

Heinz

Dear Lady,

HEINZ IS THE TOMATO JUICE YOUR MAN LIKES

It's the pure juice of the finest tomatoes that ever ripened on the vine in the August sun—pressed the very day the big, red-ripe tomatoes were gathered. It's Heinz Tomato Juice—the natural, flavoury essence, with nothing taken away, and nothing added save a pinch of salt. Serve Heinz Tomato Juice in your home—every member of the family will "go for it" and there's no beverage better for them.



HEINZ TOMATO JUICE

The World's Greatest Fox Show Opens Nov. 1

The Provincial Silver Fox Show at Charlottetown which will open on Monday, November 1st, will without question be the world's greatest event of its kind. It will exceed all other shows in number of foxes, number of prizes and in the amount of the prize list. More will be awarded than in any other show.

The Provincial Silver Fox Show was brought into being in November, 1929, and with one exception has been an annual event ever since. From the very first it became the high standard of quality and competition maintained. Silver Fox shows are held in many countries, notably the United States, Canada, Norway, Sweden and Great Britain. In Canada last season the principal shows were at Charlottetown, Borden, Alberton, Amherst, N. S., Moncton, N. B., Sherbrooke, P. Q., and Windsor. In addition to the above Canadian shows which will all, or almost all, be held this season, there will be one at the Royal Winter Fair, Toronto, which will have a large entry list from Ontario and possibly some from this Province.

In Norway shows are held in little communities and practically all the worthwhile foxes owned by the ranchers are brought to these shows. It is more a matter of classification and selection than a Silver Fox show as we understand it. In the United States, due to the dominance of the industry by Fromm Bros. and Nieman Bros. with their types of foxes, shows have not been as popular or largely attended as was the case some years ago.

The Silver Fox Show is something that this Province should particularly encourage because it keeps alive an interest in our own industry and sets a standard for breeders to look up to. It is also the means of keeping in which means that a standard is paid to pedigrees. Like all other live stock businesses, families come and go and great names which are present in the fox world will perhaps mean nothing in a few years. Silver Fox shows preserve this by indicating the types of foxes that are arriving at prominence or striving to arrive at prominence.

The Association has been fortunate in the past in having as its judge Mr. George A. Callbeck, who has had a wide experience both as a breeder and in the handling of Silver Fox pelts. His has been no enviable task making selections and placing an array of material—much of it of equal quality or almost equal quality—before him. It is a great tribute to him to find the exhibitors showing consistent faith in his work. This year he has been selected as the judge at the Royal Winter Fair as well as at our local show.

The Silver Fox Breeders and Exhibitors Association, who conduct the Provincial Fox Exhibition, are men who have a considerable stake in Silver Fox farming, most of them making it their life's work. By wise rules and regulations they have built it up to a high standard and made it quite ailing financially. Provinces, companies and individuals have been generous contributors to its trophy list which number 24, many of them magnificent specimens of the silver-smith's art the entire collection being valued at over \$1,500.

Every competitor winning a championship is presented with a miniature of the cup he wins so that he will have a permanent reminder of having held the giant piece of silverware for one year. The ribbons awarded at the show are the best obtainable, being made by the Dominion Regalia Company, Toronto, while the money prizes are not by any means to be despised.

ed forward to with keenest anticipation by exhibitors and their friends. The Staff of the Hotel and the program is such that everyone can have a good laugh and enjoy himself without restraint. There is never any difficulty to dispose of the 140 tickets which it all that is permitted to be sold so as to insure each guest comfort and elbow room.

No doubt the various exhibitors throughout the Province have made up their minds as to whether they will compete or not. For those who are on the doubtful list it may be said that no one who has ever attended the Silver Fox Show at Charlottetown has gone away disappointed for having done so. The experience gained if nothing else, has been a worthwhile one and the Association with fellow foxmen for a week learning their ideas, their successes, their failures and their human emotions that could not be obtained anywhere else.

Six Fugitives In Daring Bid For Freedom

(C. P. by Guardian's Special Wire) PORT OF SPAIN, Trinidad, Oct. 12.—Six fugitives from France's dread penal colony, Cayenne, left for Spain today in an open boat in a desperate bid for freedom.

The escaped convicts who have been regaining strength in Trinidad during the last three months after a daring break from Cayenne, left the protection of this British colony for an unannounced destination.

The bold bid for freedom by the fugitives was made at the request, although the government of the island knew they were leaving. The convicts feared if they remained in Cayenne until they might be caught under a new proposal now being framed and sent back to the penal colony.

The new proposal to solve the fugitive problem would have officials of British West Indies Islands send the escaped convicts back to Cayenne. Convicts escape from the French possession in makeshift boats and struggle against hunger, thirst and exposure so reach another island. They work their way up the outside ridge of the Caribbean Sea until they can jump to a country where they are free from deportation back to the penal colony.

HALIFAX, Oct. 12.—A greater amount of co-operation and a stronger sense of unity among the Dominions was necessary if the British Empire were to remain inviolate, Rt. Hon. R. B. Bennett, Conservative Leader of Canada, said tonight in a banquet address to fellow alumni of Dalhousie University.

"Where there are hundreds of millions of people in the world clamoring for land, and where you have 1-7 of the world's people occupying 1-7 of the land, you have a danger," the Conservative leader warned during the course of his speech in which he described his visits to the dominions of New Zealand, Australia and South Africa on a round-the-world trip last year.

MacDonald-Wight Wedding At Georgetown

An event of much interest took place in St. James' Church, Georgetown, P. E. I., on Monday morning, Sept. 20, when George Joseph, son of Mr. and Mrs. Allan MacDonald, and Martha Milford, daughter of Mr. and Mrs. William D. Wight, both of Georgetown, were united in the holy bonds of matrimony. Mrs. (Dr.) LaCourriere played the Wedding March and the Children of Mary sang very beautiful hymns during the ceremony and Nuptial Mass, which was celebrated by Rev. O. Higgins, P. P. The bride looked sweet in a white satin dress with lace yoke and sleeves, made in princess lines and with Peter Pan collar. She wore a white crepe hat, coronet style with small veil and wreath. She carried a mother of pearl rosary, gift of the Children of Mary, and a beautiful bouquet of flowers.

The bridesmaid, Miss Eileen Wight, sister of the bride, looked very pretty dressed in figured crepe with white hat and accessories.

The groomsmen were Mr. George MacCormac, cousin of the groom. The groom's gift to the bride was a beautiful set of gold cuff-links and to the bridesmaid a handsome rosary.

After receiving hearty felicitations from their friends at the church, the bride and groom motored to the home of the bride's parents where a sumptuous breakfast was served. Only the very best of the bride's friends were present.

Some time afterwards, the bridal party, along with some of the happy couple's brothers and sisters, motored to Charlottetown, where they had dinner.

Leaving their friends in town the bride and groom set out on a short trip through the Maritime Provinces.

On their return some evenings the happy couple at the home of the bride's parents with the immediate relatives present.

The groom is a prosperous young man employed in the Bridge and Building Department of the C. N. R. The popularity of the young couple is evidenced by the numerous gifts and expressions of good wishes received from so many years of a happy wedded life.

Mr. and Mrs. George MacDonald will make their home in Georgetown, P. E. I.

Prof. Corbett Speaks On Adult Education

Professor E. A. Corbett spoke Tuesday night at Murray Harbour at the fourth meeting in his series of lectures throughout the province under the auspices of the Adult Education League. Rev. Roy Webster occupied the chair.

Professor Corbett introducing the subject of adult education said that it was not necessary to formulate a rigid definition of the term, but that it could be expressed as the efforts of the adult population to master new social economic problems, to inform themselves either individually or as a group of the things that seem worth knowing. The barriers to learning have been removed by the establishment of libraries. The findings of Thorndike on learning ability have given the desire to learn, a man or woman of forty or fifty can absorb new ideas and new skills more readily than young people of eight-teen or twenty. In other words, the more you get an education is when you want it.

To realize the intangible forces at work shaping our daily lives we must study. A true and just democracy can only be built on the basis of an informed and intelligent citizenry. Solving the problems of social security and of some community life is not difficult if tackled in the right way. Organized group study is that way. Prince Edward Island has the advantages of a noteworthy educational tradition, a library service covering the province, and comparatively compact settled area.

He spoke on his fifteen years' experience at head of the extension department of the University of Alberta, of the difficulties of reaching the 750,000 square miles of the 500,000 people scattered over the territory. The encouragement of handicrafts, dramatics, travelling libraries, provision of visual instruction by way of films, slides, and exhibits to remote communities, were some of the features of extension work there.

In conclusion he stressed three aims that an adult education program might work for: "education for democracy," economic and social reform, a sound and con-

sciousness of the value of the individual, and a sense of responsibility to the community.

ALBANY PLEASANT CIRQUE INSTITUTE The September meeting was held at Mrs. George McKay's, twelve members and seven visitors were present. The meeting opened by singing it's a good time to get acquainted, followed by Creed, and roll call was responded to by a few words of introduction. The Secretary read two letters, one from Miss Jean Rodd, regarding the short course to be held at Tryon, as a chosen centenary of the P. E. I. Tuberculosis League to be held Oct. 12th. Mrs. George McKay and Mrs. E. J. Gamble were appointed delegates to attend the meeting. The committees were reappointed as follows:

Sick—Mrs. Henry Cameron and Mrs. Emmett Croken. Program—Mrs. Arthur McKay and Miss Beatrice Tierney. Next meeting at Mrs. Eimer Gamble's roll call to be answered by each telling when I first met served by the hostess and meeting adjourned.

A memorial to Earl Jellicoe, placed in the Church of Saint Barbara at Whale Island, England, by naval gunnery officers, was unveiled by Countess Jellicoe.

MODEL

"MY TEETH MUST BE CLEAN AND SPARKLING! THAT'S WHY WRIGLEY'S IS ALWAYS IN MY PURSE."



WRIGLEY'S JUICY FRUIT CHEWING GUM

HAS A FASCINATING FLAVOR

mented philosophy of life. Dr. J. T. Croteau and Mr. H. B. Chandler addressed the meeting briefly on material available to study groups. The meeting closed with the National Anthem.

Harvesting The Fruit Crop

(Experimental Farms Note) Quality of fruit is largely determined by the degree of maturity in the fruit at time of picking. This does not imply that fruit should be ripe or that so-called "tree-ripened" fruit is most desirable. Maturity is a stage in the development of fruit when sufficient growth has been attained to ensure that ripening will result in high quality, without shrinkage or shrivelling and without premature breakdown. Investigations conducted at the Sumnerland Experimental Station have revealed the importance of certain maturity standards.

While general principles apply in consideration of the maturity and storage life of all fruits, it has been found that each variety must be studied to determine its proper maturity for picking and its reaction to storage treatment. Early varieties of fruit in general ripen rapidly after maturity is reached. They have a soft texture and a short storage life. In many ways they are inferior to later varieties of the same kind, but they fill an early demand and should be rushed into consumption without delay. They should be picked at the first sign of maturity, and with the usual early sorts sufficient time is Pears are particularly susceptible to the development of undesirable qualities and storage troubles. The firmness of the flesh, as measured by a mechanical pressure tester, is a fairly reliable aid in determining maturity in pears. For Bartlett's, a pressure of about 18 pounds indicates perfect ripeness and resulted in a fairly ripening. Other varieties have corresponding pressure tests but the pressure should always be taken properly and associated with tree conditions as well as fruit from dead green to yellow, and certain "fines" to the skin. Over-ripening because such pears either become woody or break down quickly.

MONTREAL, Que., Oct. 12—The gross revenues of the all-inclusive Canadian National Railways systems for the week ending October 7th, 1937 were \$4,508,844 as compared with \$4,148,000 for the corresponding period of 1936, an increase of \$165,844.

only Heinz offers this "home-made" taste

The meats and vegetables, the spices, and the thick, rich cream that go into Heinz Soups are always the best, of course. That's the secret of that down-right home-made flavour every body loves in Heinz Soups is in the making. They are not condensed, the goodness is cooked in, to completion, in small quantities and sealed fresh from shining kettles by Heinz chefs—ready for you to heat and pour, without additions, without work. You'll be delighted with the quality, taste and convenience of these home-recipe soups. Order an assortment from your grocer today.

HEINZ—every preferred kind Cream of Onions, Scotch Broth, Turley, Consomme, Bean, Vegetable, Corn, Chowder, Vegetable Beef Soup, Chicken with Rice, Chicken with Noodles, Oxtail, Cream of Tomato, Cream of Asparagus, Cream of Celery, Cream of Mushroom, Cream of Spinach, Cream of Green Peas.



only Heinz offers this "home-made" taste

The weather this fall has been conducive to good fur making and when Monday morning, November 1st, arrives, it is a sure thing that the exhibits will be worthy specimens in every way. Then it will be the work of the classifiers, Messrs. Burke, Cass and Bell, to allot each fox to its color phase. The first is dark silver, that is a fox that has silver up to 25% of the next classification is dark medium, from 25% to 40%, light medium silver 40% to 55%, light medium silver 55% but not over 85%, pale silver 65% but not over 75%; extra pale silver over 75%.

It will be Friday afternoon before the judging will be completed, the finals being the herds and matched pairs; then will come the awarding of the cups to the successful champions.

On Tuesday evening at 7.30 the annual banquet of the Silver Fox Breeders and Exhibitors Association will be held at the Canadian National Hotel. This is a very pleasant affair that is yearly looked forward to with keenest anticipation by exhibitors and their friends.

Babies COO FOR MORE

Babies love the freshness, the natural colour and uniform delicious flavour of Heinz Strained Foods. The vegetables are cooked in their own juices, only, in the absence of air. Precious vitamins are saved. Soup, cereal, fruit and vegetables—11 kinds.

New booklet "What Shall I Feed My Baby?" and sample of Heinz Strained Foods free to doctors, mothers, nurses. Mention your dealer's name and address H. J. Heinz Company, Toronto.



HEINZ STRAINED FOODS

3 KEYS TO GOOD EATING—When you open a tin of Heinz Oven-Baked Beans, you unlock a treasure chest of rare and savoury goodness! It takes real baking in a hot, dry oven—to bring out the hidden flavour of each plump meaty bean! That's the sort of baking we give all 4 kinds of Heinz beans. Here they are: (1) With tomato sauce and pork; (2) With just tomato sauce (vegetarian); (3) Boston-style with molasses sauce; (4) Red kidney beans. Try a tin of each from your dealer.

BRINGING UP FATHER

WELL—MR. JIGGS—IM SORRY, BUT I MUST RUN DOWN TOWN TODAY. I CAN'T GIVE YOUR CHARMING WIFE A SINGING LESSON.

I'M SORRY YOU EVER GAVE HER ANY—

I'LL BE GLAD WHEN HE LEAVES—HE'S BEEN HERE FOUR DAYS AND HE HAS BEEN PLAYIN' TH' PIANO DAYS—IT'S A RELIEF NOT TO HEAR ANY MUSIC.

YES—PROFESSOR ALLEGRO IS VISITIN' US—BUT HE'S NOT IN NOW.

WELL—WE DON'T MIND WAITIN'—

WE CAN PRACTISE THAT SCHERZO OPUS SIX-EIGHTH MOVEMENT IN 'G' MINOR—

I GOT LOTS OF TIME—I'VE BEEN WAITIN' TO GET A JOB FOR SIX YEARS—

--By George McManus




HERE'S THE SECRET OF SERVING GOOD COFFEE

Carnation

Carnation in coffee adds flavour and a rich colour. On cereals or fruit, Carnation takes the place of cream deliciously and economically. In all cooking where milk is used, Carnation adds richness, because Carnation itself is twice as rich as ordinary milk; smoothness, because every drop of Carnation has its share of butterfat.

All the food value of the best cows' milk is in Carnation, making it a splendid food for babies. In addition, it is more digestible and has extra "sunshine" vitamin D. Carnation is the evaporated milk the Dione Quintuplets use.

Write for the gorgeously illustrated Carnation Cook Book. A host of ideas and recipes for 10c, coin or stamps. Address Carnation Company Ltd., Toronto.



IRRADIATED Carnation Milk

A CANADIAN PRODUCT

"FROM CONTENTED COWS"