

The Russell Leader

RUSSELL, ONTARIO.

Phone 38

The Only Paper in Russell County

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1936 OCTOBER 1936

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CANADIANS CALLED TO EAT MORE CHEESE

Tradition tells us that several thousand years before Christ, an Arab herdsman went forth one day as usual to the tendance of his flocks, carrying with him by way of lunch a bag of dates and a skin bottle made from the stomach of a calf, filled with milk. When the time came for his noon-tide meal and rest, he opened his primitive milk container in order to drink, but to his amazement, instead of the milk with which he had filled it at dawn, there trickled forth only a clear, watery fluid. Startled, he slashed open the skin bottle to explore what had happened inside, and saw that a cream-white, semi-solid, lumpy mass had formed. Tasting it, he found it good. Relating his experience on his return to the camp at the end of day, his tribe from that time forward, often experimented with part of their milk-supply, and this, if credence may be placed in an age-old tradition, was the beginning of cheese as a popular and constant element of the ever-changing and at all times variable diet of mankind.

Down through the ages this "milk-product" has continued as a staple article of food, although prepared in widely differing ways today. From available information it is interesting to note that Switzerland leads the world in per capita cheese consumption with 23 lbs. per year. Holland, France, Denmark, Italy, Germany and Great Britain rank next in that order, while Canada stands eleventh with slightly less than four pounds per head per annum.

A "National Cheese Week" has been declared in Canada for November 9th to 14 and it is the hope of all governments and sponsoring dairy associations that citizens of the Dominion will become a little more "cheese conscious" as a result of this drive. Canadians have a great stake in the cheese industry, over 316,000 farmers in Canada producing milk for market. Cheese utilizes seven per

cent. of this production, and 17 per cent. of our total population is directly dependent on the dairy industry for a living. Boost your family consumption of cheese this next month to help agricultural prosperity and your own nourishment.

MORE ADVERTISING; BETTER TIMES

Industrial bright spots throughout the Dominion and the United States continue to accumulate and confirm the growing feeling in everyone's breast that that mysterious "corner" has actually been turned and is now well behind. In fact in the more cultural circles it is now passé to mention the recent depression as a topic of conversation.

Railway car loadings have shown a steady increase throughout the year, indicative of a broad upward trend in industrial activity; retail sales have been steadily advancing while the general commodity price level has been strengthening. While construction contracts awarded have lagged behind the general trend there is a belief that construction is now swinging into the advancing line along with other heavy duty industries, such as steel.

Newspaper advertising in October showed more than a normal gain, according to "Printer's Ink," with an increase of almost 3 per cent. over September, and five per cent. over August, which was described as exceptional. This gain represents national advertising in the weekly as well as the daily field, being reported by general advertising agencies. It is a happy augury of better times and this paper is happy to report a steady increase in advertising lineage throughout the year, both national and local, which shows that business men are again of an optimistic frame of mind and that consumers are loosening their purse strings and buying in increased quantities.

FLAME-RED POPPY REPRESENTS SACRIFICE

The symbolism of the poppy, the sorrowful appropriateness of blood-red bloom, takes on a deeper significance with each succeeding year. The Great War is passing almost into legend; a generation is bequeathed the duty of carrying into the years that have yet to come the work and the ideals of those whom the poppy commemorates.

Canada has adopted the poppy as a symbol because of the 60,000 graves in France and Belgium in which lie the dead of the preceding generation, because of the 170,000 Canadians to whom the conflict brought disablement of one kind or another. The crosses in the cemeteries of Flanders are garlanded with poppies—dolorous emblems of a nation's youth consumed in the "wrath-red forge of war."

On Poppy Day next month this Dominion will pause in its normal activities to recall the sacrifices of its young men, to pay tribute to their heroism, their hardihood and the uncomplaining fortitude with which they bore their privations and sufferings. At the same time, Canada strives to liquidate in some small measure, an obligation to those disabled men employed in the Vetrecraft

Workshops of the country, whose only means of livelihood is the making of these simple emblems.

AN INTERESTING AND SHORT CROSSWORD PUZZLE

(Contributed by a Reader)

x	1	2	3	4	5	6
7						
8		x	9		x	x
10			11	x	12	13
x	x	15	16	x	17	
18	19			20		
21						x

(x) denotes a blank space.

Down

- 1—Box
- 2—Indefinite article
- 3—Small cake
- 4—Amongst
- 5—Long Island (abbr.)
- 6—By
- 7—Plan in detail
- 11—Mimicker
- 13—Goddess of discord
- 14—Marry
- 16—South American tribe
- 18—Part of "to be"
- 19—Accomplish
- 21—Bone

Across

- 1—Mystic art
- 7—Release from slavery
- 8—Like
- 9—Nickel: chem. symbol
- 10—Seed of a fabaceous vine
- 12—Condensed moisture
- 15—River in Italy
- 17—Musical note
- 18—Like a gland
- 21—Fen

Solution on Another Page, This Issue

We think there are circumstances where we can treat human beings without love, but there are no such circumstances.—Tolstoy.

KENMORE

The Young People are holding a Halloween party in the town hall Friday evening.

Mrs. Dan Dewar has returned after spending a few holidays at Kitchener.

Mr. Wallace McCormick spent Sunday here with his brother Hubert.

Mr. Sam McCormick had the misfortune to lose his barn last Wednesday by fire. The cause is unknown.

Mr. and Mrs. Dan McLaughlin spent the weekend here with their son.

Mr. and Mrs. Jim Watson spent Sunday at home here.

Mr. and Mrs. Thos. Jough visited their daughter Mrs. Bertha Hume here Sunday.

The Boy Scouts of Kenmore had their annual meeting in the town hall on Monday evening.

The Canadian Girls in Training held their weekly meeting at the home of Miss Vera Loney. A good attendance was reported.

A badminton club has been organized last week with Mr. Grant Mills as president and Miss Vera Loney secretary. A court has been erected in the town hall. The game is interesting and we are hoping for more new members.

Don't forget the chicken supper Friday, Nov. 6th in the United Church.

Mr. Osgoode Carkner has returned from visiting his sister at Port Arthur.

BORN—To Mr. and Mrs. Wallace Carkner, twin girls. Both well.

Miss Agnes Macpherson, R.N., of Cornwall, is spending a few days with a former classmate, Mrs. W. D. Carkner.

Mr. and Mrs. Wallace D. Carkner, of Kenmore, announce the birth of twin daughters, on Monday, October 26th.

A single conversation across the table with a wise man is better than ten years' mere study of books.—Chinese maxim.

KENMORE W.I.

The Kenmore Branch of the Women's Institute met in the Town Hall on Tuesday evening, when they entertained the Metcalfe Branch.

The president, Mrs. E. E. Wilson was in the chair, assisted by Vera Loney, secretary pro tem. The meeting opened with the singing of the Institute Ode, followed by the Lord's prayer in unison. Roll call was answered by 31 members. The minutes of the previous meeting were read and approved. A letter re the County Junior Girls' Project for this year was read, and it was moved by Mrs. Loney, and seconded by Mrs. Dillabough that Mrs. R. M. McRuar and Mrs. R. E. Kinkade take charge of this.—Carried.

A word of welcome was tendered the Metcalfe Society by Mrs. Wilson, after which the Metcalfe Society put on the following program:

A one-act play entitled "How the Story Grew," directed by Mrs. A. York. The cast included Mrs. Fred York, Mrs. Lynn Morrow, Mrs. Roy McKeown, Mrs. Harold McKeown, Mrs. Wm. Fisher and the Misses Ida Craig, Audrey Henderson and Lola Craig.

A motto, "Do the Thing Differently and Everyone Else Will Know About It," was given by Mrs. Roy McKeown, followed with a suitable poem.

A piano duet was given by Mrs. R. Blair and Mrs. Caskey.

A paper on "Cellophane" was given by Mrs. Eldon Craig, followed with a vocal solo by Miss Eleanor Woods, accompanied at the piano by Mrs. Caskey.

A contest "Guess My Girl" was conducted by Mrs. F. Stanley. The

prizes were won by Misses Aletha Whitteker and Margaret Park. Refreshments were served by the Kenmore Branch and the National Anthem closed the meeting.

The committee responsible for the evening was Mrs. H. R. MacLachlan and Mrs. W. A. Loney.

These Simple Suggestions, If Followed By Everyone In the Family, Will Make Your Home Safe From Fire

Put lighted matches and smokes out before you throw them away. Keep matches where small children cannot reach them. Never smoke in the garage, barn or attic, nor in bed.

Remove rubbish, waste papers and all unnecessary combustible materials. Provide metal ash and trash cans. Burn rubbish only in a safely covered brick or metal incinerator. Watch the fire!

Examine all stoves, furnaces, and smoke pipes to make sure they are safe and well away from woodwork or other burnable materials. Have needed repairs made at once.

Value the advice of your fire chief who says that many fires are caused by dirty or defective chimneys. Have the chimney cleaned regularly, and have all defects repaired.

Escape the danger of flammable liquid fires and explosions by keeping no gasoline in the house. Do dry cleaning with safe liquids or send the work to the cleaner. Never start fires with kerosene.

Notify the electric company of fuses with new ones—not pennies. Avoid homemade wiring jobs.

Teach everyone in the family to be careful of fire, to watch stoves, fireplaces, electric irons, and all other possible fire causes, and every day to remove old rags, papers and other rubbish.

Remember always how to send in an alarm. If telephoning, be sure the address is clearly given. Use a neighbor's phone rather than one in the burning building.

Save life and property by never taking a chance with fire.



1937 registration plates commemorate Coronation Year with crowns and white figures on red background. Each plate carries only one series letter.

To Save Ontario Motorists Time and Money

1937 MOTOR VEHICLE PERMITS AVAILABLE NOVEMBER 2nd

DUE to the advance in the new car purchasing season and the fact that increasingly large numbers of used cars and trucks are now purchased at this time of year, 1937 Motor Vehicle Permits and Operators' Licenses are being made available November 2nd.

1937 Permits available November 2nd save the purchaser of a new car or truck the expense of 1936 registration.

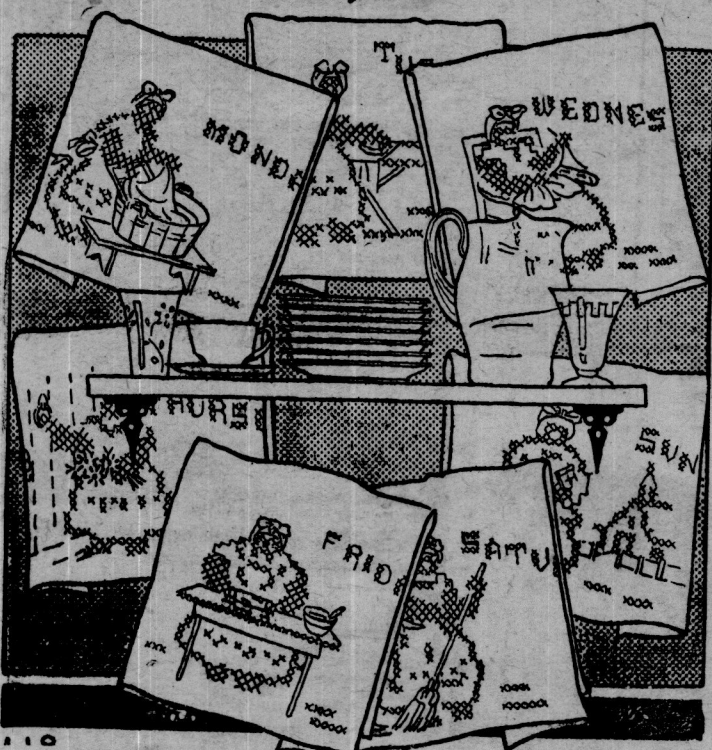
They save the purchaser of a used car or truck the fee for transferring the 1936 registration (1937 Permit can be procured without transfer fee).

This advance sale of 1937 Motor Vehicle Permits and Operators' Licenses is for your convenience. Take advantage of it. There are one hundred conveniently located issuing offices throughout the Province. You will receive quick, efficient service at the one nearest you.

J. B. L. Brewster
MINISTER OF HIGHWAYS
PROVINCE OF ONTARIO

Black Mammy Tea Towels

by Mayfair



MAYFAIR NEEDLE-ART — — DESIGN NO. 118

On Monday, Tuesday, Wednesday and on throughout the week, cheerful Mammy's tea towels bring brightness into the kitchen. Equally attractive worked in cross stitch in gay colors or worked throughout with delf blue or buttercup yellow threads. Repeat the designs on other kitchen linens for novelty.

The pattern includes a transfer for the designs, color combinations and working instructions for six towels.

The cost is small—25c. for each pattern—Send coins or stamps to this office giving number of pattern and size, and your name and address.

USE THIS COUPON — Print your name and address plainly.

Name _____
Street Address or Rural Route _____
Town or Postoffice _____ Province _____