



## Gum-Dipping

### A Firestone Contribution to Economical Travel

The greatest enemy to tire life is not the chipped-up road, the broken pavement or the harsh grind of rough city streets—but heat, which is created by internal friction. Heat not only weakens the fabric, but also softens the rubber and causes blowouts and tire failures.

Firestone chemists and engineers knew that if they could find a way to eliminate this destructive heat and internal friction, the mileage-giving qualities of tires would be greatly increased. Such a method was found and called Gum-Dipping.

The Gum-Dipping process is one of Firestone's contributions to economical travel—it insulates and impregnates every fibre of every cord with rubber, reducing internal friction and at the same time binding the cords together by a stronger union of rubber, thus giving greater strength and flexibility to the tire.

Firestone dealers everywhere—familiar with Gum-Dipping and its advantages—will gladly explain how thousands of extra miles are built into Firestone tires by this exclusive method. Take advantage of the Gum-Dipping process to lower your tire costs this year.

**FIRESTONE TIRE & RUBBER COMPANY OF CANADA, Limited**  
HAMILTON, ONTARIO  
MOST MILES PER DOLLAR

# Firestone

FIRESTONE BUILDS THE ONLY GUM-DIPPED TIRES

**A. HORNE & CO.**  
**J. A. GESNER**  
GREAT GEORGE STREET  
CHARLOTTETOWN, P. E. I.

### Tomorrow's Radio Program

MONDAY, JULY 25

International Radio Programs

**CONCERTS**

12:00 Noon  
WSAI (361) Cinc. Songs.  
WGY (379) Schenectady. Uk Lou.  
8:00 P. M.  
KDKA (316) Pitts. Opera.  
8:30 P. M.  
WJZ (454) N. Y. Roxy's Gang. to WJZ. WBZ. WBZA. KDKA. KYW. WRC. WSB. WBAL. WJR. KSD. WCCO. WOC.  
WMA (370) N. Y. Piano Weil.  
7:00 P. M.  
WGR (303) Buffalo. Hawaii Ensm.  
7:30 P. M.  
WTAM (400) Cleveland. Studio Program.  
8:00 P. M.  
WBAL (285) Baltimore. Musicals.  
WJZ (454) N. Y. Spotlight Hr. (WJZ-KDKA).  
8:30 P. M.  
WGR (303) Buffalo. Jenny Wren.  
WTAM (400) Cleve. Cavaliers.  
9:00 P. M.  
WEAF (492) N. Y. Grand Opera. to WEAF. WJAR. WTIC. WLIT. WRC. WGSB. WTAM. WCAE. WSAI. WDAP. WWJ.

**SPORTS—TALKS**

10:40 P. M.  
WEAF (492) N. Y. Truth Telling.  
11:45 P. M.  
WEAF (492) N. Y. Bits of Comedy.  
5:25 P. M.  
WGY (380) Schenctdy. Baseball.  
6:10 P. M.  
WEAF (492) N. Y. Vital Topics.  
7:00 P. M.  
WHK (265) Cleve. Uncle Ned.  
8:00 P. M.  
WLW (428) Cinc. We'll Ask One.  
8:15 P. M.  
WABC (326) N. Y. Episode No. 4.

**DANCE ORCHESTRAS**  
(Name of Orchestra is Given)

9:00 P. M.  
WLW (428) Cinc. Hotel Gibson.  
9:30 P. M.  
WLW (428) Cinc. Zoo Band.  
10:00 P. M.  
WSAI (361) Cinc. Palais D'Or.  
10:30 P. M.  
CFCF (411) Montreal. Denny's.

### Sons of Temperance In Convention At Halifax

HALIFAX, July 20.—A large gathering was present at the reception given last evening to the visiting members and delegates of the National Division, Sons of Temperance of North America, at the Technical College.

The formal opening of the Convention takes place this morning, Mayor Kenny extending the welcome of the city and will continue for three days. Over 150 delegates are registered so far with numbers expected to arrive today.

**ADDRESS OF WELCOME**

Music was supplied by "ozers" orchestra and refreshments were served. Mrs. H. P. Newcombe, Worthy Patriarch of Mayflower Division, presided, and at her side was Mrs. Anna R. Baedor, Most Worthy Patriarch of the National Division. Mrs. Newcombe gave an address of welcome to the visitors. She paid tribute to the splendid work done by the Temperance forces in the United States, Canada was very fortunate in having along her 3,000 miles of boundary line such fine neighbors. In extending a welcome to the delegates from Great Britain and the other parts of Canada she referred to Nova Scotia as one of the spots of the Empire where there was prohibition, and judging from Maritime sentiment, as emphatically indicated by the Prince Edward Island election, Nova Scotia would remain dry and New Brunswick would be won back to the dry column in the next election.

**PLEASING FEATURE**

A pleasing feature of the occasion was the arrival during the meeting of a strong delegation from Prince Edward Island, Grand Worthy Patriarch of the Sons of Temperance of P. E. I. and Secretary of the Temperance Alliance, including Peter Sinclair, M. P. P. elect, who defeated a member of the Stewart Government, L. P. Tanton, Rev. R. H. Stavert, Grand Patron of the S. O. T. of P. E. I., and Past M. W. P. of the National Division, Ira N. McKay, D. M. McDonald and D. N. McKay. They were giving a rousing reception.

On Thursday evening the members of the Women's Institute of St. Catherine's made a surprise visit to the home of Mr. and Mrs. J. McEachern, to say good-bys and Joseph McDonald, Evelyn Drake, Irene McDonald, Willard Larkin, Keith Dugan, Margaret Sullivan, Jackie Sullivan. Distribution of Confederation medals also of Public School Certificates, to Carmena Fraser, Francis McDonald, Donald Huntley, Ruth Fraser, Mary Henry, Singing of National Anthem.

The teachers then treated all present with oranges, and all returned home feeling that the time was not wasted in Vernon School.

and a vocal duet was rendered by G. W. and R. S. Theakston. The meeting closed with the singing of Canadian and United States national songs and the National Anthem. A leading feature of the convention will be the public mass meeting to be held in the afternoon.

The temperance leaders express great enthusiasm over the prospects of this being the largest attended temperance convention of its kind, held in Canada.

**THOSE ATTENDING**

A list of the delegates who registered last night included the following:

J. McG. McIntyre, England; William B. Duggan, A. Lincoln Lambert, Philadelphia; A. S. MacDonald, Mrs. A. S. MacDonald, Sydney; Ruth E. Blessing, Lillian Copenhagen, Camden, New Jersey; James W. Sidebottom, Mrs. James W. Sidebottom, Halifax; Herbert Blessing, Ella E. Hughes, Camden, New Jersey; Evelyn M. Theakston, Geo. W. Theakston, Halifax; W. S. Loring, Avondale; Mrs. Francis Sutta, Greenville, R. I.; Mary Clegg, Alice M. Young, Missie Bentley, Bradenton, R. I.; Horatio B. Wood, Newport, R. I.; Evernia Jensen, Halifax; Marjane Jensen, Mrs. A. M. Hoare, Mrs. J. W. Swinmer, Halifax; Emil L. G. Hohenthal, South Manchester, Conn.; A. M. Hoare, Halifax; Mrs. E. L. G. Hohenthal, South Manchester, Conn.; E. Jensen, Mrs. M. C. Crow, Mrs. B. Hanson, Mariel Hanson, Charles I. Smithers, Mrs. H. P. Newcomb, William Rodger, Halifax; Mrs. Anna R. Baedor, Hartford, Conn.; Mrs. J. McG. McIntyre, England; J. O. McCarthy, Brantford; Mrs. W. Rodger, Bertha M. Hills, Halifax; Rev. John Murray, D. D., Sydney; Geo. A. McLeod, Halifax; G. W. Holaway, Mrs. N. Rodger, John E. Hills, J. D. O'Donnell, Halifax; R. H. Stavert, Hunter River, P. E. I.; W. H. Day, Thos. H. Francis, Mrs. G. H. Young, Mrs. Minnie Sweeney, A. C. Charlton, Stairs Benjamin, Mrs. W. H. Day, Halifax; Mr. and Mrs. E. R. Vickers, Rev. Albert G. Lawson, Shug Harbour; D. N. McKay, Mr. Peter Sinclair, M. L. A. elect, Rev. A. A. McLeod, Ira N. McKay, D. M. McDonald, L. P. Tanton, Prince Edward Island.

**FAREWELL GATHERING**

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The teachers then treated all present with oranges, and all returned home feeling that the time was not wasted in Vernon School.

Of all forms of Chewing Tobacco the **PLUG** is the best!



## P. E. I. World's Silver Fox Headquarters

Prince Edward Island is famous everywhere as the world's headquarters for silver fox breeding.

**BIG BEN** is famous among the Prince Edward Island fox breeders as the world's best chewing tobacco.

Because **BIG BEN** comes in plug form, it always keeps fresh and moist—does not chip or crumble—may be conveniently carried in any pocket—does away with waste.

Enjoy your tobacco to the fullest. Chew fresh, rich, full-flavoured **BIG BEN**.

# BIG BEN

## PLUG Chewing Tobacco

Your dealer sells **BIG BEN** by the plug and by the Vacuum (air-tight) Tin

### A Home For Poets

(By British United Press)

PARIS, July 21.—Emile Blémont, the well-known French writer who died the other day, has left a curious will in which he expresses the desire that his Paris house should be converted into a home for impoverished poets.

The fund will be administered by a board of poets who will carry out the benefactor's project of providing comfortable quarters and wholesome food for struggling versifiers at a nominal cost.

In these days of the housing crisis in Paris M. Blémont's gift is likely to prove a great boon to young authors, but whether it will have an inspiring influence on their work remains to be seen.

### The Nursing Mother

**Often Finds Herself Weak and Feeling Worn-Out.**

The nursing mother more than any other woman needs rich blood and plenty of it. The demands upon her health are many and severe. Household duties and the care of her children exact heavy toll, while hurried meals, broken rest and indoor living tend to weaken her. No wonder she is often indisposed through weakness, headaches, backaches and nervousness. In this condition the blood will always be found weak and watery, and relief will come only through enriching the blood. For this purpose Dr. Williams' Pink Pills is the best blood-making tonic known. Through their use many weak, ailing wives and mothers have found new health and strength. As an example of this Mrs. Sarah Cortez, Ellenston, N. B., says:—"While nursing my baby I became run-down, very weak and nervous. My head ached all the time and I was not able to do my work. I had often read of Dr. Williams' Pink Pills and began using them, and what a blessing they proved. Before I had used a half dozen boxes I felt like a new person, and by their continued use for a while I was entirely restored to my former health and strength. I take pleasure in recommending Dr. Williams' Pink Pills to everyone suffering as I did."

You can get these pills through any medicine dealer or by mail at 50 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

### WORKING TOGETHER

J. G. McIntyre, Grand Worthy Patriarch of Great Britain, stated that the temperance people of Great Britain, United States and Canada were working in one common brotherhood for the same cause.

J. O. McCarthy, General Manager of the Huron Cordage Company of Brantford, Ontario, and Grand Worthy Patriarch, Ontario, a stalwart prohibitionist, spoke of the splendid work done which has been done in Nova Scotia and Prince Edward Island for prohibition. He urged the temperance forces to start right from here and lay their plans to swing Canada as a whole back into the dry lines.

Reference was made by the speakers to the determination of the temperance forces to further their organization both for educational purposes and for campaign purposes in order to wage battle in the wet provinces.

### In Memoriam

**MRS. FLORA McQUEEN**

The funeral of the late Mrs. Flora McQueen, Montague, took place Sunday, July 3rd from the Baptist Church, to Lower Montague cemetery and was very largely attended.

The service (Presbyterian) was conducted by Rev. Dr. Genge, assisted by Rev. A. S. Stewart. The special music by the choir included the favorite hymn of the deceased "Christ is all" sung very sweetly by Mrs. William Garrick, "He Wipes the Tears", by Mrs. Walter Dalziel, and "Sleep on Beloved" by Mrs. Dalziel and Mr. John P. Beer.

Although in failing health for some time her death came as a shock to her many friends in town and country, as Mrs. McQueen was very well known and a favorite with all, having conducted a business in Montague since the death of her husband, the late Angus McQueen twenty-seven years ago.

She was a daughter of the late William McLeod and Mary Macdougall, Victoria Cross, and was the last member of a large Scottish family of eleven.

She was a woman of beautiful character, and was always known to wear a smile even when things were not just right, so she will not easily be forgotten by her family and friends.

She leaves to mourn one daughter, Mrs. Fulton Campbell, Montague.

The pall bearers were D. J. MacLean; John MacLeod; M. F. McKay; Donald; James MacLeod; J. Harry MacLean and John D. MacLeod.

The floral tributes were as follows:

Pillow—Family;  
Crescent—Tote, Bert and kiddies  
Crescent—Mr. and Mrs. A. C. McKay.  
Crescent—Choir Presbyterian church.  
Wreath—The Thompson families  
Wreath—Mr. and Mrs. John P. Beer;  
Wreath—W. M. S. of Presbyterian church;  
Spray—Mr. and Mrs. M. F. McDonald;  
Spray—Mr. and Mrs. W. G. McDonald;  
Spray—Mr. and Mrs. E. J. Kerr;  
Spray—Mr. and Mrs. Fred G. MacIntyre.

## ACADIA UNIVERSITY

F. W. Patterson, D.D., LL.D., President

Faculties of Arts and Science, Theology, Engineering, Schools of Household Science and Fine Arts, School of Education with "model" Academy

Degrees: B.A., B.Sc., B.Eng. (Engineering), B.Sc. (H.Ec.), B.A. (Theology), B.Th., Bac. Mus. M.A., B.D., Certificate in Engineering.

Qualified graduates in Arts and Science receive Teachers' License, Province of Nova Scotia.

Opens: For New Students, September 23rd, For Others, September 28th.

For Calendar, etc., apply Rev. W. L. Archibald, M.A., Ph.D., Registrar

**School of Household Science and Fine Arts of Acadia University**

Department of Household Science

Opens, New Students, Sept. 23rd For Others, Sept. 28th

4 year course, Degree B.Sc. (H.Ec.)  
2 year course, Normal Diploma

**Department of Music**

Preparatory and Intermediate Department opens Sept. 23rd.  
Piano, Organ, Violin, Cello, Voice  
College Department opens New Students, Sept. 23rd.  
For Others, Sept. 28th.  
Piano, Organ, Violin, Voice  
Theory of Music  
2 year course, Licentiate of Music and Normal Diploma  
3 year course, Degree Bac. Mus.

**Departments of Art and Expression, opens Sept. 28th.**  
For information apply Rev. W. L. Archibald, M.A., Ph.D., Registrar

IDEAL LOCATION NEW GYMNASIUM SWIMMING POOL  
**WOLFVILLE, NOVA SCOTIA**

## Dalhousie University

HALIFAX, N. S.

Arts, Science, Commerce, Engineering, Pharmacy, Education, Music, Household Science, Law, Medicine, Dentistry.

**ENTRANCE SCHOLARSHIPS:**  
Nine of value \$200.00 to \$85.00 awarded on results of matriculation examinations, September 27th-30th, 1927.

**OTHER SCHOLARSHIPS:**  
Of equal value, awarded at end of each year of course.

**UNIVERSITY HALL**  
Residence for men, on banks of North West Arm, temporarily the home of King's College.

**SHIRREFF HALL**  
Beautiful new residence for women.

**REGISTRATION DAYS:**  
September 28th to October 1st for all Arts and Science students. September 13th and 14th for all other students.

**FOR FULL INFORMATION**  
Apply in person or by letter to the Registrar.

### BOARD PLANNED

The Prince Edward Island delegates are conferring with the Nova Scotia leaders regarding the formation of a Maritime Prohibition Board.

Vocal solos were rendered by Miss Billman and David Moulton. William Rodger gave a reading.

## This Invites You to Discover Chrysler Superiority from a Ride in the Famous "70"

**Brougham \$2205**  
Incl. taxes and equip. freight to be added.



**New Chrysler "Red-Head" Engine**

The Chrysler "Red-Head" is the first engine offering the fullest advantages of extra speed, acceleration and hill-climbing ability inherent in modern high-compression models. Can be applied to cars now in use at slight additional cost.

**WE INVITE you to take a real ride in the finer Chrysler "70"—you to drive the car in the way you are accustomed to drive**

For, not until you have experienced the tingling thrill of Chrysler "70" power, its lithe ease in the maze of traffic or on the open road; the relaxing comfort of its smoothness, its handling facility, and the super-safety of its hydraulic four-wheel brakes—

**Not until you drive it yourself, can you understand why,**

Only those who drive a Chrysler "70" can know just how unapproachable is this superiority. Make arrangements with any Chrysler dealer for your drive today—you at the wheel and selecting the route.

from its very introduction more than three years ago, builders of other motor cars in its price field have striven in vain to equal the marvelous performance which has built Chrysler's great reputation.

Phaeton \$2010; Sport Phaeton \$2130; Roadster \$2130; Brougham \$2205; Royal Coupe \$2230; Royal Sedan \$2305; Four-passenger Coupe \$2305; Cabriolet \$2530; Crown Sedan \$2590.

Chrysler "70" is available in all parts of the Dominion. Above prices include all taxes, bumpers front and rear, spare tire, disc cover and tank full of gasoline.

**CHRYSLER "70"**

CLIFF COX Sotris  
HERBERT POOLE Montague  
NOTTING BROS. CHARLOTTETOWN  
CORNEY BROS. Summerside  
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THE CANADIAN-BUILT CHRYSLER FOR CANADIANS

### Halifax Ladies' College And Conservatory Of Music

Affiliated with Dalhousie University

Collegiate work leading to matriculation.

Art, Business, Expression Departments.

Household Science courses lead to Certificates, Diplomas, Licentiate Household Science from Dalhousie University.

Music in all its branches leading to Teachers' Certificate, Graduation Diploma, Licentiate or Bachelor of Music, Dalhousie University.

Autumn Term for Resident Students opens September 14th, 1927.

E. Florence Blackwood, B. A., Principal of College.

H. Dean, Director of Conservatory of Music.

Scholarships worth \$200.00 each given in all departments. For further information apply to the Secretary.

### Royal Victoria College

MCGILL UNIVERSITY Montreal

(Founded and endowed by the late Rt. Hon. Baron Hulse and Mount Royal)

For young students resident and non-resident, preparing for degrees in the Faculty of Arts (B.A., B.Sc., B.H.S., B.Com.) and in the Faculty of Music. Students are eligible for scholarships in the Faculty of Arts.

Application for residence should be made early as accommodation in the College is limited.

Bursary and Loan Fund. For circular and information apply to THE WARDEN

### Landed

WHAT more thrilling than the singing reel when you've got one "on"? And what more delicious than a handful of crisp Planters when you have him landed?

**Planters SALTED PEANUTS**  
"THE NICKEL LUNCH"