



We Present

NYLON

THE HOSIERY THAT SET THE WHOLE WORLD TALKING. Sheer, clear and flawless NYLON stockings are amazingly durable. We take pleasure in offering to our customers this great

Advance in HOSIERY

SIZES 8 1/2 to 10 1/2

Colours: Witchery, Thrilling, Banner, Joyous, Orchid

\$1.65 pair

MOORE & McLEOD Limited

Bristol And Vicinity

Mr. Louis McEwen is attending the short course at the Agricultural Hall in Charlottetown at present.

Another student in the same class is Reginald McMillan, Conroy.

Mr. Sterling McEwen spent a few days in the city last week on business.

Mr. Sheldon McEwen, was in the city a few days last week where his mother Mrs. B. W. McEwen, is a patient in the Hospital. Her friends are pleased that Mrs. McEwen is doing very well after her serious operation.

Miss Helen Ranaahan, Charlottetown, is spending a few days in Morell East, with her parents Mr. and Mrs. William Ranaahan.

Miss Margaret Cullen, Charlottetown, arrived home on Monday to spend a week with her parents Mr. and Mrs. Richard Cullen.

Friends of Miss Sivilla Drake, who is a patient in the Provincial Sanatorium, will be pleased to hear she has recovered from a severe breakdown, that she suffered at the time of the sudden death from an accident of her brother Pie, Earl Drake.

Owing to the heavy snow the roads in this district are blocked for motor vehicles and in many places is tough going for sleighs.

The severe weather has also taken its toll of Hungarian partidge despite the fact that food and grit has been out for the birds in other winters.

Mrs. Ted Anderson has returned home from the City with her son Keith who was confined to the Hospital.

Snow that started falling early Sunday morning has again hampered the efforts of the mighty snow plough to open the roads. Cars were reported travelling from Mount Stewart to the City on Saturday as the plough worked eastward.

Miss Clara Ryan, Student Nurse at the Charlottetown Hospital, spent last week at home with her parents Mr. and Mrs. Edward Ryan.

Mr. Frank Jely Jr., who is attached to the Government Engineers' office at Charlottetown, spent the week end at his home in Morell.

Several men from this vicinity who went to Halifax, where they were informed there was plenty work have returned home again from a fruitless trip.

Mr. Charlie Mosher was in the group who went to the woods where there seems to be a calling for men.

Small fishermen report fishing still very good with prices improved since the Christmas flat spell.—B

Influenza, Two Kinds

(The Expositor, Bradford)

An epidemic of influenza appears to be current in North America. It is going on with considerable intensity in some areas in the United States and a few are probably taking in most of the continent before it runs its course. There is, however, little occasion for alarm. The epidemic which is not of the virulent type which took so high a death toll in the post-war years 1918 and 1919.

Health authorities know considerably more about influenza now than they did then. The viruses causing the malady have been isolated by researchers, who are patiently engaged in trying to find a preventive or a cure, or both. The viruses—those discovered at any rate—are two in number. One causes the mild, sniffly, headachy nuisance 'flu, which is fortunately, not often serious if properly looked after. The other, that which struck in 1918-19, is a killer.

Medical science does not yet know how to control epidemic influenza of either sort. It is trying hard to find out, however, and already a vaccine against the dangerous type of 'flu has been developed. It works in the case of some animals. It may work in the case of human beings, although the doctors and public alike are hopeful that it will not have to be tried. There is also the miracle-working, sulfanilamide which, with its derivatives, has already done so much in battling a whole catalogue of diseases, pneumonia included. Its possibilities, with regard to influenza are also being tested and considered.

So while one kind of influenza remains an expensive, uncomfortable, wage-reducing malady and the other is still gravely dangerous, the day may not be far distant when medical science will be able to put both of them on the "controlled" list.

Swine Producers, Beware!

In past years the Canadian Swine Industry has proven to be the financial life saver of our farmers when they have been faced with disaster resulting from over production of wheat, potatoes, turnips and even foxes. No other phase of farming can be undertaken on such small initial outlay for stock and equipment. A very short time is required to get into hog production and a shorter time to get out of it. For quick returns with no necessity to chase markets the industry offers attractions found in no other farm enterprise. As evidence of the value of the industry we may cite the fact that the prosperity of any farming district can be measured more or less accurately by the record of that district as a hog producing centre. We can go further and measure the prosperity of individual farmers by comparing the one who annually produces twenty or more hogs with the one who produces two hogs each year.

This industry is of such importance to our farmers then it warrants every effort to place it on the soundest basis possible. Everything must be done to insure that the industry suffers no setback caused by carelessness or indifference on the part of our producers.

During the first Great War this country shipped tons of bacon to Britain but little or no consideration for quality. The result was a bad taste for Canadian bacon that when the war was over he quickly turned to the better quality Danish product directly the British consumer told the Canadian farmer to keep his grade bacon in Canada. We did, with the result that we sold our hogs at prices under four cents live weight. It took over twenty years of effort to persuade the British consumer that Canadian bacon had improved to such an extent that it equalled the best from any other source. This claim could be substantiated when 20% of our production. Then we could select our export carcasses closely and ship only the best. Now when we are exporting about two-thirds of our total production of 6,000,000 hogs the same quality problem with the same serious problem that ruined our reputation on the British market during 1914-1919.

What is the quality of the Canadian bacon which we are shipping to Britain at present? It may startle many farmers to know that the quality of hogs arriving in Britain is such that we are shipping 64% of our exported bacon suffered discounts in prices. At the same time only about 30% of our market hogs are being purchased by Canadian packers. This is explained by the fact that bacon grading for export is much stricter than the grading of hogs alive or on the rail. Let us analyze these discounts. Hogs which grade "A" on the rail should net the packer 16.10 and \$2.34 per hog. Hogs which grade B1 or C1 and dress between 140 and 170 lbs. should net a price ranging between 15.70 and 15.15 per hog.

Our B1 and C1 grade hogs when turned into exported bacon suffer a discount ranging between .48c and .82c per lb. Hogs dressing between 125 and 140 lbs. we find that the export bacon discount ranges between 60c to \$2.15 per hog. On hogs dressing over 180 lbs. we find the discount begins at 54c and quickly advances to \$5.03 per hog, on those dressing between 185 and 205. These discounts on the exported bacon are much more severe than the discounts placed on the same quality carcasses when rail graded.

The reasons for these varying discounts are weight, type and finish. On the basis of weight alone a hog to escape a discount must yield a Wiltshire side with the weight range of 55 to 66 lbs. This weight represents a carcass weighing between 142 and 168 lb. hot weight. Weight is something which can be controlled easily by the producer. With a spread of 20 lbs. within which a hog can reach the top grade, there should be no excuse for shipping under weight or over weight hogs. In many cases the weekly receipts of packing plants, especially in the Maritimes, run over 50% off weight hogs. What is the reason for this? Many farmers do not weigh their hogs before shipping. They guess the weight or use some method of measurement which is altogether unreliable. Thousands of dollars are thrown away as the result of such careless practice, yet none of our producers arement how hard it is to make a dollar. At the packing plant or at the railway station is no place to find out if you have a light or heavy hog. It should be the practice of every hog producer to weigh at least the heaviest hog in the lot every two weeks, immediately before shipping every hog should be weighed and then the objective should be

to have every market hog leave the farm when it weighs between 200 and 215 lbs. The proper time to weigh is before the hog is fed in the morning. If weighed any other time of the day the result will be a poor indication of the possible dressed weight. With the present tendency to overfinish our hogs, it is advisable to ship when the hog is slightly over the 200 lbs. mark. This matter of weight must receive more attention. If the producer persists in forcing the market to absorb what that market does not want then that producer must be prepared to accept an increasing discount until these over, or under weight market hogs are eliminated.

Over finish is becoming a serious matter in the Maritimes. This may be due largely to a heavy crop of cheap potatoes and an increased production of barley. To make the situation worse we have been developing a type of Yorkshire which is very easy to fatten but somewhat slow to grow. Some twenty years ago the general cry was that the Yorkshires were too hard to fatten. They grew too fast and did not finish. Today we have gone too far towards the other extreme with the result that we have pigs that put on too much fat at the expense of growth. To suit our present system of feeding more barley we must go back to the type that will grow and develop with more length and more smoothness of shoulder.

Careless selection of the brood sow is responsible for a great deal of this lack of bacon type in our market hogs. At least 75% of the old sows reaching the breeding plant carry defects in type which make them undesirable for breeding purposes. The chief defect is rounded shoulders, in some cases this lack of bacon type is the result of producers deliberately using non-bacon type broods. Black and red sows are being used for export cause that they suffer a discount. Such cross-bred hogs from Dorset, Chester, Berkshire, Poland China, East Angles and others are usually are too short, too fat and too rough in the shoulders to grade above a poor quality.

The ideal bacon carcass must have reasonable length with smoothness and balance. The carcass must hang straight with no indication of excess weight in the fore end. The back fat must not be over 2" on the shoulder and 1 1/2" on the loin when the dressing is 170 lbs. Lower weights must have less back fat. The back fat should not vary more than 1/2" thickness. To produce market hogs of this type the farmer must exercise great care in selecting the brood sow and the boar. Too many boars are sold their hogs in terms of dollars instead of in terms of type and quality. The writer has seen many districts throw away the price of a boar every year because the car load of hogs was loaded. The difference between a poor boar and a good one often means hundreds of dollars to a district.

The present war has thrown into our market for our total supply of about 4,000,000 hogs. During the last war we gave the British consumer the idea that there was no standard of quality and that a hog was a hog. As a result we lost all we had gained in terms of mark showed us off the British market. This time we are faced with the problem of how to bring our hogs up to the same standard as before. We will be unable to meet normal competition after the war.

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

Will the hog producer sabotage the industry which is his anchor in time of financial distress by forcing on the market hogs over weight, too fat and too rough in the shoulders?

NEW TELEPHONE DIRECTORY

A NEW issue of the Island Telephone Directory is scheduled for publication on April 1st. Listings will be closed on February 14th. Persons who intend to become Telephone Subscribers at this time, and subscribers who wish changes made in their present listings, are urged to send their requests to our nearest Business Office at once. We cannot undertake to give effect in the new issue to orders received after February 14th.

Please note carefully this closing date.

ISLAND TELEPHONE CO., LIMITED

the school. Closing speech by Hollis Cruwys. At the close of the programme Santa Claus arrived in his usual jovial way much to the delight of the younger ones and distributed presents and treats to pupils, teacher, and others from a well laden tree. The singing of the National Anthem brought an enjoyable evening to a close.

MME. TUSSAUD'S RE-OPENS

LONDON, Jan. 20.—Mme. Tussaud's, the world-famous London waxworks, has just reopened. It was one of the earliest buildings to suffer when the heavy night raids on London began. All the waxworks are on show except the first Hall of Tabernacle where two tableaux familiar to thousands, the Signing of Magna Carta and the Murder of the Princess in the Tower, were destroyed by fire.

The explosion caused a dreadful mess and all the figures were filthy with dust, said Bernard Tussaud. "Costumes had to be carefully cleaned and the wax figures were washed and then repainted in water colors."

This is not the first time that the Tussaud waxworks have suffered damage through fire since they were first established in London in 1833. A large fire broke out in the buildings in 1925 and destroyed the figures.

It was not until 1928 that the new building was completed and fresh figures modelled.

WEST ROYALTY WOMEN'S INSTITUTE

The regular monthly meeting of the West Royalty Women's Institute was held at the home of Mrs. Gordon Stetson on Monday, Dec. 30th. Ten members and two visitors present. In the absence of

the president, the vice-president presided. Meeting opened in usual manner. Minutes of last meeting were read and adopted. Collection amounted to seventy cents. Three members paid membership fees. Mrs. Trainor reported the cost of mailing Christmas Boxes to soldiers as three dollars and forty-four cents. New committees were appointed as follows. School, Mrs. Cyrus Pickard, Mrs. Lemuel McKinnon, Lunch, Miss Marian McKinnon, Mrs. Cyrus Pickard. Questionnaire, Mrs. Chowan, Mrs. Crosby. The Institute very kindly presented the Sec'y with a lovely gift which was very much appreciated. Next meeting to be held at the home of Mrs. Wm. McKay on January 22nd. Roll call to be answered with My Favorite Book or Author. Meeting closed with the National Anthem. Lunch was then served by Lunch Committee and very much enjoyed by all.

8 Percent Increase In National Income

OTTAWA, Jan. 20.—(CP)—Canada's National Income in the 11 months ended N-v. 30, 1940, showed an eight per cent increase over the corresponding 11 months of 1939, the Dominion Bureau of Statistics reported today.

Income for the 11 months of 1940 totalled \$4,365,000,000 compared with \$4,041,000,000 in the same period of 1939, the bureau said.

The bureau also issued a tentative estimate of the national income for the entire year 1940. This figure was quoted at \$4,800,000,000, indicating an estimated increase of nine per cent over the \$4,409,000,000 in 1939.

Three main economic divisions

participated in the expansion of the bureau noted, but "uneven gains" were recorded. These main divisions included production branches, transportation and trade activities, and finance, government and service.

The commodity-producing group showed a gain of 7.3 per cent, while the commodity-handling divisions was up 16.6 per cent. The "financing" division, including financial government and service, increased four per cent.

Coal

We have in stock and ready for delivery by cars regularly

- Old Sydney Screened
- Bras D'Or Screened
- Sullivan Screened
- Inverness Screened
- Albion Round
- Albion Nut
- American Hard Nut
- Walsh Hard Nut
- Walsh furnace

DOMINION COKE Lowest Prices Prompt Deliveries

W. D. GILLIS & CO. PHONE 176

Three main economic divisions

Norse Fled Half Way Round Earth To Reach Toronto

Eleven Norwegian airmen and soldiers who travelled half way around the world to get some place where they could do their bit in the war, arrived at Little Norway last week. They reached Toronto two and a half months after they started out.

Their leader is an officer of the Norwegian army who saw 14 days and nights of fighting in Norway before he managed to escape. Fearful of what the Germans might do to his wife and children he wishes to remain anonymous. "There are women and children here who I am here they will probably take it out of my family," he declared.

The men who arrived in Toronto played an active part in the campaign of Norway. Some, like their captain, escaped on skis or on sea. Others reached safety in Finland and a few were taken by plane to northern Norway from where they were able to get safely across the border.

They had planned to join the Norwegian forces at Narvik and were on the point of setting out from there when the British withdrew. After a wait of three months arrangements were made to get them to Canada.

Their captain had struggled through Norwegian mountains on skis for three weeks with a group of men who saved the Germans. Then they went on foot for another two weeks before reaching the Swedish border.

Aided by Norwegian peasants, the group found the going easy, although the captain's boots wore out and his uniform was in tatters. They kept on the valleys and mountains, using the roads only when it was impossible to go forward any other way.

Although this country is in the hands of the Germans the Norwegian people are still loyal to their king and government the captain declared. "All the way through Norway we were given every assistance by the people and found they still believed in their own government and their king."

HERSHEY, Pa., Jan. 19.—(CP)—Hershey Bears whipped Cleveland Barons, leaders in the western division of the American Hockey League, 4-1 here Saturday night before 8,100—one of the largest crowds ever assembled at the Hershey Arena.

STOP THAT COUGH with Reddin's Bronchial Syrup 8 oz. bottle 50c Money Back Guarantee WEEKS' COLD TABLETS Box — 25c REDDIN BROS.

WE ARE EQUIPPED TO FILL ALL YOUR Insurance Needs W. K. ROGERS AGENCIES LTD. Queen St. Phone 540-541



The New 1941 Permanent

The Empress Beauty Salon is now introducing the new 1941 permanents at special prices.

- Creme Oil permanents. \$7.50 for ————— \$5.00
- Empress Individual \$5.00 for ————— \$3.50
- Tru Art Oil Permanent \$3.50 for ————— \$1.95

Also specials on Shampoos and Waves For full information and appointments call 1604

Empress Beauty Salon

MID WEEK FOOD VALUES

On Sale WEDNESDAY and THURSDAY Only

- EATON'S ORANGE MARMALADE 2 Lb. JAR --- 24c
- EATON'S SNOW FLAKE 1 LB. TIN 14c BAKING POWDER 2 TINS 27c
- SWANS DOWN CAKE FLOUR PKG. 25c
- PASTRY FLOUR 7 LB. BAG --- 29c
- BULK SEEDLESS RAISINS Lb. 12c. 2 Lbs. 23c
- SWIFTS' PURE LARD Lb. 10c. 2 Lbs. 19c
- FRESH GROUND HAMBURG STEAK Lb. 13c 2 Lbs 25c
- BREAKFAST BACON SLICED Lb. --- 27c
- POTTED MEAT Bowl 13c. 2 For 25c
- Fresh Plate RIBS Lb. 13c. 2 Lbs. 25c
- FRESH BACON --- Lb. 19c
- SMOKED FILLETS lb. 15c 2 lbs. 29c
- Salt Fat HERRING Dozen 49c
- FRESH SMELTS lb. 13c. 2 lbs. 25c
- ISLAND BRAND CHICKEN Boneless 7 oz. Tin --- 25c

THE CANADIAN STORES LTD.