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THROUGHOUT THE CHRISTMAS SEASON WE HAVE SPECIAL TERMS TO MEET YOUR BUDGET.

Russell Phair - G. E. Dealer - Russell, Ont.

News and Information for the Busy Farmer

(Furnished by the Ontario Department of Agriculture)

Current Reports

Waterloo County reports that cattle have gone into barns in good condition. Down in Hastings County the annual cheese exhibition was held at Belleville. Of the five hundred boxes of cheese auctioned at the close, 12 boxes of Stiltons sold at 35c. lb. Coloured cheese sold at 17c and white at 18c. The Egg and Poultry Co-operatives in Carleton County are holding weekly dressed poultry days when their product is graded and sold on a graded basis. Weekly marketings are running around 1 1/2 to 2 tons of dressed poultry for each Association. Favourable conditions for fall plowing in Leeds county resulted in a greater acreage than usual, a great contrast to last year when little fall plowing was done. Prices of dressed poultry are going up in Prescott and Russell, with Milkfed A chickens selling as high as 26 1/4c. There were some 7,000 dressed turkeys shipped from Manitoulin island recently.

Counties Plan Forests

Bruce County will start reforestation of a 1,000-acre tract in Amabel Township south of Warton. Options already taken on 500 acres of land will be increased by the purchase of another 500 acres. The land in that township is considered the most suitable in the county. Agricultural Committee of the County Council, under which this class of work devolves, has been instructed to obtain the additional acreage and report in January on the matter.

A county forest for Grey was suggested to the County Council in the special report of the Reforestation Committee. Mr. McGregor's report revealed a survey of possible land on which an option had been taken and the suggestion that the council take up the option if the property in Glenelg township is approved by the Department of Lands and Forests.

Nearly 800,000 trees were planted this year under the Simcoe County reforestation scheme which is sponsored by the county council. Reports stated that 1,282 acres had been purchased for reforestation purposes during the year. The largest tract purchased was in Tossoronto Township, 600 acres at \$5.50 per acre. Two tracts of 200 acres each were bought in Vespria and Sunnidale Townships at \$6 and \$4 respectively.

Seed Grain Suggestions for Spring of 1938

The Ontario Department of Agriculture has just completed a careful survey of the seed situation for the spring seeding of 1938. This survey indicates that there is now sufficient oats and barley in the province to look after the 1938 seed requirements provided, of course, that every farmer will immediately have the best of his grain cleaned and set aside for his seed. Many farmers appear to think that because their grain this year is off colour and a little under standard in weight that it will not make suitable seed, but tests already made show that when this off-coloured and under-weight grain has been thoroughly cleaned up to a 50 per cent. cut in some instances, good seed was secured which germinated as high as 90 p.c. If this work is done now the cleaned out grain can be used for feed.

With this in view the Department feels that if Ontario farmers follow out some such policy there will be no great shortage of seed next spring. They will have seed of known variety and origin and will

not be obliged when spring comes to buy unknown seed, probably at very high prices or the weakly ungerminated feed grain.

Many farmers have a fanning mill of some description, which with a little repair and an extra screen or two will clean grains. The correct screens, of course, are important, and should any farmer be in doubt, the Department will be glad to furnish this information on request. Where farmers live within driving and trucking distance of power cleaning plants that have securers and carter disc machines, it will pay them to have their cleaning done at one of these plants.

What is more important is that the farmers start now so that the cleaning and germinating can be done properly and not leave it until a spring rush develops. Germination tests are slow and often more than one test is necessary for satisfactory results.

To make a germination test in your home, put a piece of blotting paper on a plate with just enough water to keep it damp. Spread a definite number of seeds, say 100 on top of the blotting paper, and cover with another piece of blotting paper. Put this in a fairly warm place, about room temperature (70 deg. Fah.) keeping the blotting paper moist throughout the test. At the end of six to ten days, if it is oats, barley or wheat, count the healthy normal sprouts (not just everything that sprouts) and from this calculate the percentage germination.

Should you desire to have this germination test made by the Dominion Seed Department, then it will be necessary to send a one-pound sample of your seed properly labelled, addressed to—Dominion Seed Branch, 96 Collier street, Toronto, for all samples in South-western Ontario from and including Ontario Co., Muskoka and Parry Sound districts; for Eastern Ontario all the area East and North of the above mentioned line should be addressed to—Dominion Seed Branch, Jackson Building, Ottawa.

Winter Brooding of Chicks

The poultryman with proper equipment can handle chicks in mid-winter with as little mortality as with April chicks. He may not get as high percentage hatch as later on, but even the hatchability of eggs is being controlled by the feed. January chicks will cost more as eggs are higher priced to start with. Then it will take more fuel than with spring brooding. But there is more time for looking after the chicks; there may be less disease and mortality; broilers will catch a high market and pullets should be laying early in the fall or even in late summer when egg prices are at their peak. Of course, if many started hatching all their chicks in January the higher prices for broilers and eggs would be wiped out, and chicks hatched at some other season would find the best market. Brooder houses unsuited for prolonged zero weather and the higher price for chicks will limit the number going in for January chicks. Nevertheless there should be good returns for the few who do, and they can prolong the use of their equipment, as those who have January chicks usually have another batch in the spring so as to have pullets coming into production at different seasons. January chicks will go on to range early in the season, or they may be raised indoors until ready for the laying pen.

GOLDEN VALLEY

Mr. and Mrs. A. B. Cowan made a business trip to Osgoode on Tuesday.

Mr. B. Last is cutting his wood which he purchased from Mr. A. Stewart.

Mr. A. J. Kennedy is driving the veterinary who is testing the herds for T.B.

Mr. and Mrs. E. T. Cowan and Mrs. R. L. McAndrew were in the city on Saturday.

Miss Mabel Porteous spent Sunday at her home.

Owing to the bad condition of the roads for motoring Mr. Maurice Hughes is boarding near his school at Greely this week.

Mr. Howard Porteous, of Vernon, called on Mr. W. G. Porteous on Monday.

The young people are busy these evenings practicing for the S.S. No. 12 Christmas concert which is being held on the evening of Dec. 23rd.

Mr. Alex. Porteous, of Ventnor, spent a couple of days last week with relatives in the Valley.

Mrs. Roy Newcommon, of Wakefield, spent part of last week with her daughter, Mrs. A. E. Hill.

Mr. Matt. Aitchison is working for Mr. H. L. McDiarmid.

Mrs. Dan Porteous and family spent Friday evening with Mr. and Mrs. W. G. Porteous.

Mr. and Mrs. Harold Waddell, of Ottawa, spent Sunday with the former's sister, Mrs. R. L. McAndrew.

Marvelville L. O. L. 706

The annual meeting of L.O.L. No. 706 was held in the lodge rooms with the D.M. John Warren conducting nomination and installation of officers.

W.M.—Mr. Earl Hill.

D.M.—Mr. Wallace McCormick.

Chap.—Mr. A. O. Sullivan

Recording Sec.—Mr. Hugh Fader.

Fin. Sec.—Mr. Eber Robinson.

Treas.—Mr. L. M. Brunton.

Marshal—Mr. Gerald Hill.

1st Lect.—Mr. H. C. Robinson.

2nd Lect.—Mr. E. Hill.

Committee—Wm. Robinson, G. S. Duncan, N. J. McCormick, D. J. Hill, George Cheney.

The lodge decided that, since this was their year to hold the celebration on July 12th that they would make preparations at once for a banner meeting. The financial condition of the lodge was in a flourishing condition.

The Y. P. held their regular meeting in the vestry on Friday night.

Mr. and Mrs. Norman McCormick and family spent Sunday evening at Mr. and Mrs. D. J. Hill's.

Mrs. H. C. Robinson attended the Institute meeting at Kenmore last Thursday afternoon.

Mr. G. Hill, of Kenmore, spent Sunday at his home here.

Mr. L. M. Brunton made a business trip to Russell on Saturday.

MARVELVILLE

Old King Winter certainly has come in with a bang this year. Some of our residents say that we won't have a white Christmas; let us hope it will be a happy season for all.

The Y.P.S. met in the vestry of the church on Friday evening. Miss Little presided during the business period. Mr. Oscar Hill, the Christian Fellowship convener, had charge of the worship period. Oscar chose as his topic—"Sharing." Misses Phebe Robinson and Anne Wood led the group in recreation. Plans were made for the annual meeting and also for a social evening during the Christmas holidays.

Miss Marjorie Scott visited with relatives in the community during the week-end.

A number of our young people attended the play in Kenmore on Saturday evening, which was staged by the Y.P.U. of Parkdale United Church, Ottawa.

Marvelville Y. P. S.

The regular monthly meeting of the Marvelville Y.P.S. was held in the vestry of the church on Friday evening, Dec. 3rd. The meeting opened with a sing-song led by Vera Brunton and a period of recreation under the direction of Harold Brunton.

Vera Brunton, Christian Fellowship convener, was in charge of the evening's program which was of unusual interest. Based on Rev. A. O. Lloyd's recent study in Russell, it took the form of a temperance questionnaire followed by lively profitable discussion.

A short worship period, the singing of "We're on the Upward Trail" and the Mizpah benediction completed the programme.

Marvelville W. A.

The Women's Association met at the home of Mrs. Olin Stearns on Thursday evening. Mrs. Robt. Brunton presided, owing to the absence of the president, Mrs. W. J. Hume.

Mrs. John Stearns presided during the election of officers which resulted as follows:

President—Mrs. William Fader.

Vice-Pres.—Mrs. Lornie Brunton.

Sec.—Miss Vera Brunton.

Assist. Sec.—Mrs. Chas. Fader.

Treas.—Mrs. H. C. Robinson.

Sick Com. on West side—Mrs. R. Brunton, Mrs. N. McCormick.

Sick Com. on East side—Mrs. E. Beatty, Mrs. G. Hoy.

Mrs. F. M. Brunton had charge of the recreation, which consisted of a sing-song, a spelling match and a contest. Dainty refreshments were then served by the hostess, assisted by members of the Association.

THE RUSSELL LEADER Makes An Ideal Christmas Gift

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BRINGING AS IT DOES—WEEK BY WEEK—THE LATEST AND MOST COMPLETE ACCOUNT OF NEWS EVENTS OF RUSSELL VILLAGE AND VICINITY. Gladden the hearts of those away from home with this regular weekly letter. Just say the word and we will make certain that "that certain someone" receives their home paper—accompanied by a suitable gift card with your name attached—on Christmas Day—and for 52 weeks after.

The Dominion

Department of Agriculture

has issued a report describing

WHAT EVERY FARMER SHOULD KNOW

about

The British Market for Canadian Farm Products

It deals with Beef and Store Cattle, Dairy Cattle, Dressed Beef, Horses, Bacon and Ham, Cheese, Butter, Condensed Milk, Dressed Poultry, Eggs, Canned Fruits and Vegetables, Fresh Fruit, Honey, Maple Products, Tobacco, Hay, Alfalfa Meal, Grass and Clover Seeds, Furs.

You may have a copy free

Write to
Director, Marketing Service
Department of Agriculture, Ottawa

Issued under direction of Hon. James G. Gardiner, Minister.

Reveals Intensive Study of United Kingdom Market

A story of neglected opportunities for the sale of Canadian agricultural products in the United Kingdom market is told in a highly informative report issued today by the Dominion Minister of Agriculture, Hon. James G. Gardiner. The report reveals the results of an intensive study of the Old Country market which was conducted last summer by a group of Canadian agricultural experts who visited the British Isles with A. M. Shaw, recently appointed Director of Marketing Service for the Dominion of Agriculture.

Practically every product of the Canadian Farm which enters the export market, from cattle, and dressed poultry to honey and canned pears, is dealt with in the report; and each item is related to the British merchant and consumer. The report reveals information which the Canadian agricultural specialists gleaned from interviews with importers, commission agents, brokers, wholesalers, manufacturers, retailers, and housewives in eighteen cities in England, Scotland and Ireland. Farms where herds of Canadian dairy cows and beef cattle were feeding were visited; as were fruit auctions, cheese factories, jam manufacturing plants and famous food marts.

The party interviewed officials of the British Ministry of Agriculture, Danish and Russian marketing officials and representatives of the various British Dominions in London. A study was made of the merchandising methods of other countries in attracting the British consumer, and the advertising and publicity procedure adopted by Canada's competitors was gone into carefully.

Objectives of Inquiry

In the summary of the report it is stated that the particular attention of the Canadian party was directed to:—

1. Regularity of supply and distribution of each line of Canadian products.
2. The character and aggressiveness of selling agencies and wholesale distributors.
3. Distribution as between the principal areas of population and between upper and lower class districts.
4. Retail selling conditions, including the recognition of, and standing accorded to, Canadian products generally.
5. Eating and cooking habits of consumers.
6. Sales trends of various products.
7. Effects of advertising and promotional work done by Canada, other Dominions, foreign nations and large corporations.

Canadian Trade and Commerce Department officials who are located permanently in Great Britain accompanied the agricultural investigators on many knowledge-seeking expeditions.

Part I and Part II of the report are entitled respectively "Summary" and "Recommendations." The Summary includes six general findings of great importance to the Canadian farmer and to all those interested in the export of Canada's farm produce to the United Kingdom market. These findings are as follows:—

Goods Not Well Known

(1) Present methods of merchandising Canadian agricultural products in the Old Country fall short of being fully satisfactory. British retail stores do not feature Canadian food products as a general rule, whereas the products of sister dominions are regularly featured. Furthermore, the average British consumer is not aware of any special qualities of Canadian farm produce.

London is Most Aware

(2) Londoners are best acquainted with Canada's food products; chiefly as a result of the concentration of trans-Atlantic freight in that centre. In London Canadian Cheddar Cheese is rated as the most desirable of all imported varieties, while Canada's bacon is rapidly gaining upon the product of Denmark and Ireland in the Londoner's favor.

Every Store Potential Market

(3) Grocery and food shops in the middle and lower class districts stock the most Canadian food products, although almost every provision shop in the United Kingdom and Northern Ireland does carry some Canadian items. A surprising discovery was made that a good range of top-quality goods is carried in the lower class district shops, and that high class food merchandise sells freely in these areas. This fact presents an almost unlimited potential market for the better class goods from Canadian farms.

British Eating Habits Change

(4) The eating and cooking habits of the British people have, according to the report, altered materially during the past fifteen years, and further change is distinctly evident at present. The report says:—"Light foods are replacing the heavy, stodgy foods of the past. Advertising by the large corporations, propaganda by Government bodies and the gradual but not yet complete strengthening of medical opinion on the benefits of modern diet are all playing a part in bringing about the change.

"There is a marked increase in the sale of fresh fruits, "Canadian-type" cereal breakfast foods, canned soups and canned vegetables. Merchandise in attractive packages is rapidly supplanting bulk merchandise in the housewife's favor.

Canadian Advertising Not Successful

(5) Canada has not benefited to any satisfactory degree from past advertising efforts, insofar as agricultural products are concerned, the report states. In contrast, the advertising and publicity programs of Australia, New Zealand and South Africa have had noticeably beneficial effects. The report analyzes this situation in considerable detail, and emphasizes the fact that there does not exist any ill-will toward Canadian products.

Goods Do Not Stand Out

(6) Old Country provision dealers are not familiar with Canadian farm products, with the exception of a few items which are mentioned in the report. The Department of Agriculture's party found that the basic reason for this condition is that Canada has done little to impress British retailers or consumers with the quality and availability of high-class agricultural produce from this country.

Definite Recommendations

In Part II of the report it is specifically recommended that Canada should immediately adopt a three-fold, long-term policy to win a greater and more constant share of the Old Country market for agricultural produce. The three steps recommended are:—

- (1) Intensive educational and inspectional services in Canada to make sure that a constant and standard supply of high-grade farm merchandise is produced here specifically for the British market.
- (2) An intensive campaign designed to impress British food handlers and importers of farm animals with the advantages of developing the Canadian business.
- (3) A constant effort to impress the British housewife with the high quality of Canadian agricultural products. (Each of the main recommendations is described in great detail in this report, and methods of procedure in each instance are proposed.

WHO WAS FATHER CHRISTMAS

Santa Claus was not an imaginary figure, but a real person. He was St. Nicholas, who was archbishop of Myra, in Asia Minor, and who has always been regarded as the patron saint of children. He lived 1600 years ago, and gave a great spur to secret bounties by his delightful mode of playing the part of benefactor to the "three portionless maidens."

This happened while he was yet a young man, placed by his father's death in possession of an inheritance which he resolved to distribute among the poor. He did not carry out his project haphazardly, but carefully and discreetly.

Now there was in the city a nobleman who had fallen into direst poverty, and whose three fair daughters were about to be sold as slaves to evil masters. St. Nicholas having learned this, on three successive nights visited the house in secret, each time bringing with him a bag of gold as a dowry for one of the maidens.

Twice he contrived to leave his gift and to depart unseen. But on the third night the father kept vigil, and poured his heart out to the stranger in gratitude for the deliverance of his children, in penitence for his own lack of faith.

WHAT DID THE SAVIOUR

LOOK LIKE?

An article in The American Weekly, with the December 19 issue of The Detroit Sunday Times, will point out that an exhibition of 1,000 paintings by artists of many nations shows a wide difference in their ideals.....but evidence was found that a real likeness of the Divine features based on a sketch by St. Peter in the Catacombs has inspired the Christ portraits of all ages.

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