

PRINCE EDWARD TODAY
 Matinee, 3.15 - 16c, 37c.
 Night, 7 & 8.45-26c, 42c, 52c.

AUDIO REVIEW
TACKIE NEWS

Lord Dilling told me tonight "You are much too sensible to spend five years in jail for the theft of Lady Winton's pearls. There's just one way you can save yourself and that is..."

The All-Talking! triumph

NORMA SHEARER
The Last of Mrs. Cheyne

Men adored her—women envied her. Through London's gilded society she swept, leaving a trail of broken hearts—and stolen jewels—a picture filled with wit, unexpected happenings, gas scenes.

CAPITOL Today

THE KID'S "CLEVER" Glenn Tryon

ALSO COMEDY "TOP SPEED"

The one and only Glenn Tryon at his laughingest best. See him in the speediest thing on reels—a comedy with a smile-a-minute speed and a power-plant of laughs.

MATINEE 11c - 16c.
 NIGHT 16c - 26c.

Inter-Imperial
 (Continued from page 4)

English—yet more than many Canadians do."

"Then American methods have to be studied?" "That's what I told em. Canada knows them. Canada is them. We know the Ford system and its psychology. We know Rockefeller. We have the skyscraper. We used to be the United States' best foreign market. From a branch factory and chain store standpoint we still are. They cut out the wholesaler and go direct from factory to counter. That cut down the cost. They can undersell us. Even with high wages they can undersell almost any nation because of standardized machine efficiency, mass production and the infallible American salesman on the job before he's wanted. These people teach the world how to sell. They have the goods and the system behind the salesmanship."

Value of a Trade Mark

"But don't the English know that?" "They should. London is full of it. Look at the American advertising signs in London—such as Freestone tires right in the heart of motor traffic; the shops full of American goods; Selfridge's itself a vast American organization."

"But what is Canada doing to offset that? Don't they want Canadian goods? If they won't give a preference to Canadian wheat, don't they want things made in Canada?" "Yes, and a lot of them may be made by American capital. I talked to storekeepers there. They admitted that Canadian canned goods, for instance, were sold in spite of the fact that the Americans have Canadians beaten in canned goods technique. Why, every can of American canned peas is frankly labelled into one of four grades; to each grade a slight difference from A to D. A customer knows exactly what she is buying when she buys an American can. If she gets an American or an Italian can of tomatoes she gets the fruit in tip-top shape. If she gets a Canadian can it's usually a lot of mush. I tell you in some lines of goods Canada hasn't learned to standardize her product. We—"

"Evidently Americans regard a trade mark—"

"Almost as though it were a flag," he said. "Don't they? Which an American woman abroad—what she asks for. Why a lady whom I know, travelling with an American lady in India, saw her friend repeatedly ask in a Bombay drug store for American trade mark goods; things known by their labels not only all over the Empire, but all over the world. What trade marks has Canada got? Where are our electric signs even in the Empire, our moving pictures, our talkies?"

"Perhaps we have the inferiority complex?" "Sometimes I think so. Heaven help us out of that if we have!"

"And what about the English manufacturer?" "Just rubbing his eyes. MacDonald has a tremendous job ahead of him to get the truth into them—and into his own Labor people."

"Is the Englishman too old-fashioned?" "He hates the scrap-heap. He makes machines to last a lifetime when he ought to know that before they are half worn out a new and better one will be on the market."

Canada Needs Education
 "Does Canada herself need more education in British goods, as she has had in America?" "Absolutely! We know less about British manufactured articles than the English do about some Canadian-made things."

"What about Australia and Canada?" "The same thing. We want to trade with Australia—but how?"

I asked whether there was any bureau anywhere in the Empire where such things could be found out.

"None," he said, "although each dominion is making some publicity headway in England, each on its own account. Glad to see that Australia has opened a house in Toronto."

"Had you any definite scheme to propose for all these muddles?" "Muddles—yes. Why, we haven't begun to think of the Empire as a trade unit at all. We leave that to the magazine writers to here and there a premier, to some travelling delegate like Hon. Mr. Amery who propagandize for Empire-grown tobacco for instance, till he had the English warehouses full of it and knocked the bottom out of the market."

"What do you suggest as a scheme?"

He mentioned several things: An inter-Empire trade conference of manufacturers, business men and consumer representatives, an organized campaign of education in Empire-made goods, known as British from anywhere in the Empire; the use of talkies in theatres and of radio; the emulation of American methods in selling direct and cutting down the cost to meet competition; a modern warehouse in London where manufacturers and shippers of Empire products might store, can, bottle and pack goods sent over in bulk; a more aggressive policy in Canada House; a commercial research department for the Empire in London; better provincial exhibits at the C. N. E.

"In general," he concluded, long before he had finished, "a thorough efficiency campaign for the Empire marketing board to make it a medium for goods from all over the Empire to all parts of it; above all things to keep the thing out of party politics; to make it a question for the whole people; to make any government or party understand that to let the American drive the trade wagon is the surest way to lower the American's respect for Canada and the Empire, and Canada's respect for the party; and to begin our campaign by letting England know that Canada—"

"Holds the pivot of the whole program?"

"She does! Why not? What other Dominion could? We don't need to be afraid. This country has done wonders that no other country has. If we live up to our own tradition of pioneering efficiency, to our knowledge of the American trade psychology, and to our strategic situation between Britain and the United States, we should give the whole Empire a demonstration. The more I see of England the better Canadian I am. And the best thing Canada can do for the Empire in this biggest trade struggle the world ever knew is to weld this nation into a unity for peace and progress as all America becomes an economic unity in the war."

METROPOLITAN STORE

JAN. 9th TO JAN. 18th **NINE BIG SAVING DAYS** JAN. 9th TO JAN. 18th

MEN'S ALL WOOL WORK HOSE 3 PR. 1.00	Guaranteed VACUUM BOTTLES 49, 69, 1.00	SUPER 6 RADIO BATTERIES 39c	GUEST IVORY TOILET SOAP 7 FOR 25c	KIDDIES ALL WOOL OVERALLS \$1.00	CHILDREN'S FLAN. BLOOMERS 15c & 49c
SILK PUFF CRIB COVERS \$1.00 Embroidered Designs	MISSES FLANNELETTE NIGHT GOWNS 69c Regular 89c	MEN'S CHAMBRAY WORK SHIRTS \$1.00 Triple stitch seams, double shoulders	MEN'S WOOL FLANNEL WORK SHIRTS \$1.39 Super Quality	FIRST QUALITY CLOVER LEAF CUPS AND SAUCERS 2 Sets 25c	
FLANNELETTE BLANKETS Double Bed Size \$1.00 EACH The best Blanket Value in Canada	LOOK MEN! GENUINE Broadcloth Shirts \$1.00 2000 to choose from Separate or Attached Collars. Sizes 14½ to 17.	"RUSH SPECIAL SILK VEST AND BLOOMER \$1.00 SET First Quality, all Shades and Sizes.	BROADCLOTH HOOPER AFRON AND SMOCKS 95c Buy now and Save.		
SURPRISE LAUNDRY SOAP 5 BARS 25c On Sale Each Day 9 to 10 and 2 to 3	LADIES' FLANNELETTE NIGHTGOWNS Long or short sleeves \$1.00	FULL FASHIONED PURE SILK HOSE All Shades and Sizes 95c Why Pay More	ALL WOOL SILK AND WOOL LADIES' HOSE 89c PAIR Full Fashioned	HERE MEN DRESS SOCKS For Winter Wear 39c PAIR 3 FOR \$1.00	
CHILDREN'S WOOL GOLF HOSE 59c & 69c	MEN'S HARD WEARING WORK PANTS 1.49 PAIR All Sizes	LADIES' HAND BAGS AND PURSES Any one in the Store \$1.00	5 PIECES DELF BOWL SET \$1.00	Imported Vases, Candy Jars, Bon Bon Dishes 89c EACH	Clean up Prices on all WINTER UNDERWEAR Stock Up Now

TYNE VALLEY SCHOOL REPORT

The following is the honor roll of the senior dept. of the Tyne Valley School for the month of December:

Grade X—1. Cecil MacLean; 2. Vincent MacAuland; 3. Ida Skerry.
 Grade IX—1. Arthur Yeo; 2. Edwin Hansen; 3. Olivine Ellis.
 Grade VIII—1. Stanley Phillips; 2. Wendall MacNeill; 3. Ralph MacLean.
 Grade VII—1. Glenn Williams; 2. Lester MacKay; 3. Roberta Hayes.
 Grade VI—1. Clinton Milligan; 2. Alexis Wood; 3. Myrtle Ramsay.
 A. B. Williams, principal.

INDUCTION TO PRESBYTERIAN CHURCH, WOOD ISLANDS

The Presbytery of Prince Edward Island met in special session in the Presbyterian Church, Wood Islands, at 7 o'clock Tuesday, Dec. 17. There were present Rev. Thos. A. Rodger, Rev. Quincy A. McDowell, Rev. H. F. Thomas and Messrs. Angus McLean, Thomas Morrison, John Cameron and several other Elders not members of the court. In the unavoidable absence of both the moderator and the clerk, Rev. Quincy A. McDowell was elected moderator pro tem, and Rev. Thos. A. Rodger clerk pro tem.

The call from the Wood Islands congregation, addressed to Rev. H. F. Thomas, Toronto, was sustained as a regular gospel call and on being presented by Rev. Mr. Thomas was accepted by him.

The edict having been returned after having been duly read and no objection having been offered to the edict or to the doctrine of the said Rev. H. F. Thomas, the induction was at once proceeded with.

At the induction service Rev. Thos. A. Rodger presided and narrated the steps leading up to the call. Rev. Quincy A. McDowell preached the edict and later as moderator of the Presbytery pro tem, inducted Rev. Mr. Thomas into the pastoral charge of the Wood Islands congregation.

The charge to the newly inducted pastor was given by Rev. Thos. A. Rodger, as was also the address to the people of the congregation.

A large congregation was present and a splendid spirit prevailed.

At the close of the service Rev. Mr. Thomas was introduced to the people present by two of the Elders, Messrs. Angus McLean and Donald McLean. The call to Mr. Thomas was a very hearty and unanimous one and the outlook for the future of the congregation is very bright.

Imperial Life Assurance Company Has Prosperous Year

"Evidence of the rapid, yet vigorous and well balanced growth which the Imperial Life Assurance Company enjoyed during 1929 may be found in every department of the business" said Mr. J. F. Weston, Managing Director who in company with the President, Mr. G. A. Morrow, conducted a largely attended annual meeting of the Company at Toronto.

"In spite of the stock markets which diverted vast sums to speculation early in the year, and the more recent depression which taxed the cash resources of many, the amount of new assurances written again substantially exceeded the forty million dollar mark and this is a field much more restricted than many Canadian

LETTER OF CONDOLENCE

To Mrs. Angus Campbell, Darlington.

Dear Mrs. Campbell—We, the members of Tanton L. O. L., wish to express to you our sincere sympathy with you in your recent sad bereavement occasioned by the death of your esteemed husband, Brother Angus Campbell.

For over fifty years he was a worthy member of our order and we always found in him, a consistent member, a true friend and kind neighbor. He could always be depended upon to lend a helping hand in any undertaking for the good of the community and now we feel assured, he is enjoying the eternal reward of a life of service, and faith and trust in the redeemer.

Please convey our sympathy to your family. Commending you to the "God of all grace" we remain Yours in behalf of Lodge,

CHAS. E. MACDUFF, W. Master,
 ANDREW E. DOLLAR, Rec. Sec.



J. F. WESTON

companies operate in. The assets of the Company increased by over six millions, now standing at nearly fifty eight millions while the interest and premium income was increased by \$1,634,300 and reached the large total of \$14,300,000 in 1929," he continued.

Nearly three hundred millions of assurance are now carried on the books of the Company which nearly triples the volume of only five years ago. The income of the Imperial Life is stable because of the conservative investment policy of the Company, over 97% of its invested funds being in the secured obligations of governments, municipalities, also mortgages while less than three per cent are in

Goitre Not a Disease

MILWAUKEE DOCTOR MAKES REMARKABLE DISCOVERY

MILWAUKEE, Wis.—It has been brought to light by scientific research that goitre is not a disease and is not to be treated as such. Dr. A. A. Rock, Dept. 894, Box 737, Milwaukee, Wis., a prominent goitre specialist, for over 24 years, has perfected a different method of treatment for his patients that has proved remarkably successful. This same method is now being used for a home treatment of goitre cases all over the country with astonishing results. The Doctor states that goitre is a condition which grows worse with neglect and recommends immediate attention no matter how small the growth may appear. He strongly opposes needless operations. Dr. Rock is the author of a book that tells in a simple way about treating goitre at home. He has published this book at his own expense and will send a copy free to anyone interested. Write him today.—Adv.



G. A. MORROW

Junior securities such as preferred and common stocks which are subject to violent stock market fluctuations and changes in dividend.

Payments to Policyholders during 1929 amounted to \$5,666,000 of which \$3,808,000 was paid to living beneficiaries, showing that life assurance is not by any means a diet-to-win contract. The Imperial's surplus earnings for the year were \$2,607,000 which is nearly half a million dollars better than the best previous year.

World demand for snakeskins has caused a shortage in Borneo.

Riots are again prevalent at football games in Ireland the season.

\$

What \$ HOLMAN'S Buys at \$

HOLMAN'S YOUR CHOICE OF—

- 5 quart panelled Aluminum Tea Kettle.
- 5 quart Straight Aluminum Utility Pot.
- 1 1/2 quart Double Boiler.
- 10 quart Aluminum Straight Utility Kettle.
- 5 quart Panelled Aluminum Utility Kettle.
- 5 quart Aluminum Potable Pot.
- 5 quart Aluminum Tea Pot.

FROM JAN. 6th TO 18th

Buy NOW! **HOLMAN'S CROCKERY DEPT.** CH'WATA — Summerside

YOUR TABLEWARE REFLECTS YOUR PERSONALITY — HOLMAN'S TABLEWARE REFLECTS GOOD TASTE

\$

PRESENTATION

A few days ago the following address, accompanied by a beautiful fur coat and fur mitts, was presented to Mr. George Keefe, the popular courier of New Wiltshire route No. 2. Mr. Keefe was agreeably surprised by the presentation, and found it difficult to express the sentiments he entertained on the occasion. Mr. Keefe has, perhaps, the most difficult route to traverse in this province, but gives excellent satisfaction.

Address.

Mr. George Keefe, Courier:

Dear Sir—At the dawn of the year 1930, we deem it both a pleasure and a duty to approach you to-day to express our cordial appreciation of the faithful and whole-hearted performance of the arduous duties incumbent to your contract.

You are no stranger to the box-holders of this route, Mr. Keefe, for you have been serving us long and faithfully, bringing us "the News" every day most punctually in spite of bad road and weather conditions.

We assure you that, in spite of a miserably reimbursement, we seldom fail to get a satisfactory service at your hands, and we can truthfully say that we have never seen you with a displeased scowl on your face, or heard a "nay" to a request for a service. Knowing the many cold hills you have to cross on a bad route of over twenty miles, we decided to make you a little more comfortable, proof against the attacks of "Old Jack Frost," and we would respectfully ask you to accept this fur coat and these fur mitts, in the spirit in which they are given, and may they prolong your life and make it a happy one.

Signed on behalf of the box-holders of R. R. No. 2:—

JOHN F. CARRAGEER
JOHN NICHOLSON
JOSEPH KELLY
EARL KELLY
JOHN H. NANTES

January 7th, 1930.

NORTH WILTSHIRE SHIPPING IMPROVEMENTS ASKED FOR

The following resolution was moved by Mr. Edson N. Easter and seconded by Mr. Wm. Clark, and carried unanimously at the North Wiltshire annual telephone meeting, the Secretary, Mr. B. G. Noye, writes the Superintendent of the P. E. I. R., Mr. MacNutt, asking for the following improvements:

(1) A loading ramp, as it is almost impossible for farmers to load their produce with the present conditions that exist at North Wiltshire. After a rain storm teams have to stand in mud and water almost to their knees; slip the height one has to lift produce, to be put in a car, especially seed potatoes.

(2) Bay-window attached to office of station agent. With the present accommodations operator has got to go outside to see an approaching train coming in either direction. If the head office calls up Mr. Monaghan, station agent, about any train that is about due, he has to leave his desk, go outside and look down the track, war.

MR. STEWART NOTES

On Friday evening, Dec. 20th, a splendid concert was held in the I. O. F. Hall, under the auspices of the pupils of Mt. Stewart school. The programme, consisted of songs, recitations, drills, and dialogues, and was greatly enjoyed by the large number present, reflecting great credit upon their teachers, Miss McLeod and Miss McDonald. A very pleasing feature of the evening was the appearance of Santa Claus, who presented the pupils and their teachers with gifts.

On Monday night, Dec. 23, a concert and Christmas tree was held in the Presbyterian Church, Mt. Stewart, and proved a huge success. (Ever Santa agreed to that.) A part that Santa didn't have part in but had as his approval was the presentation of a well filled purse to their organist [Miss Marion MacKenzie. Special mention might be made of the recitations given by two little girls, Jean MacKenzie and Elizabeth Douglas. The singing of the National Anthem brought a very successful and interesting concert to a close.

Mr. Ernest Palfrey, manager of the Royal Bank here, and his wife and little daughter, are spending a well earned vacation in Nova Scotia.

A number of our young people attended the dance at the home of Mr. and Mrs. D. J. McDonald, St. Andrews, on Friday night last and pronounced it the best held for some time, for it was the wee hours of morning found them on their way home.

The death occurred at Cherry Hill on Friday, Jan. 3rd, of Miss Mary C. McDonald, aged 74 years. Miss McDonald was a highly esteemed lady of that district. Her funeral was held on Sunday afternoon to St. Andrews Church and was largely attended. D.

then come in and report. We would call your attention to those conditions as they exist at the present! Signed—J. G. MacLEOD, President. G. B. NOYE, Sect.-Treasurer.

That Cold

So miserable and lasting. Shake it off with Minard's Heat and Inhale. Also rub on throat and chest.

MINARD'S "KING OF PAIN" LINIMENT

NOTICE

The Annual Meeting of the Hazelbrook Dairying Co., Ltd., will be held on Wednesday, January 15th, 1930, at 3 P. M.

A. BOY JONES, Secretary.

J. H. MELANSON
 Assistant Traffic Vice President
 Canadian National Railways.

Smith: "Do you know my brother is so absent-minded that one day, thinking his bicycle was outside, he went to get on but fell off because it wasn't there."

Jones: "That's nothing! Why, my cousin, one night in bed, actually struck a match to see if he had blown the candle out."

"It has been a long and tiring journey," said an Englishman to a Scotsman, as the London-Aberdeen express neared its destination.

"Aye," agreed the Scotsman, "and so it ought to be for the money."