

# THREE TRADE COMMISSIONERS

## Ready to work for Canadian Exporters

### IN THE UNITED STATES

EXPORT TRADE OFFICES IN NEW YORK, CHICAGO AND LOS ANGELES  
ENABLE MORE UNITED STATES IMPORTERS TO SECURE QUICK,  
AUTHENTIC INFORMATION ABOUT CANADA AND CANADIAN PRODUCTS

Nowhere else in the world are there two neighbouring and friendly nations which have so many mutual interests as Canada and the United States. Over a long term of years Canadian-American trade relations have become stronger, more intimate, and more profitable to both countries. The outbreak of hostilities in Europe has served to strengthen these business bonds.

#### TRADE COMMISSIONERS ARE LOCATED IN STRATEGIC CENTRES OF UNITED STATES COMMERCE

Canada now has three trade representatives in the United States: Mr. D. S. Cole, British Empire Building, Rockefeller Centre, New York City; Mr. W. J. Riddiford, 435 North Michigan Avenue, Chicago; and Mr. B. C. Butler, 510 West Sixth Street, Los Angeles. Co-operating closely with their headquarters, the Department of Trade and Commerce, Ottawa, these three Commissioners form vital links between trading parties in the United States and Canada. Their job is to bring the United States importer and the Canadian exporter together to do business. Full information on any subject relative to the export trade of Canada to the United States is procurable through the Commissioners or by reference to data in the Department of Trade and Commerce. Canadian traders and manufacturers are urged to use these reliable sources of export trade information.

#### WARTIME CONDITIONS HAVE CHANGED THE WORLD'S EXPORT SITUATION

Prior to the war, goods to the value of hundreds of millions of dollars were exported by nations on the continent of Europe to North and South America. This enormous export trade has been reduced to a

shadow of its former volume. The resultant opportunities to extend Canadian trade should not be overlooked. The Government, through the Department of Trade and Commerce and the Trade Commissioners, is ready to assist every Canadian firm interested in export trade and also to aid importers in foreign countries who are prospective purchasers of Canadian commodities.

#### CANADIAN EXHIBIT AT WORLD'S FAIR FEATURES THE DIVERSITY OF CANADA'S RESOURCES

Hundreds of business men from the United States, and other American countries are discovering Canada's resources through their visits to the Canadian Pavilion at the World's Fair, New York. The exhibits portray Canada as a world trading nation, as a land of varied agricultural and industrial resources—and as a delightful haven for holiday seekers. Before the World's Fair closes, millions will have gained a more accurate impression of Canada, and considerable impetus will have been given to trade with other countries. The planning, erection and maintenance of the Canadian Pavilion was undertaken by the Department of Trade and Commerce for the promotion of interest and goodwill between Canada and other trading nations.

## DEPARTMENT OF TRADE AND COMMERCE

HON. JAMES A. MacKINNON, M.P., Minister  
J. G. PARMELEE, Deputy Minister

### Cod Liver Oil Production Takes On Added Importance

Canada Moves to Increase Output of Medicinal Oil As War Halts Imports from Overseas Producers—Steam Process Used for Oil Extraction.

War conditions which disrupted foreign sources of supply have thrown Canada's cod liver oil production into national prominence in recent months. Production of the valuable health building cod liver oil is now in the process of more intensive development than in the past, though Canada, of course, has in previous years produced it in considerable quantities, as well as valuable herring, mackerel and other oils. Canadian output of cod liver oil in 1938—all of it produced in the Atlantic provinces—included slightly more than 20,000 gallons of medicinal quality and more than 100,000 gallons of oil for use in stock and poultry feeding and various commercial processes. The annual consumption of cod liver oil in Canada for all purposes averages some 450,000 gallons. Previous to the war, the Dominion depended upon imports to supply approximately 75 per cent of its requirements. Imports from Norway and the United Kingdom, both of which were major producers of cod liver oil, have now disappeared and the need for increased domestic production is obvious. Production of medicinal oil, according to Canadian fishery scientists, should be capable of being increased to more than 200,000 gallons, perhaps even to 300,000 gallons.

#### Method of Preparation

Medicinal cod liver oil of good quality can be obtained only from strictly fresh livers. Other livers should be separated from the fish, cooked separately, and the oil from them placed in special containers. Livers can be kept longer if they are promptly removed from the fish and stored carefully in clean containers in a low but not freezing temperature. In usual practice, as described by Canadian fishery scientists, the oil is rendered from the livers in boilers or tanks into which live steam is introduced. Pressure from 15 to 30 pounds has been found to give the most efficient results. Cooking should be slow for the first ten minutes, then rapidly speeded up to vigorous boiling. After ten minutes of rapid cooking steam is again reduced to a point where only gentle boiling occurs. This is continued until the liver breaks up. The whole cooking operation occupies from a half to three-quarters of an hour. After the oil has been cooked from the livers, it is removed from the boiler, strained through cheesecloth and then through flannelite or other fine cloth and placed in a suitable tank for "settling." When the water that is present has fallen to the bottom of the tank—after 24 hours of settling time—the oil is drawn off. Taken from the tank it is then strained into barrels for shipment or for storage preparatory to refining. Cleanliness is essential in the preparation of cod liver oil. Every thing used in the extraction of the

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#### QUEEN HOTEL

ROOMS WITH BATH  
HOT AND COLD WATER  
Private Phones in All Rooms  
Queen Street  
Moncton, N. B. One Block North  
Canada Of Main St.

### A Naturalist's Calendar

FOR

### Prince Edward Island

A carefully prepared series of notes of Meteorological and Botanical observations made in the period 1910-1937; and including a short list of common insects.

By BLYTHE HURST ("Agricola")

Brackley Beach

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THE SCHOOL SUPPLY  
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### Beaverbrook And Son Reduce Air Disparity

Two men, father and son, are busily reducing the disparity between the British and German air forces. They are tackling the jobs from opposite ends of the British Isles. The father, Lord Beaverbrook, is in the machine while his son, the Hon. Max Aitken, is in the cockpit. They are working on the production of the Heinkel 111, which is a rare procedure. The Air Ministry announced that, while leading a section of aircraft on patrol over Brussels, he was shot down by a German fighter. It was during this patrol that he attacked one of twelve Heinkel 111's which were finally seen with one of its wings on fire and black smoke pouring from the other. While leading his section the following day, a large number of Heinkel 111 and Junkers 87 aircraft, escorted by Messerschmitt 110's were sighted. Squadron leader Aitken succeeded in destroying one Heinkel and one Junkers. During a night in June, in difficult circumstances, he destroyed yet another German aircraft. Now, let us take one typical exploit from this spectacular record.

oil must be kept thoroughly clean. Hot water and cleansing alkalis such as lye, ammonia and soap powders should be used freely. Strainer cloths should be washed and thoroughly dried before further use, and should frequently be replaced by new materials. The oil should be kept out of the sun and as little exposed to the air as possible. Light bulbs or the dimmish the medicinal value of the oil.

Max let him have four more bursts. A glow appeared inside the machine and, as they had been in a shallow dive and getting nearer the opposite end of the British Isles, the rest of his ammunition ran out. The red glow increased; there could be no doubt that the Nazi was on fire. At five hundred feet Max broke away to the right and tried to follow but, overshoot, so he did not see the Heinkel strike the water. He climbed and released a parachute flare which, as it fell towards the sea, revealed as Heinkel's machine was water, a column of smoke blowing from its rear section.

Max circled over the scene a couple of times but saw no movement. No one tried to follow him, so he turned and flew home. The alert and courageous young hero of these brilliant exploits was educated at Westminster and Pembroke College, Cambridge, he is a fine all-round sportsman and an Association Football Blue. A machine which he was piloting in a racing car manoeuvred with as little effort as he appears to require for handling a joystick. His professional career has been equally inspiring. Inheriting something of his father's drive, he can work seventeen hours a day, in his journalistic and travel enterprises, without losing grip. Even before the war, he was recognized as Heinkel's best pilot. Flying one of Lord Beaverbrook's machines, he broke several transport plane records in America. An officer in the Auxiliary Air Force, he joined up at the outbreak of war and soon became an ace. He married last year.

### Magdalens Report Large Mackerel Run

Fishermen of the Northern Magdalens Islands found mackerel fishing good in recent months. The resident inspector of the Dominion Department of Fisheries, commenting on the fishing during one particular week said "A heavy run of mackerel took place around the islands. The fish were excellent, fishermen say, the largest for 20 years."

Mackerel are taken in Quebec, New Brunswick, Nova Scotia and Prince Edward Island, with Nova Scotia the main producer. During 1939 a total catch of 48,233 hundredweight of these fish were taken in Quebec with a marketed value of \$94,472. Out of this amount the Magdalen Island catches accounted for 46,230 hundredweights in quantity and \$92,275 in value.

In addition to being used fresh, mackerel are marketed as fresh filets, and in canned, smoked, and pickled form. Some of the catch is at times also used as bait in other fishing.

#### FACTS OF INTEREST

Canada's exports of newspaper paper recorded a substantial increase in June, when the total was 6,413,093 cwt., valued at \$15,189,194, as compared with 4,893,105 cwt., valued at \$10,691,411 in June, 1939.

Keep Minard's in the home.

### The Central Guardian

This column is reserved for news of local interest but advertising of a newsy nature may be inserted at 5 cents a word strictly payable in advance.

#### CONFEDERATION LIFE INSURANCE

REMAINDER of prints and summer dresses to clear at half price. THE VOGUE. L-177-24-31.

CLEARING all spring coats and suits from 33 1-3 to 50 per cent discount. THE VOGUE. L-177-8-24-31.

RECRUITS WILL BE EXAMINED at the Armouries, Charlottetown Thursday, August 29, at 9:30 a. m., Daylight Saving Time. L187-8-26-21

**Y.P.U. CONVENTION**—The Maritime Young People's Union convention, meeting in Halifax for the first time in ten years, convened Friday at the Central Baptist Church on Robie Street where they were graciously welcomed to Halifax by Deputy Mayor G. S. Kinley. Over 140 delegates from the Maritime Baptist churches joined with about 50 from the Halifax churches in the opening day. The highlight of the opening day was the oratorical contest won by Miss Pansy Brown of Chipman, N. B., who competed with four other Maritimeers. Also taking part from out of town in convention exercises were lectures by Rev. Barbara Robinson, Marystown, N.B., Helen Langille, Truro, and Mildred Crosby, Bonshaw, P. E. I. Visiting delegates were also entertained at supper last evening. — Halifax Chronicle.

**CHANDLER-HARQUAIL** — The chapel of St. George's Anglican church was the scene of a quiet wedding Friday morning when the Rev. J. J. Alexander united in marriage, Doris Winifred, daughter of Mr. and Mrs. Walter J. Harquail of this city, and Gordon Crawford, son of the late Mr. and Mrs. Edward Chandler, of Charlottetown, Prince Edward Island. The bride was attired in a direct length dress of solid blue crepe with matching accessories and carried an arm bouquet of Happy Day roses. The groom's mother wore a dress of Queen's blue crepe with wine accessories and a corsage of Talsman roses. The groom's brother, Edward Chandler, of Charlottetown, was the best man. After the ceremony a reception was held at the Brunswick Hotel for the immediate friends and relatives. Later, Mr. and Mrs. Chandler left on a motor trip to Montreal and Toronto. On their return they will reside in New Glasgow. — Moncton Transcript.

#### Personals

Miss Mary MacNeill, of Boston, is visiting friends in St. Catharines and Churchill.

Mr. Edward Murrugh, of South Freetown was a recent visitor to the city on Saturday.

Mrs. Frank McWilliams and little son Dale of Cape Traverse are vacationing in Hampton, the guests of Mr. and Mrs. Melville Bell.

Dewar Jones, son of Mr. and Mrs. Elliott Jones, Dunstaffnage, is in the P. E. Island Hospital, suffering from a severe cut in the arm which required several stitches.

Harry and Sheldon Ferguson have returned to their home in Charlottetown after a pleasant week in Charlottetown, guests of Mr. and Mrs. George Bell.

Mr. Frank Natus, manager of the Bank of Nova Scotia, St. P. ters, P.E.I., accompanied by Mrs. Natus and son, are visiting relatives in Chester, N. S. for a brief vacation.

Sterling Young, 34 Spring Street, City is spending a pleasant vacation in Craupud the guests of Harry and Sheldon Ferguson.

It is a source of pleasure to report that Miss Doris Howatt, of Brighton, is successfully convalescing at the Prince Edward Island Hospital. Miss Howatt last week underwent an operation for appendicitis.

Miss Evelyn Gill, accompanied by her cousin, Miss Marjorie McNamara of Watertown, Mass. leave this morning on return to Boston, Mass. after spending a pleasant vacation with her parents, Mr. and Mrs. James Gill, Elliotville.

### Today's Short Wave Radio Program

(All Time at Eastern Standard)

#### TUESDAY, AUGUST 27

**BERLIN**  
6:15 p.m.—Berlin Philharmonic Orchestra. DJL, 15.11 meg., 19.8 m.

**LONDON**  
7:30 p.m.—"Britain Speaks." A London Commentary on the News. GSD, 11.75 meg., 25.5 m.; GSC, 9.88 meg., 31.3 m.

**BUDAPEST**  
7:30 p.m.—Evening Prayer Organ; News in English; Hungarian Folk-songs. HAT4, 9.12 meg., 32.8 m.

**BERLIN**  
8:30 p.m.—Lord Haw Haw. DJL, 15.11 meg., 19.8 m.; DJD, 11.77 meg., 25.4 m.; DXB, 9.61 meg., 31.2 m.

**ROME**  
8:40 p.m.—RIAR Symphony Orchestra. 2R03, 31.15 m.; 2R04, 25.40 m.; 2R06, 19.61 m.

**LONDON**  
9:30 p.m.—Radio News-reel for North American listeners. GSD, 9.88 meg., 31.3 m.

**ROME**  
10:00 p.m.—News in English. 2R03, 31.15 m.; 2R04, 25.40 m.; 2R06, 19.61 m.

**GUATEMALA**  
10:00 p.m.—Concert given by the Orquesta Progressista. TGWA, 9.68 meg., 31 m.

**BERLIN**  
10:30 p.m.—News in English. DJL, 15.11 meg., 19.8 m.; DJD, 11.77 meg., 25.4 m.; DXB, 9.61 meg., 31.2 m.

**GUATEMALA**  
11:15 p.m.—Hawaiian Music. TGWA, 9.68 meg., 31 m.

**TOKYO**  
12:20 a.m.—Orchestra Selections. JZK, 15.16 meg., 19.7 m.

**MOSCOW**  
3:00 a.m.—English Period. RV-90, 15.34 meg., 19.7 m.



SIR OLIVER LODGE DEAD

The Press association announced Aug. 22, the death of Sir Oliver Lodge, 89, was a noted physicist, specializing in electricity, and was well known for his work in psychical research. The Press association said that he died at his home at Amesbury in Wiltshire.

**COMMITTEE ORGANIZED**—The following committee has been organized in Montague for War Savings Certificates and stamps: Allison MacLean, chairman; Mayor Kier Clark, L. H. Poole, A. G. Parks, E. H. Stewart, B. H. Yeo, George McIntyre.

**ARMY SONGSTER BRIGADE**—Ever since its commencement the Salvation Army has used as one of its main offensive weapons Music and Song, so much so that the founder William Booth declared the Army would sing its way around the world. This has literally been accomplished. On through the years great progress has been made in the presentation and from a musical family of five the number of bandsmen of the Salvation Army has grown to many thousands. Army songster brigades or choirs have developed in like proportion. On labor week-end, Saturday, August 21, and Sunday, Sept. 1, the Saint John Citadel songster brigade and musical party will visit Charlottetown. The brigade has twenty-five members and will present a number of programs during their stay, including an open air program on Saturday night in the Band Stand at the Square and an after church musical festival in the Prince Edward Theatre. They will also be visiting some of the institutions of the City to cheer the sick and be a medium of blessing. Major and Mrs. E. Green, Divisional Commanders for New Brunswick and Prince Edward Island will accompany the Brigade and be in charge of the Sunday Services.

**LONDON**—H. Haselton of Earlestown, Newton-le-Willows, started a campaign among fellow window-cleaners in Britain to save enough money to buy a Spitfire fighting plane.

### Eagle Pencil Employees Give Ambulance

Charles G. Easton, Vice-President and General Manager of Eagle Pencil Company of Canada Limited, has advised that the staff of the parent Company in New York is going through the British American Ambulance Corps a fully equipped ambulance being sent to England as a mark of sympathy and an expression of gratitude for being "free from fear of bombing planes, parachute troops and invasion."

This ambulance is to be used "to help care for those who may be wounded, whether soldiers or civilians."

### Bristol And Vicinity

Mrs. Stanislas Lapierre left last week-end on an extended visit to friends in Nova Scotia and from there to Baie Comeau, Quebec, where she will spend a month with her son and daughter-in-law Mr. and Mrs. Charles Lapierre.

Mrs. William McDonald has left for Ows Head, N. S., in answer to a telegram that her father was dying. At time of writing no word has been received of his condition.

Several men from this vicinity who were employed on the ship work at the air port were laid off last week for some time, owing to a hold up in work.

Mrs. Joseph D. McDonald, Vernon River spent a few days here last week visiting her aged mother Mrs. Frank Rossiter. Mr. McDonald who is station agent at Vernon River will spend his vacation here starting this week.

A monster dance was put on last week in Morell by the Morell W. I. for the Red Cross. The party was a supreme success. Everyone seemed to understand the worthy calling. A second dance was also run in Morell for the same purpose by the Morell East W. I.

His friends regret the continued illness of Lloyd Squire, son of his mother, Mrs. Walter Squires in the Harbor District.

Mrs. Maurice Brown, Bear River is visiting her parents here, Mr. and Mrs. Joseph Degal.

Mrs. Arthur Blaxland has again moved from her summer home at St. Peter's Harbor to Morell.

C. N. R. painters have painted the C.N.R. depot at Morell and the building now presents a much fresher appearance to the travelling public.

Miss Mary Sinnott, and Miss Florence Matheson will enter P.W.C. this term for their first year. Your writer wishes them success.

Mr. John Laybolt was a visitor to the city last week on business.

The registration task was carried on here last week in the school and it is believed every one was registered, even those who were confined to bed were visited by one of the agents and registered.

### SPECIAL!

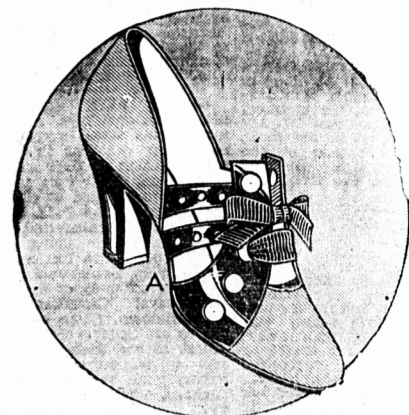
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Special Empress \$5.00  
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## AGNEW-SURPASS SAMPLE SHOE SALE



300 PAIRS SAMPLE SHOES GO ON SALE

Yes, those sample shoes you have so often asked about are here—300 pairs of them in the most complete assortment of materials, colors and styles we have ever offered. All the newest styles and colors are included in this group. Black, Brown, Blue, Green, Wine and Biege. This entire group of samples is conveniently displayed on racks for your self selection.

NO RESERVE. NO REFUNDS.

Sale Starts Today 9 a.m.

\$1.98 Pr.

**AGNEW-SURPASS**  
SHOE STORES LIMITED

The Drake brothers have purchased a new farm tractor to replace some of their horses. These boys have been farming on a big scale for several years.

The fishermen who have had a very poor season are harder hit with the stormy weather for the past several days.

Harvesting got underway here last week and by the look of the

stocks in many of the fields the crop will be a bumper one. No potatoes have also appeared at the market and are very good in size and quality and farmers are expecting a fine harvest when the season starts next month.

Miss Evelyn Fortune, Trenton, N. S., was a visitor here during Home Week. This was Miss Fortune's first visit to the Island and she was much impressed by the beauty of this fair province.



Three guesses as to what part of the United Kingdom young British refugee Donald Miller comes from. The gifted youngster, one of 28 who recently landed in New York, is giving the British "thumbs up" victory sign as he dangles from the companionway aboard the S. S. Samaria.