

NOT ONE CENT MORE for this EXTRA MILEAGE

AND WITH ALL THESE
EXTRA FEATURES,
FIRESTONE TIRES
COST NO MORE?

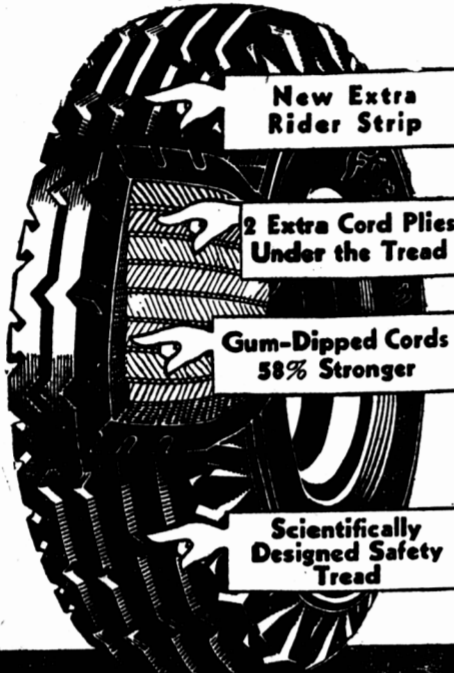


Many people are surprised to learn that Firestone Tires, because of their extra features and extra mileage, do not cost more than ordinary tires.

Due to Firestone's direct buying and efficient manufacturing methods, Firestone is able to pass enormous savings along to you by giving you a stronger, safer, longer-wearing tire at no extra cost.

Thousands of Canadian car owners will tell you that Firestone Tires are the most dependable and economical they have ever owned. And, no matter how much you can afford for tires, your local Firestone Dealer can supply you with a genuine Firestone-built and guaranteed tire to suit your purse.

Make sure you have good tires to make your vacation trip completely enjoyable. See the Firestone Dealer #0000.



Firestone

HIGH SPEED TIRES Safest ever built

CROP REPORT

Below will be found a brief synopsis of telegraphic reports received at the Head Office of the Bank of Montreal from its Branches. The Branch Managers have complete and intimate knowledge of such local situation and are in close touch with crop conditions in all sections of the districts mentioned.

General

Prolonged intense heat with inadequate moisture has caused further serious deterioration to crops in the Prairie Provinces. Recent scattered showers and thunderstorms have been beneficial in some sections and temperatures are now moderating. A large percentage of the wheat is headed and good general rains are imperative to aid filling. In Quebec, crops are making good progress and have benefited considerably from recent warm weather and rainfall, with only a few small areas showing any ill effect from heat or lack of moisture. Throughout Ontario the unprecedented sustained heat-wave with new high temperature records, has caused considerable crop damage. Rain is urgently required except in certain eastern and southwestern sections. In the Maritime Provinces warm weather and showers have been favourable to growth and all crops have progressed satisfactorily. In British Columbia growth has been satisfactory, and in general fair to good yields are indicated, with the exception of berries, the yield of which has been poor. Details follow:

Prairie Provinces

ALBERTA—Crops are deteriorating rapidly and general rains are urgently required. Southern and east central sections are suffering most seriously and 50% to total loss is expected in this area. A large proportion of the wheat is headed, but the growth is short. Coarse grains and pasturage generally are slightly above average. **SASKATCHEWAN**—Crops generally are suffering seriously from severe hot weather and, apart from a few districts in the central areas, precipitation has been inadequate. In the southern sections much of the crop has been lost or irreparable losses have occurred, and a shortage of feed is imminent in a number of districts. **MANITOBA**—Crops have shown further deterioration from extreme high temperatures, particularly in the southern sections. Rain-fall has been scattered and in most cases ineffective. Growth is stunted and heads generally are short.

Province Of Quebec

Lower St. Lawrence and Lake St. John District—Grain crops continue to make satisfactory progress. Harvesting of a very good hay crop is under way and potatoes and other root crops are progressing well. Grass pastures are in good condition. Eastern Townships and Ottawa Valley—Due to abnormally high temperatures, together with generous precipitation during the past week, all grain crops have advanced rapidly. Haying has been hindered somewhat by wet weather, but the crop on the whole is satisfactory. Potatoes and ensilage corn are doing well. Pastures continue in satisfactory condition. The warm weather has been favourable to the growth of tobacco plants.

Province of Ontario

Outing of fall wheat has commenced in southern sections and will be general next week. Drought has affected filling and a below-average yield is now indicated. Excessive heat and lack of moisture have caused premature ripening of spring grains and the yield will be curtailed. Corn has benefited by the hot weather but moisture is required. Haying is about completed; the yield was below average but of good quality and well cured. Root crop growth has been retarded. Early small fruits suffered late frost damage and the yield was below average. Late varieties of apples are in fair condition. Pastures have continued in good condition but are now deteriorating and in some districts supplementary feeding of cattle has been necessary. Second growth alfalfa is making fair progress. Tobacco has made satisfactory progress, although rain would be beneficial.

Maritime Provinces

Haying is now general, and a heavy crop is being harvested under ideal weather conditions. Cereal crops are progressing satisfactorily and potatoes show a healthy growth, with only slight injury from pests reported. There is a good crop of small fruits. Apples are sizing well and extensive spraying is being done to keep the fruit in good condition.

Province of British Columbia

The yield of grains in most districts expected to be well up to average. Haying is well advanced and the crop is of good quality, with yield slightly below average. Roots and vegetables show rapid growth and large crops of good average quality are indicated. Semi-ripe tomatoes are commencing to come to market, and shipments of new potatoes are steady. Berry crops generally have been considerably damaged by rain. The main crop of strawberries is practically over; the yield has been the smallest for several years. A small crop of raspberries is moving in fair volume. The quality and yield of loganberries is below average. Hops have been adversely affected by excessive moisture. Apples and pears show satisfactory growth but the peach crop will be only 50% of average. Pasturage is good.

MODERN SHOES BRING FOOT TROUBLE

TORONTO, July 20 (AP)—Modern shoe styles bring foot trouble on eight women in every 10 after the age of 35, says Leonard Burnett, director of the Ontario Rheumatism and Spasmodic Association. But with high heels and other dress trends, the high-heeled shoe is necessary to the modern girl's appearance, he admits.

MR. JAMES A. WARREN

(West Coast Advocate, Vancouver, July 9.)
James Alexander Warren, 75 father of the late Mr. J. H. Warren of this city died at the family residence in Vancouver on Thursday, of last week after a brief illness. He was well known to scores of Port Alberni people, having spent several holidays in this city at the home of his late son and

daughter-in-law.
Mr. Warren was born at Charlottetown, P. E. I., in 1861, and is survived by one son, Cecil; two daughters, Mrs. H. Griswood and Mrs. F. A. Oulbertson all of Vancouver; and two brothers, Rev. Arthur Wellesley Warren of Torrington, Connecticut, and George Warren of Boston, Mass. There are also two grandsons and five granddaughters.
The body was forwarded from

Vancouver and funeral services were held here on Sunday afternoon from the Forrester Undertaking Parlor, a large number of friends of the family being in attendance. Interment was in Greenwood Cemetery at Alberni beside the grave of his son, Rev. G. Stevenson conducted the services and pallbearers were Messrs: H. Fowle, C. Fawcett, J. Brunette, D. Dootson, D. Galliford and F. W. Austin. A profusion of lovely summer flowers was in evidence.

NOTICE

RE LIGHTS ON HORSE DRAWN VEHICLES

Public notice is hereby given that under the provisions of The Highway Traffic Act 1936 the Lieutenant-Governor-in-Council has proclaimed August 10th, 1936, as the day from and after which Section 21 (g) of The Highway Traffic Act shall come into force. Section 21 (g) reads as follows:

(g) Every horse-drawn passenger vehicle upon a public highway shall carry after sunset and before sunrise a lamp or reflector at the back of said vehicle casting a red light clearly visible under the headlights of a motor car approaching from the rear of such vehicle with normal atmospheric conditions, at a distance of not less than 400 feet in the rear of the vehicle. This sub-section (g) shall come into force on a date to be fixed by the Lieutenant-Governor-in-Council.

P. S. FIELDING,
Deputy Provincial Secretary.

LG810-7-22-25-29-8-1-5-8

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
3 yrs...\$12.00	3 yrs...\$ 9.00	3 yrs...\$13.50	20,000
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.

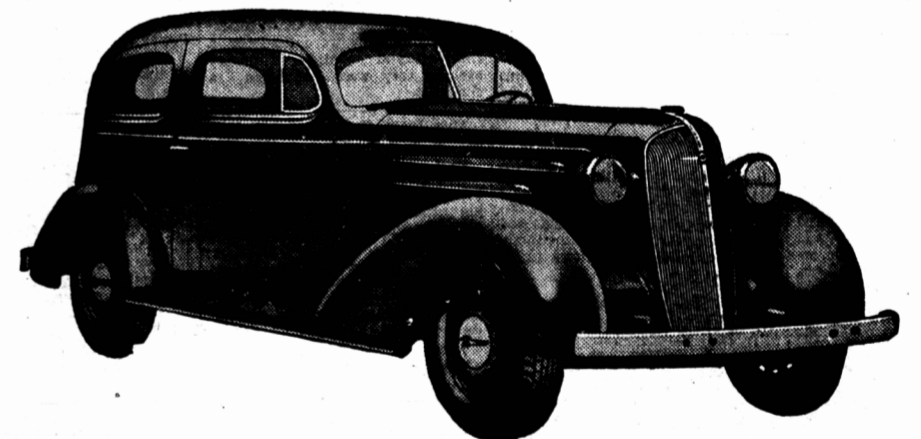
YOU CAN WIN NOW

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!

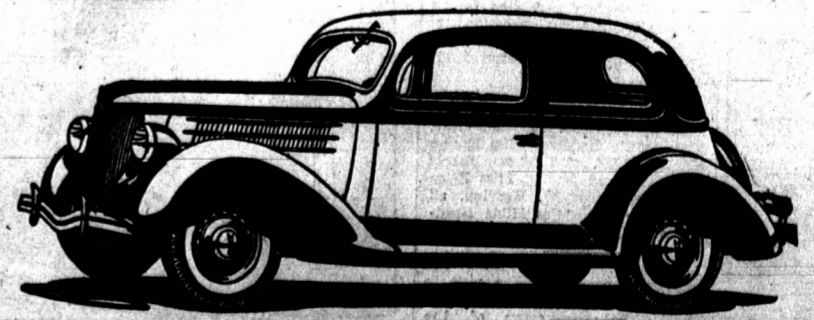
A \$985.00 CAR AT STAKE! First Grand Prize

1936 MODEL Chevrolet Master Coach



A \$860.00 CAR AT STAKE!

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



4 BIG BONUS CHECKS