft Ventilation... Safety Glass... Engine cushioned in rubber... Automatic Clutch... Automatic Shock Absorbers... and many other features that Canadian motorists helped decide. It costs very little more per month than smaller cars, on the G.M.C. plan. And what's more, McLaughlin-Buick's proved ability to give more and better miles makes it a truly economical, as well as a satisfying, motor car investment.

WHY 3,000 MOTORISTS TOLD US
The "Automobile Buyer's Guide" tells about our recent survey among Canadian motorists and provides information which you will find valuable in choosing your next car. Send coupon for free copy.

S. V. King
PHONE 124
GEORGETOWN

SALAD
Take 3 or 4 pounds of round steak cut 1/2 inch thick. Sprinkle with salt and pepper. Cover with thin slices of bacon. Place on sauté pan and cook in a pan with oil and butter. Put in covered roasting pan with a pint of water and bake one hour in a moderate oven. Then thicken the liquid with flour. Garnish with lemon slices.

CHINESE KITCHEN
In central China there is just one way of getting acquainted with one's Chinese neighbors. Take a household. Accordingly, Ah Chow and I made our way to Soochow Creek which after dividing Shanghai into halves flows almost at right angles into the Wanghai River. By going along we had the very best advantage of seeing the household before its kitchen, or chief boatman, saw us, and in that way we could be able to approach in an unobtrusive, unobtrusive manner, which Ah Chow said, was the necessary attitude for doing household business with any sort of monetary satisfaction.

HERE AND THERE
The decrease in freight car loadings which began in 1930 has continued almost uninterruptedly. In 1931 up to the end of the first week of December, 558,319 less freight cars had been loaded on all Canadian railways than for the same period of the previous year.

Did you Ever Stop to Think?
By Edison R. Waite, Shawnee, Oklahoma

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

Decide Golf Prize On Roof of World

THE Prince of Wales Trophy, one of golf's most coveted possessions, has just been decided on the spectacular links of the Banff Springs Golf Course, a mile above sea level, in the heart of the Canadian Rockies. This year the trophy went overseas to an Englishman, down from Oxford University, a newcomer to the ranks of champions who made the long trip a week ahead of play. He is Mr. A. Sims, Bedfordshire Golf Club, Bedford, England, who is seen shaking hands with the runner-up, Gordon MacWilliam, Boyaness Golf Club, Calgary, one time Alberta champion. Mr. Sims won the final, four up and three to play, and the same was refereed by "Bill" Thompson, genial pro of the Banff course, who is seen standing between the victor and the runner-up.

HERE AND THERE
The Ontario Grocers' Market Council is at present endeavoring to give leadership toward organizing the Niagara District for similar purposes. In 1932, jobbers from all over Ontario assembled at the convention from all over Canada offered to assist such organization and give the necessary support.

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ARROW BUS LINES
REDUCED FARES
TO ALL POINTS
Effective Wednesday, February 1st, 1933
Frequent Daily Service

Tickets and Information
—AT—
Long's Confectionery
GEORGETOWN TELEPHONE 89

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"Advertise in the Herald it Pays"

Did you Ever Stop to Think?
By Edison 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."