

ANNOUNCEMENT

Through the kind co-operation of Messrs Clarke Bros, we have been fortunate in securing temporary quarters by taking over their premises situated at No. 1 Prince Street; thus enabling us to carry on our business.

For a short time it will probably be impossible for our travellers to make their regular calls through the Province, but all orders sent in by mail or telephone will be appreciated, and attended to promptly and efficiently.

Our telephone numbers are unchanged. Call 698 and 699.

DeBlois Bros. Ltd.

Head of Prince Street Wharf.

Clarke Bros Office now in New Bank of Nova Scotia Building Phone 747.

ROOP'S LTD.

WEEK END SPECIALS

FRIDAY and SATURDAY ONLY

CHOICE CORNED BEEF..... 10c per lb
ROLLED ROAST BEEF 16c per lb.

FRESH DAILY

SAUSAGE POTTED MEAT HAMBURG

389 Phone 351

11370-1-7-31

Silver Fox Furs Wanted

Beginning January 8th and days following, paying highest market prices for choice specimens. Interested in all grades.

(Signed) ELMER SHARBELL, 59 Water Street.

11400-1-8-31.

'What's a genius, mum?' asked little Bobby.

'Well,' pondered his mother, 'I suppose a genius is a very clever person.'

'I'm one, then,' went on the boy. 'Teacher said so.'

His mother smiled. 'Of course you are, my son,' she said encouragingly. 'But what did your teacher say?'

'She said I had a genius for inventing,' explained Bobby.

'And what did she say you could invent?' asked the fond parent.

'New ways of spelling words,'

came the reply.

An Antrina farmer was spending Christmas in Belfast seeing the sights. After a time he came to the Labor Exchange. He stood for a while gazing at a door with a sign, 'Women's Exchange.' Then he entered and inquired:

'Be this the Women's Exchange?'

The clerk, a plain-looking woman, replied, 'Yes.'

'And be you the woman?'

Once more the clerk replied 'Yes.'

'Then I think I'll stick to Mary after all,' said the farmer.



HEADACHE

Nerves on edge. A head that throbs. You can't stop work, but you can stop the pain—in a hurry. Aspirin will do it every time. Take two or three tablets, a swallow of water, and you're soon comfortable. There's nothing half-way about the action of Aspirin. You will always get complete relief when you take these tablets.

These tablets should be in every shop, office, and home. Ready to relieve any sudden ache or pain, from a grumbling tooth to lumbago. Don't suffer with that neuralgia,

neuritis, rheumatism, etc.; or lose any time because of colds or sore throat. Get some Aspirin and just follow those proven directions for instant relief.

Aspirin tablets cost very little, especially if you buy them by the bottle. Any doctor will tell you they are harmless. They don't hurt the heart. They don't upset the stomach. So take them as often as you have the least need of their quick comfort. Take enough for complete results. On sale at drug stores everywhere. Made in Canada.



Meeting In Halifax Of Hudson-Essex Dealers

Sixty Distributors And Master Dealers Gathered In The Ball Room Of The Nova Scotian



MR. A. R. JONES SALES EXECUTIVE OF HUDSON-ESSEX

The 1932 slogan "watch Hudson" was emphasized at the meeting of Distributors and Master Dealers held today at the "Nova Scotian."

The convention opened in the morning with a sound picture, taking the delegates through the extensive Hudson-Essex plants at Detroit, and concluded with the dealers attending a private show of new models, showing many new features of engine and body design.

Mr. A. R. Jones, Sales Executive of Hudson-Essex, in charge of the meeting, stated that this company had spent millions of dollars in perfecting these new models and forecasting increased buying power and sales turnover in the next twelve months. Mr. F. J. Mahar, President and General Manager of Nova Motors, Limited, addressed the meeting after luncheon and pointed out that prospects for sales of new automobiles are extremely bright at present, in fact better than they have been at any time during the past few years. Because of light buying in the past, dealers were reporting that thousands of replacements must be made in the very near future and that as a result there were more prospective purchasers of new automobiles in this area than at any time since 1924 or 1925.

"Similar conditions existing in all parts of Canada," stated Mr. A. R. Jones, addressing the meeting, "have led leading financial authorities to predict that the present need for motor car replacements will result in the automobile industry leading the march back to general prosperity. Hudson has the courage of its convictions and plans to maintain its huge advertising expenditures in 1932. As usual, the bulk of these appropriations will be expended in newspaper advertising, which in past years has been so successful in building up Hudson-Essex prestige and sales."

Inquiring about local business conditions, Mr. Jones was told that this district is in a particularly happy position having felt the depression more in the reactionary than in the actual sense. The condition of shipping, the coal industry, lumbering, fishing and the recent apple harvest were all most satisfactory, he was told.

A luncheon was held at the "Nova Scotian" at noon, at which were present, His Worship, Mayor Ritchie, Right Reverend John Hackenley, Mr. A. R. Jones, of the Hudson-Essex, Mr. P. J. Mahar, President and General Manager of Nova Motors Limited, Mr. J. C. Penny, Mr. P. M. Walsh and Mr. H. P. Toliver of the Ronalds Advertising Agency. Among the Master dealers present were W. A. Gaudet, Charlottetown; W. N. McDonald, Sydney; A. J. Sears, Antigonish; Jim Miller, New Glasgow; R. A. Dill, Windsor; E. N. Gravel, Middleton; Roy Zypher of Digby; Irvin Cann, Yarmouth; Capt. F. S. Innes of Liverpool; Captain Lohmes of Lunenburg and L. M. Bell of Dartmouth.

This convention is one of a series of similar Hudson and Essex meetings being held throughout the country in one of the most extensive

pre-view showings of new cars ever held by any automobile company. At the conclusion of the meeting, the dealers attended a private view in the "Nova Scotian" and spent considerable time in close study of the many new features of engine and body design. Coincident with the Motor Show in New York on January 9th, there will be a public showing of the new Hudson-Essex models here.

Announcement has been made of the formation of Hudson-Essex of Canada, Limited. The plant, which is located at Tilbury, will be operated by Canadian labour, and production activities are now under way.

A. E. Bartt, president of Hudson-Essex of Canada, Limited, states that the Canadian organization and plant are a result of the growing demand for Hudson-Essex cars in Canada. There are now nearly six hundred sales outlets for these cars located in the principal cities and towns throughout Canada and the fast growing group of Hudson and Essex owners now represent in excess of fifteen per cent of the registration of cars in this price group. Officers of Hudson-Essex of Canada, Limited, will be as follows: A. E. Bartt, President; Max F. Wollering, Vice-President; Chester G. Abbott, Vice-President; A. Hood, Secretary and Treasurer. These officers, together with W. J. Anseney, Roy D. Chapin and C. D. Sterling, will form the directorate with Mr. McAneney as chairman of the board.

What conscience seems to need is a dynamic speaker.



BUILDERS' HARDWARE

Including all trade tools and implements required in the various building industries, form an important feature in our general stock. Hammers, saws, chisels, planes, braces, bits, axes, knives, nuts, screws - everything for mechanics, artisans and amateur workers. Highest qualities at lowest cost.

The Rogers Hardware Co., Limited

11400-1-8-31

W. C. T. U. Notes

It's The Brain That Counts

Dr. Charles Mayo, the famous surgeon and physician of Rochester, says:

"You can get along with a wooden leg, but you can't get along with a wooden head. The physical value of a man is not so much. Man, as analyzed in our laboratories is worth about ninety-eight cents. Seven bars of soap, lime enough to whitewash a chicken coop, phosphorous enough to cover the heads of a thousand matches, is not so much, you see. It is the brain that counts; but in order that your brain may be kept clear you must keep your body fit and well. That cannot be done if one drinks liquor. A man who has to drag around a habit that is a danger and a menace to society ought to go off to the woods and live alone. We do not tolerate the obvious use of morphine or cocaine or opium, and we should not tolerate intoxicating liquor, because, I tell you, these things are what break down the command of the individual over his own life and his own destiny. Through alcoholic stimulation a man loses his co-ordination. That is why liquor is no advantage to the brain. You hear people tell how they had their wits quickened for the first half hour by liquor, but they don't tell you how later their body would not act in co-ordination with their brain. You will hear on every side men bewail the loss of their drink, of their personal rights, but the rights of the few who cannot see ahead or have the future of their nation at heart must be regulated to safeguard that great body of future citizens now ready to step into the ranks. You boys have something ahead of you in the problem of preventing the return of liquor. We have not lived up to our laws but, I repeat, education is what we need to combat this condition. When we have our younger generation completely educated we will not have types who say: 'Why should I not have my rights as a citizen?' It is through the boys of today that we hope to see a sound and everlasting prohibition worked out in this country. If there ever was any great man who accomplished anything through the use of alcohol, I would like to have the fact pointed out. We in the United States of America have tried to give you a field of action free from the barricades which used to be set up by the legalized liquor traffic. Keep yourselves free from all entangling habits. Remember it's the brain that counts." Statistics on seizures of liquors by the United States preventive force have been recently released at Washington. These figures make it plain that the traffic in liquor export from Canada along the Great Lakes has been cut more than fifty per cent. The number of boats seized in this region decreased sixty per cent, and their average value fell from \$700 to \$200. This means that large operators, unable to obtain cargoes, are no longer active in this region. Such traffic as exists is carried on by individuals in small boats. More liquor, however, has been seized at Atlantic, Pacific and Gulf ports; and while the number of vessels seized in these regions is slightly less, their value has risen on the average from \$2200 to \$4,000. This indicates the effort of the smuggler to meet the more difficult situation. Some Canadian liquor still reaches the United States via Miquelon, the Bahamas, Bermuda, British Honduras and Tahiti; how much there is no means of ascertaining as these ports are open to the world's trade. Credit is given by the American enforcement officers to the success of the Canadian law in greatly reducing shipment across the border. In addition to rendering valuable assistance to the United States it has relieved Canada of the incipient invasion of the gangster.

Does It Depend on the Woman Vote? When the Rev. Francis Hall, of Des Moines, U. S. A., was addressing the Presbyterian General Assembly, in Hamilton, Ont., last June, he made the assertion that the Eighteenth Prohibition Amendment to the American Constitution is there to stay, and it will never be constitutionally overthrown until the women of America have been deprived of their vote.

What is the matter with the woman's vote in wet Canada? His wonderful wife, Mrs. Snowden, speaking at the fifty-fourth annual National British Women's Temperance Association, reminded her hearers that the temperance question was no longer local but world-wide. She also prophesied that the sittings of the Royal Commission would eventuate in Sunday closing for England.

Mrs. Snowden is an enthusiastic teetotaler. She envisioned the proceedings by declaring: "I have gone without liquor for forty-eight years, and I mean to do without it for another forty-eight." And she did not forget to remind her hearers of a truth that is becoming commonly recognized by all classes of society just because of such advocacy as Mrs. Snowden's, to the effect: the organ we can least afford to poison is the brain.

American Federation of Women's Clubs for Prohibition. Just how the womanhood of the American Republic feel regarding national prohibition in their country may be judged by the action of the General Federation of Women's Clubs at their Denver, Col., biennial convention last June. This Federation represents 2,500,000 members, and it declared in favor of retaining prohibition. After referring in the introduction of a pro-dry resolution to the sinister influences by organizations and individuals who are seeking to again restore wet ascendancy in the national life, it declared: "Resolved, that the General Federation of Women's Clubs, through its delegate body reaffirms its convictions that prohibition offers the best means for curbing the liquor traffic and its attendant crimes, and pledges its continued support to the Amendment and rigid enforcement thereof."

The Creation of "Dry" Sentiment. It is a matter of history that ninety-eight years ago the "Seven Men of Preston" started a total abstinence movement in England and the latest reliable computation puts the total number of abstainers in the Mother Country at eight millions.

Philip Snowden, Chancellor of the Exchequer, and a British labor leader, has the courageous leadership to express himself thus: "To see working men's organizations acting as tools of the liquor trade, and helping the brewer to get a reduction of the beer duty, that they may enhance their profits still more, is a sight to make angels weep."

January Clearance Sale COMMENCING FRIDAY, JANUARY 8th, 1932 FUR ROBES --- FUR COATS SLEIGHS and HARNESS

Table listing discounts for various fur items: 30 Sask. Robes 25% OFF, 10 Fur Robes 25% OFF, 6 Beaver Coats 331-3% OFF, 4 Kalgan Coon Coats 331-3% OFF, 3 Sack Coats 25% OFF, 100 Horse Rugs 25% OFF.

Discounts from 20 to 50% Sale for 15 DAYS ONLY JANUARY 8th to 23rd Call soon and get first choice. Terms SPOT CASH

Table listing discounts for various sleigh and harness items: 5 Box Sleighs 20% OFF, 5 "Canada" Sleighs 25% OFF, 20 Sets Harness 25% OFF, 15 Sets Sleigh Bells 25% OFF, 2 "Fleury" 7" Plate Grain Grinders AT HALF PRICE, 2 "Fleury" Root Cutters 20% OFF.

Special Discount on 2 "Huron" Beaver Coats. Size 46 and 48 \$22.50 Half Price. List \$45.00. Special

HARNESS SUNDRIES consisting of Driving and Work Collars, Hames, Traces, Bridles, Reins and Breast Straps 331-3% off

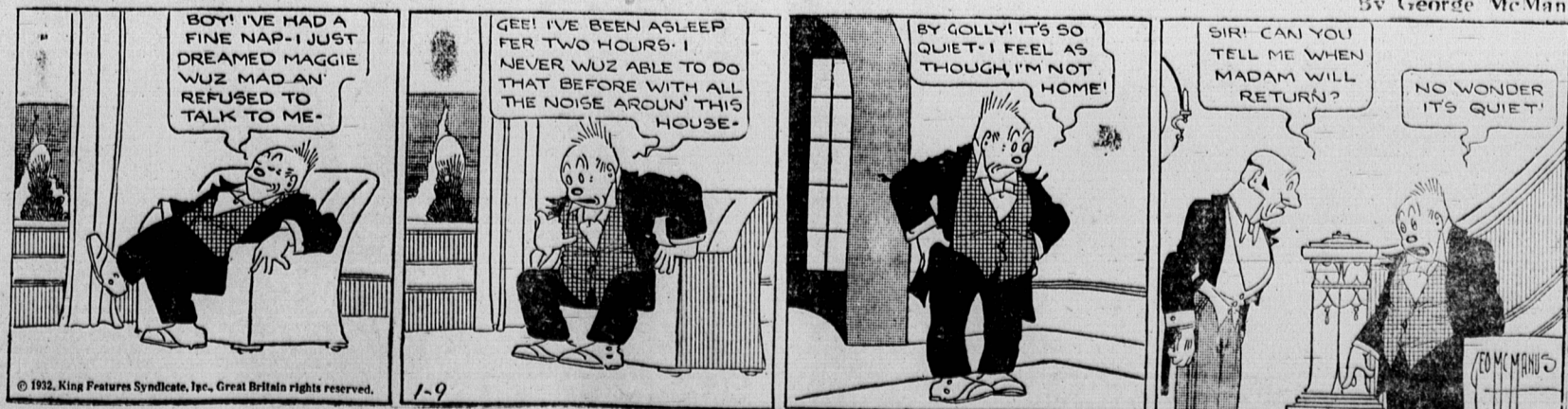
Clothes Washers, Wringers and Daisy Churns at 25% off

EVERYTHING Must Go regardless of cost as we are in need of the cash.

5 DAYS ONLY A. Horne & Co SPOT CASH ONLY

11361-1-7-9-12-16-41.

BRINGING UP FATHER



By George McManus