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A 7-DAY MIRACLE OF  
DENTAL WHITENESS FOR YOUR TEETH**



Dental whiteness begins with this dental cleanliness that only Pepsodent Tooth Powder will give your teeth

Everyone knows how white teeth are when a dentist cleans them. That's real dental whiteness and he relies on powder. So don't let dull, dingy film harden—darken—turn into harmful, ugly tartar. Pepsodent Tooth Powder with Irium is especially made to remove that trouble-causing film—gently, but thoroughly. So change to Pepsodent Tooth Powder and enjoy dental whiteness.

This amazing sign of DENTAL WHITENESS is made only by PEPSODENT TOOTH POWDER



**THE DIFFERENCE IS IRIUM AND IRIUM IS USED IN ONLY ONE TOOTH POWDER—PEPSODENT!**

BE SURE TO LISTEN TO BOB HOPE EVERY TUESDAY NIGHT, DOMINION NETWORK

**Nfld Frozen Fish Trade Mounts**

ST. JOHN'S, Nfld., Oct. 25 (C.P.)—Development during the war years of a frozen fish trade with the United States, Canada and the United Kingdom has brought to the Newfoundland fishing industry—the backbone of the country's economy—a diversification previously unknown. While salted dry cod still accounts for the largest part of the fishing industry's revenue, the frozen fish trade is steadily increasing. In 1934 about 296,000 pounds of fresh cod and frozen fillets were exported and sold for \$3,000. By 1944 the volume of these exports had increased to 15,300,000 pounds and their value to \$2,371,000. In 1945 the exports jumped to 22,722,000 pounds and their value to \$3,855,000. By way of comparison, salted dry cod exports in 1945 totalled 148,176-

000 pounds and were valued at \$6,342,000. By 1944 the volume was down to 100,016,000 and the value up to \$12,218,000. Last year the volume was down to 91,158,000 and the value was up to \$12,434,000. The total value of all fish exports in 1934 was \$8,287,000. In 1944 it was \$18,485,000 and in 1945 \$21,869,000. Almost as soon as the commission government, made up of three Newfoundlanders and three representatives of the United Kingdom, took over from the island's responsible government which lost office because of financial difficulties, changes were made in the fishing industry. The program of modernization is still continuing. One of the first things the commission government did was to establish a Fisheries Board to control inspection, grading and exports. Some Newfoundlanders claim this body has grown into a marketing agency unmatched in any other country in the world. While dealing with the problems of production and marketing it also made changes in the relationship between the fish producer and the merchant who sold the products. In

previous years, the merchant would outfit the fisherman and provide him with his needs on credit. Under the arrangement the fisherman was obliged to sell his fish to the merchant who had outfitted him. As a result the fisherman found himself almost constantly in debt to the merchant. Under the new system the merchant can still grant the credit, but the fisherman can sell to the highest bidder. If he fails to meet his debts to the merchant then he is liable to lawsuit. The government then began building bait depots because the shortage of bait in some sections was seriously hampering the trade. A total of 15 depots will have been built by the end of this year and the construction of three more next year is expected to complete the chain around the coast. Loans for the building of depots for fresh and frozen fish were and still are being granted. These depots now have a storage capacity of more than 9,000,000 pounds. A report on the financial and economic conditions of Newfoundland to the British Dominions Of-

**Will Report On Trip To Cabinet**

PARIS, Oct. 28.—Health Minister Brooke Claxton today completed a five-day flying trip to Italy and Greece on which he gathered first-hand accounts of economic conditions in the two countries. He will report on his trip to the Canadian cabinet. In Athens, accompanied by Maj.-Gen. L. R. LaFleche, Canadian ambassador to Greece, Mr. Claxton had a 45-minute audience with King George, later dining with the monarch at the palace. It was the first time the Canadian minister had visited Greece since before the war and the King expressed appreciation for Canada's aid to Greece through U.N.R.R.A. grants and admiration for the Canadian war effort and industrial progress. He had a private interview with Premier Constantin Tsaldaris, who outlined Greece's grave political and economic problems. In Rome the Canadian minister had a long talk with James Manion, Canadian trade representative in Italy where there is a reasonably good prospect for increased Canadian trade. Before returning to Canada via New York on the Queen Elizabeth Nov. 5 Mr. Claxton will visit the Hague and go to Geneva for an interim commission of the world health organization.

**LANGUAGE STUDY POPULAR**

MONTREAL, Oct. 23.—McGill University evening course officials, who have been compelled to hang out the "S.R.O." sign for a number of courses today noted the beginning of a great new drive of Montrealeers to learn languages. English, French and Spanish are in colossal demand. A large number of French-Canadians want to learn English, and a large number of English-speaking citizens want to learn French. Among the foreign languages Spanish takes the lead by far, with smaller groups desiring to learn German and Russian. Registration, which opened last week for evening extension courses is continuing this week in those courses where classes are not full. In all, there are some 50 series of lectures.

Ice gives this background on the fishing industry during the pre-war years: "At the time when the commission assumed office Newfoundland's main markets were still located in the Iberian peninsula, in Mediterranean countries and in Brazil, Spain, Portugal, Italy, Greece and Brazil alone accounting for over 80 per cent of the total export of dried cod. "The world depression seriously affected Newfoundland's permanent markets, and this fact, coupled with the rise of Norway and Iceland as highly organized—and in the case of the former subsidized—competitors, tended still further to depress the Newfoundland industry.

**Further Recessions**

"Political events in Europe caused yet further setbacks to the industry. Sanctions against Italy, and civil war in Spain threatened to eliminate two of the most important European markets, and the value of exports to these countries fell from \$3,400,000 in the final year 1934-35 to under \$1,520,000 in 1937-38. Owing to difficulties of exchange the Brazilian market suffered a similar setback. "The general recession was in part counteracted by a steady expansion of trade with the British West Indies and French Caribbean possessions, and exports to these areas in 1938-40 represented over 40 per cent of the total value of exports of dried cod as compared with 22 per cent in 1934-35. "Throughout the pre-war period and indeed up to the end of the financial year 1945-46 exports of dried, salt bulk, pickled and soft-cured codfish continued to account for over two-thirds of the value of all fish exported from Newfoundland; but the years from 1940 onwards brought about considerable changes, both in overseas markets and in the types of fish produced. "It was about 1940 that the invasion of Norway brought increased demands for Newfoundland fish from Spain and Portugal. These demands more than made up for the loss of the Greek and Italian markets. About the same time increased orders for Newfoundland fish came from the United Kingdom, United States and Canada. "The fresh and frozen fish exported besides cod included herring, salmon, lobster, halibut, bream, catfish, haddock, mackerel, trout, smelt, and perch. "A good deal of the Island's fish production now is going to the United Nations Rehabilitation and Relief Administration, but Newfoundlanders hope that when these orders cease they will again be able to take over markets lost because of the war. "The industry now is working practically at full capacity. Many men who left to join the armed forces or to work on the construction of defence bases on the Island have since returned to their former posts. "Should exports drop off and prices fall, another depression is likely to be felt throughout the Island. The saying is that as goes the fishing industry so goes the economy of the country. Newfoundlanders have to import practically all the things they need. They use the returns from exports to pay for them. "When returns from exports drop off the purchases of imports drop until the government steps in and provides the money needed to pay for them. But the government itself suffers when the export markets fall. Its main source of revenue is from tariffs on imports. "It was such a cycle of affairs which led to the financial difficulties that brought about abandonment of responsible government during the depression years.



**Let It Blow! Let It Blow! Let It Blow!**

You can laugh at the elements if you're bundled up right. We have all the clothing necessary to thwart Old Man Winter. . . Sturdy felt hats, soft woolen sweaters, scarves and gloves. Warm wind-resistant Overcoats for men, young men and boys, come in and let us winter-equip you, so you can enjoy life despite snow and cold.

Come in early, Merchandise is still on the short supply list. Our reputation over a period of Sixty Years is your guarantee of receiving the most for the least. We invite comparison of our Low Priced high-quality Men's Wear.

H. M. C. S. Queen Charlotte is recruiting young men for Naval Service with the Charlottetown Division. Carry on the tradition established by our Navy in the last Great War.

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FOR REAL VALUE MERCHANDISE

**INCOME TAX CHANGES WILL AFFECT EXEMPTIONS FOR CHILDREN IN 1947**

All Taxpayers Should Take Family Allowances to Benefit

In 1947, it will be assumed that all taxpayers, with eligible children, will be receiving Family Allowances. Therefore, in order to obtain the fullest benefit from exemptions and Family Allowances, those now not receiving Family Allowances should apply for them to the Regional Director, Family Allowances in the capital city of your Province.

Finance Minister Halsey, in his Budget Speech announced changes in the exemptions for children which affect the payment of Family Allowances. He advised all income taxpayers, who are not now claiming Family Allowances for eligible children, to make application for them to commence in 1947. This applies to taxpayers in income groups and families.

**IF YOU ARE AN income taxpayer with children under 16 years of age, you are advised to register them now for Family Allowances, if you have not already done so.**

In that way, taxpayers in all income groups can obtain the full benefit from Family Allowances and the exemption from taxable income of \$100 for each child, as provided for in the Income Tax Amendment passed during the last session of Parliament.

These changes take effect on January 1st, 1947, and from that date on, the Income Tax Department assumes that all taxpayers with eligible children are receiving Family Allowances. However, you **MUST REGISTER YOUR CHILDREN, to get Family Allowances.**

If you have not already done so, follow the instructions below and **REGISTER your children NOW.**

1. Family Allowances Registration forms are obtainable at your local post office.
2. Fill in the form according to directions. (If you have received Family Allowances previously, please state and give Family Allowances serial number).
3. Write on the face of the form: "Payment to Begin, January, 1947".
4. Mail it to the Regional Director, Family Allowances in the capital city of your Province.
5. **DO IT NOW!** Your children will be the losers if you do not register in time to start payment in January.

Register now for **FAMILY ALLOWANCES** if you have not already done so

Published under the authority of BROOKE CLAXTON, Minister, DEPARTMENT OF NATIONAL HEALTH & WELFARE, OTTAWA.