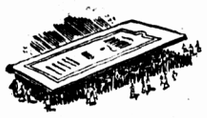
A Message to Every Canadian Family about LIFE INSURANCE

DIRECTLY OR INDIRECTLY, Life Insurance benefits Canadians from coast to coast . . . old and young . . . in every walk of life. This report tells how more than 50 Life Insurance companies in Canada made 1947 another year of service, expansion and preparation for the future.



1 Protects more people than ever!
Every year more Canadians realize that through life insurance they can co-operate with others to share their risks. Now there are over 4½ million policyholders, and their insurance in force totals nearly $12 billion — an average of about $3,500 per family.

2 Helps families meet emergencies!
In 1947, over $70 million was paid to beneficiaries for death claims! This money helped widows to maintain their homes, educate their children, and meet current expenses.

3 Thousands of happy endings!
More than half of all life insurance payments go to *living* policyholders! Last year, thousands of Canadians received the welcome funds that brought comfortable retirements, pleasant trips, homes, college educations for boys and girls.

4 These dollars really work!
Last year the life insurance companies invested many millions of dollars in harbours, railways, power plants and other industries, public works and government bonds . . . as well as in farms and homes. These investments create new jobs, help raise living standards for all.

5 Toward a healthier Canada!
Again, in 1947, the life insurance companies gave financial support to important medical research projects. More help for the vital task of lessening the menace of cancer, tuberculosis and polio. More help for building a healthier nation!

6 Meeting higher living costs!
As the cost of living rises, more life insurance protection is needed. So to help provide for today's greatly increased demands on family budgets, many people purchased additional life insurance during the past year.

It is good citizenship to own LIFE INSURANCE

A message from the Life Insurance Companies in Canada and their agents

L-947C

ROSEBANK SCHOOL

Following is the report of Rosebank school for the month of January:

Grade X — 1. Pearle MacArthur.

Grade VI — 1. Doris Hardy. 2. Doreen Horne. 3. Norma Corcoran.

Grade 1V (a) — 1. Ervin Horne.

Grade 1V (b) — 1. Dale Corcoran.

Grade 111 (a) — 1. Shirley MacArthur.

Grade 111 (b) — 1. Roger Hardy.

Grade 111 (c) — 1. Arline Corcoran.

Teacher — Zeta Corcoran.—

PARIS, Feb. 8 — (CP) — The Olympic exploits of Barbara Ann Scott were given front-page treatment Saturday in Ce Soir, the Communist evening newspaper. The newspaper published a St. Moritz interview with the Ottawa girl, saying she had no Hollywood ambitions.

QUICKIES By Ken Reynolds

"I wonder if our Guardian Want Ads really pay—roughly, we're only getting ninety-nine and twenty-seven hundredths per cent response!"

TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox and Mink Farming

We acknowledge with thanks to Dr. C. K. Gunn, the receipt of Progress Report Results of Experiments 1936-1946 at the Dominion Experimental Fox Ranch, Summerside, P. E. I. We have briefly examined it and find a great deal of information which can be made good use of by fox ranchers. It is a well known fact that breeders of any type of fur-bearing animals or live stock, yes, dogs and poultry, must be constantly keeping up to date on diseases, nutrition problems, sanitation and the many things that have to be taken care of in order to make a success. We presume copies are available on application to Dr. Gunn or Dominion Department of Agriculture, Ottawa.

We have also to thank Dr. E. Rendall Bownes, Director of the Department of fur bearing animals—Master Feeds, Toronto, Canada, for a copy of Master Rancher. It is a very interesting publication devoted entirely to mink, gives expert analysis of the January sale with comments on it and other matter that will be helpful to mink ranchers. We note where there were 41,213 mink pelts sold this January and the average was $16.14 as against 47,-831 sold in 1947 that brought an average of $13.17. In 1943 there were 40,221 pelts and the average was $9.31. In 1940 there were 24,-966 sold and the average was $8,60 It will be seen that the average price of mink in nine years has jumped from $8.60 to $16.14, almost 100% increase. Of course the cost of feed, help and other expenses have also increased.

The Newfoundland Trade Commission is advertising approximately 3,000 Newfoundland beaver, 37 mink and 52 silver fox pelts to be sold at auction at St. John's Newfoundland, the 16th day of February. The beaver were taken in Newfoundland during the month of November, 1947, the mink and foxes are ranch bred and are the product of the Newfoundland fur bearing training school. It appears that the Newfoundland government made grants available to students and those who wished to take training in trades and a number indicated that they wanted to take up fur farming so were attached to a fur farm in Newfoundland and received lectures on nutrition, sanditation and other subjects. East student was given a fox or foxes and a mink or minks

Ranch mink were in strong demand at the New York Auction Company's sale last week. Some quanities were bought by exporters for the European market but the great bulk of the goods went into domestic consumption. The turnover was said to be 55 to 60 per cent. Female mink pelts sold mainly in the $14. to $18. bracket and males between $20 and $23. Top prices was reported to be $33.50. In the muskrat section the competition was keen and prices were driven high. Highest price was $4.90 for a lot of selected eastern rats for Hudson seal purposes. Another lot brought $4.85.

At the February 3rd sale of the New York Auction Company at Denver, Colorado, 6.500 silvers and mutation foxes were 75% disposed off with silvers having a $29. top and averaging around $19.50. Platinums had a top of $54. and average around $32. while white faces brought a top of $34, and averaged around $23.50. Only fair interest was shown in the 5,000 ranched mink of which 60% was sold. Greatest demand was for the finest and cheapest goods in a rather mediocre collection. Average lots brought around $14. to $17. Fine males in good colors brought a top of $23.

A big silver fox promotion was jointly staged in New York City during December by the American National Fur Breeders and the greater New York retail furriers association. As a result a tremendous amount of interest among women was revived in silver fox garments of all types and descriptions, from coats and jackets to stoles and scarfs. Store windows in many section of New York lavishly displayed silver fox, many of them silver fox exclusively during the promotion period. Practically every New York newspaper and many others in different parts of the United States ran stories about the promotion and the presentation of a pair of silver foxes—one a platinum and the other a white face — at Central Park zoo, New York, Sunday, December 14th, Prizes were awarded to the best window displays and the American Fur and Market Journal that came to hand a few days ago shows photographs of these windows. The displays are splendid, the furs beautiful and made up very stylishly. It was certainly a worthwhile effort and will do much towards helping the sale of silver fox.

Nothing much along that line has happened for many years and it is just such publicity that will bring our fox furs back into popular favor. If we can persuade Finance Minister Abbott to cut off the processing and sales tax from silver fox, or in fact from all ranched furs, we can organize a silver fox week throughout Canada and I am confident that such a week would mean the disposal of many, many thousands of pelts providing they were reasonably priced. We must commence shortly to agitate for the removal of the taxes which are strangling the sale of our furs.

It appeared last Spring when the budget was prepared that Mr. Abbott would accede to our wishes but something happened at the last minute to change his decision and we were left out in the cold again. There is every reason why these taxes should be removed from ranch bred furs. It is the only protection we have against the dumping in this country of millions and millions of dollars worth of furs from China, Japan, Russia and other countries which have very little interest in us and who buy practically nothing from us.

Edward Fromm, president of Fromm Bros. Inc., in an interview recently predicted a revival of the pedigreed fox industry. He said that in the nation's style centres there is already an increased interest in fox furs with discriminating women setting the pace by asking for finer fox products. Mr. Fromm said that the number of foxes pelted this year was 20% greater due to the need for reducing the fox herds. Mr. Fromm has been engaged in fox farming since he was a boy in 1912 and there is probably no one who has followed its ups and downs more carefully or intelligently and his opinion is therefore to be valued.

The American National Fur and Market Journal for February reports that George Hume has discontinued the operation of his fox ranch in Michigan. George Hume is a native of this Province where he took part in fox farming for a number of years, moving to Michigan twenty-five or more years ago. We remember very well being mudged as we were admiring a dark medium male pup that had won first prize that afternoon at the Royal Winter Fox Show Toronto, November, 1922, Looking around I recognized my friend Mr. Hume and he said, "What price do you put on that fellow, Dannie?" I said I didn't want to sell him but everything has a price and that fellow's is $700. "I'll take him," said George.

That fox did our friend Mr. Hume a lot of good, also others that he bought at the show. It was Mr. Hume's policy to constantly improve his herd of foxes and his farm was renowned for the beauty and quality of the silver fox and mutation herds annually produced. One of the most beautiful pair of silvers we ever laid eyes on was a gift to his daughter Mrs. George Keefe of this city. We do not believe it was the low prices in the fox industry that decided Mr. Hume to give up fox farming, but rather that he had arrived at a time of life when he wanted to take things easier.

We had a short phone conversation with George A. Callbeck, Manager Fur Marketing Department Canadian National Silver Fox Breeders' Association, Summerside, a few evenings ago. Asked whether many fox pelts were coming in George said no, that practically all the pelts were in and now it was mostly grading and clerical wark that was keeping them busy. He said the market for silver fox seemed a bit stronger judging by reports from overseas and the United States. On March 1st, 2nd, and 3rd the Canadian Fur Auction Sales Company, Ltd., of Montreal would hold their auction of silver and mutation foxes. The quantities had not been released yet, It was hoped that the auction would follow a similar pattern to that of January and register higher prices than 1947.

Many were saddened when they picked up the paper the other morning and learned that Heath Bowness had passed away. The last time we saw Heath which was about three years ago, he looked in the best of health and we enjoyed his hearty handshake and laugh. For years he was inspector of the Canadian National Silver Fox Breeders' Association and visited every Province in Canada in connection with inspection work. Few men had a more attractive personality and as a result his friends were legion. He officiated at our Provincial Fox Shows for years, reading the ear numbers at which he was an expert. Although a native of Kensington he has resided in Ontario for sometime. To his sorrowing relatives we extend on behalf of ourselves and other fox ranchers our deepest sympathy.

FLY-HUNTING ANTS

The largest ant in the world hunts flies in the Amazon jungle.

W. C. T. U. NOTES

THE NATIONAL PRESIDENT

Dear Fellow Workers Across Canada: In this month when we honor the memory of Frances Willard, the great leader in the cause of temperance, I rejoice to hear of your earnest endeavours in all the provinces.

The forces of evil are strong, but the Captain of our salvation has called us to service, to warfare against all forms of wrong doing, not an easy rocking chair religion. As we begin to look forward to the celebration of Easter let us remember that "Calvary is a foretaste and anticipation of the final overthrow of evil in the world." Let us draw strength for service from the inexhaustible resources of God.

We can only see a little of the ocean,
A few miles distant from the rocky shore:
But out there — beyond, beyond our eyes' horizon,
There's more—there's more.
We can only see a little of God's loving—
A few rich treasures from His mightly store;
But out there—beyond ,beyond our eyes' horizon.
There's more—there's more!
—Eva Wickson.

INSPIRATION FOR THE WORLD'S W. C. T. U.

Frances E. Willard, the founder and from 1891 until her translation in 1898 the beloved leader of the World's Women's Christian Temperance Union, said:

"More than any society ever formed, the Women's Christian Temperance Union is the exponent of what is best in this latter-day civilization. It was born in prayer and cradled in mother love Its scope is the broadest, its aims are the kindest, its history is the most heroic. Its broad sympathies appeal to all good and true women who are willing to clasp hands in one common efort to protect their homes and loved ones from the ravages of drink."

At the National W. C. T. U. Convention in Detriot Mich. in 1883. Miss Willard made this eloquent appeal to the women of the United States:

"We must no longer be hedged about the artificial boundries of state and nations. But for the intrusion of the sea, the shores of China and the Far East would be part and parcel of our own land. We must send forth a clear call to our sisters yonder and our brothers, too. We are one world of tempted humanity. We must utter as women what good and great men long ago declared as their watchword: 'The whole world is my parish, and to do good is my religion.' The mission of the White Ribbon women is to organize the motherhood of the world for the peace and purity, the protection and exaltation, of its homes."

The effectiveness of the Canadian Association of Consumers depends on you! And you! And you!

TRAVELLER'S AID, NATIONAL SUPERINTENDENT

A large number of men and women from Europe are now entering Canada to make their homes here, and this brings new opportunities and new responsibilities to the Travellers' Aid Department of our National W. C. T. U.

Are we sufficently interested and alert to welcome and help these citizens-to-be, that they may see and adopt the best that Canada has to offer?

We are gladdened by requests for new Travellers' Aid cards which may be framed and placed in train and bus stations. These will be sent at once without cost to any desiring them. They should have written on them the name of a W C. T. U. member who will meet and advise strangers arriving in her town.

A Travellers' Aid Representative should be appointed by every Local Union, just in case a need for help or advice be needed by young girls or children travelling alone, or tired mothers with children, perhaps far from home and friends.

Let us be ready to help the "stranger within our gates."

The local representative reports to the Country Superintendent, and these reports pass through the Provincial officer to the National Superintendent. May we have a good report from this Department for the National Convention?

Mrs. L. L. Reddick,
39 Heath St. W. Toronto 8.

A. A.'s OF MONCTON HOLD FIRST GET TOGETHER

About 30 men sat around a banquet table in a local hotel and had a grand time. They sang songs and told jokes and laughed heartily. Some of them told of the grand time they had at Christmas, the first in 20 years in some cases, they had been sober. They were men who had been drinking hard for years but who suddenly had "straightened out." the liquor habit. licked. They had become total abstainers, apparently. But something did account for the "miracle" It was Alcoholics Anonymous and last night's banquet was the first ever held by the Moncton group. The men hope to make it an annual social affair.

About six months ago a Moncton group of A. A. Was formed—with just one member. Last night there were 25 members of the group present and about five who couldn't be present. The names of those present cannot be told because the name — Alcoholics Anonymous — means just what it says.

Alcoholics Anonymous performs no miralces, speakers at the banquets who had found a cure of the drinking habit, told the gathering in speaking of their own experiences. It is merely a group of men who stopped drinking by helping each other recover from the disease.

Guests at the banquet included a member of the medical profession, a law enforcement officer and two clergymen. They spoke briefly and praised Alcoholics Anonymous to the skies for the great work its members are doing in reclaiming alcoholics to their rightful place in the community. The chairman outlined the history of the organization and declared that any incurable alcoholic who really wants to get well will find the members of the Moncton A. A. Group eager to help. — The Moncton Daily Times, Dec. 31, 1947.

Splendid Cough Syrup Easily Mixed at Home

To get quick relief from a distressing cough, mix this recipe in your own kitchen. Once tried, you'll say it's your favorite cough medicine, and it's so simple and easy.

First, make a syrup by stirring 2 cups granulated sugar and one cup of water a few moments, until dissolved. Anyone can do it. No cooking needed. (Or you can use corn syrup or liquid honey, instead of sugar syrup.)

Then get 2½ ounces of Pinex from any druggist. This is a special compound of proven ingredients, in concentrated form, well known for its quick action on throat irritations.

Put the Pinex into a 16 ounce bottle, and fill up with your syrup. Thus you make 16 ounces of very efficient medicine, and you get four times as much for your money. It tastes fine and never spoils.

And for quick, satisfying relief, it is splendid. You can feel it penetrating the air passages and taking hold of the cough. It loosens the phlegm, soothes the irritated membranes, and eases the soreness. Thus it makes breathing easy, and lets you get restful sleep.

Just try it, and if not pleased, your money will be refunded.

Pinex Is Swift Acting. Saves Money. Easily Mixed.

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Have You ORDERED Your CHICKS?

The season of heavy chick orders and purchase is here.

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Hatcherymen cannot be expected to hatch chicks on speculation. Nor can they supply all customers at one time.

Chicks can only be available if customers order in advance, as four weeks are required to assemble the eggs and hatch the chicks.

Early chicks, with proper care, are always the most profitable.

HELP THE HATCHERYMEN TO HELP YOU

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Eggs produced September 1st to January 27th seven cents per dozen higher than spring prices.

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—BEAU—

By

Mrs. Harry Pugh Smith

CHAPTER XIX

After the guests had gone, Carolyn faced Beau in a temper. "Was it absolutely necessary to humiliate Olive as well as me?" she asked.

"Ashamed of me in my work clothes, Carolyn?" asked Beau. "You knew I was no dude when you married me."

"Perhaps I had hopes of toning down your raw edges." she flung at him.

Beau shrugged his shoulders. "I was afraid of that." he said. "being your mother's daughter."

Carolyn whitened. "At least my family is civilized."

"You don't like my people, do you? None of them except Olive," said Beau with a frown.

"She's the only one who—who—"

Beau interrupted. "I won't have you encouraging Olive to mess up her life, Carolyn. Get that once and for all."

Carolyn was trembling with anger "Don't use that tone of voice to me, Beau."

"You'll never get anywhere with me by being hard-boiled, Carolyn" he said and walked out.

Carolyn flung herself down upon the bed and cried her eyes out. She did not go to the trouble of cooking dinner and Beau did not come near the cabin. She cried until she had a headache. It was a hot sultry night. She kept waiting for Beau to appear and kiss her tears away. About ten o'clock she went up to the main building. She felt she would go crazy if she had to stay alone another minute.

"He's gone over to Lutesburg." explained Hattie Bell. "He called up Stew Ellis and told him to get hold of Frank Finny. They were going to a wrestling match. I think."

Carolyn seethed with resentment. Beau had hurt her terribly. They had had their first serious quarrel, It had nearly broken her heart. Yet he had gone off with his men friends to have fun. "I hate him!" Carolyn told herself.

Nevertheless, she lay awake listening for him. It was nearly two when he rattled up in his old touring car.

Beau tiptoed into the bedroom. He undressed in the dark. He labored under the believe that Carolyn was alseep. She had never been wider awake He slid into bed and went to sleep. Carolyn was too exasperated to be responsible. That Beau could calmly go to sleep when they had quarreled was the last straw.

"Beau! Beau!" she cried, tugging at his shoulder. "How can you lie there and sleep when we—when we—"

Beau smothered a yawn. "For Pete's sake, what's eating you, Carolyn?" he asked impatiently.

"Doesn't it mean anything to you that I am furious at you?" she demanded in a shaking voice.

Beau laughed. "Be yourself, honey." He reached out and drew her into his arms. He rested her head on his shoulders. Smotering another yawn he kissed her. He seemed to have forgotten that they had parted in anger. He was in the best of humors. Suddenly Carolyn felt that nothing was worth quarreling with Beau about.

"Kiss me." she whispered.

"You bet!" he said, holding her so close Carolyn could think of nothing else.

• • •

Carolyn continued to hammer at those qualities in Beau which she felt could be improved. It developed into a contest between them. She carefully pronounced certain words after him which he was in the habit of mispronouncing.

"Sure I know it is all wet to say sure." murmured Beau with a grin, "but can you picture a roughneck like me saying surely?"

"It's not necessary for you to be a roughneck!" lared Carolyn.

"Oh, for heaven's sake snapped Beau, "stop nagging at me."

Carolyn was convinced that his family was the worst possible influence upon Beau. She noticed that he was much more inclined to be free and easy in his manners around them. She believed he was self-conscious about changing his ways in their presence. He seemed to have a horror of putting on what Greenp called "airs".

"If only we could be by ourselves I could do anything with Beau." Carolyn told herself.

(To Be Continued)

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