



Viceroy

CIGARETTES

Blended for Mildness

Plain, or tipped with cork of pure natural growth.

PLAIN - BLUE PACKAGE
CORK TIPPED - RED PACKAGE

Twenty for 25¢

U. S. ELECTION RETURNS TO BE BROADCASTED ON TUESDAY; GREAT SERVICE PROMISED

More than 100,000 men and women and a coast-to-coast network of high-powered radio stations will contribute to the services of the National Broadcasting Company in giving election results to an international radio audience the night of November 6.

Three great press associations, the Associated Press, the United Press and International News Service will supply the National Broadcasting Company with their full news report on the national election. These reports will be tabulated, collated and translated from a mass of figures into easily understood facts before going on the air. From 7.00 o'clock (EST) until the results of the race for president and other important election returns are known, the radio public will be kept informed of the developments in the contest.

Present indications are that a record-breaking number of high-powered transmitters will be linked by specially engineered wire circuits with the NBC's main studio in New York City for the radio report of the election. Already fifty-two radio stations located from New England to Southern California and from Florida to Puget Sound, have made arrangements to broadcast with direct wire communication the NBC-Associated Press-United Press-International News Service broadcast. Additions to the network, which may embrace nearly one hundred transmitters on Election Night, are being made hourly. Hundreds of local independent stations throughout the country have expressed a desire to "pick-up" the NBC Election Night program from associated stations which receive it by wire for the purpose of rebroadcasting. At the request of federal officials, the National Broadcasting Company has agreed not to interpose objection to such rebroadcasts, but points out that such operation has been generally found unsatisfactory.

Arrangements also have been made to have the NBC report sent around the globe by short wave transmitters at East Pittsburgh and Schenectady. The former will operate W-8XK on two waves, 25.4 and 62.5 meters, simultaneously with KDKA, associated with the NBC network. The latter, in conjunction with WGY will operate W-2XAD on 21.96 meters and W-2YAF on 32.7 meters. It is also expected that station W-8XAL on 52.02 meters in conjunction with WLW, another NBC associated transmitter will be in operation. There is every indication that, with these four short-wave transmitters in action, the NBC report on Election Night will be available for rebroadcasting throughout entire Europe, South America, New Zealand, Australia, South Africa and the Far East. Even the far away Arctic will be able to hear through the medium of short wave transmission and W-8XK has received confirmed reports from the Byrd fleet south of the Equator that everyone will be listening in.

Co-operation with the three press associations will mean that the National Broadcasting Company and associated stations will have the greatest news-gathering service in history. The press associations and the National Broadcasting Company, estimate that they will use more than 100,000 persons to collect and tabulate election returns. In communities where there are no telegraph wires, couriers on motorcycles and in some instances in airplanes, will rush returns to the nearest telegraph wires.

Through this co-operative plan, radio listeners will receive any statements made by the two major candidates, Herbert Hoover and Governor Alfred E. Smith, as all press associations will have reporters in direct contact with the candidates while the results are being tabulated. Thus, anything said by the two men most vitally concerned, will be made available for broadcasting.

The largest studios in the NBC building in New York will become news rooms for the night. Desks, tabulating machines and a staff of trained writers, tabulators and political analysts will work in this room condensing the tremendous volume of the news report into statements suitable for broadcasting.

How long the broadcast will last cannot be determined. As long as the outcomes of the major elements in the

election are in doubt the NBC will continue to broadcast the story, according to plans, even though this may mean staying on the air all night.

To Vary Program.

In order to break the strain imposed on listeners who might otherwise grow weary of a news story lasting for hours, a gala program of entertainment has been arranged, it was also announced. From time to time these entertainers will go on the air. The news story, however, will have precedence over entertainment, and whenever an important phase in the election is developing, the broadcasters will follow it through to its conclusion.

On the second anniversary of its first broadcast, "Great Moments in History," presenting the story of America's founding and growth in the form of radio drama, will return to the air in a series of broadcasts which will be begun through the NBC System on Friday evening, November 9, at 7.00 o'clock, EST.

The third season of "Great Moments," tentatively scheduled to begin in October, was postponed because of the political campaign, during which NBC listeners had the opportunity to hear history in the making, rather than in the retrospect.

The new schedule brings the program an hour earlier than formerly. For the opening of the new series, the subject will be "Montgomery at Montreal." The first "Great Moments in History" program, two years ago, was "The Story of the Armistice." Since then, more than seventy different dramalogues have gone on the air in this series.

SELECTING THE BREEDING MALE IMPORTANT

(Experimental Farms Note.)

It may seem a little early in the season to talk of selecting next spring's breeders, but this is of such importance that it must be borne in mind early in the season, if best results are to be secured.

Early in the growing season the poultryman should have marked "for the block" all those chickens that had shown the character for slow feathering or any constitutional weakness. There will thus be reserved for breeders, only cockerels from high laying dams that have laid large eggs.

This latter is of great importance as there is unquestionably a tendency to diminution in the size of the egg, where selection has been followed for high production, without due care to also select for size of eggs.

During the latter part of the summer and early fall it will have been noticed that there were some cockerels that had developed sexually very early. These cockerels almost invariably finish up as "ponies". In other words, although they look large early in the season, they become set in their growth, and do not make birds of normal size at maturity. Cockerels of that kind should not be retained as breeders, as their offspring will have a tendency to mature in the same manner. They will lay early, before they reach proper body growth, and consequently lay small eggs throughout life.

To summarize, the breeding male should be the son of a high laying, large egg hen. He should be well grown, of good size for his breed, and above all should be vigorous. While vigor may be denoted in every part of the bird, in the broad back-deep body the well set legs and general action, and in the nervous force, the paramount requirement in an egg breeding male, is indicated by the bright, prominent, piercing eye set in a clean cut face. This is the kind of male that will give results.

Springfield, Mass., Nov. 6—Frank D. Whitcomb, local horseman, has bought the fast three year old pacing filly, Mimzy 2.10 from the Good Time stable of Goshen, N. Y. Mimzy a daughter of the young sire, The Senator, recently worked a mile in 2.06 1/4 for Walter R. Cox, famous Grand Circuit driver, and is expected to be a big factor in engagements on the Bay State Circuit next year.

Weak and Run Down Didn't Want to Eat Could Not Sleep

Mrs. D. Leone, Sault Ste. Marie, Ont., writes:—"I was weak and run down, did not want to eat, and could not sleep. I felt tired of living and often longed for death to free me from my terrible misery as I felt I would never be strong again. I thought I would try

BURDOCK BLOOD BITTERS

and really I soon felt like eating and living, and new life seemed to come to me.

Manufactured only by The T. Milburn Co., Ltd., Toronto, Ont.

HARD LUCK

—A boil and the hives and a crick in the back
And numerous bills yet unpaid
A dress suit too tight where it used to be slack
And a fellow's eloped with the maid.

—Buffalo Express Times.

—You act as if this was the limit of dirt,
Why, you're leading a comfortable life,
I haven't a sock nor a single clean shirt,
And a fellow's eloped with the wife.

—Cleveland Plain Dealer

Well, neither is yours, if your ask us old boy,
The limit of anything much;
The lack of the sock and the shirt may annoy,
But rather the maid than a wife in Dutch.

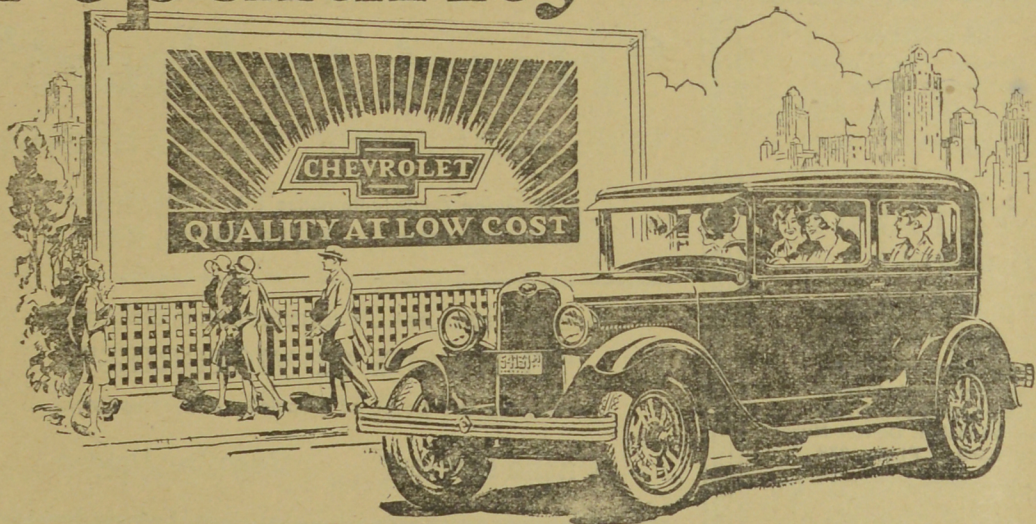
Mrs. Peck—I just know you lost those letters I gave you to mail last week.
Mr. Peck—I knew you'd say that so just to prove you're wrong I'll show them to you. Here they are safe in my pocket.

The Madam—I believe I'll take one of those large lobsters.
The Fish Dealer—Yes, ma'am and pies.
The Madam—Yes I guess you bet the day would ever come when the me well enough to follow me home, circle.

Speaking of punkin pies, some of the stuff they put in tastes punk in.

Little did our grandparent's think the day would ever come when the me well enough to follow me home, circle.

The Greatest Popularity Contest



THE public has judged motor-car values. It has staged the greatest of popularity contests.

Never has Chevrolet enjoyed such whole-hearted public acceptance — never before has any low-priced car offered such a striking combination of great beauty, thrilling performance and amazing economy!

To sit behind the wheel is sheer delight.

Come in and see the world's most popular car. Experience for yourself the wonder of its performance. Learn for yourself why it is the greatest success of the year.

The G.M.A.C. . . General Motors' own deferred payment plan affords the most convenient and economical way of buying your Chevrolet out of income.

G-20-10-288

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- 16 George and Northumberland Sts.
- 17 King and Northumberland Sts.
- 21 York and Queen Sts.
- 23 York and George Sts.
- 24 Queen and Westmorland Sts.
- 25 Brunswick and Westmorland Sts.
- 26 Charlotte and Westmorland Sts.
- 27 King and York Sts.
- 28 Saunders and York Sts.
- 31 Queen and Regent Sts.
- 32 Needham and Regent Sts.
- 34 Queen and Carleton Sts.
- 35 Brunswick and Carleton Sts.
- 36 Charlotte and Carleton Sts.
- 37 George and Regent Sts.
- 38 King and Regent Sts.
- 43 Aberdeen and St. John Sts.
- 44 Queen and St. John Sts.
- 45 Brunswick and St. John Sts.
- 46 Charlotte and St. John Sts.
- 51 King and Church Sts.
- 52 George and Church Sts.
- 53 Union and Church Sts.
- 54 Shore Street and Waterloo Row.
- 55 George Street and University Avenue.
- 56 Lansdowne and Waterloo Row.
- 57 Grey Street and University Ave.
- 112 Aberdeen and Smythe Sts.