

News of the Countryside
From The Record's Correspondents

SELKIRK

Madill Hoover of Hagerville... James Nunn arrived home last week... Evangelical Services continue this week at Stoney Creek Church... Mrs. Biskford received word last week that her nephew John Goulay... Congratulations to Mr. and Mrs. Gordon Warren on the arrival of a baby girl last week... Mrs. H. Mattice of Chesapeake visited in town on Saturday... Mrs. H. Neff is visiting with relatives in Dunville.

Conditions in Orient

In view of the fact that Canada's surplus wheat could readily be manufactured into flour and offered for sale in that form, an article in MacLean's Magazine for January 15, which shows that in China there is a remarkably increasing demand for flour, is not without interest. Says John Armstrong, the author: "China is not an importer of flour, as compared with wheat and rice, a revolution. They show that China can be sold more and more flour from the manufactured article, but that the demand for the raw products, wheat and rice, is not increasing. Since 1924 the annual importations of rice into China have dropped 2,740,000 piculs (a picul is 132 1/2 pounds) and wheat importations have not materially advanced. Both rice and wheat have been subjected to violent fluctuations. On the other hand, over the same period the quantity of imported flour has shown a remarkable and steady increase. The figures in piculs are—1924—82,248; 1925—74,682; 1926—417,249; 1927—428,204; 1928—429,222; 1929—11,936,448." United States millers are aware of this condition, and also they have learned that flour for export can be manufactured more advantageously in Canada than in their own country. "The general manager of a leading Canadian flour-milling company, when asked to give an opinion on origin markets, especially China, said: 'I emphatically believe, from my own experience here, that the Chinese market offers better opportunities and prospects for the Canadian manufacturer than any other, and that includes our domestic market. The Chinese market is expanding and no other nation has such natural advantages as Canada in supplying China's needs.' He pointed his contention with the question: 'What do you think United States millers are establishing plants in Western Canada? Then he answered his own query by saying: 'They are after the Orient. Look for a big boom in the Orient. The following members were present: Frank Leblond, Reeve; Walter Hector Wheeler, Deputy Reeve; Lars Robert Daugherty, councillor; Alex Hunter, councillor; Wesley Roy Hodges, councillor.

January Savings Set the Pace for the New Year
Gorgeous Fur-Trimmed Winter Coats
Unsurpassed at \$39.00, \$33.00, \$23.50, \$17.95 and \$12.50
Coats that you never dreamed could be bought for so little, any time, anywhere. Exquisitely styled, superbly man-tailored. Lavishly furred with Black Lapin, Kit Fox, Manchurian Wolf, Marmink, Sable and Caracul. Swirls, sweeps, bands, borders, novel cuffs. Black and newest mid-winter shades, richly lined and warmly interlined. Women's and Misses' sizes.

Pawned
Frank L. Packard
Jarvis Record
Professional Cards
K. J. Leatherdale, M.D.
Dr. E. M. Jones
Dentists
SPECIAL TO JANUARY 1930

VICTORIA EVERGREEN PLAYGROUND
Victoria, Canada's evergreen playground, offers a striking contrast to the rest of the Dominion during the winter months, for while other parts of the country are blanketed in snow, summer never really leaves domination there.

The W. M. S. of the United Church met at the home of Mrs. Kitching on Monday afternoon with a good attendance. Mr. E. McDonald, youngest son of Mr. and Mrs. Donald McDonald was united in marriage to Miss Harriet E. Reith on Wednesday. The annual meeting of the community hall was well attended. The local hockey team were successful in defeating the Larches. The annual meeting of the Larches was held on Saturday afternoon. The annual meeting of the Chesapeake Public Library was held on Monday evening at the home of Mrs. Shirk. Mr. E. McDonald was appointed on the board in place of the late Mr. William Ward.

In the January Sale
DRESSES
To Please Particular Women Who Demand Unusual Values as Well as Smart Fashions
Smart new Afternoon Dresses—all of them made specially for us—all of them made in fine materials—colors to match your coat—Black, Brown, Navy, Green, Imperial Blue, Wine and dainty Prints. Sizes 34 to 46. Specially priced at \$4.95 \$7.00 \$9.95 \$13.50 and \$15.00
A few smart models are priced at \$19.95 that are ACTUALLY WORTH nearly twice nineteen dollars and ninety-five cents.

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Jarvis Council
News in Brief

It has been announced that the Mackay-Fraser Company at Brandon would begin work in January last week, gradually increasing its employment strength. The funeral of the late Warren Lemon, an old Simcoe boy who was killed in a train accident near his home at Brandon, Manitoba, on December 16th, was held from the home of his brother-in-law, Arthur Smith, Talbot street, Simcoe.

Hoist Ship Through Window
When it was decided to exhibit in a London department store for the Christmas season, the historic battleship water-tight model of the Canadian Pacific super-liner "Empress of Britain" which had been required a few weeks previously in the Lord Mayor's Show, it was found necessary to lift the model about thirty feet in the air so that its great size might be safely admitted to the department store by an upper window. The photographer has caught the scene just as the model is entering the window. Traffic was blocked for an hour during the hoisting of the model, which was carried out with complete success.

Men's Overcoats -- Men's Suits
From Regular Falls' Stock Reduced SAVING 20% TO25%
All Suits and Overcoats are nicely tailored this season. Just the styles and patterns most in demand right now. Sizes for men and young men. Remember, prices only, have been lowered; there is no reduction in the sound quality or the-fashion correctness for Falls' Clothing.
Overcoats Sale Priced at \$13.95 \$19.50 \$22.50
Suits Sale Priced at \$12.95, \$19.50, \$21.50and \$29.00
Falls' Department Store, Simcoe

Jarvis Council
News in Brief
WATERFORD--The work on new overhead bridge will be completed until spring weather. ROYAL ROMANCE
The officials of Sing Sing prison are endeavoring to get Pitt as guard, it looks as if his experience in this line will get him a good job yet.

Justice Kelly dismissed an action for \$20,000 for loss of an eye brought by Cecil George Fox of Woodhouse Township against Joseph de Salvo and Keith de Salvo, fruit merchants of Simcoe. Plaintiff claimed that he was struck in the eye with a nail when the defendants were opening a crate of fruit. His lordship found that de Salvo opened the crate in the usual way and that a reasonable man could be guided only by a reasonable estimate of probabilities.

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