



1947 January 1st, 1947, marks an anniversary in the history of this store. Fifty-four years ago this business was established and during those years it has been our constant ambition to serve you well.

We are sincerely grateful for the generous patronage that you have conferred upon us during this long period and recognize that only through your support could this business have grown and prospered.

It is our purpose to make this establishment increasingly a better place to shop and to that end changes and improvements are now in progress.

May we thank you all most sincerely, and very truly wish you
A HAPPY NEW YEAR

MOORE & McLEOD Limited

Protests French Action in The Saar

MOSCOW, Dec. 30 — (AP) — Pravda, in a preliminary discussion of the forthcoming Moscow meeting of foreign ministers, today couched an appeal for great-power accord with a protest against France's action in establishing a customs frontier in the Saar.

The Communist Party organ asserted that France, in throwing up

the 1,200-man customs barrier between the industrial Saar and the remainder of Germany, had moved toward annexation of the territory. Any decision on the Saar, Pravda declared must be reached by great-power agreement, and not by "unilateral" action.

SHARKS CAN SMELL

Sharks have an olfactory and a visual response to food.

Britain Plans Swift Care For Sick Crops

By JAMES McCOOK

LONDON, Dec. 30 — (CP) — Sick crops will receive attention as quickly as sick people under plans for the National Agricultural Advisory Service described in the Agriculture Ministry's journal, Agriculture, by Prof. J.A. Scott Watson, chief advisory officer.

The new service will provide technical information and advice to farmers, smallholders, horticulturists and their employees with specialist advice for districts, including numbers of specialist officers and the establishment of experimental farms where new products, machinery or methods can be tested under practical conditions.

"Many of the farmers' questions must be answered quickly if the answers are to be of use," Dr. Watson said. "A plant of wheat or clover may be 'going off'; a field of onions may be getting smothered by weeds; a flock may have started lambing and the ewes be short of milk; a combine harvester may be spilling grain, or a batch of chicks may be sickening.

"In any such emergency the farmer should telephone his district officer who must then decide on a course of action.

Chemical analysis of soils will be undertaken and farmers given counsel on long range planning of their farm operations.

Parcel Post Rates To U. K. Are Reduced

OTTAWA, Dec. 27 — Of widespread interest to Canadian mailers is the announcement made today by the Hon. Ernest Bertrand, K.C., M.P., Postmaster General, that effective on January 1st parcel post rates from Canada to the United Kingdom will be considerably reduced.

Following negotiations with the British Postmaster General reductions have been made which will effect savings to the Canadian Public ranging progressively from 2 cents in the case of a 2 lb. parcel, 36 cents for a 10 lb. parcel, up to 50 cents for parcels over 10 lb and up to 20 lb limit.

Under the new scale the rate will be 25 cents for the first pound with an additional 15 cents charge for each pound up to 10 pounds; a \$2.00 charge for parcels over 10 lb and up to 15 lb.; and \$2.50 for parcels over 15 lb and up to 20 lb.

The existing parcel rates are 24 cents for the first lb with 15 cents per each lb up to 10 lb; \$2.50 for parcels over 10 lb and up to 15 lb.; and \$3.00 for over 15 lb and up to 20 lb.

The appreciable saving made possible by the new postage rates will greatly facilitate the sending of gift parcels by Canadians to friends and relatives in the United Kingdom.

LONG-LASTING FLOWERS

Flowers made of richly colored tiles which have not faded in 300 years adorn the cloister walls of the Franciscan monastery at Lima, Peru.



Here's Another
NEW YEAR
Flying In and

We wish all our Customers and Friends Happiness
throughout 1947.

Crockett's Jewellery

Kent Street
Charlottetown

WE'VE SEEN MANY CHANGES

But one thing has remained unchanged; our determination to lead the way in value-giving. In 1947 we pledge to stand by our custom:

The Greendal Co.



HERE'S HOPING THAT 1947
WILL BE A BANNER YEAR
FOR YOU.

The Fashion Shoppe



MARITIME ELECTRIC CO. LTD.