



"Be It Ever So Humble"

IT is to the "humble homes" of Canada that the great majority of Life Insurance payments find their way.

Many such homes today would lack the necessities of life—were it not for the "little savings" which thrifty parents have set aside periodically in Life Insurance.

To the family which loses its breadwinner, Life Insurance means money to buy food and clothing—money to pay the rent—money to pay household bills—money to

educate the children. Life Insurance also means, in many cases, independence of private charity or public relief.

In your own community, as well as in hundreds of cities and towns across Canada, "little savings" in Life Insurance are doing "big jobs". During the past six years, policyholders and beneficiaries in Canada have received, daily, half a million dollars from Life Insurance.

"Be it ever so humble"—there's no home which cannot have the much-needed protection of Life Insurance.

Life Insurance



Guardian of Canadian Homes

WHAT WILL HE WEAR WHEN IT'S COLD
RIVERSIDE, Cal., July 20—The temperature was 105 degrees and Riverside was sweltering when Ben

F. White sauntered down Main Street in a fur coat and carrying a fur robe on his arm. "Just plain business," explained White. "I was appraising these furs with the Tax Appraiser when

he bet me a \$10 hat I wouldn't wear 'em down to the Court House. He mopped his brow. "I guess I win," he gasped. Use Minsard's for Bites

OUT OUR WAY

By WILLIAMS



I DON'T QUITE UNDERSTAND! YOU GOT A TRAP SET FER A GUY YOU'RE GOIN TO BEAT UP WHEN HE STICKS HIS HEAD IN THERE, AN' YET YOU GOTTA ALL PADDED, NICE AND SOFT—NOW, WHAT I'D

THAT'S SO HELL FEEL WHAT I'M DOWN TO HIM—NOT WHAT IN RENEE IS DOWN TO HIM.

UNDIVIDED ATTENTION

WILLIAMS

Canadian Official Party Arrives For Vimy Unveiling

(By Guardian's Special Wire) BOULOGNE, July 19.—Advance guard of the 6,000 Canadian war veterans and others who will congregate on Vimy Ridge a week from today for the unveiling of Canada's national memorial by the King, the Canadian Legion official party arrived here today. About 20 were in the group, headed by Brig. Gen. Alex Ross, C.M.G., Dominion President of the Legion.

While the advance guard was setting foot on the soil of France, five liners were ploughing the Atlantic, escorted by a Canadian warship, H. M. C. S. Saguenay, bearing the great peace-time army which Canada is sending to participate in next Sunday's ceremony.

The party proceeded to Paris where it was intended General Ross would deposit a wreath tomorrow on the tomb of the unknown warrior.

Replying to the eulogy, General Ross recalled that Boulogne was the first point of entry for many Canadians when they landed in France enroute to the front during the Great War. The Canadians were returning 6,000 strong—but as an army of peace.

"In this great throng there will be thousands of men who as youths played their part on the battlefields of France, and now, as old or aged men, come back to revisit the scene of these mighty, these tragic events of their younger years. They will meet again their friends in France whose simple pleasures they share, as they did their hardships. Man, bring with them their wives, their children, to see and know your land."

There should be a tinge of sadness, because in the party were many widows and orphans who would come to keep silent vigil by the grave of husband and father.

"There will be many mothers also, whose boys rest in your friendly land," said General Ross. "The years have passed, but time has not obliterated the memory of those who went away and did not come back. For all of us this visit is a special occasion which are very dear and very sacred."

Boulogne is a premier place in Canadian history and it had to be felt on the part of the party for it official history which preceded the program, in order to pay its debts and compliments to President Albert Lebrun and the people of France.

"We have not forgotten, and are here to convey to you this message from the war veterans of Canada," said General Ross. "This visit is fraught with pleasure and sadness. Pleasure is revisiting the land of our allies, sadness in the thought of the thousands of our comrades who rest forever here."

The passing years had been disappointing in their failure to realize the hopes for peace that had been entertained two decades ago; but it was the fervent prayer of all lovers of peace that the sacrifice of the Great War had not been in vain.

Practically every Canadian who ever served in France passed through Boulogne, this port on the English Channel which was the gateway to the war. With the exception of the 1st Division, which landed at St. Nazaire, at the mouth of the River Loire, the infantry of all divisions entered the zone of operations through this city.

ARRAS, France, July 19.—Five French villages which contributed land on which Canada's great Vimy Memorial stands were visited today by the Canadian Legion official party, advance guard of 6,000 pilgrims from the Dominion who will dedicate the memorial a week from today.

The Legion party, under Lieut. Col. W. E. Macintyre, chief transport officer of the pilgrimage, deposited wreaths on behalf of Canada on the local war memorials at Souchez, Givenchy, Vimy, Thelus, and Neuville St. Vaast.

President's Yacht At Shelburne

(Associated Press Staff Writer) (A.P. By Guardian's Special Wire) SHELBURNE, N. S., July 19.—A chilling rain and fog set in today for the first time since President Roosevelt began his vacation cruise, causing abandonment of plans to sail farther up the east coast of Nova Scotia tomorrow.

Instead the skipper of the Presidential yacht *Sewanna* chose to turn south and beat back around the southern tip of the province for Yarmouth, about a 50 mile run from this harbor where the President anchored last night after a 46 mile cruise, under canvas from Cape Sable.

Headed for Campobello Island, N. B., with plenty of time to spare, the President was expected to sail up the west coast of Nova Scotia in easy jogs and cross the Bay of Fundy in the vicinity of Grand Manan Island. He is due at Campobello July 23.

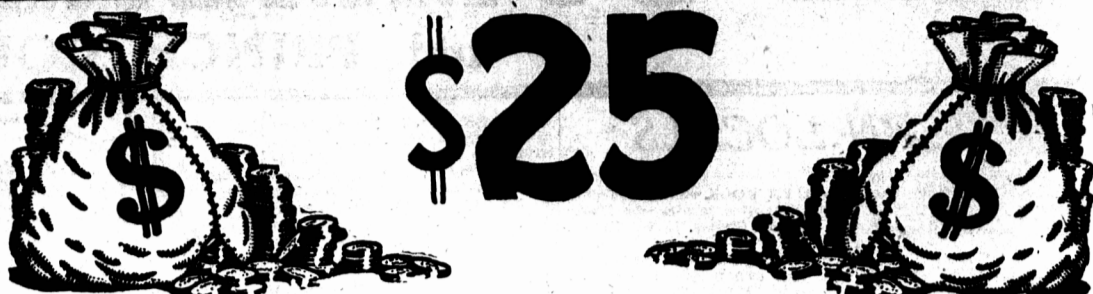
The president and his three sons spent the weekend in this Atlantic coast harbor after the run from Cape Sable.

A heavy mist kept most of the Presidential party below decks today, although the President left the *Sewanna* in the afternoon for a brief visit to the yacht *Potomac*.

James, Franklin, Jr. and John Roosevelt went ashore twice to look over this village of 1,500 persons.

There was little excitement as the town had brief advance notice of the coming of the Presidential yacht. Speed boats skimmed across Shelburne Harbor exchanging messages and greetings with the escort flotilla. There was no fishing from the *Sewanna*.

The President was reported as anxious to cast a line off Yarmouth and had docked.



\$25

IN CASH

As Extra Prizes in the GUARDIAN SUBSCRIPTION CAMPAIGN

THE \$25.00 WILL BE DIVIDED AS FOLLOWS: \$10.00 WILL BE AWARDED THE CONTESTANT TURNING IN THE GREATEST AMOUNT OF SUBSCRIPTION BUSINESS THIS WEEK AND NEXT WEEK ENDING AUGUST 1st—\$7.00 WILL BE GIVEN TO THE SECOND HIGHEST AND TO THE NEXT FOUR \$2.00 WILL BE AWARDED TO EACH.

EXTRA CASH FOR EXTRA EFFORT

"SAY IT WITH SUBSCRIPTIONS"

VOTE SCALE NOW IN EFFECT:

By Carrier	By Mail Out of City	By Mail Canada-U.S.A.	Vote Schedule
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2 yrs...\$ 8.00	2 yrs...\$ 6.00	2 yrs...\$ 9.00	12,000
1 yr...\$ 4.00	1 yr...\$ 3.00	1 yr...\$ 4.50	6,000
6 mo...\$ 2.00	6 mo...\$ 1.50	6 mo...\$ 2.25	2,000

50,000 VOTES ISSUED ON EVERY \$20.

YOU CAN WIN NOW

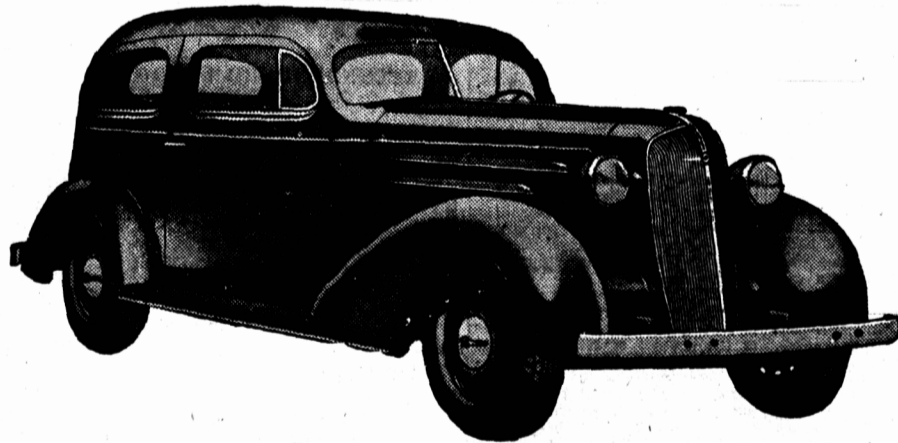
The Candidate who gets out now and makes a good showing of votes will be gaining a lead. The ones who slow down, will be losing ground. Get the fighting spirit. Forget the past, roll up your sleeves, grit your teeth, and jump into the fight now.

GET OUT AND FIGHT FOR THAT CAR!

A \$985.00 CAR AT STAKE!

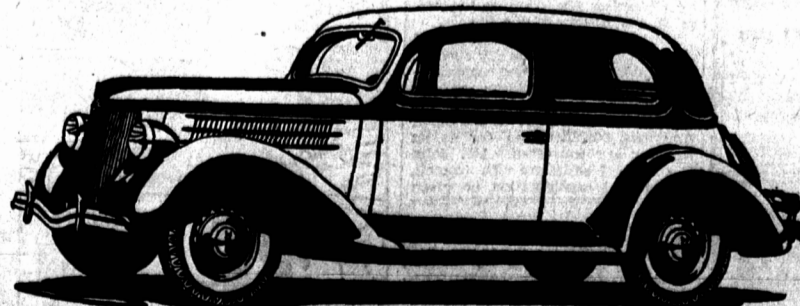
First Grand Prize

1936 MODEL Chevrolet Master Coach



A \$860.00 CAR AT STAKE!

Second Prize Ford V-8 Tudor or Sedan purchased from Allison MacLeod, Charlotte town, P. E. I.



4 BIG BONUS CHECKS