

Do You Know

that by a Mother Nature process of curing we eliminate almost all the nicotine, thus making

Ben-Bey Cigars

delightfully mild

Smoke as many as you care—They are soothing.

St. Louis Fur Sale The Largest Yet

ST. LOUIS, May 15.—The largest fur sale in the history of the world is over. The total sales for the two weeks was \$10,988,338. With the close of this sale St. Louis maintains its distinction as being the leading fur market in the world.

The applause was deafening when the last lot of furs were sold, and when Col. Philip B. Fouke, president of the International Fur Exchange, thanked the assembled buyers for their close co-operation, generous bidding and hearty attitude during the prolonged session.

"The greatest fur sale ever known has passed into history," said Fouke, "and right here a few comments may be pertinent."

"The fur trade is an excellent and most reliable barometer of national prosperity. The jewelry trade, which is so often quoted as the criterion by which the general state of business may be judged, is by means so dependent upon national prosperity as is the fur trade. Jewelry is purchased for so many reasons not at all connected with finances that it scarce offers a fixed standard by which to estimate.

Furs a Necessity. "But furs are not in the luxury class—opinion of our lawmakers to the contrary notwithstanding. They are a necessity during certain seasons of the year in practically every state in the Union. When finances are easy the fur trade prospers; when finances are depressed, the fur trade is one of the first to feel the pinch. Furs are assuredly the mercury in the thermometer of trade.

"Therefore, the record prices paid for most furs, and the phenomenal prices paid for a few at the spring sale just closed give emphatic testimony to the general prosperity of the country at large. When it is borne in mind that the sale was open public auction, that no man paid more than he had a mind to for any lot, that each and every buyer must see his money coming back from those purchases with a due and just amount of profit added, then the prices paid are clear indications of the prosperous condition of trade in general throughout the country.

"Not only was there a record attendance from the ranks of American and Canadian fur dealers, but representatives from Paris, London, Amsterdam, Sweden and Norway, a group of Russians, several from Siberia, a delegation from Japan, some from several sections of Australia and from South America likewise registered and participated busily in the sale, paying good prices throughout. All of those foreigners talk freely of our American furs, some choice Alaska sealskins, Hudson Bay sables, mink, skunk, beaver, civet, silver fox, blue fox and other characteristically North American furs, finding appreciation in their estimation.

"The size, importance and influence of this sale cannot be overestimated, according to one of the foreign buyers. That there should be gathered together in this inland city practically 400 men, each and all here for the same purpose—to buy furs; that many of them should have made journeys halfway around the world to be present, leaving their home and business affairs for many weeks, even months, at the time; and that they should come to compete furs with the fur men of this nation is, in the estimation of the buyer quoted, the sincerest and most potent endorsement that any market could have. That it comes to St. Louis is, they say, a just tribute earnestly—and even enthusiastically—accorded.

"That furs are the mercury in the thermometer of trade is well illustrated by the almost universal distribution of finances arising in this history. From the little country boy who traps a few muskrats up to the trapper who patrols a hundred miles of territory after silver fox or Russian sables, the money received for the pelts goes at once into other channels of circulation. As the fur business in its many branches and its every ramification prospers, so do practically all other branches of industry prosper.

"And the weight and influence of this enormous business done three times annual on the International Fur Exchange, its influence upon foreign relations and commerce, its records of steady increases in our national assets of furs—for the North American Continent has long been known as the 'Treasure House' for the fur trade—and their conversion into finance, forms a subject vastly important and interesting to the student of commerce on the one hand, and a mighty contribution to our national standing to our supremacy in the world of commerce on the other.

A memorable sale, a memorable event, and a distinct event in the history of United States world commerce was achieved when this more than \$10,000,000 fur sale concluded.

The huge sum of \$10,988,338 had been received when the last lot of the 11,867 lots catalogued on the International Fur Exchange spring sale was sold late last evening. According to all accounts, and reckonings, the

most successful sale ever held anywhere.

Large Crowd at Close. A surprisingly large crowd assembled on the floor, and practically 1,000,000 muskrats being the magnet. Day's selling opened with 1500 badgers, which went rapidly for \$12,680. A very brisk business was done on 120 civits. Paris purchasing well, London likewise, while South America seems to take nightly to the musical martens, as it is called, the civet being of the martens family and the creamy white markings of the pelt being of a lyre shape. In short order they changed owners to the tune of \$91,989. Then came on the muskrats. Bidding was very strong on the large, extra large and Eastern "rabs," as they are termed in the trade. Top prices was \$5 the pelt for some fancy, extra large spring rats. Extra large springs ranged from \$2 to \$2.25. Fall and winter Minnesotas from \$1.35 to \$1.85. Wisconsin spring, large, from \$1.90 to 2.10. Eastern winters, around \$1.60 to \$1.80. Central winters, about the same, and Western winters from \$1.20 to \$1.60. Southern slacks sold from \$1.25 to \$2.25. Small springs sold around \$1. small winters below that. Kitts and damaged, 3 cents to 25 cents. Bidding held briskly right to the close. Muskrats totalled \$1,178,880, bringing sales for two weeks to \$10,988,288—a record sale, a record total and many record prices.

Official market announcement quotes: Badger unchanged. Civits advanced 20 per cent. Muskrats advanced 5 per cent.

Next sale takes place September 15 and days following.

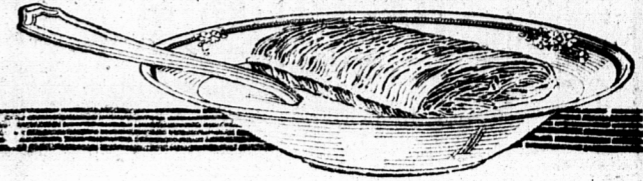
All goods for the September sale must be in the Punsten warehouse on or before August 30. No goods received after that date.

RECEPTION AT NORTH WILTSHIRE TO RETURNED SOLDIERS

In North Wiltshire hall on the evening of April 17th a most successful and pleasing reception was held to welcome two of our boys, Millar Campbell and Gordon MacLean, who recently returned from overseas.

YOUR BIGGEST, BEST WORK

is done before noon. For breakfast eat two or three Shredded Wheat Biscuits with milk or cream and a little fruit. It supplies all the strength-giving nutriment needed for a half day's work at a cost of a few cents. Their crisp and tasty goodness is a delightful relief from heavy, greasy meats. 100 per cent whole wheat.



MADE IN CANADA

Despite the fact of unfavorable weather and poor roads there was a very large gathering which proved that Wiltshire people could not be surpassed in offering an enthusiastic welcome to the returned boys.

The two soldiers were escorted to the platform by their parents, together with the parents of some boys not returned, and some visiting soldiers from the Dalton Sanatorium.

Appropriate remarks of greeting and praise were made by the chairman, Mr. E. N. Easter, and then followed an interesting and enjoyable programme. Opening chorus, "When Jack Comes Back. Recitation, Miss

Bertha Clark. Instrumental Music, Messrs. Monaghan and McKinnon. Recitation, Lorne MacLean. Solo Miss Evelyn Clow Reading, Miss Florence MacLean. Address and presentation. Chorus: "Knaki."

The address was read by Mr. Bruce Noy, and Misses Christie McKinnon and Florence Bolderson presented the soldiers with a lovely club bag, which showed in a material way, as the enthusiasm of the meeting did in another way, the esteem in which these young men were held by their friends. Both soldiers responded by thanking all those who had shared in the presentation and reception, and

expressed their gratitude for what the mothers, sisters and friends had done for them, and for all soldiers, while overseas.

Short speeches were also delivered by Messrs. E. Campbell, M. MacLean and A. Monaghan. A splendid supper of the usual Wiltshire standard was then served and a few games brought the successful evening to a close.

Extremes meet in the types of samples of goods for the Rumanian Government, sent for the Canadian Trade Commission's inspection. A few are perfect; many are slovenly and unattractive.

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KING COLE TEA

Makes a Friend of Every User.

Perfectly packed in bright lead foil, and price marked on every package.

Your Very First Baking

with Beaver Flour, will show you the difference between this perfect blended wheat flour—and the usual western spring wheat flours.

The light, Baky Pie Crusts, Cookies and Doughnuts—the delicious, "honey" nutlike flavor of the Bread and Rolls—will be doubly welcome after the tough, almost tasteless bread made with western spring wheat flour.

BEAVER FLOUR MILLED OF BLENDED WHEAT

is the choicest Ontario fall wheat, strengthened with western spring wheat; and is equally good for bread and pastry. Order a trial barrel today.

DEALERS—write us for prices on Feed Course Grates and Cereals 107 THE T. H. TAYLOR CO. LIMITED, CHATHAM, Ont.



CANADA FOOD BOARD FLOUR MILL LICENSE NO 10



MADE to meet a growing demand for finer undergarments, Watson's are soft in texture, faultless in finish—the ultimate in women's underwear.

The easy, elastic comfort of these garments is due to special knitting on Spring Needle Machines. So also is their greater strength and long life.

Many reasonable fabrics. Many styles and all sizes in Men's, Women's and Children's garments.

Watson's UNDERWEAR THE WATSON MANUFACTURING CO., LIMITED BRANTFORD, ONTARIO

New June Numbers of Columbia Records

Ponselle Sings 'Keep the Home Fires Burning'

Never in all its meteoric career has "Keep the Home Fires Burning" been sung with such vivid intensity. Ponselle has been acclaimed by thousands as one of the world's great dramatic sopranos. Her golden voice fairly makes you see the "silver lining" to the clouds in this great song.

49585—\$1.50



Graveure Glorifies Dramatic War Song



Tense—touching—gripping—dramatic—is this great war song "The Americans Come." Graveure gives you all the pathos, all the doubt, despair and dawning hope of the blinded French veteran who hears the first American contingent march up the street—all his unbounded joy and gratitude. Coupled with Graveure's "When the Boys Come Home."

A2709—\$1.00

'Impressions of Italy' by French Symphony

A dream of pure delight is the French Symphony Orchestra's "Impressions of Italy"—from the first to the final faintest note. All the slow languor, all the swift gaiety, all the passionate romance of that beautiful land of serenades, scenery and art is in this great double record.

A6101—\$1.50



Happy Music of the Hour

They're up-to-date—they're never late—we have them all—you need not wait—they're thirty-nine—some one-steps—some fox-trots—some waltzes, too—the newest air—the latest hits—band pieces rare—and comic bits—symphonic tunes—a hymn or two—our list for June's—made all for you.

Oh, Lawdy (Something's Done Got Between You and Me), Bert Williams. Bring Back Those Wonderful Days, Bert Williams. A2716, 10-inch 90c

Madelon, Amarrito Farrar, When Johnny Comes Marching Home, Amarrito Farrar and Columbia Quartette. A2718, 10-inch \$1.00

In the Gloaming, Corinne Rider-Kelsey, My Laddie, Corinne Rider-Kelsey. A2102, 12-inch \$1.50

Onward, Christian Soldiers, and Stand Up for Jesus, Oscar Seagle and Columbia Stellar Quartette. A2706, 10-inch \$1.00

St. Julian March, Columbia Band, Salute to Buffalo March, Columbia Band. A2100, 12-inch \$1.50

Veil Dance, and Turkish March, Columbia Turkish Orchestra. A2121, 10-inch 90c

By the Camp Fire, Sterling Trio, Mammy O' Mine, Sterling Trio. A2713, 10-inch 90c

Alabama Lullaby, Campbell and Burr, Dreams, Sterling Trio. A2715, 10-inch 90c

That Wonderful Mother of Mine, Henry Burr, I Can't See the Good in Good-Bye, Lewis James. A2717, 10-inch 90c

No One But You, from "Sometime"—One-step, Introducing: Beautiful Night, and, It Gets Them All—Fox-trot, Introducing: Spain, from "Somebody's Sweetheart," Waldorf-Astoria Dance Orchestra, under the direction of Joseph Knecht, Dance Music. A2712, 10-inch 90c

Aloma—Oriental Fox-trot, Jackers Brothers, Full O' Pep, One-step, Jackers Brothers. A2708, 10-inch 90c

I'm Forever Blowing Bubbles, Medley Waltz, Introducing: 1, Somehow You're Just My Style; 2, Loving Eyes, and, That Tumble-Down Shack in Athlone, Medley Waltz, Introducing: 1, Bring Me a Rose; 2, Mickey, Dance Music, under the supervision of G. Hepburn Wilson, Columbia Orchestra, Charles A. Prince, Director. A2104, 12-inch \$1.50

Some Day I'll Make You Glad, Sterling Trio, Wait and See (You'll Wait Me Back), Henry Burr and Ruth Leoux. A2714, 10-inch 90c

Sweet Siamese—Fox-trot, and, Ruspans—One-step, Earl Fuller's Rector Novelty Orchestra. A2719, 10-inch 90c

New Columbia Records on Sale the 20th of Every Month

COLUMBIA GRAPHOPHONE CO. TORONTO, 111

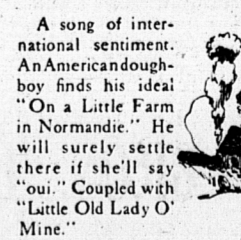
Rag Song 'Chong' Has Come Along



"Chong" is here—the Chinese rag! It's very queer—a Chinese jag! Chong's girl in Hong Kong gets a shock! The music makes you fairly rock! On the back, "One and Two and Three and Four, Rock-a-Bye." New start rocking your baby!

A2714—90c

'On a Little Farm in Normandie'



A song of international sentiment. An American dough-boy finds his ideal "On a Little Farm in Normandie." He will surely settle there if he'll say "out." Coupled with "Little Old Lady O' Mine."

A2715—90c

'JA-DA'—the Big Jazz Dance Hit



It's a bull's-eye, this long-shot fox-trot by Sweetman's Original Jazz Band. Old or young, fat or thin, married or single, blonde or brunette, it gives them all delirium of the feet! They just have to dance to it, whether or no! On the back, the same band plays "Rainy Day Blues," another fox-trot that keeps them moving.

A2707—90c

For Sale at A. E. TOOMBS

177 Queen Street Charlottetown