



BEAUTY that a woman admires

Help yourself to the lively beauty of Brantford Carritte asphalt shingles. It's yours, brimming with any color you like at the price you have in the palm of your hand. Beauty and features of 100% all-weather and fire protection have stamped these products as the greatest development in shingle value. They are fire resistant, a feature that alone is worth their initial cost, which is exceedingly lower because of their all-Maritime manufacture. Your local dealer invites you to see Brantford Carritte all-Maritime products and gain full information about them.

FINEST FOR THE BUILDING TRADE

Brantford Carritte Company Limited

FACTORY, COLDBROOK, N.B.
WAREHOUSES, COLDBROOK, N.B., HALIFAX, N.S.

DISTRIBUTED BY

JENNELL & CHANDLER, CHARLOTTETOWN — SINCLAIR & STEWART LTD., SUMMERSIDE
POOLE & THOMPSON, LTD., MONTAGUE — PETER MACNUTT & SON, KENSINGTON.

Tune in on CHECK at 6.15 every night except Sunday for the Brantford Carritte program.



LET 'EM BURN

"We Get Extra Electricity — at No Extra Cost"

Fill up empty lamp sockets. Have light when and where you need it. With our rates good lighting is your biggest penny's worth. *Extra Electricity at No Extra Cost* helps pay for it.

6 MAZDA LAMPS

Keep extra lamps on the shelf in this handy carton. Any assortment you want. Pay now or on next month's bill. Get yours today.

IN HANDY HOME CARTON

\$1.40

Maritime Electric Company, Ltd.
Charlottetown, P. E. I.

How Do You Buy Your Coal?

Do you buy coal on a quality basis—coal with the highest heating power and the lowest ash content?

Or do you buy coal at the lowest price you can get without investigating the percentage of ash it contains or the heat it will give?

WHY GAMBLE WITH CHEAP COALS?

When you can buy Springhill coal at a reasonable price, proven by Government analysis to stand high among all fuels. Don't let the price fool you—investigate the quality.

Burn More Springhill Coal — It's Good Coal

C. Lyons & Co. — A. Pickard & Co.
W. D. Gillis & Co.

Retail Coal Dealers

Buntain, Bell & Co.

Distributors for P. E. Island

SEE NEVER CALLS HIM "HONEY", SAYS 76-YEAR-OLD WIFE

KANSAS CITY, Kas., Oct. 5. — A 76-year-old wife rested her iron on the ironing board, brushed back stray lock of grey hair, and said proudly that her 31-year-old husband, with whom she eloped two years ago, "still treats me as tenderly as a baby."

In the two-storey white frame house where Mrs. Lida Curtis does all the housework for Maynard D. Curtis, a painter, she pointed out some of the rules assuring a happy marriage "no matter how old you are."

"The biggest one is to stay at home and mind your own business," the short, stoop-shouldered woman said.

"People these days do too much gadding. My husband and I always attend church but that's about all. We never go to the moving picture show. I don't believe in such things."

"Keep busy is another good rule. I'm up at 6 o'clock every morning and I work all day, cooking, sewing, and cleaning."

"There should be affection of course."

But Mrs. Curtis, a great grandmother, said affection could be overdone.

"I've been hearing it noised about that I call my husband 'honey.' Absurd! I never once called him that."

The marriage was the second for both. Mrs. Curtis' first husband died. Curtis and his first wife were divorced.

CHARACTER-TRAINING

"Few boys are born with talents that excel. But all are capable of living well."

This verse is so old that girls are omitted. They seldom received honorable mention in those days when it came to study and character. So write "girls" in the margin, mothers, and focus your eye on the meaning of these lines.

It means the precise division between home and school; or school and home. "Talents" excellent or medium concern school. "Living-well," or well-balanced character, is the responsibility of the home.

Yet Mrs. Smith sighs with thankfulness when the school bell is about to ring. "Wallace has become so wild and spoiled this summer!" she exclaims. "I'd have gone crazy if vacation had lasted another week."

Mrs. Young says the same about her Paul. Mrs. Jones of her Molly; and out of a class of 50 a reasonable percentage of "parents" mothers would be at least half.

At school Miss Myers is checking the grade book, dividing each month's work into daily programs, so that assignments may be even and the term completed without undue rush at the end.

It is her problem to present lessons, explain them and help as much as possible when the schedule will permit. Most assuredly she would be terrified and discouraged if she had the least idea how many ladies were counting on her to take over their offspring as well as teach them their daily stint.

Two or three months of freedom do things to a child because a certain amount of regimentation is needed in every well-ordered life. Parents are at a disadvantage during vacation because no substitute routine for school can be set up at home. Besides, the in-terlude is needed for physical reasons—exercise and health, to create a reserve for winter to come.

But at the same time, vacation offers more actual opportunity for character training than almost any other time of the year. If parents are so disposed. Completely free of the super-imposed discipline of school, it always has offered the perfect opportunity for self discipline.

So now, if opportunity has been lost, it is scarcely fair to hope that the teacher will do double duty—teach school and rescue the stray sheep too. Routine and regularity will do much but, if character has developed soft spots these are not a real antidote.

The teacher will have influence and exert it, but if she fails don't blame her. She is concerned with talents excellent or mediocre. "Living-well"—possessing balanced character, honor, tolerance, pride and self-discipline—nourishes its roots in the home.

FANNING SCHOOL

Principal's Department.
Grade X-1. Lorne Owen, 2. Marion Abbott, 3. Dugald MacNutt.
Grade IX-1. Gerald Lockhart, 2. Lawrence Ramsay and Jean Stewart (equal).

Grade VII-1. Gerald Mill.
Grade VI-1. George Woodside, 2. Helen Wall, 3. Harry Champion.
Perfect attendance—Lorne Owen, Kenneth MacKay, Marion Abbott, Kenford Abbott, Jean Stewart, Gerald Mill.

Teacher, James R. Murphy.
Primary Department.
Grade V-1. Ralph Owen, 2. Evelyn Burt, 3. Montgomery Owen.
Grade IV Sr.-1. Shirley Turner, Garnett Turner, 3. Hilda Beaslie.
Grade IV Jr.-1. Louis Wall, 2. Betty MacKinnon, 3. Erma Abbott.
Grade III-1. Eleanor Stewart, 2. Eva Wall and George Champion, (equal), 3. Edward MacGougan.

MORELL SCHOOL

Honor roll for September.

Senior Department: Grade X-1. Marion Geldert, 2. Mary Kelly, 3. Maurice Coffin.
Grade X Jr.-1. Walter Coffin, 2. Patricia Kelly, 3. Sheldon MacEwen.

Grade IX-1. Helen Cox, 2. A. J. MacAdam, 3. Mary Rossiter.
Grade VIII-1. Hubert Coffin, 2. Pauline Kelly.

Grade VII-1. Reginald Eldershaw, 2. Alphonsus Kelly, 3. Aloysius Murphy.
Grade VI-1. Alexis Kelly, 2. John Gaudet, 3. John McInnis.

Primary Department:
Grade V-1. Florrie Hawbolt, 2. Catherine Coffin, 3. Bernadine Kelly.

Grade IV-1. Margaret Kelly, 2. Jackie Rossiter, 3. Mary MacDonald.
Grade III Sr.-1. Beth Geldert, 2. Reggie MacAdam, 3. Gilles Jay.

Grade III Jr.-1. Jean MacAdam, 2. Lilla Robbins, 3. Catherine Kelly.
Grade II-1. Louis Cox, 2. Helena Rossiter, 3. Gerard MacInnis.

Grade I Sr.-1. Harry Robbins, 2. Teresa Rossiter, 2. Arthur MacDonald.

Grade I Jr.-1. Robert Watson, 2. Robert MacEwen, 3. Owen Kelly.

Perfect Attendance—Hubert Coffin, Leo Rossiter, Joseph Kelly, Margaret MacEwen, Ivan MacDonald, Reginald Eldershaw, Evelyn Geldert, John McInnis, John Gaudet, Alexis Kelly, Bernadine Kelly, Catherine Coffin, Margaret Kelly, Joseph McInnis, Bertram MacAdam, Regie MacAdam, Lilla Robbins, Jean MacAdam, Lois Cox, Harry Robbins, Helen Coffin, Robert Watson, George Kelly, Walter MacAdam.

EXCHANGE TEACHERS REPORT SCOTTISH CHILDREN MUSICAL

ISLINGTON, Oct. 5.—Miss Vera Fleming and Miss Edythe Smith of the Public School staff, were warmly welcomed by the president, Mrs. M. Laws, and members at the meeting of the Home and School Association this afternoon. Both young women had returned from Scotland where they had been for a year as exchange teachers. Speaking of their experiences they expressed the opinion that the Scottish children are in advance of Canadian in music and that they stand high in sewing, especially in the industrial centres. Mrs. J. Warmington reported on the O.E.A. meeting.

Grade II-1. Jack Deane, 2. Earle Taylor, 3. Jean Burt.
Grade I-1. Owen MacGougan, 2. Elaine Bryanton.
Perfect Attendance—Ralph Owen, Montgomery Owen, Evelyn Burt, Hilda Beaslie, Shirley Woodside, Erma Bryanton, Gerald Stewart, Erma Abbott, Lois Wall, Betty MacKinnon, Althea Bryanton, Edward MacGougan, Eva Wall, Leonard Abbott, Owen MacGougan, Elaine Bryanton.
Teacher Olive Gillespie.

GOOD NEWS FOR MEN WHO WANT DOMESTIC TRAINING FOR WIVES

NEW YORK, Oct. 5.—There is big news for prospective groom. There is an announcement that New York brides-to-be, whose education along domestic lines has been neglected, may attend a bride's school scheduled to open here November 5.

The course will be an intensive training in the scientific management of domestic help and the finer points of being a successful and gracious hostess.

well-defined leaf scar. These scars have characteristic shapes; for instance, in the horse chestnut they are the shape of a horseshoe, each having in it usually five or seven ends of severed veins, which formed continuous channels for sap from stem to leaf to stem, and now represent the nails of the horse-shoe.

It is these scars which have helped to name this tree, the remaining part of the name arising because the seed resembles in appearance the familiar edible chestnut. The leaves which actually fall are very dry and have lost their activity; they are in a sense the ashes of the summer work. They form a thick carpet on the floor, burying many a dead animal and proving a blanket for the seeds and resting underground shoots they cover, and thus protect from some of the frost and cold of winter. Let us not consider that their work is entirely done. They are the starting point of further life processes and activities concerned with the making of new mould for future generations as

OVER-COOKED LIVER
If slices of liver are first quickly browned and then cooked in the oven under a buttered paper with strips of bacon, some chopped onion, and a little parsley it will be most agreeably transformed and, besides, will run little risk of an inherent toughness.

BENNETT will win.

EYESIGHT EXAMINATION
Fitting and supplying Glasses, etc.
H. J. MARON
OPTOMETRIST
Office Connected With Drugstore

BRINGING UP FATHER

WHAT ARE YOU SO ANGRY ABOUT, MOTHER?

YOUR FATHER SAID HE HAD TO GO TO THE STUDIO AS THEY'RE GOING TO SHOOT SOME SCENE BUT I DON'T BELIEVE HIM—I'M GOING TO SEE FOR MYSELF.

CAN YOU TELL ME IF MR. JIGGS IS AT THE STUDIO?

YES—MAAM—HE IS ON STAGE THREE, BUT YOU CAN'T GO IN THERE NOW—THEY'RE SHOOTIN'!

SHOOT THE QUARTER.

A DIME HE MAKES IT.

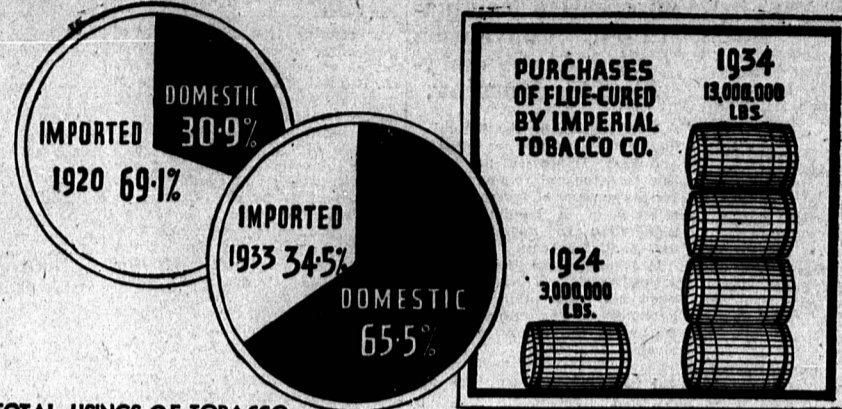
SHOOT—IT'S ALL COVERED.

ROLL 'EM!

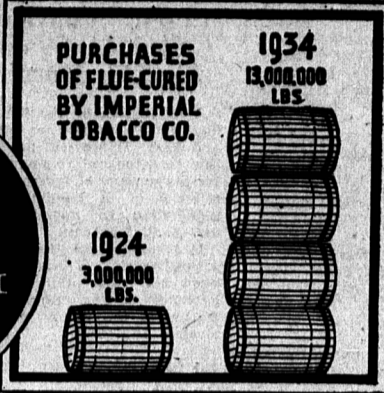
STAGE SET 3

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Supporting Home Production



TOTAL USINGS OF TOBACCO, BURLEY & FLUE-CURED, BY ALL CANADIAN MANUFACTURERS



No single policy of the Imperial Tobacco Company is adhered to with more determination, or practised with more sympathetic co-operation, than that which prescribes the use of Canadian materials and supplies, whenever and wherever possible.

Needless to say, the Company's first care must always be to safeguard the reputation of its brands. In everything it buys, therefore, it insists upon its own standards of quality. When Canadian products fail to measure up to those standards, it has no alternative but to import. But where it has reason to believe that, with explanation and assistance, the problem of producing in Canada up to the required standard of quality is definitely solvable, it is prepared to go to almost any length in co-operating with Canadian producers, so that they can qualify for its business.

The tobacco growing industry provides two cases in point. In the Leamington district, the growers of Burley were successful almost from the start in producing leaf comparable with Burley, heretofore imported from Kentucky. As a consequence, year after year the Company has purchased the major part of their crop. In recent

years the Company has been able to increase its purchases from them, due to its success in creating a demand for Picobac Pipe Tobacco made entirely from Canadian Burley.

But the Norfolk County growers of Virginia flue-cured tobacco experienced some difficulty in producing leaf of the colour and texture comparable with that imported from Virginia and North Carolina. So the Company sent its experts to guide them in experiments with various kinds of seeds and fertilizers; to instruct them in better methods of planting and harvesting, and to assist them with their curing. And as the growers succeeded in meeting the Company's requirements, it used more and more of their product.

In 1920, only 30.9 per cent. of all the leaf used in the manufacture of tobacco in Canada was domestic leaf. By 1933 the usings of domestic leaf by all manufacturers had increased to 65.5 per cent. of the total.

It is a matter of much gratification to the Imperial Tobacco Company that improvements, year after year in the quality of Canadian leaf have enabled it to support home production so effectively.



IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED

—BY GEORGE MCMANUS