

THE SUMMERSIDE GUARDIAN

and PRINCE COUNTY CHRONICLE

WESTERN LOCALS

—BUY ROBIN HOOD FLOUR— now, you will not regret it.

—WEDDING BELLS—The marriage took place on Wednesday morning in the Catholic Church at Borden of Miss Alice MacInnis, daughter of William MacInnis and the late Mrs. MacInnis to Mr. Fred Jeffrey of Cape Traverse. Rev. Wm. Monaghan officiated at the nuptial Mass. Their many friends wish Mr. and Mrs. Jeffrey much happiness.—S.

—EVANGELISTIC MEETINGS—The Summerside District meetings in conjunction with the Evangelization of Canadian Life Program opens in Summerside this morning with a conference for all ministers of the District at 10 o'clock in Epworth Hall. In the afternoon at 2:30 a conference of ministers, church officers, Sunday school and Young Peoples' workers will be held in the Presbyterian hall. At 7:30 p.m. a mass meeting in the Presbyterian Church, to which all who are in anyway interested in the Kingdom of God are invited to attend. Rev. Mr. Miller of United Church Charlottetown and Rev. Mr. Hayler of Cross Roads Christian Church will be in charge of these meetings.—S.

—SHOWER HELD FOR BRIDE—At the home of Mr. and Mrs. Samuel Drummond, South Freetown, on Monday evening, Nov. 2nd, a miscellaneous shower was tendered their daughter Gladys Ruby in honor of her approaching marriage. The bride elect was ushered into the living room by her chum Madelin Burns, to the strains of the "Bridal Chorus" played by Mrs. P. Deacon, and presented with a dainty trimmed basket of gifts by Marion and Vernon Stetson niece and nephew of the bride-to-be. The parcels were opened by Mrs. Hilda Reeves Mrs. Elva Heffel and Miss Winnie Leard and humorous verses read by Miss Grace Deacon. After the presentation the recipient in a few appropriate words thanked the donors for the beautiful gift, which was responded to by "For Shes a Jolly Good Fellow." After which refreshments were served. After several organ selections played by J. B. Lewis, all departed to their respective homes.

—MRS. M. L. GILLIS OF MISCOUCHE is the guest of Mrs. Arthur Corney for a few days.

—MRS. SARAH MACDONALD who has been visiting relatives in Eldon, and vicinity returned to the city.

All the different Girl Guides that had the privilege of hearing Miss Winnifred Kydd on the air during Guide Week enjoyed a rare treat. Miss Kydd who is a very talented young lady has a particularly pleasing voice on the air and to the writer's mind gives you the impression that she is really with you. The Melville group which is the only group in Belfast are very active and always doing something nice. The latest is when they were hostesses to the Mother's of the Guides, at a supper, a very pleasant evening profitable cue when Miss Ina Gillan

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Albany

The ladies of the Jubilee Women's Institute held a very successful bean supper on October 30th, which despite the bad weather, was well attended. The cake donated by Mrs. Andrew Noonan was won by Mr. U. J. Pineau, who guessed the nearest weight.

Miss Olive Buchanan Student in Prince of Wales College spent the week-end in Albany.

The many friends will regret to learn of the death of Mr. George Curtis an aged and respected resident of Albany who passed away on Sunday November 1st, after a lingering illness.

A very enjoyable card party was held at the home of Mr. and Mrs. James Campbell, Cape Traverse section of Seven Mile Bay parish on October 28th. Prize winners were as follows: Ladies first Kathleen Keough, Ladies Consolation, Mrs. James Campbell, Gent's first Mark McCarvell, Gent's Consolation Willie Dugay, Freeze out was won by Mary McCarvell. A dainty lunch was served by the hostess.

The spacious home of Mr. James Noonan, Albany, was the scene of a happy gathering on Friday evening, Oct. 30th, when a hundred and fifty neighbors and friends of Miss Kathleen Basset gathered to tender her a miscellaneous shower in honor of her approaching marriage. The room was tastefully decorated with flowers and pink and white streamers. Mrs. Aderian Murray played the wedding march, the bride-to-be dressed in a lovely brown crepe dress was escorted to the seat of honor by Miss Ester Noonan. The large number of parcels were opened by Misses Mary Carland and Olga Green while Miss Marion Flood read the accompanying verses. Miss Ester Noonan arranged the gifts on the table. Miss Basset, graciously thanked her friends for their lovely gifts after which all joined in singing "She's a Jolly Good Fellow." A dainty lunch was served by the ladies and the remainder of the evening was spent in dancing and songs by Mr. Frank Flood, accompanied by Mrs. E. V. McLeod and at a late hour all departed wishing Miss Basset every success and happiness in her new home at Kelly's Cross.

Miss Hazel Green, Emerald Junction was a visitor to Albany on Sunday.

Miss Eulalie McInnis left on Monday to return to Providence R. I. after visiting her grandfather Mr. Edward Sharkey, Tryon. —A.

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RED ROSE TEA

"is good tea"

The standard for Quality

Continues To Roll

(Continued from page 1.)

In the aftermath of the balloting the country settled slowly back to work. Candidates exchanged friendly messages with a common call for all to obey the will of the majority.

Governor Landon sent a message to President Roosevelt saying "every American will accept the verdict and work for the common cause of the good of our country." Roosevelt replied that he was "confident that all of us Americans will now pull together for the common good."

Alfred E. Smith, the Democratic candidate of 1928 who worked for "every citizen, every real American, not put his shoulder to the wheel and stand behind the President."

The words that came from most of the others who had taken a prominent part in the campaign struck a similar note.

In international circles, similarly came expressions of satisfaction that the United States foreign policy was to be continued without interruption. This view came from French Italian and Austrian officials.

Captures Chief States

The full power of the push for President Roosevelt was partly evidenced in the bulge of his pluralities in states that had big bundles of electoral votes to deliver. He captured California by 50,000, Illinois by 600,000; Michigan by 240,000; Missouri by 400,000; New York by 1,200,000; Ohio by 400,000, Pennsylvania by 500,000.

Indications were that his total plurality of the popular vote might reach 9,000,000.

As it leaped toward that figure in the clacking totals of tabulating machines, many old lines were thrown askew, traditions upset. Michigan installed its first entirely Democratic state administration in history.

Kansas, in addition to giving her electoral vote to the opponent of her Governor, put a Democrat in gubernatorial chair Landon now occupies.

New Jersey, for the first time in history, elected two Democratic senators. It gave President Roosevelt a 350,000 popular plurality.

The one time Republican stronghold of Pennsylvania in addition to giving its electoral vote to the President swept two Democrats into state elected 25 Democrats to 34 of its congressional seats. The last time Pennsylvania voted Democratic was for its native son, James Buchanan, in 1866.

Senatorial Elections

In the senatorial elections, Norris of Nebraska had been reelected. So had Borah of Idaho. Norris was the only Republican Independent who led the vigorous endorsement of President Roosevelt.

But such old guard Republicans as Metcalf of Rhode Island and Hastings of Delaware, both veterans, retired under the bombardment of Democratic votes.

In the House, such veteran Re-

Capture Getafe

(Continued from page 1.)

Its militiamen had carried on "an encircling movement on Torrejon de Velasco and on Sesena." (The former is about 17 miles south of Madrid and the latter about 25 miles south).

Six hours of steady fighting drove their advance units to within 10 miles of the capital, only two miles from Getafe, southern suburb of Madrid. One more attack, Fascist military leaders said, and their men would be storming through Getafe toward the gates of Madrid itself.

Kensington

Mrs. James Milligan, Northam, was a visitor to Kensington on Saturday.

Mrs. Colin Matheson, Port Elgin, N.B. is visiting in Freetown, guest of her nephew, Mr. Clifton B. Matheson, and Mrs. Matheson.

On Friday evening, Oct. 30th, at her spacious home in Freetown, Mrs. Leslie Simmons entertained her friends at a charmingly arranged Halloween Bridge of four tables.

A cordial welcome is being extended to Mr. and Mrs. W.A. MacFarlane, who have returned to their home in Kensington, after spending the summer with their two daughters, Mrs. Blakeney and Mrs. Lester Babb, in Wilton, Maine.

A new shoe store has been opened in Kensington by Mr. W. T. Lawson of Alberton, in the building on Broadway formerly occupied by J. A. McPherson.

Mr. James K. Smith last week arrived at his home in Margate, via Quebec, on the N.B. MacLean, from Resolution Island. For the last two years Mr. Smith has lived on this little island, in the far Northwest Territories, and held a position as assistant radio operator at the government station, under the Department of Marine.—B.

Governors Elected

Of the Governors, the Democrats put back into office Davey of Ohio, Horner of Illinois, Lehman of New York and Cross of Connecticut, the latter for his fourth term. Governor LaFollette of Wisconsin, the Progressive, was reelected.

Governorships held by 25 Democrats and six Republicans were at stake. Late returns showed 23 Democrats already elected, Democrats leading in three other races. Two republican governors had been elected, Republicans were ahead in two other contests. Benson, Farmer Labor, seemed the likely winner in Minnesota.

38,873 Scripts Mislabeled

Up to June 30 of this year, according to the Federal Trade Commission, 439,233 radio advertising continuities were received and examined.

Of these a preliminary review has been completed on 375,539 and the review resulted in no fewer than 38,873 continuities being set aside as "possibly false and misleading". Authorities will give further study to these with a view to possible action.

In Canada, control of radio

FALSE RADIO ADVERTISING

U. S. Survey Shows 10 Per Cent of Commercial Continuity Possibly False or Misleading.

U.S. SURVEY SHOWS 10 PER CENT OF COMMERCIAL CONTINUITY "POSSIBLY FALSE OR MISLEADING"

BY THOMAS C. THOMPSON
TORONTO, Nov. 4.—"Write us—Do it tonight—and we will send you our..."

How many radio listeners comply with the request of the announcer, and forthwith dash off a letter praising the merits of "Sud's Soaps" or "Tiffin's Tea?"

Apparently, very few.

Enquiries among a group of representative radio listeners indicate that most people are not inclined to leave their dinner, bridge game, or newspaper to write a letter of appreciation. Although they may intend to do so later, most of them never "get around to it."

Thousands of people do write, however. Radio polls and other data show that to be the case. But whether the incentive is a prize contest, a free booklet, or something else, they write with only one purpose in mind.

To praise the product advertised.

In doing so, it is natural to attempt to surpass even the convincing announcer in discovering new merits of the product; a tendency which accounts for many of the advertising ideas that find their way into the ether on commercial programmes.

A Source of Material

Out, polished, and "pepped up," these effusions then go to millions of listeners as bona fide advertising claims. If they are restricted to fact, all is well. If not, they go to form some of the 10 per cent of radio advertising which, the Federal Trade Commission of the United States claims has found "possibly false and misleading."

Canadian Listeners

The Federal Trade Commission began an examination of radio advertising in the United States a little over a year ago, after many years of study of newspaper and magazine advertising.

The commission has power to stop false advertising, but since commercial radio programmes originating in the U.S. are carried on air waves which know no international boundaries, the programmes also carry their message to radio set owners throughout Canada.

Canadians consequently are among those listening to the 10 per cent of commercial broadcast advertising that Washington authorities brand as "possibly false and misleading."

broadcasting is also under federal direction through the Canadian Radio Commission.

Canadian Broadcasts

Broadcasts originating in Canada are restricted as to advertising, although there is no data available regarding the proportion that may be classified with the misleading 10 per cent from the U.S.

Restrictions include the ban on stock price forecasts in financial news broadcasts from Ontario, as well as certain restrictions imposed by Ottawa authorities on radio advertising of patent medicines.

There are many other regulations aimed at protecting the Canadian radio listener, so far as Canadian broadcasts are concerned, but where misleading advertising is concerned, the difficulty lies in the fact that air waves are free to those listeners whose broadcasting sets are powerful enough to pick up foreign stations.

Owners of such radio sets are, of course, among those financially able to buy the products advertised by radio—including the 10 per cent of advertising classed as "possibly false and misleading."

Eye vs. Ear

But all listeners are subject to the universal law that enables the eye to retain an impression more clearly, and for a longer period than the ear.

They forget much of the 10 per cent "false advertising" by radio, as quickly as a proportionate part of the 90 per cent that is not distorted, and if they remember to "write for the booklet," it is perhaps because the impression is retained for the reason that they can get something for nothing.

Visual Advertising

Visual advertising in magazines and newspapers on the other hand not only must be accurate—as a matter of record—but through illustrations and typography, impresses its message upon the reader's eye and is available when dinner and the bridge game are over.

No publication can afford to carry false or misleading advertising. It is too readily available as a weapon which deluded buyers can use in their own defense. It is a two-edged sword, as radio continuity writers are discovering.

CANADIAN NAVY

(Continued from page 1.)

art of handling a ship that is not equipped with electric bells, motor-driven winches and all the gadgets which have converted the modern Man O' War into a machine shop.

"It is fundamental that sailors should know how to sail," said one departmental authority here today.

"They should know how to work aloft, know what the wind and the sea do to a ship, and these things can not be learned in steam."

Heretofore the Royal Canadian Navy has lacked a training ship designed for instruction in the essentials of seamanship, but this is now being rectified.

Naval officers know what they are up against. They expect the new one to be the centre of closest scrutiny along the Atlantic coast, from Cape North, to Cape Sable. One error in bringing her off Battery Point at Lunenburg or Fetching her by Sambro light or Chubucto Head into Halifax harbor and every fishing village along the south shore of Nova Scotia will know it immediately.

Also, the utmost care is being taken with her design and general trim for to a Nova Scotian schooner is a schooner, and nothing else.

It will be some months before the training schooner comes off the slips. When it does, Canadian Naval history will have been made.

RECEPTION AT GOVT HOUSE

(Continued from page 1.)

W. J. MacDonald, Mr. F. Walter Hyndman, Mrs. Donald Archibald, Mrs. F. I. Andrew, Mrs. Heber R. Large, Miss Helen Jenkins, Mrs. Hugh M. Simpson, Miss Marjorie Holl.

Music was furnished by Blanchard's Orchestra.

Island Judges At N. S. Fox Show

(C. P. By Guardian's Special Wire MARGAREE, N. S. Nov. 4.—The second annual fox show of the Margaree Fox Breeders Association was held today with a new high country list of 72.

Grand championships were awarded in the adult male class to D. J. Burton and in the male pup class to Merrill Hart. The judges were C. B. Rogers and L. W. Hancock, both of Summerside Prince Edward Island.

At the conclusion of the show a meeting of the Association re-elected Rev. A. T. Johnson as president and Melville Clarke as secretary-treasurer.

Directors named were: J. A. Burton, G. Coady, Don Miller, Osprey Ingraham and B. Hart.

Classes represented in the show were dark, light and medium in adult male, male pup, adult female and female pup.

CANADA MAKES

(Continued from page 1.)

John and Halifax, as normally, most of the West Indies fruits imported into Canada, come to those ports on the Canadian vessels, but frequently when a shipment is ready, and a Canadian boat is not available it goes on an American boat. This tariff change was recently approved by order-in-council.

CHICKEN AND FOWL WANTED!

Bring or ship your Chicken and Fowl to us. From now on we will be buying every day, paying market prices for Live and Dressed Chicken and Fowl delivered at our Cannery in Summerside, in the old railway station building.

HEWITT'S CANNERY

Summerside
PHONE 379
L-21-11-3-31

GORDON FIFE, Soldier of Fortune



Marline Explains



By Bob Moore and John Hales



I BEGIN TO GET IT... BUT, JOVE, I'M GOING TO HAVE SOME TALL EXPLAINING TO DO AT THE PALACE.



L. Bowness & Son

Funeral Directors and Embalmers
Prince County Hospital
Ambulance in Charge
Summerside, P.E.I.
Kensington
Phone 394

FOX MEN

SUNGLO

FURRING RATION is now available through your Sunglo Dealers. SPECIAL RATION FOR DEEP FREEZING. MADE WITH AND WITHOUT BEEF MEAT.