

# SOURIS

MONDAY — TUESDAY  
SEPTEMBER 30th. OCTOBER 1st.

## LUXURIOUS FUR COATS

from the showrooms of  
ISLAND FURRIERS  
will be on sale on the above dates at the store of  
**MATTHEW and McLEAN Ltd.**

Buy your FUR COAT now at money saving prices.

## Prepare For Casualties On Home Front

OTTAWA, Sept. 27.—(CP)—Hospital accommodation and medical supplies are being laid by in Canada, under leadership of the Department of Pensions and Health, against a day when the Dominion may suffer casualties on the home front.

So far the grimmer aspects of war have not manifested themselves on this side of the Atlantic, but the possibility of air raids, naval bombardments and sabotage causing death and injury in Canada, has caused attention of these resources to be given to the home front.

The savage bombing of London in recent weeks lends emphasis to measures of civilian defence inaugurated in Canada at the start of hostilities and which have steadily progressed since.

One of the first steps taken was a survey of hospital accommodation in Canada with a view first, to making provision for normal accidents and sickness among the soldiers, sailors and airmen training on duty in Canada and secondly, with an eye on the possibility of some extraordinary disaster which might send numbers of civilians to hospital.

An official of the pensions and health department recently announced a policy of keeping hospitals open in Canada available at least six months in advance of anticipated requirements.

This was done by rearrangement of space and extensions to the eight hospitals operated by the department for veterans of the last war. These institutions are at Halifax, Saint John, St. Anne de Bellevue, Que., Toronto, London, Winnipeg, Calgary and Vancouver.

It all came about in this way. Canada produces large quantities of canned lobster, and the great bulk of peace-time pack has been exported to European countries, mainly the United Kingdom. The war closed these markets and that brought many of the 20,000 and more lobster fishermen, cannery workers, and cannery operators of the Atlantic provinces face to face with grave emergency.

Indeed, unless new outlets for canned lobster could be opened up many of these people would face disaster.

On the recommendation, therefore, of the Minister of Fisheries, a federal canned lobster marketing plan was set up under which an officer known as Controller for Canned Lobster was authorized to purchase as much as 55,000 cases of lobster from the packers and put it on the market.

It was recognized, of course, that in practice, the controller would have to make his sales in Canada and the United States. Neither country has heretofore used very large quantities of canned lobster, perhaps, because dealers

## "Canada Brand" Joins Canned Lobsters Output in Wartime Marketing Plan

GOVERNMENT ACTION TO MEET EMERGENCY IN LOBSTER INDUSTRY GOES AHEAD — SEEKS TO EXPAND NORTH AMERICAN SALES TO OFFSET LOSSES OF EUROPEAN MARKETS.

There's a new brand of canned lobster on the shelves of merchants in North America this year. It is "Canada Brand," a new trade name under which the Controller for Canned Lobster is marketing a quantity of Canadian canned lobster under a plan put into effect by the Dominion Government in order to meet a wartime emergency in the lobster industry; though of course there are various other brands of lobster marketed by the packers themselves.

Formal registration of "Canada Brand" in the name of the Minister of Fisheries made a bit of history, too. It was the first time a brand name for a fisheries product had been registered in this way. Other registered brands for Canadian fish foods are privately owned.

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have given most of their attention to development of European business.

The marketing plan went ahead. The controller's purchases from packers, by the way, were made conditional upon the packers paying to the fishermen for live lobsters approximately eighty per cent of the average price received by fishermen in the last three years of peace-time. In turn, the controller pays the cannery prices which are approximately eighty per cent of the average price received for canned lobster in the same three peace-time years. Steps were taken to provide for careful inspection and grading of all canned lobster purchases by the controller.

Adopt Trade Name  
To permit marketing as a readily recognized product it was necessary to adopt a trade name under which the canned lobster might be offered to the consumer. Thus came the decision to use the name "Canada Brand" and application for registration of the brand.

Application was accordingly made to the Trade Mark Office, and registration was granted, vested in His Majesty the King, in right of Canada, and represented by the Minister of Fisheries of Canada.

The mark will appear on all canned lobster marketed by the Controller for Canned Lobster, identifying the product as such. In connection with the marketing plan an especially designed advertising campaign has been mapped out to increase Canadian consumption of canned lobster, not only consumption of "Canada Brand" but of other brands as well.

Co-operation of retailers is being sought by bringing about an expansion in Canada demand for the tinned delicacy and already a considerable response is manifest.

## Re-side Your Home

For as little as \$6<sup>20</sup>\* A WEEK

...with **BP** Insulated Siding (5/8")

\* In monthly payments of \$26.84 for 12 months under a Home Improvement Plan Loan will re-side a home requiring 16 squares.

### Apply B.P. INSUL-ATED SIDING Directly Over Wooden Walls

To Protect an Un-Insulated Home Against Frost

Seal out drafts—make rooms heat evenly—add usefulness to rooms previously cold—convert fuel waste and cold into savings and warmth.

PAY IN MONTHLY INSTALLMENTS under a Home Improvement Plan Loan—available to home owners through branches of most chartered banks at 3 1/2% interest rate without down payment.

Save Fuel Every Month This Winter

BRIC · SHINGLE · STUKO · STONE BLOC TYPES

See Your B.P. Dealer for Free Colour Chart

PRODUCED IN CANADA

## BUILDING PRODUCTS LIMITED

MONTREAL TORONTO HAMILTON  
WINNIPEG SAINT JOHN HALIFAX

## Women To Speed Up War Supplies

The women of the 6,000 Red Cross branches and groups throughout Canada will concentrate on the making of such a million articles of clothing which are needed urgently for refugees and evacuees in Britain, Mrs. Wallace Campbell, national chairman of the Women's War Work committee of the Canadian Red Cross said yesterday.

"I am confident that we can accomplish this in the two-month period," Mrs. Campbell said. "In the meantime we are assisting the women of Great Britain with supplies from our Canadian Red Cross branches in England."

"We shall continue to make hospital supplies," Mrs. Campbell said. "Of course, our knitting for active service forces will not slacken. Two-way mitts and gloves, turtle-neck sweaters and women's stockings are needed in large numbers, and all other knitted articles, with the exception of sportswear, are still required."

Placing the quality of the work done by the women of Canada during the past year, Mrs. Campbell said, "We have had the greatest co-operation from all sides. The women follow our advice that they should knit and sew the things that are needed most rather than the things they

## Remember When? Some Warm Spots In World Series

NEW YORK, Sept. 26.—(CP)—With the 1940 World Series coming up veteran ball fans recall that every series has had its drama, and down the long list of stirring incidents are a few that stand out prominently hard to equal.

Like the one in the seventh game in 1926, Jess Haines was pitching for the Cards. St. Louis had three runs, New York two—but the Yankees had had men on base in every inning and were nipping at that lead.

Haines, weakening in the seventh, suddenly found the bases filled with two out.

And up to the bat came doughy Tony Lazzeri—the who managed the Toronto International tail-enders in the 1940 season. Lazzeri was then the "pooch-em-up" guy, the ordinary batter who became a slugger in a clutch. Haines shook his head and stepped off the mound.

Then there was a roar from the crowd. That figure stalking in from the distant bull-pen was old Grover Cleveland Alexander, with two sevens triumphs already chalked up, coming in to pull this one from the fire. He had beaten the Yankees just the day before.

Lazzeri set himself, Alex pitched. "Strike," called "Ball."

Alex stretched, let go, and every Cardinal fan groaned. Lazzeri had slammed a wicked drive down the left field foul line. But it was foul.

Alexander, still the methodical workman despite the furore, unrolled his next pitch. Lazzeri swung the catcher nonchalantly rolled the ball back to the box and the Cards had won the series. Not a Yankee reached first in the next two innings.

Ruth and Root  
There hardly has been a more dramatic moment than when Babe Ruth faced Charley Root of the Cubs in the 1932 tie game. Babe was disgusted with the taunts of the Cubs. Some 50,000 fans saw Ruth, at the plate, point his bat to the

## Airmen Get Ready For Graduation

JARVIS, Ont., Sept. 26.—(CP)—Dull explosions and billows of white smoke broke the calm of Lake Erie today as fledgling air-fighter members of No. 1 bombing and gunnery school, Royal Canadian Air Force, sharpened their eyes for the school's first graduation exercises next Monday.

The clocklike program of the school, opened but six weeks ago, was displayed today.

First of 10 similar centres to be located across Canada, the Jarvis field is a finishing school for pilots and air gunners, while observers receive air navigation lessons here.

distant bleachers, "calling his shot." And he did just what he threatened, blasting a homer just about at that spot.

Then there was the ninth inning of the 1924 seventh game when Walter Johnson replaced Fred Marberry. Johnson, most popular and greatest pitcher of his day, had been beaten in two other starts.

Washington outlook was dark. But Walter held the Cards' scoreless, inning after inning until Washington won in the twelfth when McHenry's grounder bounced over Lindsay's head and scored Ruel.

The year before, Casey Stengel was the drama-maker. Casey homered within the park in the seventh inning and led the Giants scoreless. The Giants beat the Yanks, 1-0. Stengel was no youngster and sports writers had great fun telling how he huffed and puffed to beat that ball home.

So, two days later, when Casey came to bat in the ninth, two out and the score tied at 4-4, a chorus of cheers—and jeers—greeted him. Stengel swung twice, and it looked like "Casey at the Bat," literally. But his next effort sent the ball into the right field stands for a homer. His trot around the bases was one of exaggerated leisure.

There were other sudden, unexpected moments of drama like the time Connie Mack surprisingly struck old Howard Ehmke in against the Cubs in the first 1920 game — and Ehmke not only beat them but set a world series strikeout record.

Minard's kills pain.

## Ladies' Cotton House Dresses 59c



In the Basement

Wonder Bargain — Ladies' Cotton House Dresses, sizes 14-44. Assorted prints and styles — 59c

Aprons 10c

Ladies' Aprons, assorted prints special — 10c

Ladies' peasant Aprons. Assorted prints — 19c

Baby's Fleece Cotton Vests, button fronts. Sizes 1, 2 and 3. Colors white and plum — 19c

Children's Cotton Hose in all sizes. Colors brown, fawn, white and black Special, pr. — 17c

## House Coats \$1.59

Ladies' Cotton Housecoats Assorted prints. \$1.59

Ladies' Cotton Flannel Plaid Jackets. Sizes 14-20. Long sleeves, three pocket, three buttons \$1.50

Girls' Cotton Flannel Plaid Jackets. Sizes 8-14. Long sleeves, three pocket \$1.25

Bargain priced children's wool sweaters. Sizes 2-6 years with long sleeves. Assorted colors — 79c



Ladies' Brassieres fashioned with darts for perfect fit. Sizes 32-44. Peach only. Special — 19c

Ladies' Alpine Cloth Gad-about Suits Jacket and separate skirt with new "hanging pockets" and zipper placket. Colors, Soldier Blue, Cardinal, Black and Dark Green — \$3.95

MOORE & McLEOD limited

## Beauty and Value for every HOME!

### In this Sale of Tea Sets Luncheon Sets Doilies etc., \$1.00 per Set

Here's a bargain that the watchful buyer for this department picked up for you! They are all pretty, they are notable values and while we have a good many... the quantity is limited, so an early call is suggested.

- Hand Embroidered Tea Sets 3 1/2" Cloth with 4 Napkins 1 for \$1.00
- Hand Embroidered Luncheon Sets 6 1/2" Cloth with 6 Napkins 1 for \$1.00
- Hand Embroidered Runners 17 x 26" — 17 x 45" and 17 x 54" 2 for \$1.00
- Hand Embroidered Madiera Pillow Cases 42 x 34" 2 for \$1.00
- Hand Embroidered Madiera Doilies Rounds 8" 4 for \$1.00
- Hand Embroidered Madiera Doilies Rounds 10" 3 for \$1.00
- Hand Embroidered Madiera Ovals 6 x 12" 4 for \$1.00
- Hand Embroidered Madiera Oblongs 6 x 12" 4 for \$1.00
- Hand Embroidered Madiera Ovals 10 x 15" 3 for \$1.00
- Hand Embroidered Madiera Oblongs 10 x 15" 3 for \$1.00
- Hand Embroidered Madiera Oblongs 12 x 18" 2 for \$1.00
- Hand Embroidered Madiera Type Napkins 12 x 12" 12 for \$1.00
- Hand Embroidered Madiera Towels 14 x 22" 6 for \$1.00
- Hand Embroidered Madiera Guest Towels 14 x 22" 2 for \$1.00
- Hand Made Tuscany Lace Runner 17 x 36—17x45—17x54" 2 for \$1.00
- Hand Made Tuscany Lace Males 10 x 15" — and 12 x 18" 8 for \$1.00
- Hand Made Tuscany Lace Chair Back Sets, 3 piece 4 for \$1.00
- Hand Made Tuscany Lace Table Cloths 36 x 36" 1 for \$1.00
- Hand Made Tuscany Lace Table Cloths 54 x 54" 1 for \$1.00



MOORE & McLEOD limited

## J. C. Salmon Big Factor In Boosting Sea Fisheries

CATCH AND VALUE SHOW GAINS IN BRITAIN COLUMBIA AND PRINCE EDWARD ISLAND — NOVA SCOTIA VALUE UP — SMALLER SARDINE LANDINGS IN NEW BRUNSWICK, FEWER MACKEREL IN QUEBEC REDUCE TOTALS.

With increased landings of British Columbia salmon as the main contributing factor, Canada's sea fishery operations during the month of July showed an increase in both catch and landed value compared with the corresponding month in 1939. Aggregate catch, slightly over 1,298,000 hundredweight, was some 30,600 hundredweight greater than the total for the preceding July, and aggregate landed value, \$3,218,700, was up almost \$362,000.

In brief, the picture for the month showed: British Columbia, catch and landed value in; Prince Edward Island, catch and value up; Nova Scotia, catch down but value greater; and New Brunswick and Quebec catch and value both lower.

Salmon were the big item in British Columbia, during July, and it was the British Columbia catch that was largely responsible for the brighter picture shown by the fisheries in aggregate. In all, during the month, British Columbia fishermen landed some 302,700 hundredweight of salmon with a value at point of landing of \$1,837,400. This represented a gain of about 67,500 hundredweight in quantity and some \$296,000 in value as compared with the results of salmon fishing in July, 1939.

Halibut catches on the west coast showed a falling off but piliards yielded a catch of 98,500 hundredweight as compared with 27,000 hundredweight landed in the preceding July. The piliards were

taken in waters off the State of Washington. In British Columbia areas the main catches of piliards are ordinarily taken in August and September.

Total landings, all varieties, for British Columbia were 139,200 hundredweight and total landed value was \$2,129,300. In July, 1939, the figures were 299,035 hundredweight and \$1,769,700.

Some Atlantic Results  
Increased cod, hake and cusk landings, together with better prevailing price rates, spelled the story of Prince Edward Island gains for the month. Total catch was 44,500 hundredweight as against 40,800 hundredweight in the corresponding month last year, and total landed value \$32,400 as against \$27,200.

In Nova Scotia cod catches were up but failed to compensate for a drop in mackerel, herring, halibut, and lobster landings. Cod catches, which totaled 172,900 hundredweight with a landed value of \$191,800 in July 1939, were 248,200 hundredweights, worth \$347,700 as landed. Mackerel catches, on the other hand, 81,900 hundredweights, all were a little less than half as great as in July 1939. Mackerel landed value, \$67,900, showed a drop of nearly \$38,000. The month's swordfishing was excellent with landings exceeding 3,500 hundredweight or well over double the catch of July, 1939. Landed value was \$50,700 as compared with \$27,100 a year ago. Total landed value of Nova Scotia's catches, nearly \$718,000 was \$122,000 or so in advance of the figures for the 1939 month, but total catch, 530,000 hundredweight, fell off some 34,000 hundredweights.

Sardine Catch  
A greatly decreased sardine catch, which dropped from almost 14,000 barrels in July, 1939 to 27,000 barrels, brought about the major portion of the net decrease in New Brunswick catch totals. Cod and herring catches in the province were up but failed to compensate for the reduction brought about by the lessened catches of the valuable sardines. In total, New Brunswick figures showed: catch, 169,700 hundredweight, landed value \$173,700, as against 230,500 hundredweight and \$268,800 in July, 1939.

Cod and mackerel catches both decreased in Quebec. Herring catches showed an advance of 5,000 hundredweights, totalling 19,000 hundredweights, but failed to balance the losses. Total catch, all varieties, 114,000 hundredweights, was off some 18,000 hundredweights and total landed value \$165,000, was some \$31,000 less than in July, 1939.

Lobsters were taken during July in only two provinces, Nova Scotia and Quebec. In both instances smaller catches were reported. Catch for the two areas, 5,900 hundredweights, was 2,500 hundredweights smaller than the landings made in July of last year, and total landed value, \$41,500, was off about \$26,000.

placed on the grave bore the inscription, "Perhaps someone's daddy — from two little girls."

As the bugler sounded the Last Post, the rattle of machine-gun fire was heard overhead and a few moments later a Nazi bomber was brought down less than a quarter of a mile away. The five occupants were captured.

After the all clear in central London drivers of all types of vehicles pulled up at bus stations, called out their destinations and offered lifts to as many as could pile in.

An air raid warning drove Stan Ellis, of London, to a shelter. There was a pretty young lady. It was love at first sight. Three weeks later, in the same shelter, he proposed to her and with the roar of guns ringing in her ears she accepted. The sirens sounded as the wedding reception ended, and they spent their wedding night in the shelter where, Mrs. Ellis says, "we're spending most of our honeymoon."

A successful experiment carried out in the North Midlands may be adopted by the country as a whole. Lord Trent, the regional commissioner, posted men with blue and white check armlets and blue and white check flags near air raid damage in residential areas to help people in distress. In cases of persons suffering from air raid damage, conduct them to a place where hot drinks and immediate attention can be given.

MORNING MAIL DELIVERIES  
OTTAWA, Sept. 26.—(CP)—Morning mail deliveries will be resumed on statutory holidays falling on Monday, starting with Thanksgiving Day, Oct. 14, and there will be a mail delivery on Christmas Day, Postmaster General Mulock announced late today.

Such deliveries were eliminated in the interests of economy some time ago, but with Canadian industry working on overtime schedules in the war effort it was deemed morning mail delivery was necessary where holidays fall on a Monday.

## The Rogers Hardware Co. Ltd. PRINCE EDWARD ISLAND DISTRIBUTORS

We handle the complete line in the above Building Product Advertisement  
**MACDONALD-ROWE**  
WOOD WORKING CO., LTD.

### BRACE'S Wholesale and Retail DISTRIBUTORS

Insul-Bric, Insul-ated Shingles  
Insulating Board, Insul-Board Lath  
Fire Safe Slat Roofing  
Thick Felt Twin Shingles in many modern, attractive colors  
Asphalt Felt, all thicknesses, Dry Sheathing  
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Galvanized and Solid Copper Nails and all building and roofing supplies

**BRACE, McKay & CO., LIMITED**  
SUMMERSIDE, P.E.I.

## One Third Off LeLong Corselettes and Girdles

WEEK-END CLEARING SALE  
We are clearing our complete stock of Lilong Corselettes and girdles at 1-3 off regular price. Sale lasts Friday and Saturday only.

Corselettes Reg. \$8.50 for ——— \$5.67  
Corselettes Reg. \$6.50 for ——— \$4.34  
Girdles Reg. \$5.50 for ——— \$3.67

## Panties Bloomers Vests 47c TO CLEAR

A table of panties, bloomers and vests, all sizes. Tea Rose and White. Regular 59c for ——— 47c

Pretty colored flannelette pyjamas. \$1.25 All sizes and styles ——— \$1.25

MOORE & McLEOD limited

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