

REVIEW OF PUBLICITY ASS'N. WORK

Interesting Report Of Secretary of Publicity Association Submitted At Last Night's Meeting.

Mr. President and Gentlemen.—

In reviewing the work of the Prince Edward Island Publicity Association for the past year, there is a large measure of satisfaction in reporting that what was started in 1923 as an experimental venture has now resolved itself into a legitimate business enterprise, recognized throughout our entire province, as one of the leading revenue-producing industries of Prince Edward Island.

From the work carried on, many valuable lessons have been learned and much experience has been gained, and from it one fact stands out clearly, that is that our Bureau has become an institution recognized not only by our own people, but by the Publicity men throughout the whole North American Continent, as a ready and willing to disseminate valuable information relative to all matters pertaining to the greater publicity of our Province. No better recognition of this could be afforded us than the selection of our President recently to the Presidency of the newly organized Canadian Convention and Tourist Bureau of the Dominion of Canada.

In January of last year, our Province met with a distinct loss in the burning of the Victoria Hotel, and just at a time when our finance committee were about to appeal to the citizens of Charlottetown for funds in which to "carry on" for another year. There was a feeling of pessimism prevailing, and it was with some little diffidence that our Committee attempted to carry on the drive. However, under the capable leadership of Mr. S. A. McLeod, Chairman of our Finance Committee, the drive was launched early in February and once more our citizens rallied around our committee and responded nobly. Our usual drive teams were sent out, the Gyro Club also rendering very valuable assistance. The total amount in by the teams amounted to \$1,410.00 and the balance subscribed, was collected by your Secretary, who was met with the usual courtesy and prompt payments, which characterizes the spirit of our citizens.

Summerside, as usual, carried on a very successful drive, under the competent leadership of Mr. C. R. Rogers, and sent us a cheque for the splendid sum of \$400.00. Apart from a few individual subscriptions, we regret to report that outside districts do not do anything to assist us financially.

Advertising

Last year our Publicity Committee compiled a new folder, our Committee felt that we could have a reprint and thus use the same folder for another season. Accordingly, we had thirty-five thousand more printed, and these were given very wide distribution in Canada and the United States, through the Railway and Steamship Offices, the Maritime Provinces Convention Bureaux in Toronto and Montreal, and through the different Tourist Bureaux in Canada and the United States. Thirty thousand of these folders have been distributed. With every enquiry received, a copy of this folder was sent and a small map of this Province, on the back of which was valuable information, re hotels, time tables, road markings, etc.

Through the co-operation of the Department of the Interior at Ottawa, and the Department of Public Works here, a large colored map of this Province was issued, with the road numbers clearly marked. Over 2000 of these have been distributed through our Office, either personally or by mail. We have also in the office, folders and maps of the other Provinces of Canada, and also maps showing the motor roads from the United States into Canada, the demand for these increases each year.

Newspaper advertising was carried on in the following cities, Boston, Ottawa, Toronto, Montreal and Halifax.

We also took a page of advertising in a booklet issued by the Canadian Club of Bangor, Maine, a page in the Prince Edward Island Motor League Guide Book and a page in the A. L. A. Maritime Tourist Guide Book, which has very large distribution.

The advertising in the Toronto papers, and excellent results. The number of tourists from Ontario showed an increase of over forty per cent. This is due largely to the Mari-

time Provinces Office there, under the direction of Mr. R. W. E. Burnaby. This office has done excellent work in advertising the Maritimes and Prince Edward Island has reaped her share, as in the past year. Full information regarding our Province is kept in the Toronto Office and folders and maps are given out to all enquirers. We kept them well stocked with Prince Edward Island literature, which was distributed through their office at different conventions, the Exhibition and the Royal Fair.

A list of names of those registering at the Canadian National Exhibition was kept in their office and a copy forwarded to our office, those interested in Tourist literature were marked and in each case we wrote them a personal letter and sent them a copy of our folder and map.

Other Advertising

Through the Toronto Office joint advertising was done by the Maritime Provinces, in the Toronto Globe, Mail & Empire, Saturday Night and Toronto New Outlook.

A small allotment was made for radio advertising for the first time and through CFCY, the beauties of the Island were made known through the Maritime Provinces. Considering this was our first attempt and our allotment was very small, a great number of enquiries were received, and we consider this a good medium for advertising.

The circular letter scheme was carried out again last year. A very attractive personal letter was compiled by our Publicity Committee and a copy sent to each member of the Maritime Provinces Club of Toronto and also Montreal. Ten thousand of the car owners of Nova Scotia, each received a circular letter. These met with excellent results. Many who visited the Bureau from the neighboring Province said it was due to this letter that they visited our Province for the first time. The Bureau of Natural Resources, through Mr. Lynch at Ottawa, prepared a very attractive calendar for the summer months, with a scene on the beach at Cavendish, done very artistically. These were distributed to the Summer Hotels in Canada and the United States, and were very favorably commented on and much appreciated by those who received them.

Advertising was also done through the Tourist Bureau at Saint Stephen, New Brunswick. Mr. E. G. Bear acted as our agent there, he has always done very effective work, and given our literature wide distribution at this point.

At Yarmouth, Nova Scotia, Mr. George Williams also distributed our literature and has given excellent service. A map and folder is placed in each car coming to Yarmouth, and also those leaving for Boston.

During the season the Red Cross line made fortnightly trips to this Province from Montreal and to Newfoundland. Literature and maps were placed on her each trip, this is a splendid means of advertising our Province.

Re-organization of Motor League

At our Annual Meeting last year, it was suggested that the Motor League be re-organized and that they share the office of the Publicity Association. This was accordingly done, with the result that the Motor League has been of inestimable value in our work. The two organizations working together has tended to strengthen our Association. They issued an up to date guide book and also sectional map, these were given out to tourists and much appreciated by them.

The year just passed was the busiest one we have ever had at the Bureau. Hundreds of letters have been received and every enquiry from a newspaper or otherwise is answered with a personal letter and a small map and folder is always enclosed. Many letters dealing with other subjects are received, the information is obtained from reliable sources and forwarded at once.

There was a marked increase in the number of tourists visiting the office. Only those who keep in close personal touch with the office can conceive of the numbers of people who come there seeking accommodation, wanting to know places of interest, and so forth. It is sometimes amusing to listen to the different conceptions they have of our beautiful Island. Many expressing themselves as believing that Prince Edward Island was a barren, bleak place, with only small houses, and in fact one party told me they had the idea we only lived here in summer and vacated the Island in the winter time, and having seen some of our folders and reading an advertisement in the Boston papers decided to come

down, and after having seen a surely make known the beauties of our possibilities, said they would our Province.

In many cases, after tourists have remained here for a few days and seen some of our wonderful scenery, had a dip in our salt water, visited our beaches, which are some of the best in North America, they come to the Bureau and ask us "why don't we advertise more" and when they learn of the small amount of money we have to issue advertising material, newspaper advertising, equip and run an office, pay a secretary and office assistance at times, they reply "how do you do it."

Prairie Island Courtesy

I can cite an instance (only one of many) where a prominent man and his wife visited the Bureau from the United States, he was anxious to have a day's fishing and see some of the Island. I was able to arrange with one of our citizens to take him out fishing. He remained for several days, after his return he wrote the Bureau and sent the following clipping, which appeared in a prominent American Newspaper, he having told a friend of his trip here. The clipping read "Mr. and Mrs. Blank who passed three weeks of the recent vacation season in touring Prince Edward Island and Nova Scotia expressed themselves so charmed by the country and its inhabitants that they are desirous of repeating their tour. They encountered a very hospitable people and found a country that was literally "flowing with milk and honey." They report no poverty in Prince Edward Island and no public charges." He also added to his letter "I never received so many courtesies from strangers before and it truly makes your Province stand out in my memory. I have never seen so well farmed a country before and I think the people ought to be very proud of their beautiful Island." This is only one instance, such letters as these are continually coming to the office, but time and space will not permit me to cite any more. One cannot hear such compliments paid our Province without being thrilled and realizing that we must be "boosters" we have a wonderful heritage and yet what are we doing with it?

Our Association co-operated again with the Fish and Game Association in having fishing licenses issued. I found everyone willing to pay this small fee.

Traffic

The automobile traffic to the Island still continues to increase. In 1923 when the Association was first formed the automobile traffic to the Island was 800 cars, last year by Border the total number of cars for the tourist months was approximately 4,000 cars, and by the Hochelaga 900 cars came over, a total increase of about 400 cars from the year before. Consider the revenue from these alone, and when we consider that our total expenditure is less than \$6,000 we feel justified in making the claim that we are engaged in one of the most profitable industries in Prince Edward Island.

Our summer hotels and boarding houses were filled and many new farm homes were opened up last year, this country life appeals to so many of the tourists who come here tired in mind and body and the lure of the quiet country life appeals to them as nothing else would. Each year sees the tide of tourist travel growing. It has now become Canada's second greatest industry, exceeded only by her wheat crop, this is the statement of the Dominion Statistician. From figures obtained we learn that in 1920 the expenditure of tourists in Canada was \$83,734,000 and in 1923 it had almost reached the three hundred million mark. The estimated expenditure of tourists by automobiles in Canada amounted to \$187,384,000.00 an increase of about 25%. If we have been successful in creating a desire to travel in Canada, we in Prince Edward Island must work to get our share, and we are only scratching the surface. It is true that the beauties of our Island are becoming more widely known each year, by the avenue of publicity, yet there are millions of people to the South of us and even in our own Canada who know nothing of the beauties of our Province. We must be conscious that the proper maintenance of our roads and the providing of adequate accommodation are vital to the continued development of this, our second greatest industry.

Encouraging Prospects

With the opening of our New Canadian National Hotel this year, we have wonderful hopes for the future, but there is also great need throughout the country side for simple and appealing wayside inns, camping sites, and charming but inexpensive stopping places. These are very necessary, governments may build our roads, but it is up to communities, to the people themselves, to provide

for such needs of the tourists if we are to continue the successful development of this lucrative business. Tourists in Prince Edward Island in the first place require food and shelter and holidaymakers as a rule spend more freely than others. Most food products come from the farm and during the summer months when the tourist traffic is at its peak our "farmers" have many things with which to tempt the appetites of the passing motor tourist. It was stated last year by Dr. Ruddick, Dominion Dairy Commissioner, that the consumption of dairy products by tourists was twelve million pounds of butter, and this estimate covers dairy products alone.

Several people wrote that they were ready and willing to place suitable locations at the disposal of campers, but this is not sufficient. Unless proper signs are placed calling attention to the fact that a camp site is available, the fact that such a place is listed in Charlottetown is not sufficient. There appears to be a peculiar reluctance on the part of some of our people to advertise and this must be overcome before we can hope to successfully handle our share of the tourist traffic.

Early in July a prominent doctor and his wife from New York came to the Bureau seeking a cottage close beside a beach in a quiet section. As most of the cottages were occupied it seemed at first as if such accommodation could not be secured, and he remarked if he did not get what suited he would go to Ontario, where many such cottages could be had. I knew a very desirable location, but the cottage was practically unfurnished, but after communicating with the owner by telephone, he said he would put the necessary furnishing in the cottage, if it suited the party. They had their own car and motored to the spot, came back to the City the same evening and next morning he called at the Bureau and stated that he had secured just the accommodation he was seeking, beside one of our best beaches. The owner of the cottage put in the necessary furniture and he had the car filled with cooking utensils and other necessary articles, food etc. The result was that he remained in our Province for about six weeks, said it was the first real holiday he had ever had in his life, they were charmed with Prince Edward Island, its people, scenery, beaches, climate, etc. They visited the bureau many times and having their own car saw many of the beauty spots of our Province, and their final message to me was "when we go back to New York, won't we advertise Prince Edward Island, thousands are seeking just such a place to spend their holidays and relax". The amount of advertising that one satisfied tourist can give us cannot be estimated in dollars and cents.

Conventions

In the month of June the Canadian Women's Press Club held its annual convention. This was a wonderful means of advertising our Island. The citizens of Charlottetown and Summerside cooperated with our Association in making their visit to our Province very pleasant. Several letters of appreciation have been received from members of the party since their return to their different homes, and many articles have appeared in the Press of the different Provinces from time to time.

The Good Roads Convention met here for the first time in September. Our Association gave every assistance possible to the Department of Public Works in the housing and entertaining of the delegates.

Our office was also placed at the disposal of the Exhibition Directors in helping to house the visitors to the Exhibition. With the loss of the Victoria Hotel it was felt that the people could not be accommodated. A thorough canvass was made of the City and those offering accommodation for visitors during Exhibition week were listed. These lists were classified and the taxi drivers were asked to bring any people who had not accommodation reserved to the Bureau. The Office was kept open each night till after the arrival of the late train and the housing scheme was successfully carried out. This report would not be complete without paying a tribute to the excellent work being done by the Maritime Trade Commissioner in Toronto, and I can not do better than quote a few disjointed paragraphs from Mr. Burnaby, Trade Commissioner, in his excellent report recently issued. Among other things he said:

"The 1929 Royal Winter Fair goes down in history as having been 'bigger and better than ever' Friday, November 22nd was designated 'Maritime Day' and it proved to be one of the biggest and best days of this great Canadian Show. There were ninety Maritime exhibitors. These exhibitors included cattle, horses, foxes, potatoes, apples and general tourist propaganda. Prizes won by these exhibitors showed that there was nothing lacking in quality. Many championships and prizes were won in all classes, and newspapers were generous in their space in announcing the winners. Prince Edward Island

foxes pretty well dominated the fox show and made almost a clean sweep of the prizes, New Brunswick and Nova Scotia each had creditable exhibits of the products of their respective Provinces."

"Articles have been prepared for the Financial Times, the Busy East and the Halifax Herald. It has been the practice of your Commissioner to hand notes of his addresses to local newspapers. This practice assures correct reports of the points presented to the attention of Ontario people.

"The office is now in touch with Tourist Agencies all over Ontario and an effort is being made to secure their co-operation in interesting tourist trade eastward next year."

I have endeavored to place before you some of the work carried on by the Publicity Association. As you know it is composed of business men, all busy men, and yet they are always ready and willing to render every assistance to the Office and also to the visiting tourist. They give their time, energy, and ability voluntarily for the promotion of the tourist business, won't you give them a helping hand?

I wish to thank each and every member of the Executive, who have at all times given me every support and assistance during the past year.

To our President I wish to express my personal gratitude. Almost daily he visits the Office during the tourist season and gives close personal attention to all matters.

We also record our appreciation and thanks to the Press of the Province for its generous support, and the many favorable encouraging articles appearing in their columns from time to time, giving encouragement to this Association.

Respectfully submitted,
M. K. MacFADYEN
Secretary-Treasurer

CHRISTMAS DAY AT ST. VINCENT'S ORPHANAGE

Christmas Day at St. Vincent's Orphanage was celebrated with all the usual ceremonies and rejoicings. The following donations were received and very much appreciated.

- Gyro Club, oranges and rocking horses; K. of C., Charlottetown, \$50;
- Donald Nicholson, \$10.00; St. Bernard's Auxiliary, Souris, \$40.17;
- Prove Bros., oranges; St. Margaret's Aid, clothing; Abram's Village, clothing; Lily E. Duffy, candy; C. W. L., Kensington, clothing and Christmas stockings; C. W. L. Glensay, clothing and eatables; Wellington Women's Institute, clothing; Avondale Institute, clothing and eatables; Mrs. R. J. Macdonald, cake; Carvell Bros., candy; Mr. & Mrs. J. B. Fleming, cake; A. Friend, Haviland Strand, cake and \$3.00; Mrs. F. Payne, toys; Launching Women's Institute, eatables, soap, etc.; Glenfinnan W. I., clothing; Ellitovale pupils, books; Philip Rossiter, candy; DeBlois Bros., candy; Bear River South, clothing; Bear River Institute, clothing; Mrs. John McKenna, \$5.00; Mr. and Mrs. Patrick Doyle, \$1.00; Mrs. N. J. MacDonald, Tracadie, oranges and candy; Ladies Auxiliary, A. O. H., Tignish, \$10.00; Thomas L. Donahoe, \$5.00; W. D. Gillis, candy; Kinkora C. W. L., \$20.00; Alberton C. W. L. clothing; Friends of the Orphanage \$3.00; Ladies' Aid-Monticello, clothing; Mrs. Peppin, \$55.00; Rold Bay Women's Institute, clothing and candy; Pease's Women's Institute \$10.50; Altar Society, Little Flower Church, Morell, \$47.80; St. Ignatius Aid, St. Andrews, \$95.00; St. Ann's Society, Vernon River, \$98.25; St. Joseph's Society, Cardigan, \$70.00; St. Elizabeth Aid, St. Margarets, \$6.00; Victor Coyle, candy; Two Maccs, candy; Reddin Bros., candy; Dr. and Mrs. Blanchard, candy; Dr. McMillan, \$5.00 and candy; Notre Dame Academy, candy; St. Joseph's Convent, candy; Davis and Fraser, ham, sausages and pork; Joseph O'Brien, candy; Mrs. F. J. Hornsby, cake; Mrs. Catherine Ledwell, kindergarten tables and chairs; Borden, W.I. \$5.00; St. Bernard's Society, Cardigan, bed linen; St. Joseph's Society, Georgetown, \$30.00.

Gas On Stomach Hated To See Meal Time Coming

Mrs. E. Lemick, Fort William, Ont., writes: "My husband suffered with a bad stomach; could not eat at all, but was using your bottles of BARDOCK BLOOD BITTERS."

BARDOCK BLOOD BITTERS

It is feeling a different man altogether.

"I was terribly bothered with gas on my stomach which kept me awake, night after night, and I hated to see meal time coming, so I tried the B.B.B. too, and now I can eat what I like."

Put up only by The T. Millburn Co., Limited, Toronto, Ont.

Date Fixed For Prov. Exhibition

(Continued from page 1)

of publicity created. This with the good will and co-operation now existing should make exhibition week a bigger success than any past year.

The directors were very pronounced in praise for the president, Mr. Paton, for the immense amount of work he has performed. Mr. S. A. McLeod was congratulated on the way the main building was decorated and the exhibits handled. All the other directors came in for a generous share of praise. Particular mention was made of the secretary, Mr. J. W. Boulter, who has given an immense amount of time and effort to the work without remuneration. His pleasing personality has made friends of exhibitors and horsemen. In this connection it may be stated that the provincial exhibition last year drew the largest fields of entries in the Maritimes, and by means of little courtesies shown all went away delighted and say they will be back this year and bring many others with them.

The election of directors resulted in the entire list of 1929 being re-elected. These names will be found appended to the directors' report. At a subsequent meeting of the directors Mr. Jas. Paton was re-elected president, Hon. Geo. E. Hughes vice-president, Mr. J. W. Boulter, secretary.

DIRECTORS' REPORT

To the shareholders of the Charlottetown Driving Park and Provincial Exhibition Association:

Ladies and Gentlemen.—

We have very much pleasure in submitting to you our Annual Report for the year ending December 31st, 1929.

In the beginning we wish to state that the Provincial Exhibition of 1929 was in almost every respect a tremendous success, having the largest attendance in many years and evoking complimentary remarks from exhibitors and spectators alike; many going so far as to say that it was the most successful exhibition staged in the Maritimes last year.

The evening of the official opening and the early part of Tuesday were rainy and the races for Tuesday had to be called off. In order not to disappoint the horsemen who were here from the Maritime Provinces and Maine, we decided to carry out the program of horse racing in full and to do this we added one of Tuesday's races to the program for Wednesday, Thursday and Friday. The weather on these days was all that could be desired and this factor together with the excellent program we had to offer, brought out the enormous crowds referred to above.

The Exhibition was formally opened by His Honor the Lieutenant Governor Frank R. Heertz, and addresses were delivered by Hon. Premier Saunders, Hon. W. M. Lea, Mayor J. Yeo, Mayor W. J. Lidstone of Summerside, and the President.

An invitation was extended to the Mayors of Prince and Kings Counties asking them to be present at the opening and informing them that a day had been allotted for each county and requesting them to make and carry out their own program for that day. His Worship Mayor Lidstone accepted for Prince County and brought with him on Tuesday a splendid musical combination of ladies and gentlemen who entertained to the satisfaction and pleasure of all present. We hope this feature will continue and that through the co-operation of Prince and Kings Counties our Exhibition will be made a truly provincial one.

Increase in exhibits

We are pleased to report that there has been a very encouraging enlargement of exhibits from the far away parts of Kings County and Prince County. This has been made possible by our "equalization of freight." By this provision in our prize list, all breeders of live stock are enabled to compete on equal terms at our Exhibition.

We are glad to note the interest visitors took in all the departments of the Exhibition. This was especially noticeable during the judging of horses and cattle, showing that our people are realizing the importance of these breeding operations to the welfare of our province.

The Main Building was the scene of very great activity. Thousands passed through its portals and every inch of space was utilized. Some sections were, if anything, over crowded and it was not possible to give all the space we desired to the exhibitors of domestic plants, flowers, woollen and fancy work. We believe some way of overcoming this difficulty should be arranged.

ton and Mr. Orford, supervised by one of our Directors. We believe it never looked so attractive. The holders of booths are also to be congratulated on the pains they took in arranging their displays.

The parade of horses and cattle in front of the grandstand was a feature that met with the approval of the thousands assembled there, giving an object lesson of the wonderful animals produced here and elsewhere. Live stock parades are considered leading features at all progressive exhibitions and we would recommend even greater efforts be made for the 1930 parade.

The best of good feelings prevailed among the exhibitors and in fact everyone about the grounds. All seemed to be on holiday bent. This coupled with the splendid weather made it really a very pleasurable outing.

We are glad to report that we had again a large increase in entries this year, the increase being in the following sections: beef cattle, horses, vegetables, fruit, plants, flowers, women's industries, art, domestics, etc. Owing to our exhibition being at an earlier date we did not have the competition in grains and seeds we expected. We must make an effort to induce more entries. The world's grain exhibition is to be held in Regina in 1932 and large prizes will be awarded, so it would be well for our growers to get their hand in by exhibiting with us previous to that big show.

Extensive Improvements

During the past summer extensive repairs and improvements were made to our plant. At the request of the Prince Edward Island Poultry Association the old poultry building was torn down and a larger and more modern building erected. They responded by giving us increased entries and greater co-operation, for which we are thankful. At the request of the Cattle Breeders' Association we erected a wash building for cattle and swine relieving the breeders of a great deal of effort through this much needed building, and providing also a sleeping apartment for the attendants in its upper story. We also took up the old pipe lines supplying water to the various cattle sheds and buildings and replaced them with a larger size pipe, giving a more adequate supply of water at all times.

In speaking of repairs, we found it necessary to carry out a great many minor repairs among the buildings, fences, etc., necessary through the wear and tear of the elements. For the convenience of our patrons we installed sanitary plumbing in the Grandstand and other parts of the grounds. We also completely resurfaced the race track. This was most necessary as the soil had been worn off and very hard now that it is resurfaced it should be a faster track and one that will allow the horsemen to train their horses without danger of their going lame.

The buildings, fences, etc., were nearly all white washed and the plant looked very attractive indeed.

The amusement part of the program so necessary in connection with exhibitions, was we venture to say, the best for many years. Fifty per cent more money was paid for prizes in front of the Grandstand, three of these being utilized instead of the regulation two. They were under the direction of Mr. Florens, who is very popular and known throughout the larger circuits in the United States. The Legion Band provided good music and the four classes of horse racing were run off promptly and with very little scoring, so that the afternoon program was usually completed about five o'clock, enabling the spectators to visit the Main Building and exhibits.

The midway was handled by Mr. Lynch and this feature was greatly enjoyed by thousands, afternoons and evenings. In the evenings low, popular prices were charged, so that every man, woman and child could have an opportunity of visiting the big show.

Your President and Secretary attended the meeting of the Canadian Association of Exhibitions, with which we are associated. It was held at Toronto November 22nd and 23rd. Interesting addresses and much information regarding exhibitions by influential men were given. Our own Minister of Agriculture, Hon. W. M. Lea, gave one of the best addresses of the entire meeting. The latter part of October the Silver Fox Exhibitors' Association of Prince Edward Island held a very successful exhibition which was attended by thousands and carried an entry list of almost 500 boxes. We were very glad indeed to give them the use of our plant free of charge, and we wish to congratulate the officers of the Association and the Silver Fox breeders on the great



Hookey Smith, star of the Montreal Maroons, and a member of the 1924 Olympic champions, who was injured in the game against Chicago Black Hawks at Montreal. He is in Royal Victoria hospital with concussion of the brain.

success their first show has attained. They have been encouraged as much by this attempt that they are planning a more ambitious program for the future and a letter from them will be read at this meeting with reference to erecting a more suitable building for housing Silver Fox exhibits, etc.

Finances

Owing to the large expenditures made in improvements and repairs, we find that after our bills have been paid and our books balanced we have only a small balance to credit, namely, \$73.50. It will therefore be impossible to pay a dividend to our shareholders. In this connection we may say that our shareholders have been very forebearing indeed; year after year doing without a dividend in order to have our plant and grounds improved so as to enable the Exhibition to be carried on satisfactorily and to the benefit of our province. We hope that our citizens and people will duly appreciate what has been done in this respect.

The Exhibition is a labor of love. The directors and Secretary give their time and efforts unselfishly to make it a success, receiving no remuneration. It is hardly fair, however, that this should extend to our shareholders. All other companies expect to receive a fair return on the money invested and no exception should be made in this case.

In conclusion we wish to give thanks for the assistance given by the Federal Government through the Hon. W. R. Matherwell, Minister of Agriculture, the Provincial Government, Mayor I. J. Yeo and the City Council of Charlottetown, The Dominion Live Stock Commissioner, The Clydesdale Horse Association of Canada, our farmers, merchants and others who gave special prizes, Mr. Scarth, Manager of the Bank of Commerce, and clerks, for assistance during Exhibition week. To the Charlottetown Guardian, the Evening Patriot, The Summerside Journal and the Pioneer of Summerside, for the splendid assistance of the press and their publicity. We must particularly thank the Hon. W. M. Lea for his advice at all times. Our Secretary, Mr. J. W. Boulter, who served without salary; Mr. Walter Shaw for assistance in compiling the prize list and all others who have helped in any way.

Signed by the President and Directors of the

CHLOTTOWN DRIVING PARK AND PROVINCIAL EXHIBITION ASSOC.

JAMES PATON, President

HON. G. E. HUGHES, Vice Pres.

Directors

S. A. MCLEOD

V. C. SMALLWOOD

F. P. BELL

W. C. S. MCCLURE

J. F. ROPER

J. B. ANDREW

T. W. L. PROWSE

L. T. COL. D. A. MACKINNON

J. W. BOULTER, Secretary

Minard's for the Ideal Rubdown.

That Cold

So miserable and lasting. Shake it off with Minard's. Heat and inhale. Also rub on throat and chest.

MINARD'S LINIMENT

DR. J. P. MILLAR

DENTAL SURGEON

HOURS—9 to 12.30

Corner Queen and Richmond