



Building Better Business

The way to build a successful business is to sell quality products. The Imperial dealer knows this. That is why he has chosen to sell Imperial gasoline and motor oils. That is why he has hung out the red-white-and-blue Imperial Oval Sign. It marks his place as a place where you can buy with confidence—it identifies him as a man who wants to serve you well. He will do his best to please you because he wants your steady business. Good quality and good service are his mottoes.

IMPERIAL OIL, LIMITED



IMPERIAL PRODUCTS

L'ASSOMPTION SOCIETE IN CONVENTION

There was a very large attendance of members and delegates at the annual meeting of La Societe L'Assomption of Prince Edward Island, which was held on Sunday afternoon and evening at Fifteen Point Parish.

The election of officers then took place. President, Cyrus F. Gallant, Wellington; vice-President, Zacharie Buote, Hope River; Secretary, Miss Gallant, Urbanville.

EVENING SESSION

There was a very large attendance at the evening session. Previous to this meeting the members attended Benediction of the Blessed Sacrament in the Parish Church.

AFTERNOON SESSION

The convention opened at 2 p. m. in the Parish Hall, the President, Mr. Moise Gallant of Rustico presiding.

GIRL GUIDE NEWS

The third meeting of the season took place last Friday evening at 6.30 with a good attendance. A very lively game of dodge ball signalled the meeting, followed by a game of cards which was very interesting.

Rifle Shoot

The West Cove Head Rifle Club held a rifle shoot on Sept. 22nd, with eight members present.

Lone Navigator Forced Back To Home Port

ST. JOHN'S, Nfld., Oct. 9.—A morning gale compelled lone navigator Bernard Lilly to turn back home today after finding it rough going in his small craft which he planned would take him along the coast, then through inland waters of North America to the Gulf of Mexico.

BRINGING UP FATHER

GOOD MORNING, DEAR— DID YOU HAVE A GOOD SLEEP? SLEEP WAS YOUR BREAKFAST?

ALEXANDER SLAYING REACTION

May Precipitate Europe Into New Crisis — Officials Are Silent.

(C. F. by Guardian's Special Wire) LONDON, Oct. 9.—Great Britain showed at the brutal assassinations of King Alexander of Yugoslavia and Foreign Minister Cvetkovic of France, tonight hoped that the fact the assassin was one of the turbulent faction in Yugoslavia would help contain the repercussions to the slain monarch's country.

But the news brought misgivings as to the eventual outcome. King Alexander was regarded in London as the man most responsible for bringing to the Balkans—the storm centre of Europe—a measure of stability they had not achieved in years. He worked untiringly for peace and friendship in the Balkans and his untimely end removes a strong hand from the scene.

So far as the assassination of the veteran French Foreign Minister and former Prime Minister was concerned the authorities offered official sympathy but refrained comment on the possibilities of the situation. It was too early yet, most informed quarters, to estimate the ultimate effect of the assassinations either in Yugoslavia, France, or the international scene at large.

David Lloyd George, who became well acquainted with King Alexander during the peace conference while he was Britain's Prime Minister, said that it was with a great sense of relief that he had learned the assassin was a Croat. The shooting might safely be put down to the long-standing enmity between Croats for the Serbian dominance in Yugoslavia, intensified five years ago when King Alexander abrogated the constitution and became virtual dictator.

He shared with his soldiers all the privations of the retreat before the onslaught of the retreating powers of the Adriatic until all the refugees had been transported to safety. Eventually he found his way, on foot, to Durazzo and after the liberation of Corfu he visited Paris and London to receive warm ovations.

In 1918 at London the large and influential deputation of British sympathizers with Serbia (now incorporated in Yugoslavia) in Paris, Lord Milner and Sir Edward Carson were prominent. On that occasion, three years before the union was to come about, he expressed his conviction that final victory would find Yugoslavia united in a single state.

The tobacco of Quality

OLD CHUM

20 VIRGINIA FLAVOR CIGARETTES

SMOKING & TOBACCO

LARGE PACKAGE 20c

SAVE THE POKER HANDS

CUT COARSE FOR THE PIPE CUT FINE FOR CIGARETTES

The two-mile railway tunnel under the St. Clair River from Sarnia, Ont., to Port Huron, Mich., was completed in 1890; years before this, Old Chum had become Canada's favorite pipe tobacco.

FUR MARKET SITUATION IN EUROPE

An Interesting Autumn Wedding

The European fur market situation is thus summed up in a letter received from Messrs. Anning and Cobb, London, England, by Dr. Leo Frank:

"With regard to the coming auction (Oct. 10) there will be a fair demand from the home trade, but naturally the supplies needed for most of the countries are limited, and one must rely on support from the continent, where, however, exchange restrictions are increasing. In the first place, Italy has decided that credits are not to be provided until early purchases buyers have rived with the Italian Customs. In the meantime, of course, anything might happen, and there might be endless delays in receiving payment, even if funds were eventually available; so you can see what difficulties there are. Other countries, Czechoslovakia, etc., are also having increasing restrictions in the way of exchange, whilst with regard to Germany, the position is so bad that the London Fur Sales' Committee at their meeting early this week decided that the coming auctions German Nationals should be informed that unless they were either able to give assurance obtainable for their purchases, or else pay a deposit of 25 percent on the auction, their bids should be entertained. We hope that this in turn will have some effect on the authorities there, but little will mean there will be very little doing except where the German merchants have houses in other countries. Many of them have set up lately in Italy and France as well as here."

Wireless Operators End Strike

(A.P. by Guardian's Special Wire) BOSTON, Oct. 9.—The strike of 19 wireless operators of the Eastern Steamship Lines ended today, 24 hours after it began, when the operators returned voluntarily to work. The strike, which began yesterday, forced the line to secure substitute operators for its Yarmouth and New York-bound boats. The men had demanded wage increases which had been refused.

At St. George's the same program was carried out at the graveside of Rev. Father Plus McDonald, who served with the 16th Battalion overseas. The speakers at this service included Mr. Wade Hughes and Mr. Roderick McLennan. The beatified by the Women's Institute, who deserve much credit for their splendid efforts—H.

—BY GEORGE MCMAN

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