

PROWSE BROS Ltd. SPRING OPENING

THURSDAY Afternoon
MARCH 28th. at 3 P.M.

CONTINUING FRIDAY AND SATURDAY
OUR EAGERLY AWAITED
SPRING OPENING SALE

ANNUALLY THIS INTERESTING EVENT
FORMALLY INAUGURATES THE SPRING
SEASON . . . YEARLY IT AUTHORITATIVELY
PRESENTS ALL THAT IS NEW AND
CORRECT FOR SPRING WEAR. IT IS A
STYLE GUIDE FOLLOWED BY DISCERNING
WOMEN, WHO SEE IN THIS FORMAL
OPENING, THE OPPORTUNITY TO LEARN
THE FASHIONS DICTATES.

COATS..... DRESSES..... SUITS..... MILLINERY.... ACCESSORIES

ARE INCLUDED IN THIS COMPREHENSIVE
SHOWING AT PROWSE BROS., LTD.



The Maple Sugar Industry in Canada

OTTAWA, March 26.—Not even the return of the birds is more redolent of spring than the joyous message, "Maple running," which comes to Canadians with these soft, warm days and frosty nights of March. It carries a story of romance, and what in these times is perhaps of still greater import—of good business as well.

There are some 70 varieties of maple trees in the world—seven in eastern Canada—but only one of the 70 yields sugar in commercial quantity. This is the famous hard or sugar maple, which grows in Canada from the Atlantic to the Lake of the Woods, and whose beating power is the Dominion's national emblem. About 95 per cent of the maple products industry in Canada is at present confined to the St. Lawrence River valley.

Nearly 50,000 farmers in eastern Canada engage to a greater or less extent in the maple sugar industry and the total number of trees now being tapped annually ranges between twenty and twenty-five million. According to current estimates there are between 100 and 150 million mature sugar maples in Canadian forests and woodlots, hence there still exists a very considerable margin for the further expansion of this now important industry. How opportunely the maple harvest comes. It fills in the gap between woods work and spring seeding, and gives the farmer needed burning power just when he is likely to require it most.

The 1934 output of maple products in Canada was fairly good, but with rather wide variations locally in yield and quality. A total production of 4,954,400 pounds of sugar and 1,842,500 gallons of syrup was reported, with a combined value of \$3,046,650. This value although less than half of the 1929 figure, is nevertheless 50 per cent greater than the value reported for 1933.

As in the case of other lines of export, the depression reduced the trade in maple products with the United States, but there are signs of reviving activity in this field. A start has also been made toward developing a market in Europe. The domestic market is slowly expanding as the Canadian consumer acquires confidence in the careful trading now carried out under the eye of Dominion Government inspectors, which has vastly improved

the quality of maple products in recent years.

It is interesting to note the gradual change which has occurred in the public taste or market demand with respect to maple products. In the early days of the industry, over three-fourths of the total output was maple sugar and the rest syrup. In 1934 these proportions had become completely reversed, 80 per cent being syrup and only 20 per cent sugar. In fact in Ontario over 90 per cent was syrup.

The census returns for 1931 show that the total value of the maple products crop in Quebec, was 27 per cent greater than the combined value of all the fruit gathered from orchards, gardens, and vineyards. The expansion of such a valuable industry is surely an objective which calls for applied research. In comparison with other forms of plant and animal husbandry, maple orcharding is now falling behind. For instance, in apple growing, the productivity of the average apple tree in Canada was increased approximately 90 per cent between 1910 and 1931. On the other hand no effort has been made to increase the quantity and quality of the maple sap flow. The question is, how much longer will the intelligent producer of maple products be content with trees that yield only five to ten gallons of sap, testing but one per cent of sugar, when experience with other forms of plant life show that by the development of more productive strains the yield may perhaps be increased greatly. It may well be that in the future the up-to-date maple sugar producer will employ certified, standardized, maple tree stock, and that as a result he may increase the quantity, quality, and profits in his enterprise.

Obviously, however, the advance suggested could only result from painstaking research, and it is hardly to be expected that the development of a maple strain of optimum sugar-producing power will be the result of individual effort. Concerted action upon the part of those interested is necessary, and it is quite conceivable that forest experiment stations operated by the Forest Service, Department of the Interior, with the co-operation of provincial services, might serve as a basis for experimental work in this direction.

who knew him.

"Rev. W. R. Seely, pastor of the Wesley Memorial United Church, of which Mr. Ferguson was a member, conducted the service at the public home at 2 o'clock. During the course of his funeral oration Rev. Mr. Seely referred to the splendid qualities of the departed and paid tribute to him for his faithfulness, his devotion to his home and loved ones, his loyalty as a citizen and his many other qualities which won for him the love and respect of his fellowmen. The minister also extended sympathy to members of the family in their hour of bereavement, from whom death had taken a kind and a loving husband and father and a beloved brother.

"The pall-bearers were: Ross Beatty, H. C. Thompson, Morgan Ferguson, Vern Campbell, Horace Campbell and J. H. Davidson.

"Among those from out-of-town who attended the funeral service were Mrs. N. E. Landon, Winnipeg, the deceased's sister; M. S. Ferguson, Winnipeg, brother; Miss Margaret Campbell, Brockton, Mass.; Horace Campbell, Glace Bay, C.B.; Mr. and Mrs. Vern Campbell, Charlottetown, and Mr. and Mrs. G. W. Campbell, Grahams Road, P.E.I. Heads of all departments of Swift Canadian Company's plant here and practically the entire staff of employees were present at the service, which indicated the warm place Mr. Ferguson held in their affections.

"A great many floral tributes were received from personal friends of the deceased from various points in Western Canada as well as throughout the Maritime Provinces while numerous messages of sympathy were also received by those bereaved. Among the messages was one from the vice-president of Swift & Company, which expressed the deep regret of the company at the loss of a highly esteemed and efficient employee and extended heartfelt sympathy to the members of the bereaved family.

"The floral tributes included offerings from employees of Swift Canadian Company here as well as

from the Company's branches in Toronto and Winnipeg; Swift and Company, Chicago; Personnel and Methods Department, Chicago, and branch offices of Swift Canadian Company in the Maritimes, including Halifax, Sydney and Saint John.

"The late Mr. Ferguson, who was a son of the late Lt.-Col. D. T. Ferguson, and Mrs. Ferguson, was born in Kenora, Ontario, forty-six years ago and upon the outbreak of war enlisted for service overseas. He served with distinction during the war and after hostilities had ceased returned to Canada. He joined the Swift Canadian Company in Winnipeg and continued in the employment of that firm ever since. In 1929 he came to Moncton where he since made his home. Deeply interested in the community he also took an active part in the affairs of the church of which he was a member. He was a member of the Masonic Order and also took a keen interest in that organization. Since coming to Moncton he married Miss Beulah Christine Campbell, by whom he is survived, as well as by three small children.

"As office manager of Swift Canadian Company here Mr. Ferguson was highly respected by his superior officers and those who served under him, all of whom deeply regret his passing."

"The remains were taken to Prince Edward Island Saturday, where interment was made Saturday afternoon in the New London cemetery. Mr. Vern Campbell, station master at Vernon Station, brother-in-law of the deceased, accompanied the body.

"Persian Balm is unrivalled for promoting feminine loveliness. Tones and rejuvenates the skin. Makes it exquisitely soft-textured. Makes hands flawlessly white. Especially recommended to soothe and relieve roughness or chafing caused by weather conditions. Indispensable to every dainty woman. Cool and refreshing. Delicately fragrant. Magical in results. Never leaves a vestige of stickiness. Persian Balm is the one toilet requisite for the woman who cares for charm and elegance.

BRINGING UP FATHER



Central Guardian

This column is reserved for news of local interest but advertising of a nature which may be inserted at a certain word strictly payable in advance.

CONFEDERATION LIFE INSURANCE. L-5798-7-12-3122.

ESCAPED SILVER FEMALE FOX marked 88 M 1. Notify T. A. Molvor, Kinkora. L-5645-3-27-31.

THIS IS GOOD—See the Dare Devils driving Plymouth and Chrysler cars, Oddfellows Hall, Wednesday, the 27th, 8.30 p. m. and 8.30 p. m. L-5612-3-25-31.

DOMINION HOUSEHOLD COKE —Unloading another car today, order for any quantity delivered promptly. A Pickard & Co. Phone 240. L-5605-3-25-31.

THE YOUNG CHICKENS will soon be coming along. Buy your Chick Mash and Chick Growing Mash at Carter's Feed Store, Queen Street. L-5621-3-26-11.

INVERNESS SCREENED COAL —For the kitchen range, Inverness is clean, hot and quick. Sold by A. Pickard & Co. Phone 240. L-5605-3-25-31.

BASEBURNER COAL—Our D. L. & W. brand coal is America's finest Anthracite, sold in any quantity. A. Pickard & Co. Phone 240. L-5605-3-25-31.

CHURCH OF SCOTLAND.—Rev. Ewen MacDougall will preach Wednesday 27th in People's Church, Charlottetown and Sabbath 31st at Birch Hill at 11 A. M. and 7 P. M. L-5693-3-27-11.

FERTILIZERS.—We can now make immediate delivery of Super-Potash—Ammonia—Soda and Mixed Goods—also Lime. Why not haul your requirements now while there is good sleighing. A. Home & Co. L-5644-3-27-21.

Mrs. Joseph Pidgeon, City, leaves this morning on return to Boston.

Dust and Rain Storms Deluge Southern States

KANSAS CITY, March 26.—The plains country dug out of the dust tonight. Gently bent on rehabilitation and heartened by prospects of further government aid to halt the copper-hued plague.

New Dust storms rolled over Oklahoma, southeastern Colorado, and parts of Kansas and Missouri for a time today. Nowhere did they compare to those which blanketed the middle west last week.

Rain for which farmers have prayed descended upon Oklahoma, but in such torrents it brought a new hardship—flooded roads and fields. A few drops fell in Kansas. Nebraska also had rain over the week-end with heavy weather today. Texas was bright and clear.

Following the Oklahoma down-pour, the worst dust clouds of the dry cruised over that state. At Oklahoma City visibility was cut to a mile.

While most of the affected regions enjoyed some relief, Gov. Ale M. Landon of Kansas was assured in Washington that the Government is ready to start an emergency "anti-dust storm" program. The plan considered involves a system of "strip listing." The plan involves up of virtual earthen barricades in fields at regular intervals to keep the soil from blowing.

NEW SPRING HATS

New Straws
New Brims
New Colors

Made courtesy of
Alfreda Hats, Inc.
15 W. 39th St., New York

COME ON THURSDAY AND FOLLOWING DAYS and see the notable showing of New Hats . . . New Coats . . . New Dresses . . . New Suits . . . New Hosiery . . . New Gloves . . . New Silks . . . New Coats and Dresses for girls, New Men's Wear.

At the Spring Opening

Thursday Afternoon—Friday, Saturday
MARCH 28th, 29th, 30th.
See the new styles shown on Living Models!

Moore & McLeod Limited

HOUSECLEANING SUPPLIES

ALABASTINE
A popular finish for walls.
Price 5 lbs. pkg. . 75c

OLD ENGLISH WAX
Paste, per lb 75c
Pints liquid 75c

ELECTRIC WALL PAPER CLEANER
Reduced in price
Now only 20c tin

JAPALAC PAINT and ENAMEL
Needs no recommendation on Prince Edward Island. It has been sold for years and, to prove its popularity, more is being sold every year. A product you can depend on.

PAINT	
1 pint	.60
1 quart	1.15
ENAMEL	
1 pint	.90
1 quart	1.65
BRUSHES	
Simms famous Brushes From 13c up.	

JAPALAC VARNISH
Well known everywhere as a reliable product. There is a varnish for every need.

O'CEDAR POLISH
A good furniture polish.
Price 25c

Also
Brooms
Turpentine
Pails
3 in 1 Oil
Mops
Bon Ami
Sandpaper
Silver Polish
Stove Polish

The Rogers Hardware Co., Ltd.

L-5630-3-26-21

EYESIGHT EXAMINATION

Fitting and supplying Glasses, etc.

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OPTOMETRIST

Office Connected With
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IN MEMORIAM

MALCOLM M. FERGUSON

The following notice is taken from the Moncton Times, March 22: "An impressive tribute to the late Malcolm M. Ferguson, whose sudden death occurred at his home, 117 Givan Drive, this city, Monday last, was paid yesterday at the funeral service which was largely attended. Officials and employees of Swift Canadian Company, with which firm Mr. Ferguson was office manager here, joined with relatives and personal friends in paying a fine tribute of respect to one who was held in highest esteem by all

—BY GEORGE MCMANUS