

Europe is Yours—

with this New-Type

ROGERS RADIO



Target Tuning!

Introduces a revolutionary advancement in dial location and design. The dial is visible from any angle; necessitates no stooping; requires no study and places no strain on the eyes. Any child can tune any of the four bands on the dial because only the one band on which you are tuning is visible. When you locate a station a fine beam of light flashes across the dial to signal that you are tuned on the nose! Move the indicator the least fraction and the beam disappears—that's "target tuning"—a bull's-eye every time. Paris, London, Berlin, Vienna, Moscow—all can be tuned as accurately as you would a domestic station.

Now is the time to Trade-in your old Radio!

Never A Radio Like This Before

THE NEW ROGERS MIRACLE RADIO is an entirely new type radio—so distinctly different and so decidedly advanced as to constitute an entirely new standard of radio reception. Every improvement, advancement and refinement has been anticipated and built into this—the radio of the future. To see—to hear—to examine this new radio revelation is to completely change all your preconceived notions of what a radio is, or should be, could be or could do. A simple recitation of its revolutionary features and extraordinary performance sounds like fantastic exaggeration. Wonderful as other radios may have seemed heretofore, the new Rogers Tenth Anniversary Miracle Model will provide an actual shock in contrast.

Liberal Trade-in Allowance
Convenient Terms
Prices \$49.95 to \$325.00
Guaranteed Tubes

IMPORTANT—For maximum results we strongly recommend the Rogers CR4918, All-Wave, Noise-Reducing Aerial designed especially for operation with these sets. Complete with all parts, attachments, etc. \$4.50



Another Sensation!
ROGERS Multi-Purpose METAL Spray TUBE
—is another sensational radio development from the same famous tube laboratory which developed and perfected the world's first A/C Tube (that made batteryless radio possible); also the first Multi-Mu Tube and the first Full-Spray, Seal-Shielded Tube. It marks another milestone in radio progress, and another tribute to the genius of Canadian engineering, outstripping as it does the efforts of the great laboratories of the world. It marks the crowning achievement of Rogers' ten years of pioneering in tube development. 849



HOLMAN'S CHARLOTTETOWN

MR. JOHN J. MACLEAN

On Sunday, September 29th, the people of Long Creek and vicinity were saddened to learn of the death of one of its oldest and most highly respected citizens in the person of Mr. John J. MacLean at the advanced age of eighty-five years. Always of a quiet and unassuming nature, he was a friend to all but most especially to the needy or sorrowing. He always enjoyed good health, until a few days prior to his death. He developed pneumonia, but retained a remarkably keen intellect until the end.

He is survived by his faithful widow, who was formerly Miss Margaret MacCannell of Long Creek; also by three daughters, Mrs. N. I. MacFadyen and Mrs. Margaret Campbell of Charlottetown; Mrs. Ernest Turner of Long Creek; and one son George at home; besides a large number of grandchildren, a number of whom having become orphaned, he lavished a father's care.

He was the eldest of a large family, but only one brother, Dan MacLean of North Wilshire survives. Following a short service in the home, the funeral was held from

New Dominion United Church and was very largely attended. Rev. D. K. Ross officiated, assisted by Rev. J. G. Wakeling, both of whom were particular friends of the deceased. The floral tributes were many and beautiful, which testified to the esteem in which the deceased was held. The pall bearers were: Messrs. Frank Smith, Thomas Henderson, Neil MacEachern, Hugh MacKenzie,

The Regent Of Mount Allison Held Session

The Regents of Mount Allison were in session last Friday morning and afternoon. Dr. R. C. Tall, of Shelburne, chairman of the Board, presided and other Regents present were: J. F. Wheat, Charlottetown; P. E. I.; Rev. Dr. John McIntosh, Sydney, N. S.; H. S. Murray, Chatham; Rev. E. V. Forbes, Shubenacadie, N. S.; Dr. Frank P. Day, Yarmouth, N. S.; Rev. Dr. A. H. Campbell, Windsor, N. S.; Mrs. H. Gronlund, Halifax; Rev. Dr. A. S. Rogers, E. R. Machum, Saint John; Senator, C. W. Robinson; Rev. Dr. J. A. Ramsay, Moncton; J. S. Smiley, M.L.A., N. T. Avar, Amherst, N. S.; Rev. F. E. Boothroyd, Hunter River, P. E. I.; Rev. Dr. G. M. Young, Wallace, N. S.; W. J. West, Fredericton; Dr. G. J. Trueman, Rev. W. T. R. Flemington, Miss Constance Young, Mrs. H. M. Wood, Mrs. C. W. Fawcett, Senator F. E. Black, J. L. Dixon, Captain R. V. Bennett, C. G. Avar, Sackville.

Fitting memorials to the memory of Mrs. Josiah Wood, C.B.E., of Sackville, and W. T. Huggan, of Charlottetown, P. E. I., were read by Rev. Dr. Rogers of Saint John.

The report of the Finance Committee was read by Senator C. W. Robinson, Chairman of the Board, and the Treasurer's report by H. D. Henderson, of Sackville. J. L. Dixon, of Sackville, presented the report of the Committee on the collection of students' accounts.

These reports were followed by a general discussion in which many members participated. E. H. Rilecy, manager of The Central Trust Company, gave information re Mount Allison investments.

Reports of the three institutions were presented by Miss Constance Young, Principal of the Ladies College, Dr. Geo. J. Trueman, President of the University, and Rev. W. T. R. Flemington, Headmaster of the Academy, and were most favorably received. General satisfaction was expressed at the outstanding place which the Mount Allison Institutions occupy in the life of the Maritime Provinces. The Regents were entertained at luncheon in the University Girls' Residence, where they had the opportunity of inspecting arrangements which have been made this term in the separation of the lady students attending the University from those in attendance at the Ladies College.

The meeting of the Regents was one of the most harmonious and profitable that has been held for many years.

MILLCOVE SCHOOL

Honor roll for October:
Grade IX — 1, Hilda Quick; 2, Katherine MacIntyre; 3, Bernadette Trainor and Mary MacIntyre (equal).

Grade VIII — 1, Eulalie Hughes; 2, Ignatius MacDonald; 3, Kathleen Hughes.

Grade V — 1, Edna Reid and Georgina Hughes (equal); 2, Mary C. MacIntyre; 3, Raphael Hughes.

Grade IV — 1, Theresa Hughes; 2, Ella Hughes; 3, Alfred MacDonald.

Grade III — 1, Desmond Burge; 2, Florence MacIntyre.

Grade I (Sr.) — 1, Vernon MacIntyre; 2, Auldene Cullen; 3, Bernadine Hughes.

Grade I (Jr.) — 1, Patricia Hughes. Teacher—Mary MacIntyre.

Camps Supplied For Unemployed

(C. P. By Guardian's Special Wire) OTTAWA, Nov. 5.—Camps for single unemployed men will shortly be transferred from the Department of National Defence to the Department of Labor, Premier Mackenzie King announced last night. Hon. Norman Rogers, Minister of Labor, and officers of his department are now preparing to take over their supervision.

These camps have been the subject of much criticism since they were first established to take care of single men who would not be provided for by municipal relief. Strikes developed culminating in treks on Ottawa.

About 15,000 men are cared for in the 130 camps. At present they are under the direction of the officers commanding the military districts in which they are located. Chief work done is clearing sites for aviation landing fields. Other construction work is done by the men in the camps at Valcartier, Que., and Ottawa, Barriefield and Trenton, all in Ontario. Some roadwork is being carried out in British Columbia and another important undertaking is clearing the foreshore of slack fuel in Northwestern Ontario to provide power for Manitoba.

The men are provided with food, shelter, clothing, and 20 cents a day. The cash allowance was the chief cause of complaint, the men claiming it was too little.

The pall bearers were: Messrs. John MacKinnon and Norman MacLean.

REMEMBRANCE DAY
NOVEMBER 11th.
Give a little more for your POPPY this year.

Protecting the Jobber

In distributing tobacco to the retail trade, every manufacturer finds it necessary to use the jobber. Even with 127 full-time salesmen in its employ, the Imperial Tobacco Company is unable to call upon the average retailer oftener than once in five weeks. Yet thousands of retailers, because they prefer to buy in small quantities and often, have to be seen and given delivery two or three times a week.

That is where the jobber comes in. Carrying the lines of all tobacco manufacturers, confining himself to a limited territory, covering it thoroughly and frequently, and assuming full responsibility for delivery and collections, the jobber renders a service that for efficiency and economy cannot be equalled.

Because the jobber is a proven necessity, the Imperial Tobacco Company feels itself under an obligation to give him its full support in the maintenance of conditions and practices that ensure him a reasonable profit.

That support is given in two ways. First, the Company protects the jobber against excessive competition in his own particular territory. A certain amount of competition is always desirable, to stimulate sales effort and to ensure thorough coverage. But once competition in any given territory has reached a point where it serves such ends, the Company endeavors to maintain it in this healthful condition.

In addition, the Company makes it known to all its jobbers that it expects each and everyone of them not only to refrain from price-cutting himself, but to discourage price-cutting by his retail customers. The Company is just as anxious to protect its jobbers against unfair competition as it is to protect them against excessive competition.

Tobacco jobbers are organized into associations on a territorial basis. Each association has its own committee for determining codes of practice and for disciplining members who offend.

Jobbers play so important a part in the distribution of tobacco, and play it so well, that the Imperial Tobacco Company is always glad to do everything in its power to conserve and promote their best interests.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED

Is Nationhood of Canada Threatened?

(C. P. By Guardian's Special Wire) HALIFAX, Nov. 5.—Grave danger to the nationhood of Canada and the solidarity of the British Empire lies in present-day political practices, existing widespread lawlessness, lack of support to England in naval matters, and inadequate defense forces, Archbishop Rev. John A. Richardson of Fredericton, Metropolitan of the ecclesiastical provinces of Canada, told a service club here today.

Speaking with "the new imperialism" as his theme, Archbishop Richardson saw threats to the welfare of Canada as a nation in political partisanship, political, geographical and religious sectionalism, corrupt election practices, indifference of voters, the "spoils system" and non-recognition of spiritual values by many politicians.

"Political indifference," he said, "is working untold harm to the Dominion which is bound to reflect badly on the Empire also." Despite

Ontario's Premier In Ill Health

(C. P. By Guardian's Special Wire) TORONTO, Nov. 5.—Premier Mitchell Hepburn may be forced to retire from public life because of increasingly poor health, The Globe says in a news story today. The story says the information came from friends of the Premier.

"The young leader," the article continues, "who carried the Liberal party to Queen's Park after it had been out for 30 years is reported to be in a state of poor health, which may become dangerous."

Big Reduction In Ontario Potato Crop

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also have suffered from unfavorable weather conditions. In Quebec, the report states, the output will be considerably below last year. In New Brunswick estimates vary from a 35 per cent to a 40 per cent decrease. In Nova Scotia tubers have developed fairly well but there are only a few potatoes to a hill and, for this reason, output will be down. On Prince Edward Island, the reduction will be around 30 per cent, the report said.

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