

WESTERN GUARDIAN

AGENT—Mrs. John Fond, 44 Water Street East—Phone 289-1
SUMMERSIDE AND PRINCE COUNTY

News, Subscriptions, Advertising should be left with Mrs. Fond

The Guardian may be bought daily at any of the following stores in Summerside:
Bell Bookstore, Water St. Gourlies Drugstore, Water St.
Toronto Bakery, Water St. Mark Gaudet, 67 Granville St.

The Guardian will be delivered to any home in Summerside by Carrier Boy at 2c per day or 10c per week. Please send 10c for this service or five year order to the boy responsible for deliveries on your route.

This column is reserved for news of local interest but advertising of a new nature may be inserted at 4 cents a word strictly payable in advance.

—MAIL ORDERS promptly attended to by Taylor & Co., L-276-1-3-81, Kensington.

—RETURNED FROM MONTEPROSE—Mr. and Mrs. W. J. B. Wilson returned to their home in Summerside after spending the Christmas vacation at Montrose with the Messrs. Roy and Richard Buchanan.—S

—BUY BLOSSOM OF Canada Flour for better baking—at your dealers: Fond and Delaney, wholesale jobbers, Summerside. L-279-1-3-81.

—"FLOUR SPECIAL" at Bedeque Flour Mills during January. Bedeque XXX \$2.40. Milled from Manitoba hard wheat. Discount on five bag lots. F. O. E. L-278-1-3-81.

—I. O. E. E.—The regular monthly meeting of the I. O. E. E. was held in the town hall last Thursday with a very good attendance. Miss Hunt, the regent presided. Quite a lot of business was put through and discussed. The meeting closed with the National Anthem.—S

—WEEK OF PRAYER—The annual week of prayer opens in Summerside this evening in the United Church. The theme for the week will be "Repent." Rev. J. B. Wilson will conduct the services. On Wednesday the meetings will be held in the Central Christian Church. Rev. Wm. Verwolf will be the speaker.—S

—CONGRATULATIONS—Peter White, Chief of Police in Summerside, was congratulated on being the lucky winner of the Chesterfield contest at Holman's Store. Clifford Gaudet of Miscouche, N. S., put in the Cedar Chest contest.—S

—SMELT FISHING UNDERWAY—With the harbor frozen over the smelt fishing which has been in progress since the beginning of the season is now well under way and some very good catches have been reported. The fishermen are putting up their boats at Summerside will represent a miniature town. The forecast for the smelt season is good.—S

—BEDEQUE RINK IN GOOD CONDITION—The management of Bedeque rink again has the rink in the vicinity to be opened this season. The rink opened on Christmas night with a very good attendance. The new year's skate was also a very successful one. The management are looking forward to a successful season.—S

—TRINITY SUNDAY SCHOOL CONCERT—The pupils of Trinity Sunday School presented their usual Christmas concert on Thursday last in Epworth hall. The attendance was the largest for some time. The Christmas songs, readings and dialogues by the children were very delightful and brought well deserved applause. Candy was distributed to the children at the conclusion of the programme.—S

—ST. MARY'S DANCE—The dance given by St. Mary's under the auspices of the V. Y. A. of St. Mary's Church was the outstanding social event in Summerside last week. The dance was appropriately decorated with evergreens. Mrs. Ethel Musca and Mrs. Wilfred Lecky were chaperones. The guests included a large number of friends. During the evening refreshments were served.—S

—ANNUAL MEETING—The Maple Leaf Mission Circle, of North Bedeque held their annual meeting at the home of Mrs. Lorne Gaudet. There was a good attendance of members. The officers for the year were as follows: President, Mrs. W. J. B. Wilson; vice president, Mrs. H. Gaudet; secretary, Mrs. Myrtle Stewart; treasurer, Mrs. E. L. MacLeod; entertainment, Mrs. L. Gaudet; and piano, Mrs. Norman MacLeod; Community Friendship, Mrs. R. Dingwell. The retiring president, Mrs. H. Gaudet, gave a presentation of the story of the birth of Christ. Mrs. L. Gaudet and Mrs. L. Gaudet gave readings. There was a good meeting refreshments were served by the hostesses.—S

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—Mr. Emanuel Wedge of Summerside is a patient in the Prince County Hospital.—S

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—The light snowfall of Friday gave this section of the province the best roads we have had up to the present an ideal road for both sleighs and autos.—S

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Canada Faces

(Continued from page 1)

As it is, Canada will in 1938 maintain her recently-established position as the fourth largest exporter in the world.

The outstanding event of 1938 in respect of trade policy was the simultaneous signature of trade agreements between Canada and the United States, India and the United Kingdom and the United States at Washington on Nov. 17. The agreements constitute a long stride forward in the establishment of better trade relations between the British Commonwealth and the United States. The government of Australia, New Zealand, South Africa, India and Newfoundland have contributed to the success of the negotiations by consenting to the reduction or surrender of preferences hitherto enjoyed by certain of their products in the markets of the United Kingdom. Thus the agreements reached may be said to have the general approval and good-will of the whole of the British Commonwealth of Nations, and indicate a rapprochement in matters commercial between the world's greatest empire and its greatest rival.

—ROBIN HOOD and Calgary Select Flour the popular brands at your dealers. L-107-1-3-81.

—VISITING IN MONTEPROSE—Master Parker Crockett, little son of Mr. and Mrs. Carl Crockett, Summerside has returned home from a most enjoyable visit with his uncle, Mr. Donald Campbell at Montrose.—S

—CANTATA REPEATED—The Cantata by choir of Trinity United Church, which was sung on Christmas night was repeated last Friday with the Misses Helen Margaret Davies as guest soloists. A number of new carols were also an additional feature of the Cantata.—S

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considerable increases and nickel only a slight decline. Gold production established a new record in excess of \$160,000,000. Coal production was lower, but the production of crude petroleum in the first ten months of 1938 was 197 per cent more than in the same period of 1937, reaching 6,000,000 barrels, a new high record. Canada has a vast surplus of oil.

Fresh and dried fish exported in the first ten months of 1938 declined 5.1 per cent in value from the same period of 1937. As a large proportion of the catch is exported, the fisherman's income was probably a little less than in 1937, but improvement is anticipated in 1938 as the result of the new trade agreements.

Production of electric power in Canada in the first ten months of 1938 was 6.3 per cent below the record high figures of 1937. In October, however, the drop was only 1.5 per cent, indicating improvement. Power made available for ordinary use, computed by deducting certain of their products (used for electric boilers) and exports was in the ten-month period only slightly below the 1937 level, at 15,100,000,000 k. w. h. as compared with 15,200,000,000 k. w. h.

Manufacturing activity in 1938 averaged slightly lower than in 1937, but in recent months the index number of manufacturing production rising from 100.9 to 113.2 between August and October. Production of automobiles in 1938 was 992 units as compared with 15,774 in the same month of 1937.

Construction contracts awarded in the first eleven months of 1938, were 17 per cent more than in 1937, were larger in value than in the same period of any other year since 1931; indeed, the November, 1938, contracts were slightly in excess of those of the same month of 1937. In recent years, the construction of new homes and the improvement of existing houses has been stimulated by loans to the amount of \$94,700,000 under the National Housing Act and its predecessor, the Dominion Housing Act. It is estimated that the housing loans have provided accommodation for 6,772 Canadian families and that the home improvement loans under the Home Improvement Act, amounting to \$29,200,000, have enabled 55,920 families to improve their homes.

The stability of the financial situation in Canada in 1938 is also shown by the banking returns more markedly by the rise in the deposits, which advanced from \$1,583,700,000 at the end of October, 1937, to \$1,555,800,000 at the same date of 1938, or an increase of \$72,000,000. Between these dates, current loans also rose from \$769,700,000 to \$848,200,000, or by \$78,500,000. Further, the banks' reserves reached an all-time high of \$1,492,100,000 at the end of June, 1938, have declined to \$1,408,900,000 at the end of October, 1938, showing a decline of \$83,200,000. This decline is due to the liquidation of their security holdings in order to secure the higher rates of earnings obtainable on their new investments. Confidence among our bankers in the future of business.

Other Features
Bank debits at the clearing house centres of Canada in the first ten months, at \$25,010,000,000, were 1.2 per cent below the figure of \$25,159,000,000 recorded in the corresponding period of 1937. The October total, however, was \$23,933,000,000 or 7.4 per cent below the \$25,900,000,000 recorded in the same month of 1937.

Sales of life insurance of 18 companies representing 87 per cent of the ordinary life insurance in Canada approximated \$304,000,000 in the first ten months, a small reduction of 1-1/2 per cent from the corresponding figures of 1937.

Corporation dividends paid or declared in 1938 were practically maintained. According to unofficial figures, they amounted to \$322,498,000 as compared with \$323,727,000 in 1937.

Canada's receipts on current account from external sources in 1938 were smaller than in 1937, though still unusually large. Reduced net credits from the merchandise and tourist trades were partly offset by record increases in new gold payments of interest and dividends to investors abroad ceased to rise in 1938 and net payments may have been slightly declined, while payments for freight and miscellaneous services were probably reduced. On the whole, our current credit balance of goods, gold and services was probably in excess of \$150,000,000.

On capital account, retirements of Canadian securities held abroad were smaller than in previous years, and some maturing securities were refinanced by new flotations in London and New York. An inward movement of capital to Canada occurred in respect of outstanding securities, sales in the first nine months exceeding purchases by more than \$90,000,000. Other capital movements continued to be outwards on balance, though possibly in somewhat smaller volume than in 1937.

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Ottawa Deb's Debut Budget

OTTAWA, Jan. 2 (OP)—An Ottawa debutante can be lauded for a top cost of about \$500 spent on some New York deb and the Canadian girl is presented to representatives of royalty, some being her American cousin can't buy.

Few of this season's coming-out parties reached the top figure however, for the deb's debutante bows to society at least or dinner dances when guests numbered less than 300.

At the exclusive Country Club near Ottawa, a supper dance cost \$2.50 a person with the orchestra adding an extra \$75 and flowers and punch bringing the total over the \$1,000 mark. In a private suite of a hotel 250 guests can dine and dance for \$500.

Ottawa deb's have two official presentations to society and this year may have an added thrill in attending a garden party planned for the King and Queen when they stop in Ottawa on their Canadian tour. As well as bowing to members of the capital's social circle their families, the deb's attend the drawing room with feathers, shells and nosegays and curtsy to the Governor and General and Lady Tweedsmuir.

French chefs in stiffened white aprons and puffy caps introduced an original note at one party where they served supper "a la carte" on silver trays complete with napkin-wraps. Silver, white and gold of roses and blue and white of the hostess ranked this party tops on the engagement filled calendar of the debutantes.

Aside from party expenditure, the deb's gown takes a good part of the "coming-out" budget. It may cost from \$50 to \$200 and is usually designed specially for the young miss by an outstanding dress designer or imported from Montreal or New York.

Corsages, preferably orchids are chosen by the deb for her private coming-out party but she carries a bouquet when she is presented at the drawing room. A corsage costs up to \$25 and a "bouquet" ranges up to \$50.

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Tignish

The schools are now closed for the holidays and the children were tendered a Christmas treat of candy on the closing day. The party of Morris Bernard and Co., Ltd., donated a very generous amount to each class in both the Convent and Dalton School. There were also large donations from the other stores.

The Christmas play put on by the pupils of the Dalton School on Wednesday evening was a decided success, and as was anticipated a "truly pleasant affair". We are fortunate in having such a competent staff of teachers in this school and it is at a public performance that the children are given the best and proper tutoring that they receive during the year. From the class of acting we witnessed we feel that the Tignish school will soon have plenty of material to fill the gaps that will occur from time to time.

We welcome back our students who have just returned for the holidays from the different colleges in Charlottetown and hope that they will find the school weeks will be very pleasant. Those who have already arrived are the Misses Kathleen McDonald, Joan Bernard, George Campbell, Millie Mar and Mr. Leonard Burke. Mr. Howard Hogan.

Brother Alphonse Gaudet of the order of O. M. I. has arrived home and spent Christmas with his parents. He intends to remain a few weeks before returning to the west. Brother Gaudet has spent some years teaching and working for the general welfare of the Blackfoot Indians and his stories about these people are both interesting and humorous.

Midnight Mass was solemnized here and a record crowd filled the church. The altar was beautifully decorated and a magnificent crib set up inside the sanctuary. The choir, in their best form and are receiving many compliments for achieving the success for which they had worked hard for some weeks past. The Children of Mary choir sang for the 8 o'clock Mass and are sharing the compliments of the men and women for their equally good singing.

Mr. Walter Bernard, teller in the Provincial Bank at Summerside, is now in the hospital. He was motivated to Tignish on Christmas eve to spend Christmas with his parents, Mr. and Mrs. J. A. Bernard.

Mr. C. J. Carver, manager of the Provincial Bank here spent Christmas with his family in Summerside and returned Monday evening having motored both ways.

Mr. J. J. MacDonald was in Charlottetown this week visiting his wife who is in the hospital there. He has brought back the confirmed good news that Mrs. MacDonald is recovering and her very many friends wish her a speedy recovery and an early return home.

Mr. Elmer Gallant, Charlottetown, is visiting his uncle and grandmother. Elmer is welcomed by his old schoolmates and friends who are all doing their best to help him to make the holidays merry for he possesses the distinction of the youngest "old time fiddler" in town.

The rink is now being flooded and skating for New Year's Day is expected to be a very successful one. Mr. and Mrs. J. A. Bernard were at the rink on Monday evening and were very much pleased with the skating.

While the rink is being prepared the river provided excellent skating and the young skaters have had some very pleasant skating parties, one worthy of mention was last Monday evening when upward of fifty boys and girls gathered and later set up a huge bonfire which provided both light and heat they skated on the ice until well satisfied then gathered in groups about the fire for a sing song. The scene from a distance was very pretty, and the singing of the Christmas numbers especially could be heard "quite a ways". Upon returning to the village near the midnight hour they were invited to the home of Mr. and Mrs. J. A. Bernard where a welcome and abundant repast was tendered the merry makers.

Miss Stella Brennan has returned from Charlottetown where she spent some weeks visiting her sister Mrs. Ray Praught.

Friends of Mr. P. J. Bernard are pleased to now learn that he is improving rapidly. Mr. Bernard had been very sick for the past two weeks which caused some concern among his great many friends.

The postmaster reports the heaviest Christmas mail on record Mr. Bernard and his assistant Miss K. Brennan deserve great praise for the efficient and smooth manner in which they handled the rush, having to work long into the night to clear up, so as to give

Business Is Booming

BIG YEAR COMING SAYS C. R. VINT, GENERAL MANAGER COLGATE-PALMOLIVE PEET COMPANY LIMITED

Newspapers will carry major part of largest advertising campaign in Colgate-Palmolive history—success of 1938 newspaper advertising gives them preferred place in 1939 campaign.

"For 1939 we plan the largest advertising campaign in the history of the Colgate-Palmolive-Peet Company, and again we will use the major part of this appropriation in the proven medium of newspaper advertising," states Mr. C. R. Vint, Vice-President and General Manager of the Colgate-Palmolive-Peet Company of Canada.

"During 1938 and in the preceding years there has been a remarkable increase in the demand for Colgate-Palmolive products. So great has this increase been that we have repeatedly been forced to extend our manufacturing facilities. In the last two years alone, we have invested over half a million dollars in factory extensions and new equipment.

To a great extent we attribute this increased demand to the excellent results obtained from newspaper advertising. For it is through such advertising and through the additional media of magazines and farm papers that more and more thousands of people are coming to know and rely upon the excellent quality and splendid value of Colgate-Palmolive products.

The new enlarged Toronto factories are working at capacity to keep up with orders on hand. Mr. C. R. Vint and other prominent officials are confident that this 1939 year will be more successful than 1938. To take full advantage of improvement in general business conditions, the largest advertising campaign in the history of the company is planned.

Listed among the most valuable assets of the company is the excellent relationship to the comfort and employees. Everything has been done to foster the cooperation and loyalty of the employees, and to give them a personal interest in the future of the enterprise.

In planning the recent extensions to the factories, full consideration was given to the comfort and well-being of the employees. Expense has been spared in improving working conditions. Both factory and offices in the huge daylight plants are designed for a maximum of natural daylight and all offices have been modernized with the latest type of air conditioning.

These facilities now include a large modern cafeteria, serving excellent meals on the premises, priced to cover only actual operating expenses. Recreation rooms for ping-pong tables and full facilities for relaxation and leisure and special locker rooms afford added conveniences.

Summing up the situation in a single sentence, Mr. C. R. Vint says: "The established quality and value of Colgate-Palmolive products, the splendid co-operation of our employees, and of our dealers in the retail trade, combined with powerful and well directed advertising, are the basis of our past success and of the greater success to come in 1939."

MODEL BEATS PLANE
To learn how high a model airplane could be made to fly, M. Maurice Marique built one with a ten-foot wing span, started it off from the Deauville, France, airport after a twenty-yard run, and followed it in a full-size plane. The full-size plane lost to the model in the chase at the end of an hour with the model 1694 feet above it at about 14,000 feet altitude. The model then disappeared.

the public the service required during opening hours. The stores report that the Christmas buying and judging from the numbers in town during those days we readily believe that it may be a record. The slogan "buy early" was well observed as last minute shopping was almost impossible.

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GREET FRENCH

(Continued from page 1)

warships and planes being overhead lent emphasis to his visit. As a result the Premier was welcomed by Mayor de Montera, who said: "Five centuries of Genoese oppression have failed to detach us from France, to which we belong."

It was an indirect comparison of ancient Italian efforts to rule Corsica and modern Fascist Italy. The Premier, replying briefly, said "whatever province we belong to, we are first of all French."

Daladier's schedule called for him to travel overnight across the Mediterranean to Tunisia for a second major stage of his voyage.

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