

"OXO" feeds the family's needs

The family needs good food—especially young children. "OXO" is good food, because "OXO" is the concentrated nourishment and goodness of prime lean beef in the most assimilable form.

CHILDREN'S PUZZLE
A delight to every child. Two picture puzzles in one—72 pieces. Sent to any address on receipt of 30 "OXO" Cube wrappers.

Add "OXO" to your meat-dishes—soups, stews, hash, croquettes—and see how much better they taste—and how the children will enjoy them!

Give the children a cup of hot "OXO," too, when they come home from school. "OXO" warms and strengthens as well as feeds.

"OXO" CUBES
The Great Beef Economy

Tin of 4 cubes, 15c. tin of 10, 30c.

Sporting Comment

By ("TEC")

Acadia has, as the saying goes "one sweet team." The brand of hockey demonstrated by the Collegians last night reflects great credit on their coach and manager, Messrs. Fred Kelly and "Doug" Gordon, formerly of this city.

Latest advices from Waterville, Maine, the New England league leaders stronghold, speaks very favorably of the great hockey being played by McEachern and Williams, former Abegweit stars. The Waterville aggregation is made up wholly of Maritime Provincers.

QUEEN SQUARE SPORTS

Young boys selling tickets for their annual ice meet which is being held at the Arena next Friday night report business brisk and are meeting with wholehearted co-operation and encouragement on all sides. And why not? These young gladiators and future athletic timers, a great many of which will, some day, continue to keep the Island before the public eye, are now receiving their grounding for an athletic career, and only encouragement and fostering by the older element will hold them at the wheel.

"Has the Prince Edward Island Hockey League been carried to a successful conclusion—or ain't it?"

HERE AND THERE

The races held on the Speedway at Victoria Park last Saturday afternoon were a huge success and were witnessed by a large gathering of fans. Needless to say the Charlottetown Driving Club is to be congratulated in their efforts to furnish clean, exciting sport. Everyone is looking forward to next Saturday's contests.

CURLING

Local curling enthusiasts are jubilant over the way the "roarin'" game is going over this winter. It is safe to say that never has there been so much interest and enthusiasm manifested. It's a great game and this city has the proud distinction of having some of the finest curlers in Eastern Canada.

GEORGE YOUNG

"And they lived happily ever after" is a good ending for a fairy story. It would be a good idea to mail that suggestion to certain trainers and lawyers in Los Angeles, California.

It looks as though all George Young will reap finally will be a lot of memories if the busybodies who are coaching his mother have their way. They are in a fine way to spoil one of the greatest sport epiques of all time with their avicious squabbling. These people seem to think there is an untapped gold mine ready to hand, and that thousands are to be made by a mere gesture. Once they find how uncertain the American public is and how little it endures in hero worship they are likely to wake up with the realization that they have shattered the young swimmer's chance at fame and fortune. Young may yet well ask to be saved from his friends.

The conqueror of Catalina is being "surrendered" with advice—most of it bad.

HOCKEY QUERY

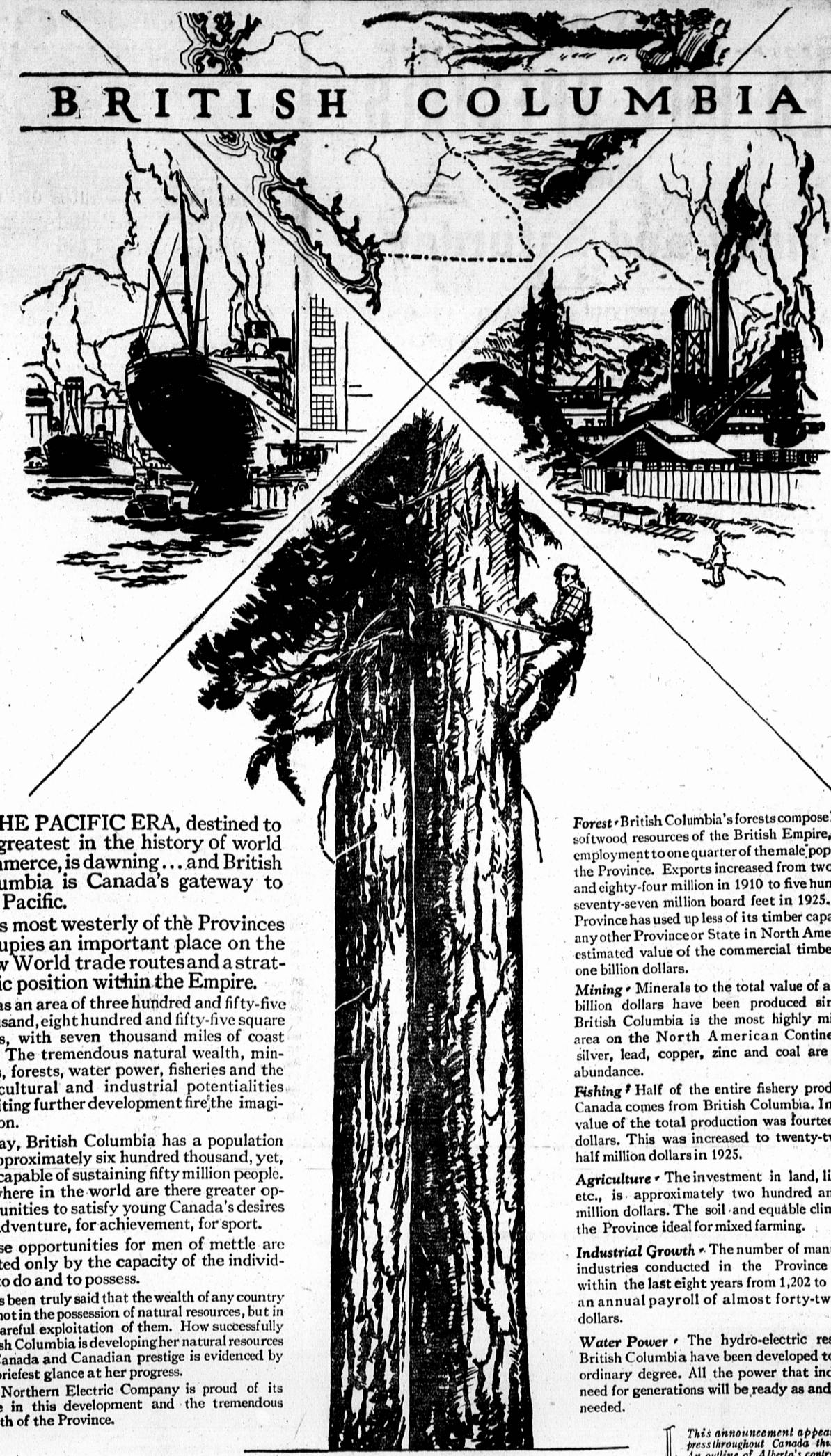
A hockey game, played under M. A. H. A. rules is nearing the end of the last period. The timekeeper's gong is out of commission and refuses to sound and as time is up the timekeepers are unable to get the referee's attention. Eventually a timekeeper runs on the ice to warn the referee, but before he can do so one of the teams score a goal which breaks a 1-1 tie. The timekeeper advises the referee as the puck is about to be faced, that time was up before the last goal was scored and that two and a half minutes extra time was played through his inability to warn the referee. The referee refused to allow the last goal scored and awarded the game a draw. Was his decision correct? Would the fact that, as the referee's whistle did not stop the game have any bearing upon the case?

FAIR PLAY

ANS.—Referee's decision is correct.

GOOD OL' "MIX"

Another outstanding local hockey list doing battle in other lands is one Roy Prowse, at present playing professional hockey with the Regina Capitals in the prairie hockey league. Roy, as was mentioned before in these columns is proving his worth among the "big company," in fact, he is being heralded by western dailies as practically in a class by himself. Heartiest congratulations!



BRITISH COLUMBIA

THE PACIFIC ERA, destined to be greatest in the history of world commerce, is dawning... and British Columbia is Canada's gateway to the Pacific.

This most westerly of the Provinces occupies an important place on the New World trade routes and a strategic position within the Empire.

It has an area of three hundred and fifty-five thousand, eight hundred and fifty-five square miles, with seven thousand miles of coast line. The tremendous natural wealth, minerals, forests, water power, fisheries and the agricultural and industrial potentialities awaiting further development fire the imagination.

Today, British Columbia has a population of approximately six hundred thousand, yet, it is capable of sustaining fifty million people. Nowhere in the world are there greater opportunities to satisfy young Canada's desires for adventure, for achievement, for sport.

These opportunities for men of mettle are limited only by the capacity of the individual to do and to possess.

It has been truly said that the wealth of any country lies, not in the possession of natural resources, but in the careful exploitation of them. How successfully British Columbia is developing her natural resources for Canada and Canadian prestige is evidenced by the briefest glance at her progress.

The Northern Electric Company is proud of its share in this development and the tremendous growth of the Province.

Forest - British Columbia's forests compose half of the softwood resources of the British Empire, and give employment to one quarter of the male population of the Province. Exports increased from two hundred and eighty-four million in 1910 to five hundred and seventy-seven million board feet in 1925. Yet, the Province has used up less of its timber capacity than any other Province or State in North America. The estimated value of the commercial timber stand is one billion dollars.

Mining - Minerals to the total value of almost one billion dollars have been produced since 1852. British Columbia is the most highly mineralized area on the North American Continent. Gold, silver, lead, copper, zinc and coal are there in abundance.

Fishing - Half of the entire fishery production of Canada comes from British Columbia. In 1921 the value of the total production was fourteen million dollars. This was increased to twenty-two and a half million dollars in 1925.

Agriculture - The investment in land, live stock, etc., is approximately two hundred and twenty million dollars. The soil and equable climate make the Province ideal for mixed farming.

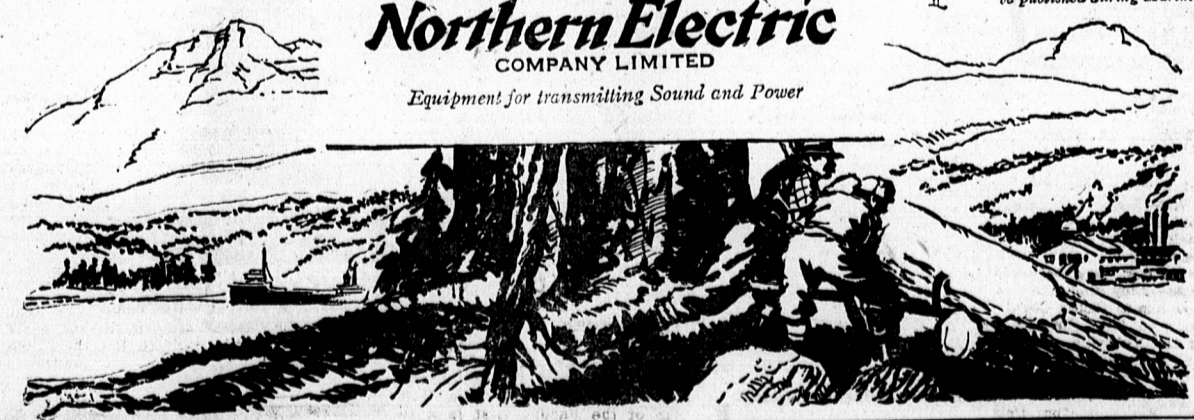
Industrial Growth - The number of manufacturing industries conducted in the Province increased within the last eight years from 1,202 to 1,401 with an annual payroll of almost forty-two million dollars.

Water Power - The hydro-electric resources of British Columbia have been developed to an extraordinary degree. All the power that industry will need for generations will be ready as and when it is needed.

This announcement appears in the press throughout Canada this month. An outline of Alberta's contribution to the national wealth and resources will be published during March.

Northern Electric COMPANY LIMITED

Equipment for transmitting Sound and Power



A Million Dollars---

There is one thing it won't buy

YOUR CHILD

Yet you often feed him germs from the milk bottle.

The United States Public Health Service has issued a statement showing that thirty-one epidemics were reported occurring in the United States in 1924 all of which were caused by raw milk supplies.

Will you take the risk?

Our milk is Clarified and Pasteurized.

Our teams deliver to all parts of the city every day.

The Pure Milk Co., Ltd.
Cor. Fitzroy and Great George Sts.
Phone 584.

Mid Winter Sale of Women's Oxfords

20 p. c. Discount

A REASONABLE OFFERING SHOES THAT ARE WANTED, WHEN THEY ARE WANTED AT WANTED PRICES.

A reasonable offering, something needed by every girl or woman the year around. Fashionable and attractive footwear, made by the best shoemakers of unblemished leathers, with any height of heel in all sizes, sold at attractive money saving prices. What more can be desired.

WOMEN'S BLACK OXFORDS	WOMEN'S BROWN OXFORDS
\$3.35 Reduced to \$2.68	\$3.35 Reduced to \$2.68
\$3.50 Reduced to \$2.70	\$3.50 Reduced to \$2.80
\$5.00 Reduced to \$4.00	\$4.45 Reduced to \$3.56
\$5.50 Reduced to \$4.40	\$4.50 Reduced to \$3.60
\$6.00 Reduced to \$4.80	\$5.50 Reduced to \$4.40
\$7.50 Reduced to \$6.00	\$5.75 Reduced to \$4.60
	\$7.50 Reduced to \$6.00

A JOB LOT OF BROKEN LINES—all sizes in the lot, most of them less than half price. Your choice for pair \$2.95

NATURAL TREAD SHOES. Black or Brown, regular price for this wonderfully comfortable shoe is \$11.00 per pair. If your size and width is here the price will be for this sale only \$8.00

Sport hose and dark colours in all wool hose only 59c
A few pairs of dark shades BI-TEX hosiery only \$1.75
Some broken lines of silk hose, which sold from \$1.00 to \$1.75. Sale price only 75c

ALLEY & CO LIMITED
FASHIONABLE FOOTWEAR

BABY'S OWN SOAP

Famed for its fragrant creamy lather

Best for You and Baby too.

Pownal Notes

On Wednesday evening, Jan. 26th, the Young Peoples' League met at the beautiful new home of Mr. and Mrs. Wesley Wood, Hazelbrook. The time was very pleasantly spent. A cent contest was a feature of the evening, followed by a sing-song. Rev. Mr. Lindsay was present and favoured all with a short address followed by a solo. Refreshments were served by the hostess, Mrs. Wood assisted by her daughter, Doris.

The writer among others had the pleasure last Sunday evening of "listening in" to the service of Trinity Church, Charlottetown. The sermon by Rev. Mr. Ryan was heard just as distinctly as if he were in the same room. The message also was much enjoyed. Let me add by way of suggestion that, if the names of those taking the special numbers were announced at the beginning of the service their music would be much more appreciated by radio fans.

The semi-annual examination of the Pownal School took place on Monday afternoon, Jan. 31st. The pupils were examined in the various subjects by their teacher, Miss Crosby, and some of the visitors, and showed by their prompt and accurate replies that they had a thorough grasp of their studies despite the fact that the school had been interrupted three times during the present school year by a change of teachers. The meeting closed with the National Anthem on Wednesday the 19th. The

report given by the Sec'y, Mr. Roy Jones, was most encouraging which speaks well for the manager, Mr. Wesley Wood.

What might have been a serious accident occurred Sunday evening when the sleigh driven by Mr. James Jones, while returning from the service at the Hazelbrook Baptist Church, suddenly went into a slue, throwing two of the occupants on the hard ground, slightly injuring one on the head and hand, and giving the other a shaking up. Fortunately no bones were broken.

ANGLO RUSTICO SCHOOL
Honor Roll for the month of

January.
Grade I.—1, Freddy Bulman; 2, Enid Clark.
Grade III.—1, John Bulman.
Grade V.—1, Jeanette Clark; 2, Ruth Buntain; 3, Elmer Bulman.
Grade VI.—1, Weston LePage; 2, Charley Craswell; 3, Bernice LePage.
Grade VIII.—1, Doris Buntain; 2, Read Stevenson.
Grade IX.—1, Fred LePage.
Perfect Attendance—Freddy Bulman, John Bulman, Elmer Bulman, Ruth Buntain, Weston LePage, Doris Buntain. Percentage of attendance 94.3.

Are there going to be any regrets tomorrow about that good meal you've all got to stow away tonight. Better take Seigel's Syrup. Any drug store.