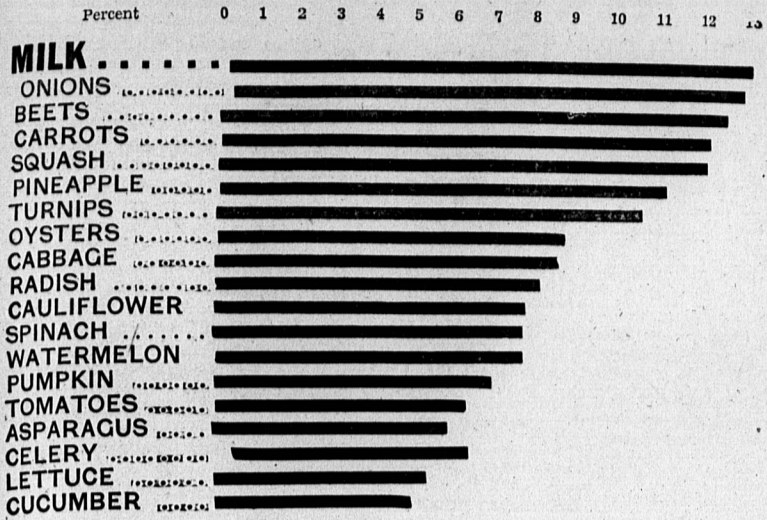


# MILK IS A SOLID FOOD IN LIQUID FORM

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THE COW IS A WONDERFUL LABORATORY. She takes bulky foods and transforms them into a food that is easily digested and easily assimilated without waste.

## GARDEN CITY MILK IS CLEAN AND SAFE

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### New Glasgow Notes

The annual meeting of the New Glasgow Dairying Company took place on Wednesday Feb. 3rd. in their local hall with quite a number of patrons and share holders present. The meeting was opened by the President Mr. Ernest Bultman, who then called on the Sec'y to read the business report which was read and approved.

**Summary Business:**— Cream supplied by 185 patrons making a total of lbs supplied of 294,509. Butter manufactured 95,374, lbs. average price 23% for butter fat. Net value of cream \$631 per cwt. The following board of Directors were elected for the coming year. Cecil Laird, Henry Gallant, John Clark, Ernest Houston, Frank Houston, Alexis Murphy, Joseph J. Gallant.—N.

The New Glasgow "Colts" the Junior team on Wednesday evening tried their luck with the "Flying Frenchman of Rustico" in the New Glasgow rink. This game started off in real earnest. A few minutes after the face off Amara Pineau the brilliant shooter for the "Colts" broke through the defence and scored twice in succession for the Colts a little later Weston Lepage scored for the University Team and again Eugene Pineau scored making a deadlock at the end of the first period. Second period was scoreless but both teams working hard for the honors. Third period shortly after the face off, Robert Stevenson of the "colts" scored followed by Arthur Houston. A few minutes before the bell rang Weston Lepage slipped in a easy shot for Rustico the game ending

4-3 in favor of the "Colts". Louis Mabey was the capable referee for the game. The line up was as follows:—Flying Frenchman, Goal, Howard Gaultier, Wings, Elmer Bultman, Weston Lepage, E. Doucette Gerald Stevenson and Reid Stevenson.—Defence, E. Pineau, John Gallant.—Colts Goal, Earle Houston. Wings, Amara Pineau, Robert Stevenson, Arthur Houston, Richard Smith, Louis Pineau.—Defence Foster Sellers and Howard Ling.—N.

The Hunter River Royals visited New Glasgow on Thursday evening last to play the "Imperials" their return game this time the score being 7-4 in favor of the Imperials. Both teams worked hard during the three periods. About three minutes after the first period Harold Stevenson, right wing for the Imperials netted a goal and a few minutes later Jack Hogan shot two goals almost in succession making the score 3-0 in favor of the Imperials. The second period both teams were out to win and it was a sure bet that the period would be a scoreless one, but shortly before the bell rang, Edwin Stevenson broke through the defence and again scored for the Imperials. The third period the Hunter Royals began to feel more at home and showed some sharp playing: Wedlock and Lepage working like trojans to get their team into working order the result being before many minutes they had a surprise in store for the Imperials when Lepage tucked in a sharp shot from Centre ice a few minutes later, Wedlock scored again for the Royals within the next few minutes Harold Stevenson

scored for the Imperials then Lepage for the Royals, again Harold Stevenson for the Imperials then Lepage took another sweep and scored for the Royals followed by a close shot from Boyle, and again one minute before the bell rang Jack Hogan showed his good work and scored for the Imperials.—score ending 7-4 in their favor. J. Howard Gaultier refereed the game to the satisfaction of all. M. Bultman the Imperials Goalie made some excellent stops and they are lucky in securing the service of Jack Hogan who is a genius at the game. It was a set back to the Royals when Ralph McMillan was unable to accompany the team.—N.

### Pay Biggest Dividend In Firm's History

NEW YORK, N. Y. Feb. 18.—Directors of the American Telephone and Telegraph Co. today refused to fall in line with a number of leading companies who feel that reduced business volume in 1932 justified omitting dividend payments for the time being. The directors went into their dividend meeting at noon today, and a little later word was flashed out that the regular quarterly payment of \$2.25 a share had been voted. The dividend is payable next April 15 to stock of record March 12.

### Hope Abandoned For Motor Vessel

YARMOUTH, N. S., Feb. 18.—(By the Canadian Press) — Four weeks of searching the waters of Nova Scotia have failed to bring any word of the Yarmouth motor-vessel Courtney, which cleared from this port for Meteghan on December 2, and belief was expressed tonight that the ship and her crew of four had been lost at sea. Lawrence Sweeney, her owner, said a sister ship had been looking for the Courtney more than a month and other vessels had watched for her. He had abandoned hope. The search was begun in January, when the owner learned the ship had not reached Meteghan.

The Courtney was manned by Hugh Setters, Joseph Boudreau and two others whose names have not been ascertained.

### PLACE VIGER TO BE CLOSED

(By Canadian Press) MONTREAL, Que., Feb. 19.—One of Montreal's most prominent hotels, the Place Viger, will be closed soon it is expected, says The Gazette.

The hotel was built in 1897 and derives its name from Viger Square which it faces. Viger Square was named after a mayor of Montreal of a century ago. In its earliest years Place Viger hotel became the Mecca and meeting ground of politicians, legislators, judges,

### Study The Public Says Executive

Progress Depends on Anticipation of Needs Claims Bradford Ellison

Toronto, Ont., Feb. 20.—"Progress under modern conditions must be based on a more thorough understanding of public needs and a greater willingness on the part of manufacturers to develop new ways and means to satisfy those needs," claimed Bradford Ellison in an interview today.

Mr. Ellison's remarks are supported by the record of Nestle's Milk Products (Canada) Ltd., of which company he is vice-president. Nestle's have enjoyed increasing business each year in spite of depressed conditions due to this policy of anticipating the public needs. Mr. Ellison continued in part:

"That a considerable number of the Canadian people have ample purchasing power is confirmed by the current reports on savings deposits in the Dominion and the unprecedented manner in which Dominion, Provincial and Municipal bonds are absorbed in the Domestic market. Dependence on what satisfied the public in former years in some cases retards the full benefit to be derived from this potential purchasing power. Only by constantly adapting their product to changing needs and demands can an industry make the greatest measure of progress."

In view of the foregoing it is interesting to note that Nestle's have just introduced in their new condensed milk a higher standard of quality than ever before achieved on the market. Condensed milk is a small but essential item in the multiplicity of food products clamoring for the public's dollar but the change in its manufacture illustrates the close study of public requirements characteristic of the Nestle's company. The change was made in order to meet a growing public preference for a condensed milk of more butter fat content and lower sugar content. As scales on the old brand were progressing satisfactorily some objections were raised by the sales staff to any change. These objections vanished in discussion however and the new condensed milk entered production. It is a richer milk with the higher butter fat content of 10% and the lower sugar percentage of only 40% which is admirably in line with the new public requirements.

Results, according to Mr. Ellison, have more than justified the departure and confirm his belief in the wisdom of constant study of public requirements and trends. Nestle's are the world's largest producers and sellers of condensed and evaporated milk.

### LOCAL PIONEER IS LAID TO REST

(Lashburn, Sask., Corner, Feb. 12.) The funeral of the late Mr. G. Butler, who died in the sanatorium at Prince Albert on February 2nd, was held on Friday last in the presence of many sorrowing relatives and friends. The service was conducted by the Rev. R. Stevenson in the United Church. It was very impressive. During the service a quartette sang the selection: "Shall We Gather at the River." The pallbearers were Messrs. I. J. Carruthers, B. A. Carruthers, W. T. McMurdo, J. A. McLean, H. A. Ellis and H. Beaton. Interment was made in the Lashburn cemetery.

Deceased was a pioneer in this district. Born in Prince Edward Island 41 years ago, he moved west in 1905 taking up a homestead south of town. He is survived by his mother, three brothers, Howard, Herb and Tom, and two sisters, Grace and Eva. Howard is at Meota, Sask., Herb at Alyaush, B. C., and Eva at Prince Albert, Sask. Grace and Tom are living at home here with their mother.

OTTAWA, Ont., Feb. 19.—(By The Canadian Press)—The Quebec government, co-operating with the Dominion Department of Fisheries in the campaign to increase the use of Canadian fish foods, has appointed Miss May Maguire, of Quebec City, cookery specialist. She will assist Mrs. Eveleme Spencer, Dominion specialist in a series of demonstrations and lectures in Quebec. They will be in Montreal next week.

clergy, governors and social leaders. The present Premier of Quebec, Hon. L. A. Taschereau, lived there for a number of years. His predecessor, Sir Lomer Gouin, was a constant visitor and Sir Wilfred Laurier frequently stayed at the hotel. Judges have combed over their decisions within its walls and many a profound question involving the political life of the province has been thrashed out there.

Among the distinguished guests of the hotel was Lily Langtry, the great English Actress, and in 1919, the city was host to the Prince of Wales in a great main dining-room.

### Keen Speculation Over Military Movements

Tokyo, Feb. 19.—(AP)—Japanese government officials evinced much interest today in the way General Chiang Kai-Shek will jump.

Military authorities express the belief that General Chiang, former president of China and chief of the Chinese armies, would not take a personal part in the Shanghai conflict, although they pointed out that he has been supporting the Nineteenth route army now in the field and might feel compelled, by growing Chinese enthusiasm over the Nineteenth's record, to take a hand.

It was said that if his National guard divisions—known as "Chiang's Own"—joined the Nineteenth, a new question would arise—whether the Japanese and Chinese were not engaged on a national scale instead of being involved only locally at Shanghai, as Tokyo contends they are.

Japanese opinion, it was said, agrees that the Nineteenth must be destroyed. Officials explained that the unit, composed almost entirely of anti-Japanese elements from Canton, has heretofore been victorious over the Japanese, and hence the soldiers have become National Chinese heroes.

### Decrease Noted In Ontario Liquor Sales

(Canadian Press)

TORONTO, Ont., Feb. 19.—The Ontario Liquor Control Board sold liquor and permits valued at \$45,835,707 during the year ended Oct. 31, 1931, according to the annual report tabled in the Ontario Legislature today. Breweries and brewery warehouses sold \$16,294,999, while the balance came directly from the Liquor Commission stores. The statement showed a gross trading profit of \$10,292,215, and a net trading profit of \$7,627,521. This sum, together with other revenue, resulted in a total profit to the commission of \$8,491,653.

Decrease of \$6,447,293 or 12.33 per cent. is shown in total sales. In 1929, \$52,283,001 worth of liquor was sold, while the figure for this year was \$45,935,707. The board points out, however, that actual decrease in sales is even greater than that shown, and increased prices were twice put into effect during the year.

Decrease in the sale of liquor and of permits is attributable to the present depressed financial conditions, to a greater restraint by the majority of the purchasing public, and to an ever-increasingly effective control of sales.

## Will Receive at Least \$200 Monthly During the Rest of Her Life!

IN November, 1925, M. R., holder of Monthly Income Policies Nos. 152,205 and 127,666 died. Every month since that time his widow has received a cheque for \$200 from The Mutual Life of Canada. During the past six years she has also received more than \$4,400 in excess interest dividends, and will continue to receive these dividends for the next fourteen years.

Her age when the payments started was 53. She will receive monthly cheques for \$200 AS LONG AS SHE LIVES.

If she does not survive to receive 240 payments the balance of this number will be paid to her heirs.

Money placed in a Mutual Life of Canada Monthly Income Policy is well-invested. It provides a steady, substantial income when it is needed most.

The Monthly Income Policy can be combined with the Endowment Plan. This provides for a retirement income for the person insured.

If you would like further information, send the coupon below to our Head Office.

## MUTUAL LIFE Assurance Company OF CANADA

Head Office: WATERLOO, ONT. Established 1869

H. A. EBERS, Provincial Manager, 135 Kent St., Charlottetown, P. E. I.

I should like to have further particulars of your Monthly Income Plan:

Name \_\_\_\_\_

Address \_\_\_\_\_

Age \_\_\_\_\_

Age of person to be the beneficiary \_\_\_\_\_

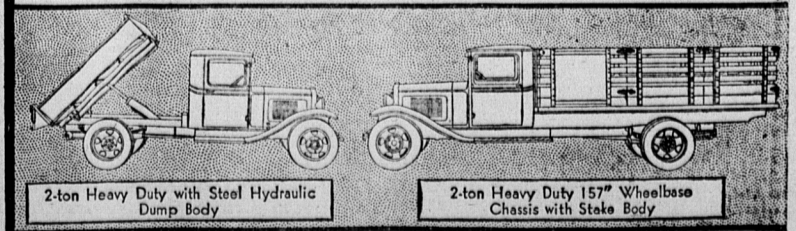
Ontario has received a total of \$35,000,000 all in profits from the board, derived out of the board's operations 4 1/2 years ago, and in addition has "a realizable asset worth, at least, \$3,500,000 all derived out of the board's profits."

# Presenting 8 NEW CHEVROLET SIX-CYLINDER TRUCKS

including 2 new heavy duty models of 2-TON CAPACITY

THE complete new Chevrolet six-cylinder Truck line for 1932 offers you: 1/2-ton Standard and De Luxe Commercial Chassis, with Light Delivery, Panel, Canopy Express and other body styles. 1 1/2-ton Chassis of 131- and 157-inch wheelbases, suitable for an almost unlimited variety of practical, low-priced bodies. And two entirely new 2-ton Heavy Duty Chassis, with many body types to fit the special needs of the contracting and heavy haulage field. You will find these new trucks improved in every way that adds to satisfaction. Faster and smoother to speed up service . . . stronger to last longer . . . with the lowest operating cost of any truck. More than ever, Chevrolet is The Great Canadian Truck Value! Prices from \$505 (for Commercial Chassis), at the factory, taxes extra.

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