

GUARD AGAINST THE 'FLU

Serious Outbreaks of Influenza all over Canada

GOOD HEALTH IS THE SUREST SAFEGUARD

"FRUIT-A-TIVES" Brings Vigor and Vitality and Thus Protects Against Disease

There is no doubt that the epidemic regarding the spread of Influenza throughout Canada is one of grave concern. It is quite true that the number of cases does not constitute an epidemic such as caused the suffering and sorrow during the terrible days of 1918. Yet there is no disguising the fact that everyone should be on their guard against the disease.

In Montreal alone, from January 20th to February 21st, three thousand, one hundred and twenty-two cases of Influenza and 189 deaths from the disease were reported to the Health Department.

If the outbreak had come at the beginning of the winter instead of the end, we might reasonably feel that the very cold weather would check the spread of the disease. But coming as it has, at the end of the winter, there is grave fear that an epidemic may occur. For spring, with its slush and rain under foot, its dampness and chill, its constant changing from cold to warm and back again, is a prolific source of coughs and colds, pleurisy and pneumonia.

The best protection, in fact, the only safeguard against the 'Flu, is GOOD HEALTH.

Those who are not as well and strong as they should be; those who are underweight; those who are "run-down" through overwork or sickness; should build up at once. What they need is a Blood-purifier, a body-builder, a strength-giver, like "Fruit-a-tives", the wonderful fruit medicine.

"Fruit-a-tives" regulates the kidneys and bowels, causing these organs to eliminate waste regularly and naturally as nature intended. "Fruit-a-tives" keeps the skin active, and insures an abundant supply of pure, rich blood. "Fruit-a-tives" tones up and strengthens the organs of digestion, sharpens the appetite, brings restful sleep and renews the vitality of the nervous system. "Fruit-a-tives" contains everything that an ideal tonic should have; it purifies the blood, to build up strength and vigor, and to regulate the eliminating organs, so that the whole system would be in the best possible condition to resist disease.

Now is the time to build up your health and strength, not only as a precaution against the ravages of influenza, but also to protect you against "spring fever" and the inevitable reaction which comes with the appearance of warmer weather. Get a box of "Fruit-a-tives" today and let this fruit medicine keep you well.

"Fruit-a-tives" is sold by all druggists at 50c a box, 6 boxes for \$2.50, or sent postpaid in receipt of 25c by Fruit-a-tives Limited, Ottawa.

Hints For The Motorist

(Continued from page 13)

ton through in the bottom of the groove, you could return some of the excess oil to the crank-case but unless the exhaust is noticeably smoky, when the engine is doing work it would hardly seem necessary to make any changes.

GEAR SHIFTING IS NOISY

D. D. writes: The gears of my car clash very badly when I shift them. Can you tell me how to stop this?

Answer: It may be that the clutch drags sufficiently even when fully thrown out to cause the clutch shaft gears to spin when they should be at rest and we suggest that you take off the transmission cover, start the engine in neutral hold the clutch fully out and have someone watch the gears to see whether they stop turning as they should. If they do not this is one cause at least of your trouble and is due either to failure of the clutch to throw out far enough owing perhaps to the pedal not having sufficient movement, or to failure of lubrication at the clutch bearings, which causes the driven clutch member to be carried around with the flywheel. Plenty of grease on the grease on the clutch bearings and a sufficient disengaging motion of the clutch discs should remedy this trouble. The grease in the transmission housing should be of a grade no heavier than that recommended by the manufacturers.

is side-slap. By trying your pistons in the cylinders you ought to be able to detect any considerable looseness. At any rate a machinist can determine it by measuring the pistons and the cylinder bores with micrometer calipers. If the cylinders are worn enough to give trouble, they are probably worn oval and new pistons and rings will not do much good. Re-boring and the fitting of oversize pistons is the really effective remedy but good results are obtained by reaming the bores to take slightly larger pistons.

The question of oversize pistons is something national in its application; in other words, a national graduation and terminology for grades of eggs that will have the united support of the business acumen and advertising genius of all distributors of eggs.

Canadian eggs are standardized but the grades have not been adopted for domestic trading. Much publicity has been given to these grades, but without the support of the trade in making them effective, the significance of the grade names and what they stand for has not been brought home to the consumer in a realistic manner. Individual firms could still use their own firm brands of eggs but they should be applied to grades rather than to eggs as a whole. For instance, there might be the "Rose" brand of "Specials" and the "Banner" brand of "Extras" and so on. Each would still retain and promote individual firm efficiency. At the same time, it is contended that in order to promote nationwide increased consumption, special significance should be given to recognized national grades upon which advertising matter could be based for the whole country so that when a consumer saw the word "Extras" on a carton or on a case there would at once spring to his mind a visualized picture of the quality of eggs in that case. In other words, provide for the home consumer something of the same system of standardization, grading and marking that is in vogue for the export trade today.

Canada has a distinct asset and great selling argument in her system of inspection for eggs for export. The British importer appreciates the general significance of this and it gives confidence in buying, but as yet he does not fully understand the difference between grades. The domestic trade of Great Britain has built up its brands and in pre-war days brands were legion on Tooley St. and the London Egg Exchange. Denmark was the first country to place national grades of eggs on an export market. This was first done by the Co-operatives and then by the whole trade. As a result, Danish eggs are not seen on Tooley St., as much as formerly. They have found a more direct outlet to the egg merchants of London and the Provincial towns. Danish exporters still use brands, but they are brands of grades not of eggs. Retailers and consumers have come to appreciate the significance of these grades, with the result that Danish eggs are the highest priced eggs on the British market.

So far, Canadian exporters have not paid sufficient attention to the shipment of the higher grades. The grade "First" represents eggs of only ordinary quality. "First" are not a good grade upon which to build an individual or national reputation. "Extras" have been the highest grade shipped in quantity. Two or three small lots of "Specials" have gone across. Canadian "Specials" have, in at least one instance, made the top of the market in London. Certain parts of Canada are more favourably located to ship "Specials" than others. At least one large co-operative association has signified their intention of shipping "Specials" this year, but having in mind the close proximity of the maritime provinces to England, and the possibilities of rapid transportation between Halifax and Liverpool, there is no reason why, with proper enterprise and business management, the maritime provinces as a whole, and even Ontario and Quebec, but the North Atlantic route should not place on the British market a quality of eggs commensurate with the best that is today supplied by Denmark and Ireland.

Importance of Advertising. Only the thin edge of the wedge has been inserted into the possibilities of advertising the Canadian product. It is easy to advertise Canada in Great Britain at the present time. The name "Canada" stands high in the estimation of the British people, and anything Canadian, backed by quality, is in brisk demand. Canada seems actually closer, nearer in actual distance, to Britain than ever before. Canadians should capitalize every opportunity to establish a place for Canadian products at the present time.

Canada has achieved a distinct national accomplishment in the marketing of her eggs and the slogan should be not only "Eat more Eggs," but "Eat more Canadian Eggs." British newspapers well come notes about Canada. Backed by judicious advertising, the story of Canada's adaptability for poultry-keeping, her potential productiveness, and the story of the Canadian egg on the British market can be told and appreciated in every British home. The moving picture houses can be induced to help, and nothing would be more effective than pictorial representation of the value of eggs as food and what Canada is doing in an effort to conserve quality and supply Britain with a guaranteed article. The Government offices will help. A complete exhibit of Canadian eggs graded in accordance with the Standards with correlated material is now being shown at the principal centres. The following is an extract from a letter just received from the Superintendent of Emigration in Great Britain.

"The exhibit of Canadian eggs which is being shown in our various agencies is attracting a good deal of attention. Our agents are frequently asked for information as to the wholesale price of Canadian eggs, where they can be obtained, the breed of hens and other matters relating to poultry raising in Canada."

The Canadian Railway offices will help. To popularize Canadian products in England is good tactics for Canada, it means bigger business and more immigration of the best kind. To be successful, the work needs co-ordination, endorsement and support. It needs executive direction and representation in England and national and individual effort should be synchronized.

Increased Consumption International in its Scope. The increasing of egg consumption is a proposition bigger than any one nation; it is international in its scope. It is to Canada's interest that her competitors eat an increasingly large proportion of their own eggs at home. The peculiar growth-promoting, disease-resisting element in eggs are just as important to the South American as to the European, and experienced travellers state that the solution of the Chinese egg menace is the making of industrial conditions in China such that the Chinaman can afford to keep his eggs at home.

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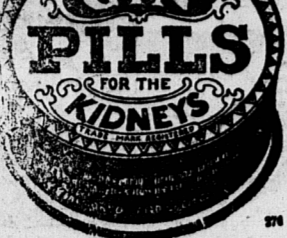
Stone in the Kidneys and Bladder

Is the direct result of impaired or congested kidneys. At the first suggestion of pain in the back in the region of the kidneys you should at once procure a box of

GinPills FOR THE KIDNEYS

and avoid the far more painful and dangerous results of the secretion of stones and gravel. Send for a free sample of Gin Pills, or get a box from your druggist or dealer, 60c.

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C. J. asks: Can you tell me what causes this? I had run my engine for a time when all of a sudden, I heard it make three or four heavy "bumps" which strongly shook the body. The spark was no more advanced than usual. This had never happened before and it has not happened since.

Answer: We cannot. If the noise had been caused by mechanical trouble of any kind, there would probably have been some permanent ill effects or most likely a repetition of the same sound. We presume that you are familiar with the noise made by a muffler explosion and by the explosion of a weak mixture in the intake piping and carburetor. We have heard of crank-case explosions occurring in four cycle engines, although we have never witnessed one. However, there is good reason to believe that when a large proportion of gasoline has escaped the piston rings and entered the engine base, there is some chance of its becoming ignited from a "blow-by" around a loose fitting piston and gas exploding in the engine base. Whether this could have occurred in your case, is an interesting question.

MISCELLANEOUS INQUIRIES J. R. B. asks: (1) Is it harmful to a car to back up a hill that has been ascended only on reverse? (2) How often should the main and connecting-rod bearing of an engine be tightened? (3) Is it necessary to use fresh lubricant in refilling the rear-axle housing or can the old grease be used over?

Answer: (1) Not especially, although of course the rate of wear and tear on all mechanical parts is somewhat greater on such a hill, than when the direct drive is used. Most modern cars, if in good condition, should climb all ordinary hills without resorting to the reverse gear. (2) No rule can be given, except that adjustment is required only when looseness has developed and this is indicated by the knocking of the engine. (3) The old lubricant can be used again after it has been strained through a very fine meshed wire gauze, except in cars so designed that the engine oil runs back through the drive-shaft housing into the rear axle casing, thus thinning and otherwise deteriorating the grease.

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Increasing Egg Consumption

(Continued from page ten)

per capita per week. The possibility of consumption are therefore equally as great if not greater than the possibilities of production, especially when viewed in light of the potential consuming power of, for instance, the United States.

Eggs are good food. Deterioration in quality occurs in proportion to the indifference with which the product is handled. On the other hand, consumption varies in direct proportion to the quality of eggs offered for sale and the uniformity of the quality received.

Some wholesalers are endeavoring to establish brands or marks of cartoon and case eggs which would establish confidence in the minds of the consumer. This practice is to be commended and encouraged. Unfortunately, at certain seasons of the year the percentage of really fine cartoon eggs is so low that either the distributor or retailer is unable to fill a portion of the demand. The proposition more often resolves itself into how much the consumer will stand. As a matter of fact, the wholesaler is the victim of circumstances which alone he is unable to rectify.

Then again, when not only each centre but often each firm in each centre has a system or style of grading peculiar to itself, it is not surprising that the retailer or consumer becomes confused as to grades. Two firms may be using the same grade terms but that is no assurance that the eggs purchased from one firm are of the same quality as those purchased from another.

The question of increased consumption is a proposition bigger than any firm or individual. It is national in its scope. What is needed is something destructive something national in its application; in other words, a national graduation and terminology for grades of eggs that will have the united support of the business acumen and advertising genius of all distributors of eggs.

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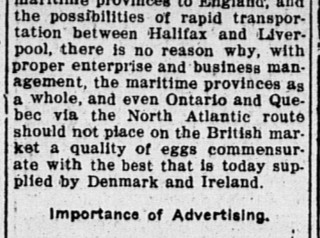
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Feet That Never Touch the Floor

A worn floor spoils the look of your home and is impossible to repair, but if you keep your floors painted, feet cannot touch them. Let the paint wear but save the wood. Save the surface and you save all.

SENOUR'S Floor Paint

It keeps you from driving very hard with a high lustre and will withstand a great amount of hard wear. No skill is required in using SENOUR'S FLOOR PAINT. Anyone can apply it. The result will greatly enhance the beauty of your home and much labour will be saved for the floors will be very easy to keep clean.

There is a special MARTIN-SENOUR product for every surface and for every purpose. Consult our nearest Dealer Agent, or write us direct. Our booklet "How and Why to Paint" mailed free on request.

The MARTIN-SENOUR Co. 1000-1001 BROADWAY, NEW YORK, N.Y. BRANCHES: TORONTO, MONTREAL, HALIFAX

MARBLE-FIT FLOOR FINISH. In your floors are hardwood. Use Marble-Fit. The floor finish with a money-back guarantee. It wears and wears and wears. It will not mar nor scratch white and is not affected by water.



"Save the surface and you save all" - Paint & Varnish

carefully reviewed the whole situation, discussed tentative standards and viewed eggs graded in accordance with existing standards. The committee will make its final report at the World's Poultry Congress to be held at the Hague, Holland, in August, 1921. During these deliberations, Canada's standards for eggs really formed the basis of discussions, based as they are upon quality, edibility and science, the salient elements in the sale of any food product, and the display of Canadian eggs graded in accordance with these standards was

This committee should be representative of all interests in the industry because increased consumption is bound to be the biggest and most vital thing affecting the whole industry. Increased consumption includes a consideration of bigger and better business methods, including increased production, conservation of quality, quality payment, legislation. It includes everything leading up to "A Satisfied, Delighted, Persistent Consumer" - a nation's biggest business asset at home and abroad.

PROFESSIONAL CARDS

S. S. HESSIAN Barrister, Solicitor, Notary Public, etc. Montague P. E. Island

McLean & McKinnon, Barristers, Attorneys-at-Law. Office, Royal Bank Building, Charlottetown P. E. Island

S. Blanchard B. Arch. ARCHITECT

BANK OF NOVA SCOTIA CHAMBERS 7265-2-26MEM

Morson & Duffy Barristers and Attorneys Solicitors for Royal Bank of Canada MONEY TO LOAN

McLeod & Bentley W. E. Bentley, K.C. Barrister and Attorney-at-Law MONEY TO LOAN Office - Bank of N. S. Chambers

MARK R. McGUIGAN, B.A. Barrister, Solicitor, Notary Public. Money to Loan Charlottetown, P. E. I. Cameron Block.

A careful selection of every line Jewelry marks stock.

We will be pleased to have you call.

N. N. Tanton JEWELER

SALESMEN, CITY, TOWN OR COUNTRY, a full line of exclusive line of whole root trees and plants, for garden, orchard or farm. Big earnings guaranteed the year round. Experience not necessary. We teach you. Luke Bros. Limited, Nurseries, Montreal. 6880-1-1MEW401

DODGE BROTHERS

4 DOOR SEDAN

Every inch of space has been so disposed as to contribute to comfort and convenience.

The four doors contribute delightfully to freedom of movement and ease of entrance and exit.

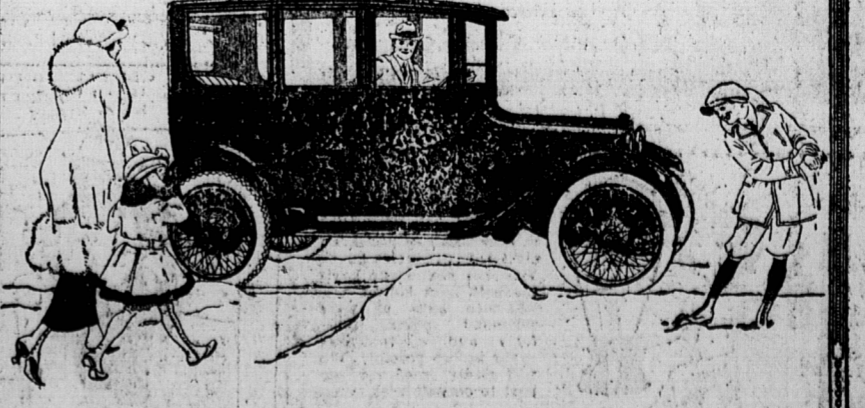
KENNEDY, WEBSTER & MacKINNON, LTD 174 Great George Street, Charlottetown

Sure! High Heels Cause Corns But Who Cares Now.

Because style decrees that women crowd and buckle up their tender toes in high heel footwear they suffer from corns, then they cut and trim at these painful pests which merely makes the corn grow hard. This suicidal habit may cause lockjaw and women are warned to stop it.

A few drops of a drug called Freezone applied directly upon a sore corn gives quick relief and soon the entire corn, root and all, lifts out without pain. Ask the drug store man for a quarter of an ounce of Freezone, which costs very little but is sufficient to remove every hard or soft corn or callus from one's feet.

This drug is an ether compound and dries in a moment and simply shrivels up the corn without inflaming or even irritating the surrounding tissue or skin. Clip this out and pin on your wife's dresser.



A Health Saving Reminder

Don't Wait until you get the Spanish Influenza. USE

Minard's Liniment

At the first sign of it. It's Healing Qualities are amazing. THE OLD RELIABLE. MINARD'S LINIMENT CO., LTD., Yarmouth, N. S.