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"SALADA" TEA

"Fresh from the Gardens"

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RATE:—2c. per word, three insertions for the price of two, strictly payable in advance.

Agents Wanted

AGENTS—THE CELEBRATED Royal Series Private Christmas Greeting Cards; exclusive original designs, superbly printed; experienced canvassers reaping rich harvest; beginners doing wonders. Send for free sample book and coin money. Bradley-Garretson Limited, Brantford, Ontario. N-395.

COLOUR CHRISTMAS CARDS IN spare time. Send ten cents for information, catalogue and samples. Tally Ho Art Shop, 120 Wellington West, Toronto. N-287.

SELLING "IMPERIAL ART" AND "Windsor" series Personal Christmas Cards. Dollar dozen up. Also boxed assortments. Sample book and sales help free to workers. British Canadian Publishing Co., 426 Patrick Bldg., Toronto. N-305.

WANTED—CHRISTMAS CARD Agents. Spare time work. For years men and women have earned good money handling our printed-to-order Christmas Cards. Up to three dollar value for one card a dozen. Smart-looking, dignified samples in patent case form sent free to responsible people. Then our boxed assortments of cards pay agents one hundred per cent profit. Investigate, compare. Deal direct with manufacturer for best values. Premier Art Guild, 1070 Bloor Street, Montreal. 1-A. W.-N-286.

Extra Money

FOR EITHER SEX, NO MATTER whether you are employed or not you can earn extra pocket money by taking orders for Canada's greatest values in personal Christmas Cards. Portfolio free with expert assistance. Weekly advances on Commissions. Representatives wanted in small towns also. Master Kraft, Toronto, Ontario. N-328.

To Let

TO LET—ROOMS, 194 PRINCE ST. 1209

TO LET—TWO ROOMS FOR light housekeeping. Apply Guardian. 1223.

TO LET—SITTING ROOM WITH fireplace, two heated bedrooms. Apply 52 Bayfield Street. 1254.

TO LET—FURNISHED ROOMS for light housekeeping, hot water heated and electric range. Apply Guardian. 1211

TO LET—THREE FURNISHED rooms for light housekeeping. Heated. 139 Kent Street.

LOST—ON OR NEAR BRIGHTON Road, jade bracelet, five medallions, gold clasp with Chinese emblem. Large reward. Apply Guardian. 1207

Female Help Wanted

YOUNG GIRL WANTS HOUSE-work. Apply Guardian. 1175.

HOUSEKEEPER WANTED. MIDDLE aged Protestant lady to go to country. Comfortable home. Family of two. Light housekeeping. Apply "M." Guardian. 1200.

Miscellaneous

FURS REMODELED, RELINED and glazed at reasonable prices. Mrs. Davison, 170 Prince Street. 1152.

SAVE MONEY ON COAL AVON \$7.00 VICTORIA \$7.75 YORKSHIRE \$9.50 MARITIME COAL CO. 2 Cumberland Street. TERMS CASH. PHONE 990

Stock Quotations

Pivotal New York Stocks

Table of stock prices for various companies including Allied Chem, Am and P Pow, Am Smelt, etc.

Markets At A Glance

(Canadian Press) Toronto and Montreal—Stocks close weak and lower. Toronto—Mining groups lower. New York—Closed lower. Winnipeg—Wheat down more than a cent.

N. Y. CURB

Table of stock prices for New York Curb market including Am Cyan B, As G and El, etc.

EXCHANGE

Table of exchange rates for various currencies including Argentine peso, Australia pound, etc.

Montreal Stock Market

Table of stock prices for Montreal market including Bathurst A, Bell Tel, Brailian, etc.

MT'L. CURB

Table of stock prices for Montreal Curb market including B A Oil, Beauharnois, etc.

PRODUCE

MONTREAL, Sept. 20—Prices on the Montreal dairy and produce markets were generally higher at the close of today's trading. Butter, cheese and eggs continuing the week's gains. Higher English markets for butter and cheese, both of which are now being exported overseas, and growing scarcity of fresh eggs owing to the inflexibility of the advance.

LIVESTOCK

MONTREAL, Sept. 20—Offerings on the two Montreal livestock markets today totaled 275. Receipts were 196 cattle, including 126 head held over, 196 sheep, 440 hogs and 39 calves.

GRAIN

Table of grain prices for various types of wheat, barley, and oats.

MEMORABLE CEREMONY

(Continued from Page 3)

both cables and wireless have their respective functions to fulfill and that the development of both is desirable for reasons of Imperial defence and for the advantage of the general public. The pioneers of the trans-Atlantic cables are held in no greater veneration than by those veterans of the Marconi Company, who a quarter of a century ago created the first wireless service between Canada and England.

(Sgd.) Herbert A. White, Managing Director of the Marconi Company of London, England.

Canadian Marconi Company Montreal.

The Canadian Marconi Company, pioneers of wireless telegraph and radio communications in Canada, extend felicitations on the occasion of the unveiling of a tablet in commemoration of the laying of the first submarine cable in America eighty-one years ago and desire to be associated with you in honouring the memory of those pioneers who gave to Canada its first trans-oceanic communications service.

(Sgd.) N. M. Short, Managing Director Canadian Marconi Company.

Canadian Radio Broadcasting Commission Ottawa.

On behalf of my fellow Commissioners and myself, I beg to congratulate the Historic Sites and Monuments Board of Canada and the Historic City of Charlottetown on the unveiling of a tablet commemorating the laying in 1852 of the first telegraph cable in America.

This work which connected Prince Edward Island, destined to be the cradle of Confederation, with the mainland of what is now the Dominion of Canada was the beginning of a new epoch in communications. I am especially glad that the memory of Frederick Newton Gisborne is being perpetuated. His pioneer services in connection with electric communications in British North America deserve a wider remembrance than they have hitherto attained. His short cable of 1852 was a milestone in a movement which has linked up the nations of all the world—a movement of which radio is the latest and most marvellous development.

Sincerely yours, (Sgd.) Hector Charlesworth, Chairman, Canadian Radio Broadcasting Commission

REUTERS

London, Eng. Reuters whose worldwide activities have been fundamentally and inextricably bound up with cables ever since their inception desire to associate themselves wholeheartedly with today's historic celebration in Charlottetown. The laying of the first submarine cable in America was an event pregnant with meaning and consequence for the old world and the new, and is well worthy of remembrance at this time when improved and extended international communications are vital to

MINING

Table of mining stock prices for various companies including Stadacona, St Anthony, Sud Basin, etc.

AN ATTRACTIVE "TELEPHONE" INVESTMENT

Yielding 5.35% for 30 Years Bonds of well established Canadian telephone companies offer one of the soundest of investments, ranking in safety and price stability with the bonds of many Canadian provinces and municipalities.

ATLANTIC UTILITIES LIMITED 5% First Mortgage and Collateral Trust Bonds Series A Dated September 1st, 1933. Maturing September 1st, 1963. Denominations: \$500 and \$1,000. Price: 94.50

Atlantic Utilities Limited controls the telephone business in Prince Edward Island, owns valuable assets in the Province of Nova Scotia, and is a wholly owned subsidiary of Maritime Telegraph and Telephone Company, Limited, which in turn controls the telephone business in the Province of Nova Scotia.

W. C. PITFIELD & COMPANY Limited 20 King Street SAINT JOHN Phone 3-3205 MONTREAL TORONTO OTTAWA QUEBEC HALIFAX LONDON, ENG.

the cause of international understanding and peace on earth" (sgd.) Roderick Jones, Chairman of Reuters, London.

Ottawa, General Manager Canadian Press

The pioneering success of laying the first submarine cable in America 81 years ago as represented by the unveiling of a tablet commemorating the event, has special interest to world communication agencies. Nearly a century ago Reuters began news service by carrier pigeons. Now through development of cable service first established on this continent between Prince Edward Island and New Brunswick important news is flashed around the world within half a minute.

E. W. Grange, General Manager for Reuters in Canada.

New York, Laying of the first submarine cable which you are commemorating September twentieth was not only of historical importance in the advancement of communications but marked the period world relations entered a phase of broader and more sympathetic understanding. Where weeks and months had been necessary for the Associated Press of that day to acquaint our people with events of world interest, the cable brought the news promptly. From the day the first cable to America was completed the present time when cables join countries and cities in the most remote sections of both hemispheres, these facilities have been vital to us in our structure of world wide news collection and distribution. Frederick Newton Gisborne has a memorable place among the contributors to this element of scientific development in the interest of peoples of all countries.

(Sgd.) Kent Cooper, General Manager Associated Press

New York, The United Press Association is happy to take this occasion to acknowledge the debt of all news distributing agencies and the Press to the pioneers in Transatlantic communication who laid the first submarine cable. We likewise wish to congratulate the Acting Premier and Government of Prince Edward Island and the Historic Sites Board in taking occasion to recognize the significance of the event by unveiling this tablet.

(Sgd.) Karl A. Bickel, President, Canadian Press

Toronto, Ont. The Canadian Press congratulates the Government and people of Prince Edward Island in the unveiling today at the Provincial building of the tablet commemorating the laying of the first submarine cable in America 80 years ago. It was fitting this was diverted to the linking up of P.E.I. with the Canadian mainland proving a natural forerunner of confederation. The cable has stood the test of time and we are using it today for transmitting of news to and from the Island of all the valuable work of the Historic Sites and Monuments Board of Canada perhaps none is more significant than this record of the linking of communication, and your people may well

be proud they were pioneers in America in the laying of submarine cable.

Very faithfully yours, (Sgd.) J.F.B. Livesay, General Manager Canadian Press

Bell Telephone Co. of Canada

The following address, delivered by Mr. C. F. Sise, President, Bell Telephone Co. of Canada Ltd. at Montreal, was transmitted by telephone and loud speakers to the audience and was heard with remarkable clearness: Mr. Chairman, Ladies and Gentlemen:

It is with great pleasure that I pay tribute on behalf of the many thousands of telephone workers in Ontario and Quebec to pioneers in the art of electrical communication of eighty years ago. Their achievement in laying America's first submarine telegraph cable between Carlton Head and Cape Tormentine was the initial step in a series of triumphs that have marked the intervening years and have served to break down the barriers of distance imposed by the seven seas of the world. It is perhaps not too much to say that the demonstration given by Frederick Newton Gisborne and his associates of the feasibility of telegraphic cable as a means of telegraphic communication was the stimulus needed to ensure the completion of later cable projects which were able to profit by the experience of those whose achievement we celebrate today.

The first Atlantic cable was successfully laid from Ireland to Newfoundland by the "Great Eastern" in 1866 after unsuccessful attempts in 1857-1858 and 1865. Not until 1902 was there direct cable connection between the two shores of the Pacific.

It is a singular fact that if we look at the history of electrical communication in steps of 25-years we encounter the record of some remarkable achievements. In 1852 Frederic Newton Gisborne and his associates completed this submarine cable link—the first on this continent—between New Brunswick and Prince Edward Island.

Twenty-five years later, at Hamilton, Ontario, Prof. Melville Bell, the father of the inventor of the telephone, demonstrated the great idea of his son to a group of prominent business men there, with the result that a few months later the first telephone exchange in Canada (and incidentally, the second in the world) was opened in Hamilton.

Twenty-five years later—1902—Marconi, at Poldhu in Cornwall, was sending his dots and dashes across the Atlantic which were picked up at St. John's, Newfoundland. In that year also, as I have said, Canada, Australia, and New Zealand were connected with submarine telegraph cable.

In January, 1927—another 25-year s.e.p.—trans Atlantic telephone service was opened between London and New York, marking the beginning of trans-oceanic oral communication which now embraces fifty-five countries of the world.

It is pertinent to note here that it was only last year that His Excellency the Governor-General of

Canada was able to inaugurate the trans-Canada Telephone System, a ceremony in which His Honor, the Lieut.-Governor of Prince Edward Island participated. A few months later, through the co-operation of the British Post Office, the Canadian Marconi Company, and the telephone systems of this Dominion, the all-red route of telephone communication was established.

And so we may truly say that Mr. Gisborne and those associated with him in 1852 were in a real sense pioneers in the epic progress of electrical communication which now encircles the world.

On behalf of my associates of the Bell Telephone Company, may I again say that it is a pleasure to join you in the congratulations which best fit this occasion.

TABLET UNVEILED

"I will not attempt," said Chief Justice Matheson on being called upon to unveil the tablet, "to add anything to the exceedingly interesting and valuable addresses to which you have listened. In Professor Harvey this Province has had a friend of many years. He is engaged in a work of importance that can only be measured in the days to come; in the writing of history, the chronicling of important events, the providing of themes for keeping in mind those principles and events which are valuable and inspiring in the records of the past. We all need to have, in addition to the written word, memorials of important events of the past. In a new country it is common to give but slight attention to such memorials; but in the older lands, wherever one goes, one finds that history is supplemented by the material commemoration of important events. Here we have in this Colonial Building work that has been done in the past few years, in the Council Chamber of this building, in which the great events of history in this Island are represented in a form to be remembered and to endure.

"I have now the honour of unveiling this tablet in commemoration of the laying of the first submarine cable in America, connecting this Island with the mainland and the world outside."

The tablet was then unveiled, and the proceedings closed with the National Anthem.

Speaking briefly of the close of the function, the chairman said he had attended unveiling ceremonies in British Columbia, Manitoba, Nova Scotia and Prince Edward Island, but this occasion was the finest in his experience.

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