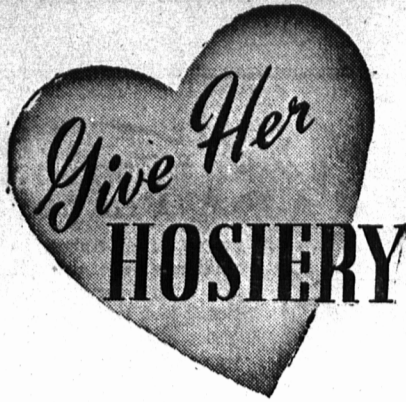


For St. Valentine's



Choose to-day from the charming Spring shades

- ... Verve
- ... Petal Blush
- ... Gallant
- ... Bravado
- ... Suave



Every popular weight as shown today in New York, Montreal, Toronto.

85c \$1.00 \$1.15

A Valentine Souvenir that means something.

Or ... Make her Valentine

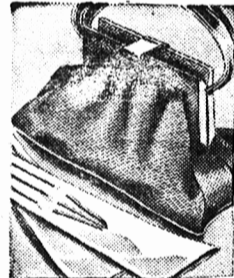
A SLIP!

Make her "Valentine" a Slip! They're pretty as well as necessary.

Taffeta Slips with the cut-off hem in the new colors for Spring. Lilac, cerise, white, paddy green, navy wine and black ——— \$1.75

New "Elegance" Slip tailored so well that it can be worn inside out. Fully guaranteed to wash, wear and iron. Made along princess lines that do not ride up or twist. Wrapped in cellophane for only — \$1.50

At \$1.00



St. Valentine Bags

You'll be thrilled with these . . . they are so clever at the price. They have just come in . . . in time for your St. Valentine shopping ——— \$1.00

MOORE & McLEOD Limited

DEPARTMENTAL STORE

CHARLOTTETOWN - PRINCE EDWARD ISLAND

The Canadian Legion's War Services are undertaken with the approval and active co-operation of the Canadian Government.

YEO THEATRE



WALTER WANGER presents
FREDRIC JOAN
MARCH · BENNETT
in
TRADE WINDS
with
RALPH BELLAMY · ANN SOTHERN
SOMEY BLACKBURN · THOMAS MITCHELL · ROBERT ELLIOTT
SOURIS — THUR. 15th.
MONTAGUE — SAT. 17th.

Sun Life Annual Meeting

MONTREAL, February 13th. With assets at an all time record of \$914,000,000 and normal earnings for the year the highest in the Company's history, the most significant figure quoted by the President, Mr. Arthur B. Wood, at the sixty-ninth annual meeting of the Sun Life of Canada was the ninety million dollars of benefits paid out to policyholders during 1939. This represents an increase of approximately six million five hundred thousand dollars over the payments of the previous year and brings the total benefits paid out by this Company since the first policy was issued in 1871 to the total of one billion two hundred and ninety-five million dollars. Death and disability payments during the year exceeded twenty-six and one-half million dollars, annuity and matured endowments came to thirty-one million dollars, while fourteen millions were disbursed in dividends paid to policyholders. Altogether, sixty-one million dollars were paid out during the year to living policyholders.

Tremendous Sales For Studebakers

WALKERVILLE, Ont. Feb. 5, 1940.—(Special): Sales of Studebaker passenger cars and trucks made tremendous gains in January, stated M. S. Brooks, President of The Studebaker Corporation of Canada, Limited, today. "In the January just ended," said Mr. Brooks, "we shipped 47% more units to our distributors and dealers than in the month of 1939. It was the best January in our entire history by more than 50%." "We started February with 241% more orders on hand than on February 1st of the previous year and there is every indication that this month will be another bumper one. While shipments to the Ontario and Quebec markets are holding up well, a greater portion of the volume is going into the West and the Maritimes which would indicate increased commercial activity and spending power in these particular markets."

In Memoriam

MISS ISABELL FRASER

In the passing of Miss Isabella Fraser, on February 7th, Charlottetown lost one of its finest citizens. Having lived to the age of 84 years, her death came after a illness of a few weeks. Possessed of a kindly, friendly nature she was respected and loved by all who were privileged to know her. For 66 years she was a member of the Baptist church, and ever was faithful in the discharge of her Christian duties.

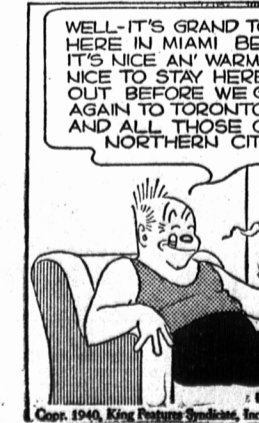
The late Miss Fraser was a daughter of the late Daniel Fraser of Clyde River, P.E.I. One sister, Miss Catherine Fraser lives in Moncton, N.B. Mr. Willis Fraser in Connecticut, Mr. Ross Gillespie, Scott's Settlement, N.B., are nephews; Mrs. Harry Burker, Moncton, N.B., Mrs. Wm. Johnson, Springfield, Mass., Mrs. Eric Cole, North Milton, P.E.I., are nieces of the deceased. Miss Fraser spent the latter years of her life with her sister-in-law, Mrs. Gordon Fraser, Charlottetown. The funeral service, conducted by the Rev. H.L. Denton, was held from the Charlottetown Baptist Church, on Friday, February 9th. In spite of the inclement weather many friends gathered to pay tribute to a faithful friend and a true Christian. Interment was at Clyde River.

YOU CHURN YOUR OWN

LONDON.—(CP)—Latest trick in rationed England is to "make your own butter." City housewives spend long half-hours shaking skimmed cream in milk bottles, for the sake of two ounces or so of butter.

Exports of Canadian newsprint paper during the first eleven months of 1939 amounted to 48,968,643 cwt., compared with 44,294,059 in the corresponding period of 1938.

BRINGING UP FATHER



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.

CRASWELL for Photographs
A MURDER HAS BEEN ARRANGED. L-317-2-14-31.
CONFEDERATION LIFE INSURANCE. L-9789-7-21-311.

"NATURAL CAUSES"—Dr. Yeo advises the Guardian that Mrs. John Marks, Covehead, died from natural causes, and not from malnutrition as stated in the report yesterday.

ARRIVE SAFELY—Mr. Harry Vinchester received a telegram yesterday from Mr. James Murchison, Buenos Aires, announcing the safe arrival in Buenos Aires, looking wonderfully fine, of his wife, Mrs. Murchison, her two children and Miss Joan Winchester.

RETURNS FROM ENJOYABLE TRIP—Mrs. George W. Macleod has returned from an enjoyable visit with her son Clarence, and family in Portland, Me. She also spent some time in Boston, where she was a guest at the Mirrow Club Russell, St. Boston on Canadian night, where she met a number of friends former residents of this City and Province.

MESSAGE OF SYMPATHY—The members of the Abegweit and Royal Edward Chapters, Imperial Order of the Daughters of the Empire, have united in sending a telegram of sympathy to the Lady Tweedsmuir, Ottawa.—Prince Edward Island members of the Imperial Order of the Daughters of the Empire respectfully tender to you their heartfelt sympathy in this hour of great sorrow.

DECEASED CHARTER MEMBER—Since the meeting of the Prince Edward Island Presbytery which was held on January 24th and 25th at Kensington, the names of a number of deceased members have been given to the Corresponding Secretary. Some of them have already been published. Another name has been received, that of Mrs. Edmund Toombs of the Mayfield Auxiliary, Mrs. Toombs passed away on Jan. 21st, 1939. She was in her 88th year, a charter member of the Auxiliary and had done valuable work in its organization.

PERSONALS

Miss Loretta Murphy, Rocky Point, spent the week-end visiting friends in the City.

Mrs. E. J. Praught has returned from a short visit to her husband who is connected with the Canadian Dental Corps at Halifax.

Mr. Herbert Lowther has returned to the City after spending the week-end in Kensington. While there he visited his sisters, Mrs. Carrie Coles and Mrs. Robert Myers, and also other friends.

YORK POINT AND VICINITY

Miss Elizabeth Roberts, York Point, is confined to her bed and her many friends wish her a speedy recovery.

Mr. William Butler, York Point has left for Toronto, where he will join the Air Force.

Mr. John McKinley, North River, has infection in his hand. His many friends wish him a speedy recovery.

Miss Irene MacPhail has spent the last two months at her home in Argyle Shore.

Mr. Earl Moore, Argyle Shore, was among the visitors to this City Saturday.

Misses Eleanor MacFadyen and Janie MacKinnon, Churchill, has returned to their home after spending six weeks at the Short Course in the C.

Miss Minnie Sellar has returned to her home after spending the past months in the City.

Miss Erma Bain has spent the week end at her home in Cornwall.

Among those attending Cornwall rink Saturday night were Misses Eleanor and Norma Ford

MIDDLETON SCHOOL

Honor Roll for Senior Department for month of January.

Grade X Sr:
1. Wilma Reid.
2. Pauline Wright.

Grade X Jr:
1. Russell Smith.
2. George Campbell.
3. Eldon Wright.

Grade IX:
1. Charles Craig.
2. Robert Reid.

Grade VII:
1. Shirley MacKenna.
2. Catherine Smith.
3. Viola Allen.

Grade VI:
1. John Craig.
2. Robert O'Brien.
3. Mary Smith.
Grace Webster, Teacher.

Bristol And Vicinity

In the last group of Canadians arriving in England last week were several men from Bristol and Morrell.

Miss Mary Fogarty, who injured her head some time ago, has set for her home in Cardigan, for a few days rest.

Ice cutting has started here. Those harvesting the crop report the cut is not as thick as former years but the quality is first class.

Mr. Joe Lapierre has gone to the City to attend one of the courses for fishermen. Basil MacDonald is also attending the course.

Miss Mary O'Brien, teacher at Morell, and Rita O'Brien, teacher at St. Peter's Lake, were in the City on Saturday on business.

Mr. Angus Lapierre, will leave shortly for LaToque, Quebec, where he is employed in the spring and summer months with a large firm.

The Bristol rink remains closed this winter. The boys seem to have lost their desire for hockey in their home town, and wander to the Morrell Rink.

Mrs. John Lapierre has entered the Charlottetown Hospital for a serious operation. At time of writing there is no report on her condition.

Mrs. Frank Tobin, who has arrived from New York City with his father that Miss Minnie Byrne, Sinnott's Road, who was very ill is now improving and her nurse, Mrs. Justine McCarley, has returned home.

Her friends are glad to report that Mrs. Minnie Byrne, Sinnott's Road, who was very ill is now improving and her nurse, Mrs. Justine McCarley, has returned home.

Among those taking advantage of the excursion to Montreal last week were Mrs. J. F. McInnis and Mrs. B. W. McEwen, Morell, and Mrs. H. H. Cox. Mrs. Cox is spending the winter months in Charlottetown.

Mr. Gerald McAdam, Morell, heavy defence player with the Morrell Hounds wrenched his leg in a game at Montague last week and was out of the lineup for a short time, but we hope to see the rugged Jerry back very soon.

Despite the fact there are several rumors around the property of Joseph McDonald has been sold. Mr. McDonald informs this writer the property is still on the market. Mr. McDonald is at present, C. N. R. operator at Vernon River.

Mr. Gerald McAdam, who runs the daily express and freight truck from Morrell to the city was forced to leave the truck at Mount Stewart on Friday and return by train. McAdam made the run Saturday after the plough came through.

A car driven by one of Bristol's winter drivers left the road in one of the cuttings near Morrell Village on Friday in the storm and was only set free after a long term of shovelling. The car ran up on the frozen bank and broke through.

Hundreds of trap heads are being knit at the present time for the lobster packers. No doubt the winter season will see thousands of new traps required to turn out and will give employment to quite a number of fishermen for some time.

Two new boats have been completed by the boat building students at Morell, under the direction of Frank McEwen. Mr. Dave Stafford one of our oldest fishermen has purchased one of the completed boats. The boys expect to turn out about five boats before April when the course closes.

Mr. Emery McEwen, prop. of McEwen's mill, West St. Peters, has purchased the property of the late Henry Douglas. Mr. McEwen has also purchased seventy-five acres of hardwood lumber near Bear River not far from the eastern paved road. McEwen's mills supply several building contractors with hard and soft wood lumber winter and summer.

Mr. Lewis McEwen of the Harbor District, was in this town Thursday with a young fast pacer and drove some of the best lovers a taste of speed as he raced up and down the icy paved road. We also noticed the old driver out with his speedy steed, Mr. Hamond McEwen. No doubt there will be a race on about five boats before April when the course closes.

War — 25 Years Ago Today

(By The Canadian Press)

FEB. 14, 1915—Terrific artillery duel started in Ypres salient, enemy troops gaining some ground at St. Edol. Austro-Hungarian forces reported in Czernowitz, capital of Bukovina.

The gross value of agriculture production in Canada during 1939 is estimated at \$1,133,545,000 compared with \$1,036,530,000 in 1938.



THE BRAY CHICK DOES THE TRICK!
Ask your neighbors what Bray Chicks did for them. Then phone, or drop in.
Arthur H. Erynton, Kensington
J. H. Campbell, Alliston
J. Harry Green, Central Bedque
George Muirhead, St. Eleanor's
Francis B. Trainor, V. River
T. Taylor, Springfield.

FUR SALES

Following is a summary of the results of the C. M. Lampson & Company winter fur sale for 1940.

C. M. LAMPSON & CO. LTD.'S WINTER SALE 1940

- Beaver-Sold Well
- Fisher-Sold Well
- Ermine-Advanced 15 percent
- Nutria-Advanced 10 percent
- Mink-Advanced 10 percent over January
- Other-unchanged
- Stone Marten-unchanged
- Baum Marten-unchanged
- Cross Fox-unchanged
- Red Fox-unchanged
- White Fox-unchanged where sold
- Blue Fox-Sold well unchanged in average
- Asiatic Fox-Advanced 10 percent
- King Fox-mostly withdrawn
- Australian Red Fox-Advanced 5 percent
- Wallaby-Unsold
- Australian Opossum-Unchanged where sold
- Indian Lamb-Advanced 10 percent
- Shiras-Firm
- Pony-Firm
- Ocelot-Firm
- Canadian Squirrel-In strong demand
- Lincoln Kid-Unsold
- Skunk-Advanced 10 percent
- South American Skunk-Firm
- Black Muskrat-Firm
- Opossum Smaller Sizes-Advanced 20 percent
- Opossum Larger Sizes-Advanced 10 percent
- Opossum Extra large sizes-Unchanged
- South American Opossum-Unsold
- Brown Muskrat-Advanced 20 percent
- Southern Muskrat-Advanced 15 percent
- Wolf-Unchanged
- Wild Cat-Unchanged
- Mole-Unchanged

During 1938 the nine dredges operated in the Yukon by Yukon Consolidated Gold Corporation handled 8,550,600 cubic yards of gravel which yielded 60,655 fine ounces of gold and 14,413 fine ounces of silver.

FIFTY YEARS AGO AND TODAY

FROM THE ANNUAL REPORT OF 1889

SUN LIFE OF CANADA

Annual Report—1889

- Number of Policyholders 5,491
- Benefits Paid to Policyholders \$ 145,258
- Total Benefits Paid since Organization 1,191,408
- New Business 3,732,331
- Total Assurances in Force 12,337,983
- Assets 1,785,822

It is interesting to turn back the pages of time for half a century, and to compare the figures of those strenuous pioneering years with the achievements of today. The comparison provides a remarkable demonstration of the ever increasing public confidence in the security and strength of Life Assurance, and affirms the soundness of the co-operative principles on which Life Assurance is founded. Today, this confidence is shared by over one million policyholders of the Sun Life Assurance Company of Canada.

In 1939, benefits paid by the Company were \$89,927,722 and benefits paid since the first policy was issued now total \$1,295,635,071. New Business of the Company for the year amounted to \$194,181,820 increasing the total assurances in force to \$2,938,478,254. Assets now stand at \$914,767,311.

The extent of the Sun Life organization and the high character and qualifications of its personnel ensure prompt, intelligent and efficient service to policyholders and beneficiaries at all times.

The Annual Report will be mailed to all policyholders. Others may obtain a copy on request.

H. C. BOHAKER
Local Manager
Charlottetown, P. E. I.

SUN LIFE OF CANADA

HEAD OFFICE MONTREAL

Agents for Sun Life of Canada

J. A. Moore F. C. Bennett
Donald MacDonald G. D. Corcoran

35.03 miles per gallon in official gas economy contest!

You save as much as 10% to 25% a mile!

STUDEBAKER CHAMPION

PRICES BEGIN AT \$987.00 for a Champion coupe, delivered in Charlottetown. Prices subject to change without notice.



COME in today and take out a Champion for a drive. See how safe and steady it is—how easily it handles—how luxuriously it's upholstered and appointed. Many motorists who have owned the other 3 leading lowest price cars say this Studebaker Champion exceeds the 10% to 25% greater economy that Studebaker engineers designed it to give. You pay only as little as for any other leading lowest price car. Easy terms.

THREE STUDEBAKERS BEAT ALL OTHER CARS

In 1940 Gilmore-Yosemite Sweepstakes The three Studebakers—all stock cars equipped with Studebaker's low extra cost overdrive—finished one, two, three in the 1940 Gilmore-Yosemite Gas Economy Sweepstakes against 25 cars of all prices and sizes under American Automobile Association supervision.

T. G. IVES
Charlottetown
DISTRIBUTOR FOR PRINCE EDWARD ISLAND

By George McManus



Round Trip BARGAIN FARES TO MONCTON

—Going—
FRIDAY, FEBRUARY 23, & SATURDAY, FEBRUARY 24
Mon., Feb. 26, 1940
\$3.20

From CHARLOTTETOWN Proportionately Low Fares from other stations

Children of five and under Twelve years of age HALF FARE

Tickets Good in DAY COACHES ONLY

For Further Information Consult any Ticket Agent

CANADIAN NATIONAL TO EVERYWHERE IN CANADA

RENNET MANUFACTURE

Since the conquest of Poland the principal source of calves' stomachs from which rennet is manufactured has been cut off to Canadian buyers. Rennet is a coagulating agent used in the making of cheese. As a consequence it is now necessary to conserve the supply of calves' stomachs available in Canada and an Order in Council just passed under the War Measures Act, on recommendation of the Dominion Minister of Agriculture, prohibits the export of such stomachs.

REWARD FOR SUNNY CHILD
BLACKPOOL, England.—(CP)—Because she "provided a ray of sunshine in my old age," Anne Chapman, nine, was left \$222 legacy by her grand-father.

WHY HAVE SORE FEET?
JUST RUB IN
MINARD'S
"KING OF PAIN"
LINIMENT