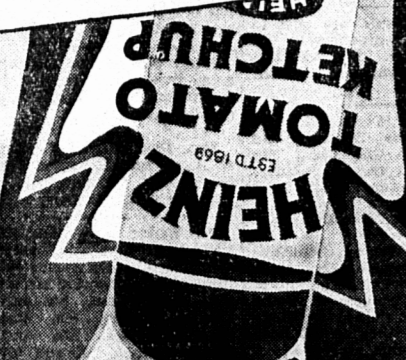


Heinz

4 KINDS OF BAKED BEANS

1. With pork and tomato sauce. 2. In tomato sauce, without pork. 3. Boston Style — with pork and molasses sauce. 4. Red Kidney Beans with special, sugar sauce. Heinz Beans are really oven baked—some beans are only boiled—and baking in ovens makes a lot of difference in looks, taste and digestibility. Order a supply today.

HEINZ OVEN BAKED BEANS



SO RICH IT GOES TWICE AS FAR

• Heinz Tomato Ketchup costs less to use because a little goes such a long way. Every drop is thick and rich—ready to enhance the flavour of scores of different dishes. Meats—fish—fowl, New savour for hash, gravies, dressings, cooking, Pedigreed tomatoes give this world-famous sauce its start. Pure granulated sugar is added, and salt, vinegar. No other tomato ketchup in the world like Heinz. Try it today.

HEINZ TOMATO KETCHUP



NOTHING'S TOO GOOD FOR YOUR BABY

That's why so many mothers insist on Heinz Strained Foods. Highest quality—perfectly cooked, thoroughly strained—they are always uniform in taste and texture. Baby quickly learns to like them and does he thrive on them! They save you hours of time, every day, mother. 12 kinds—every needed kind. Order a supply today.



HEINZ STRAINED FOODS

SET UP THE TASTE APPEAL of one dish after another—give simple, wholesome food "million dollar" flavour—by adding a dash or two of Heinz Tomato Ketchup. This world-renowned sauce—secret of many a chef's fame—actually costs only a few cents more than commonplace substitutes. Use the "red magic" of Heinz Tomato Ketchup in your cooking—serve it at the table—give your family a taste thrill. Remember, Heinz Ketchup is so rich and thick that it goes twice as far. Your dealer has it for you.

Presiding Officials at Imperial Life Annual Meeting



J. F. WESTON



G. C. MOORE



J. G. PARKER

As outlined at the annual meeting in Toronto the year 1937 was one of outstanding achievement and progress for The Imperial Life. Total policies in force reached \$289,000,000, an increase of more than \$7,000,000 over the previous year. Policies paid for and revived show a gain of twenty five per cent over 1936. Surrender of policies is no longer the serious factor it was in recent years. The Imperial Life paid to living

policyholders, during 1937 over \$4,300,000 and to beneficiaries under death claims over \$2,100,000. Premium and interest income showed a substantial gain and reached over \$13,800,000 in the year 1937. Accumulated surplus funds have risen to over \$5,800,000 and the policy of the company to maintain ample reserves to meet all contingencies is being followed. In addition to maintaining policy and

annuity reserves more than \$800,000 in excess of government requirements, a contingency reserve of \$1,000,000 has been provided. To this may be added the paid-up capital of the company of \$1,000,000 which, of course, is an added protection to policyholders. The Company's agencies throughout Canada, as well as Newfoundland, British West Indies, Cuba, Central America, the United States and Great Britain contributed to a notable year's business.

Nobleman's Whim Caused Europe's Flood Of Muskrats

FIVE-YEAR WAR OF EXTERMINATION SUCCESSFUL IN BRITAIN

LONDON, Jan. 18—The ministry of agriculture has emerged victorious from its war on the muskrat and reports that, apart from one stray specimen found in Chebster in 1936 no more of the pests have been discovered. The remaining two trappers employed by the department have been discharged. Thus "finis" is written to a campaign that cost this country thousands of pounds (sterling) and involved special legislation in Parliament.

It was a Bohemian nobleman's whim that introduced the muskrat (or musquash) to Europe and so began a trail of destruction that cost millions to remedy. In 1905 this nobleman imported a dozen of the creatures into Prague from Alaska, so they might breed in the waterways of his estate. Seven survived the journey and then settled down to serious breeding—the female can produce as many as 150 young in a year. They spread everywhere, swam the Danube and invaded Germany and Switzerland. A short time ago it was estimated that 100,000,000 were in Central Europe. The habit of the rodent is to undermine river banks, causing floods and railway accidents. It also destroys corn and fish.

Paid Dearly

Bohemia—Czechoslovakia—paid dearly. The rats burrowed through some mine workings, water rushed in, and many miners were drowned. Even now the authorities there are still waging war. In 1927 muskrats first reached England, being imported to set up muskrat fur farms, which were soon to number 200. Despite every precaution—they were usually kept in wire pens sunk in marshes—a few escaped. The damage was done. By 1932 it was estimated 2,000,000 of them were at large in England. Complaints came from all parts. On May 1, 1932, Britain officially declared war. Parliament passed the destructive imported animals act, which prohibited importation or keeping of muskrats, except under special license, and made all who failed to report the presence of the creatures on his land, or who set one loose, liable to penalties. The fight was on.

But the ministry did not then know what it was up against. The financial memorandum to the bill stated: "A small initial expense will be involved in their eradication. This expense, however, is estimated not to exceed £1,200 (\$6,000) in all."

\$5,600 More

A year later, the ministry of agriculture was to set aside a further \$5,600 for the war! Scores of trappers were employed, advice was sought from German experts, and guns, traps, poison gas and searchlights were utilized in the campaign of extermination. Gradually, man began to gain the upper hand, and in 1934 it was possible to report that 90 per cent had been wiped out and the survivors were on the run. The campaign was described as

the biggest against any wild creature in this country since Henry VII exterminated wolves. Measuring about a foot in length, the muskrat has an ear-like tail and partially webbed feet. He has many excellent qualities, being scrupulously clean, makes a tasty dish when stuffed with sage and onions, builds a picturesque three-storeyed house like that of a beaver, and provides the material for the famous fur coats. But his one big fault outweighs his virtues—he works too hard!

In Memoriam

MR. JOHN NEWTON LARGE

The death of Mr. John Newton Large on November 13th, 1937, brought sadness not only to his immediate family and relatives but to a wide circle of friends throughout the City and Province. He was the son of the late Albert N. and Mrs. Large and was born on Sept. 10, 1900 in the City of Charlotte-towa where he resided during his life time.

After receiving his education he entered the employ of the firm of Large Bros., who conducted a flourishing livery and gasoline station and, on the death of his father some years ago, became a partner in the firm. By his pleasing manner and courteous dealing he gained a wide circle of customers. He also served as a faithful and efficient member of the local fire department for a period of twenty-two years.

On September 9th, 1925, he was married to Miss Marion Louise Large and to them were born two children, Joan and Donald. He proved himself to be a loyal husband and devoted father, ever maintaining a keen interest in his home and family life. He was a member of St. Paul's Anglican Church.

The funeral service was conducted on Monday, November 15th, at his late residence 143 Pownall Street and was in charge of the Rev. H. D. Raymond, assisted by the Rev. G. Carlyle Weston and Messrs. F. Kenzie sang with much feeling the hymn "Abide With Me" and all joined in the singing of the 23rd Psalm. Despite the heavy rain which was falling at the time there was a large number of friends present. The floral tributes were many and beautiful.

The remains were then placed on a vehicle which was drawn by the fellow members of the fire department to the People's Cemetery where the committal service was taken by the Rev. H. D. Raymond and Rev. G. C. Webster. The honorary pall-bearers were Messrs. J. C. Cooke, Lorne Coles, Eben MacLean, Frank Puncher, Vernon Currie and Walter Hertz. The active bearers were Chief G. Carlyle Weston and Messrs. F. Kenzie, A. Henry, Harold Cameron, Russell Abbott and Herbert Jewell.

There are left to mourn his passing his wife, two children and his Mother.

JANUARY IS FASHION MONTH FOR HOME

What the Easter season is to a woman's wardrobe, the month of January is to the home. In January new fashions in furniture and home furnishings are introduced, and January sale prices make this a good month not only to view but

to buy. As a woman discards her sombre blacks and browns for more colorful plumage, so, in the Springtime, the fashion-wise home throws off its drab and heavy garb for gay and more lively hues. This season colors are rich, strong, vibrant. Period furniture, which started last year to come back into its own, promises to become increasingly popular during the next few months. There is also a great revival of interest in imported furniture—English, French, and Italian antiques and reproductions. Modern furniture is very good. There is the new modern furniture from Sweden—a very recent discovery—which combines blonde coloring and simplicity of line with very striking effect.

Plain carpeting has reached a new peak of popularity. This is available in a range of beauty shades from which it is easy to select a color about which the entire decorative scheme of the room may be centred. Modern indirect lighting offers greater beauty and more scientific distribution of light than has hitherto been available. With one lamp one may now achieve six degrees of illumination—all at the turn of a switch.

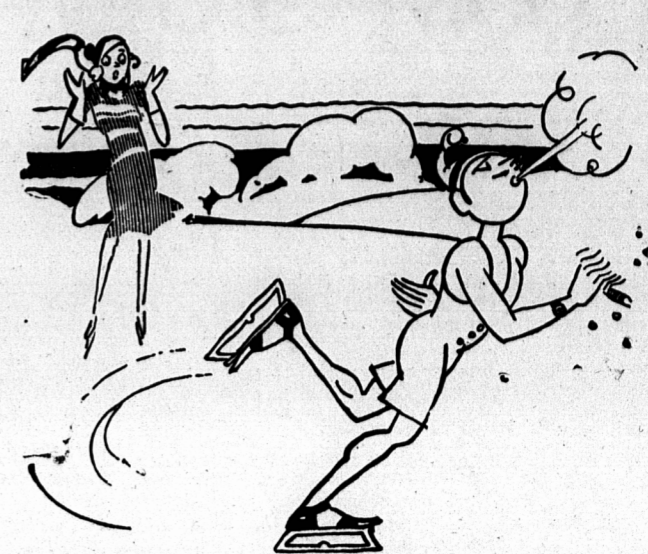
With so many new "fashions" in furniture and home furnishings, designed to make our homes not only more beautiful, but also more comfortable and more "livable," it is no more reasonable to suppose that our home should go on year after year wearing the same old clothes than that we ourselves should appear each Spring in the same straw hat.

UNKEPT NAILS MAR WELL-GROOMED LOOK

The day you notice that your nails are splitting and peeling, or that the cuticle around them is rough and dry, get busy immediately with beauty routines to correct the condition. Nothing mars the appearance of hands more than ragged cuticle or unhealthy looking nails.

Perhaps there is a decided lack of calcium in your diet. Have you been drinking milk, buttermilk and orange juice, eating cheese? These four items you know, are rich in calcium. Fresh vegetables and crisp, green salads contain calcium. You might get one glass of orange juice, one glass of orange juice in the morning, a glass of buttermilk or sweet milk for lunch and another for dinner, and more green vegetables and salads than you have been in the habit of eating.

Get a small jar of cuticle cream and use it every night. If, after two weeks cuticle is not smooth and even and soft, try using warm olive oil. Simply cleanse carefully with soap and water, dry thoroughly, then massage the warm oil into fingertips, hands and wrists. Put on clean, loose cotton gloves and wear them all night. You might stop using nail lacquer for two or three weeks, buffing the nails instead. Never, never, cut cuticle or allow anyone to scrape the surface of a nail with a steel instrument. And do not let your manicurist use clippers except to snip away ragged edges. Callouses near the tips of the nail should not



If you're a fiend for fresh air—like the Chappie above—maybe you're not interested in

OVERCOATS

But with old man weather keeping the glass down round zero . . . and more to come, most of us are interested in warm Overcoats.

And ONE THIRD OFF

interests everybody still more. The Men's store, where the overcoats ARE, is offering all men the biggest winter values you've heard of. Come in to-day.

Some of these worth double \$9.95

Raglans, set in sleeves, some Guards models, browns, greys, light and dark checks, some fullbelts, some half belts. This value breaks records . . . come and see.

\$22.50 OVERCOATS \$15.00

Some of the smartest, warmest, most stylish coats you've seen. Mostly greys, blues, browns full lined, half lined.



\$25.00 Coats for \$16.67 \$30. Coats for \$20.00

MOORE & McLEOD LTD

"ON THE ISLAND IT'S FOR FASHION AUTHENTICITY"

be cut either. Wear them away gradually, of course, with a bit of pumice. Do not cut corners of the nails too short, either. Leaving part of the corners makes for breath, and breath often makes the nail stronger and prevents splitting.

WEST ROYALTY WOMEN'S INSTITUTE

The December meeting of West Royalty Women's Institute met at the home of Mrs. Fred Gates, with an attendance of nine members. The president, Mrs. Wilbur Trainor presided. Meeting opened with the Creed in unison. Minutes of last meeting were read and approved. Collection amounted to seventy-five cents. Sick committee reported making two calls, and taking fruit. No report from school committee. Contributions were taken for the packing of a Dispensary box, to be sent in the first of the year. A re-

port of the school inspection by Miss Gillan was read and discussed. It was agreed that the Institution endorse the resolution sent out by the Tuberculosis League. New committees were appointed. Sick, Mrs. Stewart MacKinnon, Mrs. Jas. Blake, Mrs. Fred Gates, School, Mrs. MacKay, Mrs. Crosby, Program, Mrs. Leigh Chowan, Miss Joan Emman. Questionaire on "Child Welfare" to be answered. Programme committee put on a reading and contest. Prizes were won by Mrs. Fred Gates and Mrs. Stewart MacKinnon. Questionaire on Canadianization and National Events was filled in by Mrs. Russell Bell and Mrs. James Blake. Next meeting to be held at the home of Mrs. Lem MacKinnon on January 28th. Roll call to be answered with "Canadian Post" After a delicious lunch was served by the hostess, the meeting adjourned with Auld Lang Syne.

MR. ARTEMAS WOOD

The death occurred at the home of his daughter Mrs. George Johnston, French River, on January 14th of Mr. Artemas Wood at the advanced age of 88 years. Beloved by a wide circle of relatives and friends he leaves to mourn his wife, four sons and two daughters: Leifuta Wood, Hunter River; Clifford and Garfield, New York, U. S. A.; Lemuel, Waltham, Mass.; Mrs. Johnston and Mrs. James Dunning, Clifton.

SPECIAL ON PERMANENT \$1.75 - \$3.50 - \$5.00 Shampoo, Wave and Manicure all for \$1.00

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--By George McManis

BRINGING UP FATHER

MY DEAR MISS NORA - I DON'T KNOW HOW TO TELL YOU I NOTICE IT OR NOT - BUT IT JUST DAWNED ON ME THAT I HAVE FALLEN IN LOVE WITH YOU - JUST WHAT IT WOULD MEAN IF YOU WERE TO BE LADY VON PLATTER.

THAT IS SOME MIGHTY BIG MIGHTY LOVE FATHER AND MOTHER WHAT YOU JUST TOLD ME I KNOW WHAT I THINK--

MR. JIGGS - I WAS THINKING IF I COULD GET YOU AND YOUR WIFE'S CONSENT AND THEN YOUR DAUGHTER'S CONSENT - WE'D BE MARRIED - I COULD GET YOU TO REMIND ME OF THE DAY FOR THE WEDDING -

YOU MARRY MY DAUGHTER? HAVE YOU SEEN MY WIFE YET?

OH - YES - I'VE SEEN THEM BOTH - BUT IN SPITE OF YOUR WIFE - I'M IN LOVE WITH YOUR DAUGHTER - I WOULDN'T HAVE TO SEE YOUR WIFE EVERY DAY IF WE WERE MARRIED -

