

GIFTS

FOR THOSE Special NAMES ON YOUR LIST



LADIES' RINGS
Many stones, 4.25 up
and styles.
Pay weekly!



"Bluebird" DIAMONDS
Perfect, flawless,
insured.
\$25. up



**CROSSES !
LOCKETS !**
A host from
which to choose.
\$1.00 up



Men's SIGNET RINGS
Masculine in style
and a large assortment.
\$3.00 up.



Bulova "DEAN"
15 jewels.
Guaranteed. \$24.75



BULOVA "Priscilla"
17 jewels.
Engraved,
natural case. \$28.50



1847 ROGERS BROS.
Canada's Finest Silverplate
Tarnish proof
chest free. \$34.75 up

BUY NOW AND PAY AFTER CHRISTMAS

W. W. Wellner Ltd.
JEWELERS SINCE 1868
Charlottetown, P.E.I.



HERE'S WHERE YOU GET Real VALUE

TO ALL SILVER FOX FARMERS THE MARITIME FUR POOL, LTD. MONCTON, NEW BRUNSWICK

Offers you a service for the orderly marketing of your
SILVER FOX FURS
during the season of 1940-1941.

We have made arrangements through our Representatives in London, New York and Montreal for the shipping to the various markets that are available, such types and quality of skins that are the most in demand on the respective markets.

We solicit furs on consignment either direct to our head office in Moncton, N. B., or through our representative, W. CHESTER S. MCLURE at Charlottetown, P.E.I.

All furs are handled by men who have had years of experience in the business. Furs will be properly graded and sold on their individual merits of quality.

Insurance risks covering loss by fire, theft or any other causes will be adequately taken care of by us. Advances: All shippers who require an advance on their furs, will be arranged immediately when skins are received by us or our representatives.

Advances will be made on a fair market value as per grade and types. This is the same satisfactory policy as in former years. Remember the advances on your furs are available to you, just as soon as your furs are received by us or our representatives.

Account sales and net proceeds of all sales will be made direct to shipper owner, immediately following the sale of furs.

For the past six years our silver fox market has shown that our marketing system has demonstrated that we have secured for our shippers the highest possible prices. Our average price has been good and our satisfied shippers are our authority. Ask any of them.

Now, Mr. Fox Farmer, we want you to know definitely that we want to market your furs for you. We want you to feel that our marketing service is at your command and we know we can be helpful to you again this season.

The Canadian Bank of Commerce, are our bankers. Ask them regarding our reliability. Express, mail, or bring your furs to us. Our services are yours.

Our Representative at Charlottetown,
W. Chester S. McLure
is known to you and he will assist us in the marketing of your furs.

Now for the proper marketing of your furs.

THE MARITIME FUR POOL, LTD.

MONCTON, N. B.

P.S.—Watch our advertising for further information.

The Eastern Guardian

*This column is reserved for news of local interest but advertising of a newsy nature may be inserted at 2 cents per word strictly payable in advance.

*SUBSCRIPTIONS to the Charlottetown Guardian may be handed to their Rept. Archie Hume.

*MONTAGUE HAS LOST quite a number of young men who have answered to the call of their country, and still more are leaving in the near future. —L.

*THE KINGS COUNTY Hospital Montague are deeply indebted to the Rosebath Women's Institute for a generous donation of preserve. —L.

Greek Ship Operator sees British winning

MONCTON, Nov. 26.—There is no question as to Britain's winning the war, stated S. G. Livanos, prominent Greek shipping operator of London, England, when passing through here this afternoon on the Ocean Limited of the Canadian National Railways, en route to Montreal with his wife and three children. Mr. Livanos arrived with his family at an Eastern Canadian port from London yesterday. His wife and children will remain in Montreal, where his children, who were born in England, will attend school. Mr. Livanos plans to return to London by air from New York.

Referring to the conflict between Greece and Italy, Mr. Livanos stated that the Greek people decided to fight because they figured that life under a Fascist or Nazi regime would not be worth living.

He also stated that the people of London and of Britain as a whole are simply magnificent and they should receive the help it is possible to give. He said there is no question but that Hitler would attack the United States and Canada if he got the chance. He said he continued to hope that the United States would be able to rehabilitate Germany after the war in the event that the Russian people would not overcome would compel this. The Greek shipping operator stated that Hitler and Stalin fear each other, and that Russia is a constant threat on Hitler's flank.

Gov't Housing Scheme for Halifax urged

HALIFAX, Nov. 25.—(CP)—A government housing scheme to accommodate service men here and relieve the city's congestion was urged before Mr. Justice W. H. Martin of the Supreme Court of Canada, Dominion rentals administrator, as he opened an investigation into the rent situation here.

Dr. S. H. Prince of King's College and Mrs. M. Durand, a real estate dealer, suggested the housing project, which they said was needed as a war measure. Dr. Prince said Halifax's problem was "not so much one of rent profiteering but rather a house famine."

Not more than three per cent of landlords here were charging excessive rates, Mrs. Durand said. She suggested the federal government take over a block bounded by Sackville, Brunswick, Market and Prince Streets and erect suitable buildings on it for service men.

Mr. Justice Martin, outlining rentals regulations, said no landlord had the right to order a tenant to vacate his premises to obtain higher rent from a succeeding tenant. "I hope it won't be necessary to take action under the regulations," he said.

Canadians Play daring Role in air

By Louis Hunter
Canadian Press Staff Writer

LONDON, Nov. 25.—(CP Cable)—Canadians played a daring part in smashing the first Italian air raid against Britain Nov. 11, accounting for at least three of the 13 Italians brought down, it was disclosed tonight.

A Canadian flight commander from Edmonton, outlining his experiences in a British Broadcasting Corporation talk, disclosed he shot down one and then, when his ammunition ran out, he feigned three head-on attacks, making five Italian craft turn tail for their bases in France. He said the leader of another Hurricane squadron, a friend of his also from Edmonton, "bagged a couple."

The flight commander said he sighted formations of strange planes so he did not "like to rush in bald-

headed" without having a good look at them. He decided to attack when he realized they were not British. "I singled out one enemy and gave him a burst," he said. "Immediately he went into a loop. I thought he was foxing me as I had never seen a bomber do that sort of thing, so I followed him. "Suddenly he went down in a vertical dive. I still followed waiting for him to pull out. Then I saw a black dot move away from him and puff like a white mushroom—somebody bailing out. In the next second the bomber seemed to start crumbling up suddenly in a burst of hundreds of small pieces.

Canada's Opportunity In U. K. Market

Two unusual opportunities in recent years have given much encouragement to the Canadian pig producer. In 1932, Article 6 of the Ottawa Conference provided a market outlet in the United Kingdom for a maximum of 250,000,000 lb. of Canadian bacon and hams of good quality annually. At the outbreak of war in September, 1939, an agreement entered

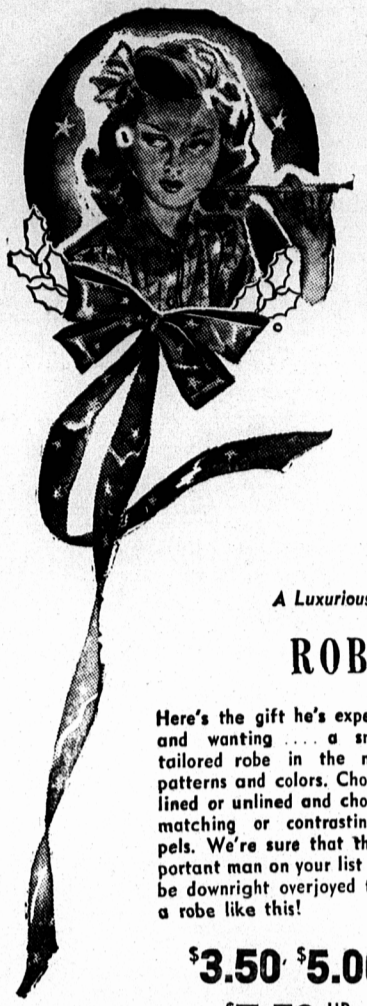
into between the Government of the United Kingdom and Canada called for the delivery during the ensuing twelve months of a minimum of 292,000,000 lb. of bacon, of a quality fully equal to that of pre-war commitment. A high rate of production and the good quality of a large percentage of her hogs, enabled Canada to meet in full the letter and spirit of the contract. Additional requirements by the British Ministry of Food will, however, make it extremely difficult to maintain the required level of quality, and immediate further improvement in the market quality of our hogs is necessary.

Science of Marketing

As a basis for the framing of effective regulations concerning the interprovincial and export movement of farm products, research is undertaken by the Science and Experimental Services, Dominion Department of Agriculture, on methods of processing, storing, and transporting foods for human beings and animals. The marketing of perishable foods such as fruit and vegetables, butter, cheese, eggs, honey and meat, continually presents new problems that demand solutions in the best interests of producers, distributors, and consumers. The recent development in the production and marketing of apples is an example of this type of work. Economic research relating to the management and marketing of apples is a function of the Department. It is not the intention to increase production without regard to consumer preferences and potential marketing. Agricultural research is aimed at lowering the cost of production and maintaining a continuous flow of high-quality products to available markets. This service is absolutely necessary for the maintenance of well-balanced Canadian economy. —Canada Year Book, 1940.

By Edna

TIPPLE AND "CAP" STUBBS



A Luxurious Gift ROBES

Here's the gift he's expecting and wanting... a smartly tailored robe in the newest patterns and colors. Choice of lined or unlined and choice of matching or contrasting lapels. We're sure that the important man on your list would be downright overjoyed to get a robe like this!

\$3.50 \$5.00
\$7.50 UP



IF THE PROBLEM CHILD ON YOUR LIST IS A MALE

In other words if that light of your life is causing you a lot of grief and worry about what he wants for Christmas, then we suggest you give your nose a pat, throw on a hat and get down to Moore & McLeod's first thing this very day. Here you will find the perfect answer as to what to give the him, or hims, that are principal problems of your Christmas list.

Any gift purchase you make will be packed in gift box... without charge, and, if you wish, laid away for you until Christmas.



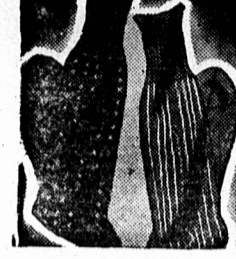
Wool Mufflers

Wrap that precious neck of his in one of these smart wool knit mufflers. Choice of ten different colors. \$2.25



Striped Shirts

You'll put life in his shirt wardrobe with these... and he'll like it. All collar styles. All colors. \$2.00, \$2.50, \$3.50



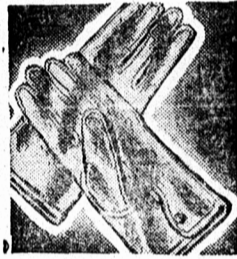
Smartness Afoot

Put his feet in a pair of these conservatively - smart shoes. The patterns are all man-picked. 75c \$1.00, \$1.25



Men Like Leather

Especially if it's made up into a smart windbreaker. If he's the outdoor type, he'll love you for one of these. \$8.95, \$12.50



Pigskin Gloves

Cold hands warm heart... phooey! He'll appreciate your taste and the world of comfort in a smart pair of pigskins. Special at \$2.50



Don't Be Bashful!

Married or not married, he'll be grateful to you for a gift of pajamas. These are tailored for complete comfort. \$2.00, \$2.50, \$3.00



Shirt 'N Shorts

Here's something he always neglects to buy... something that is truly a practical gift. All colors and patterns. \$1.50



"Man-Picked" Ties

We know you women have a weakness... you can't pick out ties! However, we've gotten around that... all of ours are "man-picked." 50c, \$1.00 \$1.50



On the Up-And-Up

Keep him on the up-and-up... eliminate sloppiness with a set of smart looking suspenders and garters. Large selection. 50c, 75c \$1.00

He'll Appreciate Your Taste If It's From

THE MEN'S STORE

MOORE & McLEOD Limited

The Store of Ten Thousand Gifts