

A Treat For The Family

The Loaf



That Pleases

When Ordering—

DON'T SAY BREAD — SAY

LANE'S Bread, Please

LANE'S BAKERIES LIMITED

Charlottetown and District Representative

ROY (Buck) WHITLOCK—PHONE 1781-E

MODERN PIED PIPER

SASKATOON — (CP) — Don Rushton entered his model plane in an annual model flying contest here, and the last he saw of it, it was heading northwest at 2,000 feet. Experts say a model plane will glide long distances if caught on strong air currents.

COLD SNACKS



Better with

French's

PREPARED MUSTARD

FIRE IN TORONTO

TORONTO, July 28 (CP) — Damage of \$15,000 was caused when fire swept through the west end two-storey plant of Kenwood Auto Body Co. today. The two-alarm blaze was believed to have started when an extension light broke and the flash ignited gasoline fumes. Customers' autos valued at \$10,000 were destroyed.

GIRL SCOUTS WOUNDED

MT. CLEMENS, Mich., July 30 (CP) — Two Girl Scouts were wounded today by the same stray bullet, fired into a crowd of 300 youngsters and their parents. Sgt. Paul Frederick said the shot had been fired from at least 500 yards away and may have been discharged from the rifle of a crowd hunter who climbed back into his car and disappeared without knowing his bullet struck the girls.

RULED VAST DOMINION

Gengis Khan, the Mongol conqueror, established an empire stretching from the Yellow Sea to the Dnieper before he died in 1227.

Wisdom's Gate

By Margaret Ayer Barnes

At other people's houses he always recovered his airy loquacity. Before cocktails were over he escaped from the spell. He became his old self to all outward appearances charming, amusing, gay and light-hearted, and he never seemed ashamed of his sudden transformation. Over the head of the woman he was diverting, his eyes would meet Cicily's for the fraction of an instant, funny and familiar, as if nothing catastrophic had ever come between them. Sometimes this annoyed her, but more often it awoke in her a fleeting illusion of recaptured happiness and she felt like a wife again close to him and dear. Then reality swept back and with it new anxiety. For the woman he diverted was apt to be Gertrude Sewall. As for Albert's attitude — well, Cicily tried to tell herself that it didn't mean a thing and that she ought to be used to it. Albert merely looked at Gertrude as he looked at every woman not positively repulsive, with a delicate flattery shining in his eyes.

It was one evening at a dinner party as she watched her husband's face across the flowers and the candlelight, animated, eager, unaffectedly attractive, that she was fearfully impressed by the risk that she was running. The risk of losing Albert if she didn't take care. The thought was insufferable that he might ask for his freedom. She wondered if the money, her twenty-two thousand that had bought off Doty, would serve to restrain him. She couldn't bear to think that it entered his mind. The nearest breath of protest on her part would imply that she felt that it had also purchased her husband. He had offered her love, but not in repayment. And she had refused it. Had the option run out or could she renew it? Should she take the initiative and thrust freedom upon him? Their present situation was utterly untenable. Her pride would be salvaged if she threw him away. But only a remnant of it, for if it came to divorce she would have to face publicly the bitter humiliation involved in the confession of a second marital failure. And then there was Bertie. And John's fragile adolescence that might be so bruised by another broken marriage. And her own dreary future. It seemed very unfair. For it isn't, she thought wretchedly,

NORTH AMERICAN LIFE
L. S. STEVENSON
Branch Manager
140 RICHMOND ST.
All Profits for Policyholders

With The Kids On The Playground

The main topic of conversation on the squares last week was based on the much anticipated annual picnic to Dalvay scheduled for Saturday. The weatherman frowned on the prospects of a fine afternoon that day, and the big do was postponed until a later date. This delay also caused a change in transportation plans, and it was decided to have each of the squares go on separate days: King on Tuesday, Connaught on Wednesday and Hillsborough on Thursday.

The King Square picnic to Dalvay Tuesday turned out to be a barrel of enjoyment for the 83 fun seekers who made the trip aboard two army lorries driven by Sergeants Ryan and Westergard. The vehicles had scarcely ground to a halt at the picnic grounds when the majority of the group were clothed in bathing attire of every description and heading for the protected swimming area. Later in the afternoon,

know, my dear child. If you'll care to see him —" she began with hesitation.

"Does he care to see me?"

"He wrote that he did."

"Why, then, I'd love to."

Cicily had rallied. "I can't see why Jack and I can't be friends."

"I hope you will be," said her mother promptly. Then, as if to point out the silver lining, "of course this will make Aunt Isabel's Christmas. She's planning to have an old-fashioned party, with Jack and Belle and Billy and Belle's children. If she can have yours, the day will be perfect."

When the children came in from play in the late afternoon, Cicily called them up to her bedroom. There was really no reason for postponing the news. She wanted to get it over with. So she told them immediately.

"Granny Isabel has asked you all to Christmas luncheon. Your father is going to be there."

"Me?" put in Bertie, who was seldom asked anything.

Cicily stretched out her hand to pull him close to her. "No. Not you, Mouse."

John asked doubtfully, "Did she ask you too?"

"No. She didn't."

"Well, gosh. On Christmas Day —" he began, somewhat mutinously.

"I don't know," said Cicily faintly.

"Will they want to?" asked Jane.

"Oh, dear, yes. They'll love it."

Cicily was sure of it. She was already struggling with that serpent of jealousy.

Her mother seemed pleased by her ready acquiescence. "I don't

know, my dear child. If you'll care to see him —" she began with hesitation.

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"THE TASTE THRILL YOU'LL REMEMBER"

CENTRAL CREAMERIES Limited

CHARLOTTETOWN SUMMERSIDE SOURIS

CANOEISTS TURN PIRATES

WINNIPEG — (CP) — Male members of the Winnipeg Club ran up the Jolly Roger on their craft, boarded the club jetty, and kidnapped a bevy of Canoe Club beauties in best buccanier style one day recently. The high-jinks were part of the Ladies' Mid-summer Championship Regatta.

WOODED STATE

Forest products account for about one-third of all the exports of Paraguay.

ROAD GANG FINDS COAL

PRINCETOWN, B.C. — (CP) — A public works gang repairing a highway near here uncovered a six-foot seam of bituminous coal. Extent of the seam is not known, and first reports say the grade is not particularly good.

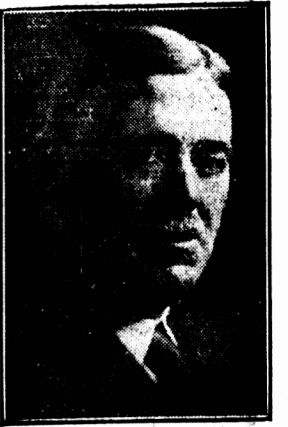
50 YEARS OF PROGRESS

Serving The Insurance Buying Public of Prince Edward Island and The Magdalen Islands

Les bons rapports qui ont toujours marqué nos relations commerciales avec les gens des îles de la Madeleine nous ont donné beaucoup de plaisir et de satisfaction. La beauté des îles et leur valeur commerciale en font aujourd'hui un centre d'affaires d'une très grande importance. Nous espérons que nous pourrions continuer de servir les gens des îles de la Madeleine à l'avenir comme nous avons toujours rache de le faire par le passé.



K. S. ROGERS President



W. K. ROGERS Founder

OUR OFFICE STAFF

- Donald D. Ross Office and Claims Manager.
- Miss Edna Ross Secretary and Manager of Travel Agency
- John R. Rogers Who is joining the firm as Assistant Manager and Manager of the new Real Estate Department. Mr. Rogers, B. Comm., graduated from Dalhousie University this year.
- Miss Winnifred F. Moran Accountant
- Miss K. Anne Sadler Secretary
- Miss Inez R. Murray Secretary
- Mrs. Christine Pickard Ticket Clerk
- Miss Jean M. Coffin Stenographer
- Keith R. Doyle City Agent
- Joseph H. Cullen City Agent
- Michael Campbell City Agent



T. B. ROGERS, Jr. and Gen. Manager



J. R. ROGERS Asst. Manager

OUR SALES STAFF

- Carl H. Weeks Alberton
- W. L. Defaney Kensington
- Lester MacLeod Montague
- Edwin W. Turner O'Leary
- Arthur M. McQuaid Souris
- Ivan C. Nicholson, Manager Summerside
- Vernon R. Ross Summerside
- Walter H. Bernard Tignish
- Cyril Gallant Amherst, Magdalen Islands
- Fred Arsenault Grindstone, Magdalen Islands



DONALD D. ROSS Office Manager

OUR FIRM

50 years ago the founder of this firm, W. K. Rogers, returned from the United States to establish an insurance business in the fast-growing town of Summerside. Just two years later he moved to Charlottetown and organized the firm of W. K. Rogers Company, Limited, now known as W. K. Rogers Agencies, Limited. Mr. Rogers continued in active management until his death in 1937 when his duties were assumed by his son, Major T. B. Rogers, V.D. Maj. Rogers had been associated with his father in the company from the time of his return from overseas in 1918. He has remained in the management of the firm ever since, with the exception of the period spent in overseas service again in the Second World War.

"Complete Insurance Service" is the motto of W. K. Rogers Agencies Limited, and we pride ourselves that we will insure anything which is insurable. The 50 years of service we have given the public has been a period of steady progress from a beginning in our first office in Summerside to our present quarters in the capital of the Province. Today we have insurance agents throughout Prince Edward Island and maintain offices to provide insurance protection to residents of each of the three counties.

In addition, our travel agency represents Steamship Lines, Railways and Airways and is prepared to assist you at all times in solving your travel problems.

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I. C. NICHOLSON Summerside Mgr.