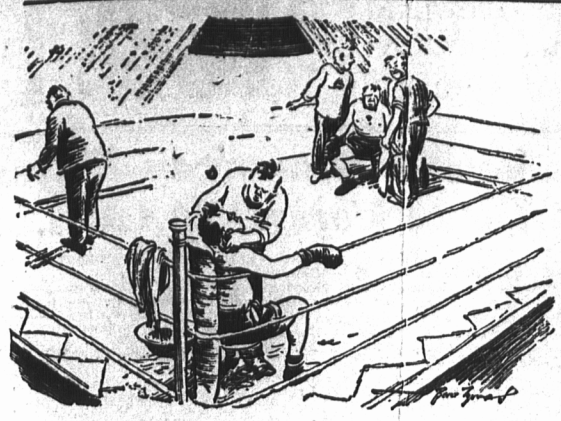

Second: "Yus, 'e's an artist all right. 'E ain't 'arf spreadin' you over the canvac." —Humorist.

Fresh Frozen Boneless Horse Meat

(Packed by W. Harris & Co., Ltd.)

50's — 5½c

Also

BEEF TRIPE — 4c

CALF TRIPE — 3½c

GROUND MEAT — 5c

Island Cold Storage Co., Limited

Advertising Rates—Payable in Advance

Minimum Charge for Any Advertisement 25 Cents.

Central Guardian locals, 4c per word; Western and Eastern locals 2c per word; Announcements and Coming Events 2c per word; Classified 2c per word; In Memoriam Notices, 70c per inch; Lists of Floral and Spiritual Offerings, Cards etc., 4c per name; Letters of Condolence 70c per inch. Wedding engagement 40 words for $1, and 10 cents for every additional 3 words. Notices of Thanks and Appreciation, 70c per inch or 4c per word. Lists of Subscriptions 49 cents per inch. Other rates on application. Minimum charge for any advertisement twenty-five cents.

Work Wanted

YOUNG MARRIED MAN SEEKS work on a farm, well recommended in taking charge if all farm operations. Apply Charlottetown Guardian. L-357-1-26-6i.

For Sale

FOR SALE—TWO CART FILlies two years—Apply G. H. Mason, Bunbury. L-448-1-30-3i.

FOR SALE — FRESH GUERNSEY Cow. J. R. Bell, West Royalty. L-450-1-31-1i.

SUNGLOW NO. 1 RATIONS AND Cubes at new price $5.85 per bag. Coffin & Co. L-497-1-31-2-2-4.

PURINA FOX CHOW AND CUBES at reduced prices. Coffin & Co. L-497-1-31-2-2-4.

FOR SALE—PEDIGREED GREAT Dane Pups 6 weeks old. Beautiful Black Hackney Pony Rising 5. W. H. V. Dunbar, Charlottetown, P. E. I. L-501-1-31-3i.

A Thorough Examination

with latest scientific instruments will give the prescription which allows you to use your eyes without strain.

Avoid the headaches and irritations of even slight eyestrain.

Know your eyes, consult

G. F. Hutcheson

Lost

LOST NEAR HERMITAGE—Female rabbit hound. Notify Guardian L-457-1-30-3i

Miscelleneous

WILL EXCHANGE SEMISPEED driving sleigh for new wood sleigh or box sleigh. Hero. Dennis, Marshfield. L-408-1-28-3i.

JUST ARRIVED — SHIPMENT Brewers Yeast. 12c per lb. Coffin & Co. L-497-1-31-2-2-4.

Female Help Wanted

MAID WANTED FOR GENERAL housework. Mrs. Simon Paoli, 4 Ambrose Street. L-446-1-31-1i.

To Let

TO LET — ROOMS, 62 PRINCE Street. L-449-1-31-3i.

Salesman Wanted

CALENDAR AND NOVELTY Salesmen. We are now making contracts and allotting territory for our exclusive line of Art and Commercial Calendars and advertising Specialties. We want aggressive, enthusiastic men. Liberal commissions paid weekly. Applications confidential. Nichols Advertisers Ltd., 182 Spadina Ave., Toronto, Ont. N-687-1-31-2i.

Agents Wanted

BUILD AN INDEPENDENT business of your own with the distribution of over 200 guaranteed necessities in select district. Every day is pay day. Repeat orders on all goods. Lower prices. Success guaranteed to all honest, ambitious, alert men. Write today without obligation to Familex Co., 570 St Clement, Montreal. N-1-tf.

Professional Cards

D. F. ARCHIBALD
Chartered Accountant
140 Richmond Street
Phone 47. P. O. Box 12

MCLEOD & BENTLEY
W. E. BENTLEY, K.C.
J. A. BENTLEY, K.C.
C. F. BENTLEY, LL.B.
Barristers and Attorney-at-Law
MONEY TO LOAN
180 Richmond Street

MacGUIGAN & TRAINOR
MARK R. MacGUIGAN, K.C.
C. ST. CLAIR TRAINOR, B.A.
Barristers, Solicitors, Etc.
MONEY TO LOAN
Office: Over Provincial Bank, Richmond Street, Charlottetown

PALMER & HASLAM
H. J. PALMER, K.C.
A. J. HASLAM, B.A., LL.B.
BARRISTER, ETC.
Bank of Nova Scotia Chambers, Charlottetown, P.E.I.
MONEY TO LOAN
Phone 85 P.O. Box 127

CUTCLIFFE & ANDREWS
FUNERAL DIRECTORS AND EMBALMERS
Hunter River and Bradalbane
Day and Night Service

H. F. McPHEE, B. A., K. C.
NOTARY, &c.
BARRISTER, SOLICITOR
Riley Building Charlottetown

BELL & MATHIESON
MONEY TO LOAN
Cameron Block, Charlottetown, PE.I.
R. R. Bell D. L. Mathieson, L.L.B.
Barristers and Solicitors

Do You Need Money $50 — $500?

We lend money to pay old bills, to purchase necessities, to take that needed vacation or for any useful purpose.

No embarrassing questions to borrower or endorsers.

GENERAL FINANCE EASTERN LIMITED
Phillip's Building
Grafton Street
Charlottetown, P. E. I.
Look for Confidential Loan Sign
Office Hours—9.00—5.30
Saturdays 9.00—1.00

Currencies

NEW YORK, Jan. 30 —(AP)—The Netherlands guilder today abruptly reversed a downward spin which started early in January.

The sharp rally—which left the Dutch money .36 cent higher at 54.00 in terms of the United States dollar—was well under way before Hitler began his speech late this afternoon.

Other European monies came out of a minor morning slump to show small advances in late dealings. Sterling ended 3-8 cent higher at 4.68 1-4, the French franc advanced .00 1-4 cent to 2.64 1-2 and the belga and Swiss franc each added .00 1-2 cent. The Canadian dollar was unchanged at a discount of 11-16 per cent.

Use Minard's for Dandruff.

STOCK QUOTATIONS

N. Y. Stock Exchange

(Canadian Press)

Stocks	Close
Am For Pr	3
Am Radiator	16
Am Tel Tel	153 1-2
Am Water	12 1-2
Anaconda	29 1-8
Atchison	35 7-8
Atl Refin	22
Balt Ohio	6 1-4
Baldwin Loco	13 5-8
Bendix Av	23 3-8
Beth Steel	67
Ches Ohio	34 1-4
Chrysler	72 1-2
Con Oil	8 1-2
Commonwealth So	1 5-8
Con Can	39 1-2
Con Edison	31 3-8
Col Gas Co	7 3-8
Corn Products	62 1-4
Curt Wright A	25 3-8
Dupont	145 3-4
Elec Auto Lite	29
Elec Pr Lite	10 1-2
Gen Elec	39 5-8
Gen Foods	36 7-8
Gen Motors	46 1-4
Goodrich	20 7-8
Goodyear Tire	32 3-8
Gt Nor Pfd	24 5-8
Hudson Mot Car	7
Int Harvester	56
Int Tel Tel	8 3-8
Kennecott	36 3-4
Mont Ward	48 3-4
Murray Corp	6 7-8
N Y Central	18
Natl Cash Reg	23 1-2
New York N H	1
Nor Am Co	24 1-2
Nor Pacific	11 3-8
Pack Motor	4
Paramount	11
Penn R R	20 1-4
Phil Morris	94
Phil Pet Co	39 1-4
Pub Ser N J	33
Pure Oil Co	9 1-4
Radio Corp	7 1-8
Radio K O	2 1-4
Sears Roe Co	68
South Pac	16 5-8
Std Oil N J	50
Stude Corp	7 1-8
Texas Corp	44 1-4
United Air	39 1-4
United Drug	4 7-8
United Gas Imp	12
U S Rubber	43 7-8
U S St Co	57 1-8
U S Ind Al	20 1-4
Vanadium	25
Warner Bros	5 1-4
West Union	22
West Air Brake	25 3-4
West Elec	105 1-2
Woolworth	47 3-8

New York Curb

(Canadian Press)

Stocks	Close
Am Cyan B	23
Am Gas Elec	35 1-4
Am Super Power	3-4
Brown Rubber	4 3-4
Cities Service	7 3-8
Creole Pet	22
El Bond Share	10 3-4
Humble Oil	66 1-2
Lockheed Air	30
Niag Hud	8 5-8
Pant Oil	5 7-8
Pierce Gov	—
Lone Star Gas	—

Banks

(Canadian Press)

Stocks	Close
Canada	—
Commerce	173
Montreal	210
Nova Scotia	—
Royal Bk	188

Grain

WINNIPEG, Jan. 30 —(CP)—Most of the early losses suffered by Winnipeg wheat futures today were regained near the close of the session when prices at Chicago staged a brisk late rally. Final quotations were 1-4-3-8 cent lower May at 63 5-8, July 64 1-4 and Oct. 64 3-8.

On the Liverpool market English values dropped 7-8-1d:

United States markets came back from early losses to finish practically unchanged while Buenos Aires was unchanged to 1-8 cent lower.

MONTREAL, Jan. 30 —(CP)—Wheat, No. 1 northern 73 1-2; barley, Canadian western No. 3 48 3-4; oats, feed, No. 1 37 1-2; flour, spring wheat patents, firsts 5.05; seconds 4.55; bakers 4.35; winter wheat patents, choice 3-3.20; white corn 4.40; bran, ton 21.25; shorts, ton 22.25; middlings ton 24.25; rolled oats, bag 80 lbs 2. Hay, No. 2, per ton, carlots 10.

Cheese Ont. white and colored 11 3-4-12. Butter No. 1 solids 23; No. 1 prints 23 1-2.

Eggs in cartons: A-1 large 33; A-large 28; A-medium 25; B 25; C 23.

Potatoes: N. B. No. 1 80's 1.05-1.-10; No. 1 mts 50's 70-72; P. E. I. No. 1 mts 90's 1.25-1.30; P. E. I. No. 1 white 90's 1.20-1.25; Florida 50's in crates 2.50.

MARKETS AT A GLANCE

(By The Canadian Press)

Toronto and Montreal —Stocks higher

New York —Stocks closed higher.

Winnipeg —Wheat 1-4 to 3-8 cent lower.

New York —Rubber, coffee and sugar higher; cotton irregular.

Montreal Curb

(Canadian Press)

Stocks	Close
Abitibi Com	2 1-8
Abitibi Pfd	15 1-4
Asbestos	94
B A Oil	21 3-4
Beauharnois	3
Bathurst A	7
Dom Tar	5 1-4
Don A	4 1-4
Fraser	12
Fraser V T C	14
Ford A	21
Home Oil	245
Imp Oil	16
Int Pete	26
Melchers A	—
Price Com	15 3-8
Price Pfd	—

Livestock

MONTREAL, Jan. 30 —(CP)—Receipts on Montreal livestock markets today were 1,168 cattle, 1,044 calves, 225 sheep and lambs and 1,546 hogs.

The average quality of steers offered was better than for the previous week. Good steers made $6.75 to $7.50 with a top of $7.-75. Medium steers made from $5.-75 to 36.50 and common from 34.-50 to $5.75. Good heifers were from $5.75 to $6.50 with medium heifers from $4.75 to $5.50 and common from $4 to $4.75. Good cows were $3.75 to $4.50 and common $3.25 to $3.75 canners and cutters were $2.50 to $3.25. Good bulls made $5 to $6, common bulls were $4 to $4.75.

Calves were 25 to 50 cents lower. Good veals sold up to $10.50 with medium veals around $9.50 and common light veals down to $8. The bulk of the veals were sold between $8.50 and $9.25. Drinkers were $5.50 to $7, mostly $5.50 to $6. Grassers were $4 to $4.50.

Lambs were practically all bucks and were sold at $7 to $7.50. Sheep were from $3 to $4.50 with the bulk between $4 and $4.50. No early hog sales were made.

Produce Prices

MONTREAL, Jan. 30 —(CP)—Butter prices held steady through another inactive trading session on the Canadian commodity exchanges today. Cheese firmed slightly but eggs remained unquoted.

Butter prices Que. (92 score) 22-22 1-4; Que. (35 score) 21-21 1-2.

Cheese spot: Ont. white and colored 11 3-4-12.

Eggs spot: Unquoted.

To arrive: Butter and cheese unquoted.

Butter futures: Feb. 21 3-4-22 1-4.

1-4, March 21 3-4-22 3-8.

April: Unquoted.

MONTREAL, Jan. 30 —(CP)—Prince Edward Island potatoes dropped five cents per 90 pounds and butter retreated fractionally in quiet trading on open produce markets here today, the Dominion Department of Agriculture reported.

Creamery butter prints to retailers sold for 23 1-2-24 cents a pound and solids for 23-23 1-2. Western regraded butter delivered in Montreal was offered at 22 1-4. Que. No. 1 pasteurized regraded was 22 1-4-1-2.

Ont white and colored cheese sold for 12 1-8 cents a pound.

Graded egg shipments in used free cases were offered at 23 cents a dozen for A-large, 20 for A-medium and 19 for A-pullets.

Potatoes: N. B. No. 1 80's 1.05-1.10; No. 1 mts 50's 70-72, P. E. I. No. 1 mts 90's 1.25-1.30; P. E. I. No. 1 whites 90's 1.20-1.30; Florida 50's in crates, 2.50.

FINANCE bU ... ...

NEW YORK, Jan. 30 —(AP)—Foreign exchange: Great Britain demand 4.68 3-8, 4.67 5-8. 4.68 1-4; 60-day bills 4.66 13-16; demand: Canada .99 5-16; France 2.64 1-2; Germany 40.14; Italy 5.26 1-4.

Price Gains Registered On New York Mart

(By FREDERICK GARDNER Associated Press Financial Writer)

NEW YORK, Jan. 30—(AP)—The stock market put on a rallying performance today that, while lacking speed, was substantial enough to lift leaders 1 to around 5 points.

Brokers credited the turnabout partly to lessening of Wall Street apprehension over foreign affairs, the appearance of a few favorable spots on the business horizon, and the belief the market last week had been thoroughly oversold.

The Canadian Department was strong, several issues making good gains. International Nickel moved up 2 points to 50 1-8, McIntyre picked up 1-8 to 51 1-4, Walkers advanced 2 1-4 to 45 1-4 and Ford 1 1-8 to 20 7-8. Canadian Car gained 1 point to 31 while Distillers Seagram, Dome Imperial Oil and Imperial Tobacco were steady. Principle lower was Lake Shore with a 1 1-4 drop to 46 3-4 while Massey Harris and Canadian Marconi eased fractionally.

Steels, Motors, Aircrafts, Rubbers, Mail Orders, Coppers, Rails and specialities gave the best account of themselves. Utilities ended with modest advances.

Prominent climbers among the stocks were General Motors, Chrysler, Douglas Aircraft, Boeing, Sperry, O. S. Rubber, Goodyear, Montgomery Ward, Sears Roebuck, Anaconda, Kennecott, Santa Fe, N. Y. Central, Westinghouse, American Telephone, Dupont and General Electric.

What stocks did

	Mon	Sat
Advances	478	210
Declines	83	282
Unchanged	125	198
Total Issues	686	690

A London book store, said to be the world's largest, carries 2,000,000 books in stock and operates 500 circulating libraries.

Montreal Stock Exchange

(Canadian Press)

Stocks	Close
Bell Tel	166 1-2
Brazilian	8 1-4
B C Power A	22 3-4
Bldg Products	15 1-4
Can Cement	8
Can Car Found	15
Can Car Pfd	31 1-2
Can Ind Al A	2
Can Pacific	5
Can Steamship	2 1-4
Celanese	12
Cock Plow	7
Cons Smelt	52 3-4
Dom Bridge	32 1-8
Dom Steel B	10 1-4
Dom Textile	55
Dryden	4 1-2
Foundation Co	9 3-4
Gen Steel Wares	6
Gypsum	4 3-4
Ham Bridge	5
Imp Tob	13 7-8
Int Nickel	50 1-2
Lake of Woods	15 1-4
Massey Harris	6
McColl Front	6 1-8
Mtl Power	29 3-4
Nat Brew	41
Nat Steel Car	54
Noranda	77
Power Corp	10 1-2
Quebec Power	16
Shawinigan	20 7-8
Sou Can Pow	—
St Law Com	3 1-2
St Law Pfd	12 1-2
Steel of Can	70 1-4
Steel of Can Pfd	—
Win Elec A	175
Win Elec B	15

MINING

TORONTO, Jan. 30—

Stocks	Close
Acme Oil	—
Afton Oil	2 1-2
Aldermac	42
Ang Hur	14
Ang Canadian	125
Ashley	8 1-2
Astoria	4
Augite	65
Bagamac	21
Bankfield	28
Base Metal	23
Bear Ex	22
Beattie	132
Bidgood	23
Bobjo	18
Broulan	53 1-2
Brown Oil	21 1-4
Buff Can	2 3-4
Bunk Hill	8
Cal Edm	210
Calmont	42
Cdn Mal	90
Cariboo	229
Cent Pat	249
Chester	128
Chromium	51
Commoll	45
Coniagas	175
Conlarum	145
Con Smelt	52 1-4
Davies	37 1-2
Denison	14
Dorval	6
East Crest	8 1-4
East Malrobic	234
Eldorado	190
Falcon	490
Faulken	6
Fed Kirk	5 1-2
Fernland	11
Foundation	10
Gillies Lake	5
Gods Lake	23 1-2
Goldale	23
Gold Eagle	10
Granada	9 1-2
Gunnar Gold	45
Halcrow	2 1-2
Hardrock	160
Harker	8
High Sar	20
Home Oil	250
Homest	20
Howey	28
Hud Bay Min	32 7-8
Inspira	35
Nickel	50 1-2
Jack Waite	26
Jacola	8
Jellicoe	9 3-4
J M Con	8
Kerr Add	185
Kirk Lake	130
Laguna	7
Lak eShore	47 1-4
Lam Cont	2 1-2
Lamaque	580
Lapa Cad	41
Lava Cap	78
Lebel Oro	6
Leitch	72
Leitch X D	72
Little L L	320
Macassa	540
MacLeod	270
Madsen	46
Malartic	52
Maraiso	5 1-2
McIntyre	51 1-8
McKenzie	121
McVittie	7
McWatters	61
Merl Oil	5 1-2
Min Corp	180
Moneta	133
Morris Kirk	16 1-2
Naybob	42
Newbec	6 1-8
Newgold	22
Nipissing	165
Noranda	77 1-2
Norgold	3 5-8
Normetal	47
Ner Can	45
OBrien	275
Okalta	115
Olga Oil	2
Omega Oil	41
Pacalta	7 1-2
Pamour	415
Partanen	7
Paulore	5
Paymaster	53
Perron Gold	154
Pick Crow	510
Pioneer	264
Powell	210
Prairie	19
Premier	215
Preston	150
Red Crest	7
Reno Gold	26 1-2
Roche	8
Ronda	21
St Anth	14
San Ant	122
Sand River	15
Shawkey	3
Sheep Creek	95
Sherritt	120
Sigma	620
Siscoe	135
Sladen	60
Slave Lake	9
S W Pete	45
Stadacona	57
Straw Lake	7 1-2
Sturgeon	21
Sud Basin	235
Sullivan	90
[illegible]	335
[illegible]	425
[illegible] Corp	[illegible]
[illegible]	140
Ventures	540
Vulcan	60
Waite Am	690
Wendigo	14
Waite Am Rts	10
Wiltsey	6
Wood Cad	14
Wri Harg	830

UNLISTED

Stocks	Close
Coast Cop	180
Dal Oil	45
Foothills	70
Pend Or	160
Robb Mont	1 1-4
Temisk	7

TORONTO, Jan. 30 —(CP)—A late buying rush gave stocks their best advance in four months on the Toronto exchange today. Valume swelled with prices in the last hour and reached 768,-000, slightly below Friday's level. Gains in the indices ranged to nearly 5 points for base metals, the day's leaders.

Noranda gained 4 1-2 to 77 1-2. Smelters and Nickel advanced about 2 1-2 each, and Hudson Bay was up 1 3-8. Waite Amulet boomed in the closing minutes to finish with an improvement of 50 cents at 6 90. Falconbridge, Sherritt, Sudbury Basin, Ventures and Pend Oreille had substantial rises.

Steel listings were in demand with National Steel Car up 3 to 54 and Steel of Canada and Dominion Steel B gaining a point or more. United Steel and the Canadian Car issues tacked on important fractions.

Augite advanced 12, Central Pat, Chesterville, Coniaurum, East Malartic, Kerr Addison, Moneta, Powell, Premier, Preston and Uchi added 10 or more with MacLeod up 35 to 2.70, Perron and Stadacona.

Biggest improvement among big oils was 1 1-4 for International Pete which closed at 26 3-8. Home Oil moved up 29 to 2.50 and closed at the top. Other western oils had more moderate advances.

Lake Shore lost 1-2 to 47 1-4 but such senior golds as Dome Lamaque, Little Long Lac, Macassa, O'Brien, Pamour, Pioneer, Sylvanite and Wright-Hargreaves showed fair improvement.

Stock Prices Rally Smartly In Montreal

MONTREAL, Jan. 30 — (CP) — Prices rallied smartly in today's stock market dealings as leaders moved forward for gains of one to four points.

Steady demand for Noranda whirled the price up the maximum gain to 78 while Smelters jumped nearly three points to 52 3-4. Nickel trading brisly, strengthened two points at 50 1-2. Oils, active in late turnover, posted fractional improvements.

Rail equipments, propelled by steady buying, shunted higher and gains of one to more than two points came out for anadian Car, the preferred, Dominion Steel B and National Steel Car. Dominion Bridge featured the constructions with a two-point advance.

Papers, too, found good support. St. Lawrence paper preferred climbed 2 3-4 points to 34 3-4 while Price Brothers advanced 1 7-8. Up sizeable fractions were St. Lawrence Corporation preferred, Montreal Power, Brazilian, Gaineau and Shawinigan.

Total sales: 95,400 shares; mines 26,700; industrials 68,700. Bonds $1,-000.

MONTREAL, Jan. 30 —(CP)—Led by the United States dollar, leading currencies gave ground on Montreal foreign exchanges today. The dollar eased 3-32 of one per cent to 5-8 premium while Pound Sterling declined 1-16 to $4.72 3-16. French francs were slightly lower at 2.66 cents.

New Issue

The shares referred to herein are being offered in Canada, but not in the United States of America. This circular is not, and under no circumstances is to be construed as, an offering of any of this issue for sale in the United States of America or the territories or possessions thereof, or an offering to any resident of the United States or a solicitation therein of an offer to buy any of this issue.. These shares are not registered under the United States "Securities Act of 1933".

3,000 Shares

TIP TOP TAILORS INC.

(Incorporated under the Laws of the State of Delaware)

$6 Cumulative Redeemable Sinking Fund Preferred Shares

(No Par Value)

Capitalization

(Upon completion of present financing)

	Authorized	To be Issued
$6 Preferred Shares—this issue	10,000 sh.	3,000 sh.
Common Shares of no par value	150,000 sh.	100,000 sh.

Tip Top Tailors Limited have agreed to hold at least 52% of the total outstanding Common shares of Tip Top Tailors Inc. for a period of five years or until the Preferred dividends aer earned five times over in any one fiscal year or until this series of Preferred shares has been retired.

The $6 Cumulative Redeemable Sinking Fund Preferred shares are to be fully paid and non-assessable and preferred as to assets and dividends. Preferential dividends at the rate of $6 per annum are payable in the first year as and when declared by the Board of Directors and thereafter on the first days of May, August, November and February, and in the case of the present issue accrue and are cumulative from February 1, 1939. Shares are entitled in the case of liquidation to payment at the rate of $100 per share plus accrued and unpaid preferential dividends, plus a premium of $2 per share if such liquidation is voluntary. The shares are callable at the option of the Company on 30 days' written notice at the rate of $102 per share, plus accrued and unpaid preferential dividends.

Tip Top Tailors Limited, under the terms of a contract dated January 30th, 1939, on file with the transfer agent, have unconditionally guaranteed the dividends of the new $6 preferred shares of Tip Top Tailors Inc. during the life of the American company, and in any event for not less than five years, unless in any fiscal year net earnings of the Company as determined by the auditors shall have amounted to 2 1-2 times the dividend requirements.

Transfer Agent and Register

THE TORONTO GENERAL TRUSTS CORPORATION

We offer these Preferred shares if, as and when issued and received by us, subject to the approval of all legal details on our behalf by Messrs. Chitty, McMurtry, Ganong & Wright, Toronto

The Solicitors for the Company are Messrs. Fraser and Beatty, Toronto

The right is reserved to reject any or all applications and also in any case to award a smaller amount than is applied for.

Shares offered in units of 1 Preferred and 4 Common Shares—Price $100.00 per unit

Interim Certificates are expected to be ready for delivery on or about January 27th, 1939.

Laurence Smith & Company, Limited

PRINCE EDWARD ISLAND REPRESENTATIVE

D. M. GRANT, 160 Richmond Street, Charlottetown, Telephone 1277

VICTORIA VANCOUVER TORONTO SAINT JOHN

Statements contained herein are based on information which we believe to be reliable, but are in no event to be construed as representations by us.

Goodrich Exhibit At World's Fair

Automobiles careening crazily over an area as big as the field of an athletic stadium, crashing head-on into one another, turning over and over in somersaults; doing, in fact, all the perilous things every motorist prays he'll never do, are to provide hair-raising thrills for spectators at the New York World's Fair, 1939.

These breath-taking "stunts", performed with gleeful disregard of life or limb by Jimmy Lynch and his team of dare-devil drivers, are to be part of the exhibit presented by The B. F. Goodrich Company, tire and general rubber goods manufacturers of Akron, Ohio.

The scene of these adventures with disaster is a "proving ground" comprising a large portion of the exhibit plot of 120, 150 square feet in the Fair's Transportation Zone, contract for which has just been signed by David M. Goodrich, Chairman of the Board of the company; S. B. Robertson, its President, and Grover A. Whalen, President of the Fair Corporation, in Mr. Whalen's office in the Fair's Administration Building.

The object of the exhibition on the "proving ground" is to afford dramatic testing of the anti-skid and trustworthy character of the Goodrich automobile tires. Parts of the surface of the "proving ground" are to be sprinkled with water and other parts will have mechanically-controlled "bumps", and visitors will be permitted to ride in the cars driven over these manufactured hazards to note the manner in which they are negotiated by the company's tires.

Unique "properties" were called into use during the signing of the contract. One of these was a bell of the size of those with which railroad locomotives sound their crossing warnings. This bell once surmounted a tall pole just outside the original office of Dr. Benjamin Franklin Goodrich, a Civil War surgeon and founder of the rubber industry in Akron. With it, in the 70's, Dr. Goodrich used to summon his workman to their tasks in the early morning and at the end of their noonday lunch period.

The bell was wrung in sentiment as the signatures were affixed to the contract, which brought into use the second "prop.". It was with the identical pen used for many years by Dr. Goodrich in his Akron office that the names were written to the document. The ink used was rubber ink, a waterproof fluid manufactured by the Goodrich Company.

At the main entrance of the Goodrich Exhibit Building, designed by Wilbur Watson, of Cleveland Ohio, to occupy one end of the generally oval plot, there is to be a 90-foot tower. Stretching away from it in a curve to enclose one end of the "proving ground", there are to be grandstands for those watching the daring automobile driving. Along the sides of the field the walkways will be screened to afford another vantage point for spectators, 5,000 of whom can be accommodated at one time.

The soaring tower is to house a "tire guillotine". Through its glass sides, visitors will see a heavily weighted blade plunge downward from varying heights directly upon automobile, truck and airplane tires. The scientific function of the "guillotine" is to demonstrate the resistance offered by the tires to the edge of the weighted blade.

A number of the exhibits are to be controlled by buttons and levers which visitors may operate. Included in these is a demonstration of the Cutless Marine Bearing which is lubricated with water instead of oil. The mechanism on exhibition is to be enclosed in a glass water-filled tank. Pressure upon a button beside the tank will permit visitors to watch the bearing doing its work smoothly despite a stream of sand pouring into its gears.

Controls manipulated by spectators are to operate an automobile chassis equipped with new Goodrich rubber springs, developed after several years of research and experiment. Action of the springs is to be brought about by rollers passing under the wheels of the automobile and thus compressing the springs.

Railway and subway car trucks and springs developed by Goodrich engineers in co-operation with equipment manufacturers are to be displayed in operation in a similar exhibit. A subway train thus equipped is reported as scheduled to be put in service within a short time in New York's metropolitan area.

A feature of the exhibit building is to be a hugh wall map constructed of rubber which will trace the origin of the various products employed in producing the pneumatic tire of today — rubber from South America and Africa minerals from the southeastern part of the United States, sulphur from Louisiana and Texas, and cotton from "Dixie."

The Goodrich exhibit is said by company officials to be one of the most comprehensive rubber displays ever assembled. In addition to presenting all kinds of tires and a wide variety of household rubber goods, spectators will be permitted a behind-the-scenes view of many of the 32,000 products manufactured by the Goodrich organization, which was the first to locate in Akron, now known as the "rubber capital of the world."

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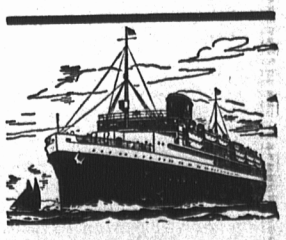

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