


\$5.00 BANK NIGHT
At Beach Grove Inn
TUESDAY
\$5.00 CASH
TO
THE LUCKY DANCER
"IT'S A GYKO DANCE"

POSTMASTER GENERAL AGAIN REDUCES POSTAGE
Business Reply Card Rate To Be Cut One Cent After August 15th.
The Honourable N. A. McLarty, Postmaster General, announces that effective 15th August, 1939, the rate on business reply cards for delivery within Canada, will be reduced from four cents to three cents.
These cards are used by firms who desire to send out letters, enquiries, etc., and to obtain a reply without putting their clients to the expense of paying the postage. This reduction in the rate on business reply cards should not only be of assistance to firms sending out advertising, paper manufacturers and printers, but should stimulate business generally.
This concession follows closely upon the Postmaster General's recent reduction of 50% in the special delivery fee for letters and a reduced rate for library books and is in accordance with his policy of endeavoring to popularize the various postal services and make them available to all at the minimum rates of postage.
The Honourable Mr. McLarty feels that, while each service should pay its way, any reductions possible should be made and passed on to the public as a measure of relief in taxation.
Minard's kills pain.
L-672-8-1-31.

NASH
Sold out of 1939 models. We have remaining only
FIVE TERRIFIC BARGAINS
1-1936 NASH SEDAN
1-1935 OLDSMOBILE SEDAN
1-1932 PLYMOUTH COUPE
1-1932 NASH SEDAN
1-1930 NASH SEDAN
ALL RECONDITIONED and in perfect shape. Hurry, bargains only last this week. See us immediately.
Nash Motor Sales Co.
Queen Street

For a Delicious Cup of
Orange Pekoe Tea
Mr. Tea Pott Says:
Use **BRAHMIN**
Full Flavoured Tea



EXPERIENCE
Speculate if you will, but first build up a bulwark of protection against disappointment. This protection, so vital to every man, should be built on the bed-rock of life insurance.
Through The Great-West Life, you get the advantage of experience gained during almost half a century of successful operation. You get that continuity which ensures that an income will be paid your heirs, if you wish, as long as they live, or a guaranteed income for yourself on retirement.
HYNDMAN & CO. LIMITED
Provincial Managers
Offices: Charlottetown, Summerside, Montague

Attention Potato Growers
New and Used Power Sprayers
From \$35.00 to \$300.00
Now Is The Time To Buy While The Clean Up Drive Is On
THE HALL MANUFACTURING CO.
Summerside, P. E. I.
C. E. MacNutt (at Palmer Electric Co.)
Charlottetown, P. E. I.
L-671-8-1-21.

"VITA" GLASS
"Vita" Glass is the only window glass that transmits into the house the sun's vital health-giving Ultra Violet Rays
The Cost of exchanging "Vita" glass for ordinary window glass is small, quite insignificant compared to the health advantages obtained.
Doctors tell you to "Vita" glaze all windows facing South and West.
H. K. S. HEMMING & Company
"Vita" Glass Agents for Prince Edward Island
88 Great George Street, Charlottetown
L434-7E-27-29-8-1

Robert Simpson Eastern Ltd.
Plan Business Expansion
Firm To Take Over Premises Of A. Horne & Co. About September First.
An interview yesterday with Mr. H. H. Horne of A. Horne and Co. with regard to the rumors that are freely circulating of his company retiring from business, revealed that such is not their intention. Arrangements have been completed with Mr. F. A. Stewart Jones, Special Representative of Robert Simpson Eastern Ltd., to lease their new premises, but the business offices of A. Horne and Co. would remain at the old stand. The new premises would be moved to their other showroom at 186 Kent St. and in the way will their business be curtailed. Further information from Mr. Jones is that the branch here will not add any new departments, but will carry a greatly increased line of home furnishings which will be displayed on three floors. Considerable alterations are planned to make the new store as fine as any of their branches in the Maritimes. Official announcement of the changes will be made within the next few days.

At Rotary
"As we drove through your countryside we were greatly impressed with the vivid colors of the flowers in Prince Edward Island. They had a brighter hue than the flowers in the south, probably because you have a cooler climate," said Willard Crain of Cincinnati, Ohio International President of the Florists Telegraph Delivery Association who was the guest speaker at the Rotary luncheon yesterday. Mr. and Mrs. Crain and family arrived here last week to attend the school for florists which opens in Charlottetown tomorrow. He gave a history of the organization which was founded in 1909 by a group of florists interested in the transfer of flowers by wire. The association grew very rapidly and at the headquarters at Detroit last year 2,000,000 orders for flowers transferred on both sides of the line had been handled. The sum involved was \$7,000,000. In the month of April alone there were 300,000 orders representing a gross amount of \$1,000,000.
The speaker then dwelt on the definite place which flowers play in life. They speak a universal language and always on the right side of life. Flowers of all kinds touch a person in a mysterious way that cannot be explained. Much can be done with flowers no matter where they come from and the effort given to them is well worth while.
Rotarian Ernest Champion was in the chair and the guests included immediate Past President of the P. T. D. A. Rotarian Ernest Simmons of Toronto, Anson Pratt of Ottawa, Vice Chairman of the Ontario Unit of the Association and Earl MacQuinn of Toronto, Secretary Treasurer of the Ontario Unit, also Horace J. Head, guest artist of the Association from Rochester, New York.
Other guests were Rotarians Seymour Gordon of Wolfville, H. A. Murphy, of Windsor, Ont., T. J. Colman of St. Stephen, N. B., A. H. Harris of Montreal, George H. Harris of Montreal, also non Rotarians Dr. W. P. Percival of Quebec City, Director of Protestant Education for the Province of Quebec, D. Cameron of Boston, James Tait, LeBaron Tait and J. A. Williams of Charlottetown, and S. D. McGregor.

Central Guardian
This column is reserved for news of local interest but advertising of a newsy nature may be inserted at 5 cents a word strictly payable in advance.
CONFEDERATION LIFE INSURANCE
L-9789-7-21-31.
SCREEN DOORS and Screen Windows 10% discount. Rogers Hardware. L-668-8-1-4.
ON TRIP TO ONTARIO—Mr. William "Doc" Ennis, well known local sportsman leaves today on a trip to Toronto and North Bay, Ontario. Mr. Ennis expects to return to the city in about three weeks.
ENGAGEMENT ANNOUNCEMENT—Dr. and Mrs. James D. MacQuinn announce the engagement of their daughter, M. Kathleen Vivian, to Charles Henry MacLellan, son of Mr. and Mrs. Joseph E. MacLellan of Sydney, N.S. Marriage to take place September 5th. L-678

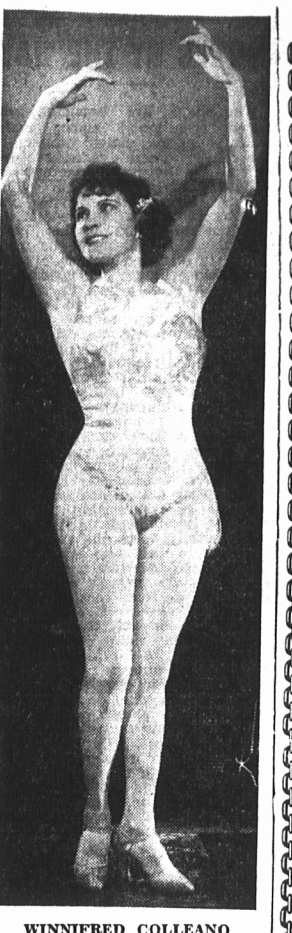
ARRIVE BY PLANE—Mr. K. C. Irving, President of the Irving Oil Company, Saint John, accompanied by F. E. Lee, Sales Manager, and J. S. Roy, architect, arrived by plane on a visit to Summerside yesterday. The seaplane is piloted by Jimmy Wade.
RAIN NEEDED—Rain was needed for the welfare of crops on Prince Edward Island, agriculture authorities said last night. With the exception of hay, however, crops in general were showing promise and favourable growth. Hay was poor. There was a good catch of clover last fall which promised a healthy hay crop for this year. But cold weather and ice on the fields this spring dashed all hopes of an average hay crop. Hay in general was thin and short and even with the best of weather the rest of the season would still be below average. Grain was good. It had a splendid color and was making favorable growth. A large crop was predicted. Manure had come through in good condition and potatoes were also making satisfactory progress. Much depended on weather conditions for dairy production. If the rest of the summer provided enough rain to improve pasture bottoms, the consequence would be a general increase in dairy production.

BIRTHS
GALLANT—At the Charlottetown Hospital on July 31, 1939 to Mr. and Mrs. Henry Gallant, City, a daughter.
CRABBE—At the Charlottetown Hospital, July 26, 1939, to Mr. and Mrs. Simon Crabbe, Borden, a son.
MENEILL—At the Charlottetown Hospital, July 26, 1939, to Mr. and Mrs. Charles McNeill, City, a son.
MCQUAD—At the Charlottetown Hospital on July 29, 1939, to Mr. and Mrs. Arthur McQuaid, City, a daughter.
GALLANT—At the Charlottetown Hospital on July 29, 1939, to Mr. and Mrs. James Gallant, Rustico, a son.
DUNSFORD—At the Charlottetown Hospital on July 29, 1939, to Mr. and Mrs. Keith Dunsford, City, a daughter.
WEEKS—At the Prince Edward Island Hospital on July 31, 1939, to Mr. and Mrs. Albert Weeks, City, a son.
ROBERTSON—At the Prince Edward Island Hospital on July 30, 1939, to Mr. and Mrs. Albert Robertson, Mermaid, a daughter.
WILLIS—At the Prince Edward Island Hospital on July 29, 1939, to Mr. and Mrs. Fulton Willis, North River, a son.
SMITH—At the Prince Edward Island Hospital on July 27, 1939, to Mr. and Mrs. George Smith, City, a daughter.
COLLIER—At the Prince Edward Island Hospital on July 25, 1939, to Mr. and Mrs. James Collier, City, a son.
BOHAKER—At the Prince Edward Island Hospital on July 25, 1939, to Mr. and Mrs. Harold Bohaker, City, a daughter.
SHEPHERD—At the Prince Edward Island Hospital on July 24, 1939, to Mr. and Mrs. Cyril Shepherd, City, a daughter.
RODD—At the Prince Edward Island Hospital on July 19, 1939, to Mr. and Mrs. Gordon Rodd, Windsor, a son.
MACRAE—At the Prince Edward Island Hospital on July 22, 1939, to Mr. and Mrs. D. Fred MacRae, Central Royalty, a son.
CAMPBELL—At the Prince County Hospital, July 30, 1939, to Mr. and Mrs. Lorne Campbell, Summerside, a son.

PERSONALS
The Misses Margaret Kiggins, Eleanor VanBuskirk, Alice Gallant, Olga and Jean Walsh, Joan and Sheila Mullins are vacationing at Morrison's Beach.
Messrs. John A. MacDonald, Cardigan, and George Fraser, Montague, returned last night from a motor trip to Gaspe, Quebec.
Miss Helen Callbeck, City, is a patient in the P. E. Island Hospital where she underwent an operation for removal of tonsils.
Mr. Alan (Toby) Macmillan, of the Sun Life Company, Montreal, arrived in the city Saturday night to spend his vacation with his parents, Mr. and Mrs. J. A. Macmillan at their summer cottage at Twickenham.

Miners Vote Anew To Extend Strike
STELLARTON, N. S., July 31—A meeting of Stellarton local, United Mine Workers, decided tonight nearly 100 miners at the Allan, Alkon, Acadia No. 7 and McGregor Collieries of the Acadia Coal Company would remain on strike until the company reinstated a chain runner who had been removed from his job.
The meeting also decided to give company officials 24 hours—until midnight A.D.T. tomorrow—to reinstate the worker or all maintenance men would be removed from the mines. It requested officers of the U. M. W.'s district executive come to Stellarton for a review of the situation.
Minard's relieves aches.

Job Late To Classify
LOST—SUM OF MONEY IN OR NEAR CHARLOTTETOWN. Finder return to this office. Reward. L-677
FOR SALE—FRONTENAC SEDAN in good condition, apply to Peter Murray Green Bay. L-675.
FOR RENT—DESIRABLE FURNISHED house in residential section, phone 1265-J. L-673-8-1-31.
FOUND ON MT. EDWARD ROAD one fox carcass. Owner please communicate with the S. P. C. A. or the Dept. of Agriculture. L-670.
N. D. MacLean
UNDERTAKER
EMBALMER
Charlottetown and North Westshore
Phone 149



WINNIFRED COLLEANO
Star aerialist with Ringling-Barnum Circus for three years, who will be seen in her wonderful acts during Fair Week, August 14th to 18th.

Newsy Notes On Big Fair
The Management of the Provincial Exhibition are worried. Yes, sir, they are scratching their heads wondering where they can put all the race horses that have entered for the four days' racing, August 15th, 16th, 17th, 18th. Never in our memory have so many horses been named in the 12 events raced on the four days above. They are coming from as far away as Boston, Maine, and all points in the United States and Canada. Under the new rules every driver must be licensed and appear in proper uniform so that it will be a gala sight when they all turn out in their vari-colored silks Fair Week.
The selection of a Starter is one that is difficult because it is no enviable position. This year Otto Irvine of Mars Hill, Maine, who has been meeting with splendid success, will handle the bell. Let us hope that since Mr. Irvine's appointment has leaked out are all favorable to him, so that we believe he will see a splendid reception from the drivers and the public.
Saturday was a busy day at the Provincial Exhibition office, in fact the clerical staff were hard at it until late in the evening. Hundreds and hundreds of entries for registered live stock were received. These have all to be re-complied and forwarded to Ottawa for approval. Entries for other departments are coming in in tremendous numbers and when opening night arrives, August 14th, fully 7,000 will be entered up.
A wire was received yesterday from the Vaudeville agents re Exhibition acts, stating that no hitch will occur and every act will be delivered on or before Monday morning, August 14th, so as to give plenty of time to get set up and ready for Tuesday afternoon, August 15th. It means a big trek for some acts, one particular act coming over two thousand miles. There are seven in the cast, four men and three girls and they have played together for three years in some of the biggest cities in the world. Another act, Snider's Marvel Bears, comes from Michigan direct to Charlottetown, which will be their first appearance in Canada. From here they go to Quebec exhibitions and then on and on. Another act that is making the longest trek of all is the Belmont Brothers, who are expected to arrive in Canada the first week in August direct from Australia. They are booked up for twelve consecutive weeks but will make their first appearance in Charlottetown. The other acts on the program all come quite long distances, the shortest route running well over 1,200 miles.
The routing and preparations to bring so many people here—a total of 30—means considerable staff work and attention to detail, but it is surprising how well the Vaudeville booking companies make out, as although there have been substitutions for some acts due to illness, never in recent years has there been a failure of an act to show up.
Roselean Dawn. We feel it is only right that this charming girl with the lovely voice, who will act as prime donna of the Revue Royale in its appearance at the Provincial Exhibition, should be given some publicity. To begin with she received a splendid training before entering into a professional career. Her ability was recognized two years ago when she was featured at the famous Coconut Grove, Hollywood, California, the playground of movie stars. Roselean Dawn, gowned beautifully, will be a pleasing feature of the performances during Fair Week.
A black net gown, very full-skirted has double tiers composed of bias folds of net, with finely pleated net flounces edging them. Use Minard's for bites.

Save during our BIG MID-SUMMER FOOD EVENT!
PHONE YOUR ORDERS 888 or 889
TEN DAY SALE
AUGUST
1st to 10th

Meat Specials!
Machine sliced Bacon --- 27c
Cottage Roll --- 28c
Hamburger Steak --- 15c
Bologna, sliced --- 15c
Frankfurters, skinless --- 23c
Sausages, lb. --- 19c

Extra Special
98 lb. Royal Gold Flour
Hard Wheat
\$1.98

Specials for This Sale Only!
10 lbs. Sugar and 1 lb. Special Tea --- \$1.00
24 lb. Bag Royal Gold Flour --- 58c
1 26 oz. Pail Peanut Butter with shovel --- 27c
5 String Broom --- 27c

RED ROSE COFFEE
per lb. **36c**

Qts. Pres. bottles, doz. \$1.40
Pts. Pres. bottles, doz. \$1.20
10 Surprise Soap --- 43c
10 lbs. Rolled Oats --- 39c
10 lbs. Oatmeal --- 39c
7 Rolls Tissue --- 25c
7 lb. bag Pastry Flour --- 25c

PHONE OR BRING YOUR ORDERS EARLY

FRESH VEGETABLES
Carrots, Cabbage, String Beans, Turnips, Potatoes, Lettuce.
China ware --- 29c
Non Premium --- 20c
For This Sale ONLY

P. J. MacDONALD
Prince at Kent Free Delivery
Main Building, Provincial Exhibition



This is certainly a beautiful structure, not made of brick or stone, for if it were it could not be such an architectural achievement; but constructed of wood with its attractively colored windows, its fresh coat of murexco white, with tints of oporio red, it stands out vividly an exhibition gem. The interior has been decorated with artistic skill and an entirely new scheme is used. Everywhere there is a profusion of colored bunting, Chinese lanterns, flags, colored lights and all that the deft hand of an interior decorator can devise to make it a thing of beauty as well as of utility, for its purpose and existence is to display the fruits, flowers, dairy products and industrial exhibits common to the Garden of the Gulf.
On the main floor hundreds of feet of tables with separate compartments have been placed to hold many exhibits. Planking on all sides are the booths occupied by merchants and leaders of industry who have gone to considerable expense to make them attractive. More than ordinary attention will be directed to the floral competitions, which were instituted by Lieutenant Governor George D. DeBois, whose contribution of \$100 has stimulated great interest in horticulture in many parts of the Province. Upstairs in the Main Building will be found the art, needlework, hooked rugs, household science, school children's collection and many other interesting exhibits.

MT. MELLICK W. I.
The regular monthly meeting of the Mt. Mellick W. I. was held at the home of Mrs. J. E. MacEachern on the evening of July 20th, with an attendance of ten members and three visitors. Meeting opened with the singing of the Institute Ode and repeating Creed. Minutes of previous meeting were read and approved. Bills for school treat and sick treats were presented and paid. Correspondence was read by the Secretary. Mrs. Jack MacRae and Mrs. Wilfred Hayes gave an interesting account of the annual convention. Plans were made for holding an ice cream social. Next meeting to be held at the home of Marion Robertson. Collection amounted to seventy cents. Ice cream and cake was served by the hostess.
Mortgage Sale
There will be sold at Public Auction in front of the Law Courts Building in Charlottetown on Tuesday the twenty-ninth day of August, A. D., 1939, at the hour of twelve o'clock noon ALL THAT TRACT piece or parcel of land situate lying and being on Township number Sixty-one in Kings County bounded as follows: By a signed of the second part default having been made in payment of principal and interest.
Dated this 28th day of July, A. D., 1939.
LUCY RICE
Mortgagee.
MCLEAN & MCKINNON,
Solicitors,
Charlottetown, P. E. I.
L-676-8-1-41.

Fox Meats
Beef Tripe --- 4c lb.
Ground Meat --- 5c lb.
Horse Meat --- 6c lb.
THE ISLAND COLD STORAGE CO., LTD.
L662-8-1-31