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- IVY WAX BEANS No 2 Tin 3 TINS -- 26c OAKLEAF TOMATO JUICE No.1 Tin 10 Tins--49c EATONS' BULK TEA PER LB. -- 36c EATONIA TOILET PAPER 2 Rolls--11c EATONS' Special Blend Coffee Fresh Ground Lb 21c GLENWOOD PIE PEACHES and CHERRIES 2 Tins 21c MEATS Fruits & Vegetables Chuck Roast Beef, Celery head -- 20c Western, lb. -- 12c Head Lettuce 2 for -- 29c Round Shoulder Roast Fresh Spinach, 2 lbs. -- 39c Western, lb. -- 14c Sweet Potatoes, 2 lbs. 19c Rib Roast Beef, Western Tangerines, doz. -- 39c lb. -- 20c Grape Fruit, large Wilsil's Smoked Hams 2 for -- 27c Whole or half, lb. -- 30c Apples, McIntosh doz. 33c Sausage, fresh lb. -- 15c Oranges, Sunkist, doz. 35c SMOKED FILLETS 2 Lbs -- 25c BULK MACARONI 2 Lbs. -- 11c SHREDDED WHEAT 2 Pkgs. -- 23c McLARENS' PEANUT BUTTER 12 oz. Jar -- 17c ISLAND PORK and BEANS No 2 Tin 2 Tins 19c BIG 5 CLEANSER 2 TINS -- 9c

THE CANADIAN STORES LTD. Where It Pays to Shop

What's Behind the News Tonight at 9:00 P.M. GRATTA O'LEARY'S BROADCAST over CFCY These interesting highlights on "What's Behind the News" are sent to you as a radio feature by The Life Underwriters' Association of Canada.

New Glasgow

Mr. and Mrs. William Donald, and little son, George, Sea View, are spending a few days in Rustico, the guests of Mrs. Donald's parents, Mr. and Mrs. Frederick Toombs.

It is pleasing to report that Mr. Samuel Smith, Pleasant Valley, is gradually improving, after a severe attack of pneumonia.

Mr. John Johnstone, Hamilton, has opened up a general store in Elliotts, and his friends wish Mr. Johnstone every success in his new undertakings.

Mr. and Mrs. M. L. Bradshaw, accompanied by Mr. and Mrs. Ernest Mills, Summerside, were visitors to New Glasgow Christmas, the guests of Mr. Bradshaw's mother, Mrs. A. B. Dickieson.

Master Louis Weeks, son of Mr. and Mrs. Harry Weeks, Elliotts, had the misfortune of cutting his foot while chopping in the woods last week.

Messrs. Fred Bulman, Robert Stevenson and Albert Ling, students at Prince of Wales College, are spending their Christmas holidays at their respective homes in New Glasgow and Rustico.

Mr. and Mrs. Leslie Weeks, Elliotts, spent the week-end in New Glasgow.

Mrs. Hugh McKay, Pleasant Valley, is recovering after her severe illness.

Mr. and Mrs. Leslie Weeks, Elliotts, had as their Christmas guests, Mr. and Mrs. Robert Milligan and family, Mr. Leighton Milligan, Summerside, Mr. and Mrs. Eldred Weeks, Stanley Bridge.

Mr. Everett Gass is spending Christmas week with his parents, Mr. and Mrs. Thomas Gass, Alberton.

Friends of Mrs. Emery Linkletter, Summerside, will be glad to learn she is able to be up again, and enjoying better health than she has during the past couple of months.

The annual Christmas School concert, and tree, was held in the New Glasgow Hall on Wednesday evening, Dec. 23rd, with a large attendance. The training was under the direction of their teacher, Miss Mildred Brown, assisted by Mrs. George Dickieson who was the accompanist for the evening. The different parts taken by the pupils were well carried out. Rev. W. G. Quigley presided, while the following programme was as follows:— Opening chorus. Welcome song by school; recitation "Her First Christmas" by Ian McLeod; drill, Christmas Bells by 9 junior boys; recitation by Beverley Dickieson; solo, Elaine Parkman; dialogue, Getting Even with Sister's Beau. The parts were taken by Masters George Brown, Harry McCoubrey, Alma Campbell, Allison McCoubrey and Marie Murphy; monologue, Santa's Plan by Charles Dickieson; candle drill, by ten junior pupils; monologue, Ted's Shopping, by Mrs. McCoubrey; recitation by Blais Dickieson; lullaby song by Audrey McCoubrey; dialogue, A Careless Mother by Gladys Parkman and Leith Dickieson; solo, Hanging up the Stockings by Isabel McCoubrey; recitation, He Could Help, Allison Stevenson; monologue, Aunt Hetty's Christmas Gifts, Marjorie McCoubrey; pantomime, "Jesus Blessed Saviour" by six girls; dialogue, Two Views of Christmas by Isabel McCoubrey and George Brown; monologue, Educating Grandma by Elaine Parkman; recitation, Greater Than Columbus, Ralph Dickieson. Christmas Tree Play, the different parts were taken by the following: Grandpa, Herbert McCoubrey; Grandma, Marjorie Dickieson; Santa Claus, Arthur Dickieson; Jack Frost, Vernon Hill, December, Harry McCoubrey, Snow Fairies, Elaine Parkman, Marie Murphy, Isabel McCoubrey, Children, Weldon McCoubrey, Creelman Dickieson and Gladys Parkman; recitation, A Christmas Visit, by Creelman Dickieson; closing chorus, Santa Claus Song, Jolly Old Santa Claus arrived at this interval and distributed gifts for the teacher and children from the Christmas

A Genetic Progressive Improvement In Foxes

(G. ENNIS SMITH, Superintendent, Experimental Fox Franch, Summerside, P.E.I.)

PART I

Statements have been freely circulated recently through the press and other public channels, also through numerous private channels, that silver foxes in Canada, more particularly those on Prince Edward Island, instead of improving, are getting worse each year. The statements appear to have lost nothing by repetition. While there is no intention to underestimate the grave conditions that gave rise to the statements, also there is not the slightest suggestion that the statements were made with any other than the absolute belief that a true picture of the facts was being presented, still it is well known that facts can lie, and half the truth is very often more misleading than direct falsehoods, so that it becomes incumbent to make at least a cursory examination of the origin of some of the statements. While this aspect cannot be altogether avoided, there is no intention to enlarge upon it, as it might lead to personalities and the situation is altogether too serious to lower it to such a level.

Fur buyers faced with the fact that they were offering lower prices for fox furs and fur dealers disappointed in their sales that they were making for the fox breeders could hardly be expected to combat suggestions which would form a plausible excuse for the low prices, and feed manufacturers whose products in some cases were not producing results up to their expectations would be a very fertile field for suggestions that would leave the reputation of their products intact. Therefore, before accepting statements it is well to consider to what extent they have been biased by the circumstances surrounding the persons who originally made them.

There is cause for a great deal of alarm if we can accept the statements coming from the fur pools, regarding the vast number of poorly and off-furred silver fox pelts passing through their hands. But here again there is the possibility that these opinions may have been caused by the acute disappointment in the quality of the pelt in comparison with their expectations from the quality of the foxes they had actually seen in different ranches.

There can be very little question that a condition exists that calls for most serious thought and consideration, and fox breeders are face to face with problems that not only jeopardize the progress but the very existence of their industry, and if these problems are to be solved the situation must be analyzed from every possible angle. Is there or is there not an improvement in the silver foxes? If the foxes are getting worse, in what respect? What are the causes of this alleged setback? Are they of a genetic, of a nutritional, or of an environmental nature? In other words, has there or has there not been an improvement in the breeding foxes? Have the feeding methods become worse? Has the wholesale construction of covered sheds and small pens been a contributing factor?

It was my privilege to attend the first fox show in Montreal in 1920, those at the Royal Winter Fair up to 1929, and the majority of the shows in Charlottetown and the Maritime Provinces in recent years. I can vividly recall at the shows twelve years ago foxes with narrow silver bars, relatively short-furred, and not too bright silver, winning first places, and I do not hesitate to say that many of the fox breeders winning first prizes with certain foxes then would not for one moment consider exhibiting them in the shows at the present time. For many years I have made particular note of the types of silver in the majority of the classes at the fox shows. In recent years there has been a most remarkable improvement in the type of silver, and only during the last show at Charlottetown I was very agreeably surprised to observe that even in one year that certain breeders had made a remarkable improvement in the brightness and clarity of the silver. A few years ago clear, bright and conspicuous silver was the exception; today at the fox shows it is very general.

I have asked a number of fox breeders who attended the early shows their opinion regarding the relative improvement in the foxes. Some claim there has been 100% improvement, others 50%, others 25%, the majority claim there has been a definite improvement. A few have stated that there has been a general improvement in the foxes as a whole, but they question if there is any improvement in the "tops." While I feel quite prepared to agree with those that claim there has been an improvement of 50% or more in the foxes shown in recent years in comparison with those shown ten and twelve years ago, I am not prepared to bring that forward alone as a proof that such an improvement has occurred unless it can be substantiated from other angles.

At the beginning of this last decade pale and extra pale silver foxes were quite open and short-furred around the neck and shoulders, and it was definitely stated by all the leading fox breeders that it was an impossibility to produce pale and extra pale silver foxes without losing length and fullness around the neck and shoulders for the simple reason that they had never seen such foxes, a statement that would not stand today, when we see fairly abundantly on every hand extra pale and all silver foxes, long and heavily furred around the neck and shoulders, which was beyond the ken of fox breeders ten to fifteen years ago. At the beginning of last October I made a report to the Head Office, Ottawa, that the adult foxes on the island had never been better furred and there had never been such a good crop of well furred pups. At the end of December I reported that it was questionable if there ever had been such a disappointing pelt crop. Fox breeders told me that when they came to examine their foxes at the end of November they were very sick men, in October they thought that they had some well furred foxes. There was evidence of a genetic improvement of the foxes in October, but the fox breeders had failed to take advantage of it. It certainly could not be claimed that because the foxes had gone off colour and were overprime when they were ready to pelt, that the foxes on Prince Edward Island were getting worse, but simply that they had been improperly fed and managed. It was not the fault of the foxes but the way they had been fed and cared for.

Up to 1923 in all of the leading ranches in Prince Edward Island a number of "samson" foxes were produced each year and the same is true of fox ranches in other parts of Canada. It was in a ranch in 1923 where over 50% of the fox pups were out and out "samsons", looked like plucked beavers without any sign whatever of guard hairs. In recent years I have not seen a single fox that approaches anywhere near the "samson" condition, that all of the old fox breeders can vividly recall. It is outside of the realm of reason to claim that this disappearance of the "samson" foxes is due to improved feeding methods. There is only one sane conclusion that it is the result of marked genetic improvement in the foxes.

When the co-operative marketing department of the Association was first formed, for several years I made a practice of looking over the pelts several times each week and I had a fairly good picture of the type of pelts that were being forwarded to the Association at that time. The fact stared me in the face that there was a lot of work for somebody to do before the silver fox business would be on a reasonable basis. As far as my personal observations go, I must state very emphatically and very positively that there is a decided general improvement in the class of pelts that I have seen in recent years in comparison with the low grade pelts that I saw during the early days of the co-operative marketing department of the Association. Every fox breeder, who views the situation as a whole, must acknowledge that there has been a marked genetic improvement in silver foxes during the last twelve years. Whether the fox breeders have taken advantage and cashed in on that improvement is entirely another question, but an analysis of the situation would certainly not lead intelligent fox breeders to the conclusion that the foxes on Prince Edward Island were getting worse.

(To Be Continued)

VICAR FALLS IN GRAVE

ILKESTON, England — Heading a cortege in the cemetery here, Rev. Reginald Money, Vicar of Holy Trinity, fell in an open grave hidden by a carpet of snow. He landed on his feet seven feet below.

MAYFIELD SCHOOL Christmas Concert

The annual Christmas Concert was held in Mayfield Hall on Tuesday evening, Dec. 22nd. The hall was very prettily decorated for this festive occasion and there was a fair crowd in attendance. The school children and a few older ones from the district took part in the program. Following is the program which was carried out: Chorus—"The Big Rock Candy Mountain" by the school. Welcome—Stanley Orr. Recitation—"What I'll Do" — Esther Hill. Solo—Ira Hill. Exercise—"Too Cold" by nine boys. Recitation—"Unexplainable" — Leith Orr. Solo—Willie Johnson. Dialogue—"The Train to Maurs" — Jennie Smith, Evelyn Houston, Ethel Hill, Murray Orr. Recitation — Allan Smith. Exercise — "A Christmas Alphabet"—by five boys. Recitation—Sandy Nicholson. Solo — Billie Andrew. Dialogue — "Getting Ready for a Visit" — Jeannette Clark, Marguerite Houston, Ira Hill. Recitation — "Christmas Greetings" — Walter Stead. Exercise — "Why Is It?" — Murray Orr, Allan Smith, Elbert Orr. Recitation — "He Could Help" — Billie Andrew. Solo — Cora Toombs. Recitation — Willie Nicholson. Chorus — "C'mn' Round the Mountain" the school. "Good-bye"—George Andrew. Just before the close of the program Santa Claus arrived with a great jingling of bells. At the close of the program Santa distributed the gifts from the heavily laden Christmas tree. Accompanists for the evening were Mrs. Blair Andrew, Mrs. Lewis Toombs and Jeannette Clark. Mr. Robert Toombs acted as chairman. At the close of the concert a vote of thanks was extended to the teacher.

Some astronomers regard the Milky Way as the plane of a spiral nebula, with the earth located in one of the arms.

Fur Trimmed COATS Reduced 1-3 FOR IMMEDIATE SELLING ALL COATS ARE RECENT ARRIVALS AND QUITE DEFINITELY THE STYLE SUCCESSES OF THE SEASON... AND NOW OFFERED AT A TRULY GIVE AWAY PRICE! EARLY SHOPPERS WILL FIND THE BEST CHOICE. Prowse Bros. Ltd.

Raw Furs Wanted I have orders for large quantities SILVER FOXES MINK, MUSKRAT, RED AND CROSS FOX, RACCOON. Must have orders filled by Jan. 2. Paying highest cash prices. Mail, Express or Bring to M. MAURICE c/o P. E. I. FUR TRADERS 182 Queen Street

Foundation Females OF THE Superb Silver Strain "By The Best and Breeding Better" SUPERB LADY 2—The original female of the Superb Silver Strain was mated for several years to Bonnieview 41B. Pups from this cross appear in the pedigrees of a great percentage of Top winners at the Charlottetown Shows. One of these pups SUPERB LADY 5E—A Toronto prize winner produced a Grand Champion Fox (female) at Charlottetown as well as a male fox which was adult champion male for two consecutive years. A litter brother of the champion female sired— SUPERB LADY 56J. This female was the dam of The Reserve Champion male fox of 1936. Another female sired by the same male as 56J was SUPERB LADY 16J. The dam of the 1935 Borden Reserve Champion male as well as the dam of a 1st, 3rd and 5th prize year olds at Charlottetown in 1936. BONNIEVIEW 63C—A litter sister to the World Champion 61C was mated to Bonnieview 5C, (a 1st prize winner at three shows and the sire of Superb 31H—a Reserve Champion fox) and produced DALEHURST 26F which was the dam of the Champion Male Superb 7G and Superb 10G. Both of these males sired champions. BEMERSYDE 3F. A Reserve Grand Champion fox is the dam and grand dam of Champions—She was sired by Bonnieview 44B and from a daughter of Bonnieview 63C.

FOR LIGHT MEDIUM AND PALE MALES PUPS FOR SALE. SALE ALSO POLYGAMUS YEAR OLDS MALES. FOR A FEW MATED FEMALES FOR SALE. CAN ARRANGE SALE RANCHING IF NECESSARY. FOR MATINGS TO PROVEN PRIZE MATES TO SELECTED SALE FEMALES ONLY. PHONES D. STIRLING MacLEAN TERMS UP TO 12 MONTHS "IF SUPERB THEY'RE BRED RIGHT"

Have You Furs To Sell? Where Will You Sell Them? How Will You Sell Them?



If you are not getting the last dollar that your fox skins are worth, you are not employing the best selling medium. The Charlottetown Fur Sales have proven their ability, during the past years, to procure record prices for furs handled. A splendid plant, operated by a competent staff and employing the best selling mediums have been responsible for making this company a leader in the marketing of silver fox furs.

The following is taken from a letter written on the 18th January by one of the largest fur houses in the world:

"We would like to take this opportunity to congratulate you on the splendid way your skins have been put up. The assortment could not possibly be improved upon and buyers much appreciate the grading in general."

This would indicate the confidence of the great fur houses and hundreds of satisfied customers in Prince Edward Island indicate the confidence of the primary producer.

Large numbers of delighted shippers will testify to the fact that the Charlottetown Fur Sales have the finest and most up-to-date pelting plant in Canada and this plant is operated at cost for the benefit of their shippers.

Liberal advances will be made and information fresh from the world's fur centres will be cheerfully given you when shipping your skins.

The best service, the highest returns and a friendly and courteous staff to wait on you are yours for the taking.

CHARLOTTETOWN FUR SALES LIMITED 55 Queen Street CHARLOTTETOWN

THERE IS SATISFACTION In Every Pipeful of That Good H & N's BRIGHT CUT SMOKING TOBACCO A soothing slow burning mild smoke always fresh because manufactured in the province. HICKEY & NICHOLSON'S, Charlottetown