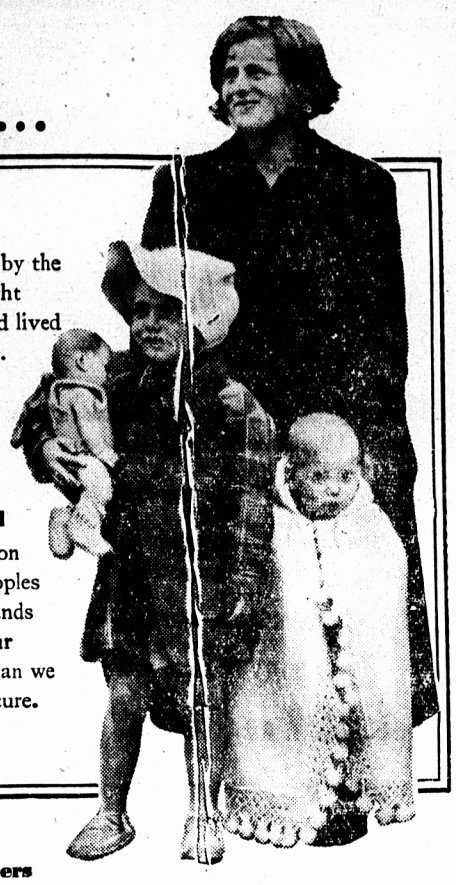
THESE THREE...



This little group was standing by the roadside when our troops fought their way into Caen. They had lived in caves all through the battle. They had lived through years of German tyranny . . . years of hunger and fear. Now, unbelievably, it was over . . .

MILLIONS MORE REMAIN

Only when the day of liberation dawns for all the enslaved peoples of Europe, China and the Islands of the Pacific can we count our victory complete. Only then can we make our own future fully secure.

A MESSAGE to our customers

We urge all our customers to buy Victory Bonds. There is no better investment. Victory Bonds are as good as cash—the best security you can have for a bank loan when needed—and they earn interest. We have no hesitation in suggesting that our customers withdraw money from their savings accounts to invest still more in Victory Bonds.

INVEST in VICTORY

THE ROYAL BANK OF CANADA

CENTRAL GUARDIAN

This column is reserved for news of local interest, but advertising of a newsy nature may be inserted at five cents a word, strictly payable in advance.

CRASWELL for Photographs.

CONFEDERATION LIFE INSURANCE.

WATER RATES if not yet paid are now overdue. Please pay promptly and avoid shut-off. 10-30-1i.

SERVING IN FRANCE. — Mrs. Lena MacKinnon, Fairview, has received word that her son, Pte. Leigh MacKinnon, is now serving in France.

THE SERVICE OF INDUCTION of the Reverend J. T. Abbott will take place on Thursday evening at 7.30 in St. Paul's Church. There will be a reception afterwards in the Parish Hall for the members of the congregation. 1i-1-1i.

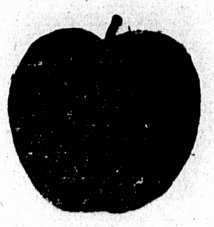
MR. AND MRS. HEATH MONTGOMERY, Park Corner, announce the engagement of their daughter Roma Etanda to Arthur Alexander Campbell, son of Mr. and Mrs. Preston Campbell, Burlington. Marriage to take place November 15th. 11-1-1i.

FAMOUS STORY PAINT BOOKS. — Educational Projects Inc., Montreal, have just issued a new collection of their famous Story Paint Books for young children. Many of these are adaptations of well-known classics for boys and girls. They have been prepared in "Paint-Book" style so that the youngster may be introduced to these books by means of the visual education method. The story condensation as well as the art work and printing are all Canadian, the first time that such a publishing venture has been undertaken in Canada. These books are moderately priced to retail at from ten to twenty cents depending upon the size of the book and the part of the country in which it is being sold.

MISCELLANEOUS SHOWER. — On Thursday evening, September 14th, about one hundred and fifty friends and relatives assembled at the home of Daniel and Mrs. McPhee, Springton, and tendered a miscellaneous shower in honor of their son Ralph and his bride. When all had assembled the guests of honor were led to the seat of honor by Mr. and Mrs. Arthur Farrar. Three heavily laden baskets of gifts were carried in by Velma McIntosh and Audrey Cameron. The gifts were opened by Mrs. Irma McLeod and Miss Sadie Halliwell read the accompanying names and verses while Mrs. Lloyd Molyneaux arranged the gifts on the table. The presents included linen, pyrex, blankets and a neat sum of money, testifying to the high esteem in which the young couple were held in the community. After the groom on behalf of the bride thanked the friends, all joined in singing "For They Are Jolly Good Fellows." After bouncing the bride and groom, lunch was served by the ladies present. The remainder of the evening was pleasantly spent in dancing, music being furnished by Hillard Francis. Mrs. Leslie McLean and Mrs. Lawrence Molyneaux. All departed wishing the young couple many years of wedded bliss. The young couple will reside in Springton where the groom is a prosperous farmer.

HELP!

Buy an Apple



BIG! RED! JUICY!

Lay in a Liberal Store for Later Use

BOY SCOUT APPLE DAY

SATURDAY, NOVEMBER 4th.

THE BOY OF TODAY IS THE MAN OF TOMORROW

NOTE: — These are Island Grown Apples. Encourage Local Industry.

Ritchie; Mrs. W. H. Johnson, J.M. Roop; J. Haslam; Gordon Holmes; Col. C. J. Stewart; R. H. Rogers; Harold Buell; George Wood; Mrs. H. S. Bourke; Mrs. Gane Morris; Hamphill & Carroll; Mrs. J. F. Morris; C. H. Benoit; N. Rattenbury Ltd.; Mrs. C. J. Smith; W. D. Gillis; Gerald Proctor; W. A. Gaucet; Drs. Beer and Dougan, Merrell & Co.; Dr. H. McIntyre; Dr. D. T. Waye; James Carragher; C. A. Miller; G. C. Pickard; Mrs. A. G. Bruce; W. P. Bruce; N. D. Walker; J. F. Fraser; Major T. E. McNutt; E. G. Cannon, B. Benjamin; A. Aylward; Mrs. J. D. McGuigan; J. McFadyen; Major H.H. Court; Mrs. J. R. McEwen; Mr. and Mrs. H. H. Shaw; Est. Mrs. J. Williams; Mrs. Harry Weeks; Mrs. A. W. Weeks; L. A. Haszard; Leslie Gillespie; Rev. I. J. and Mrs. Levy; L. A. McDonald; Mrs. Geo. Buxton; H. A. Messervey* Maple Leaf Bakery; L. H. Kennedy; W. Weatherbie; Co. R. C. Chandler; Mrs. W. E. Scantlebury; The Mayfair; Miss C. Haslam; Mrs. Percy Pope; Mrs. J. S. Morris; Mrs. R. M. Johnson; Miss L. A. Young; Gay's Grocery; Mrs. Dorothy Douglas; New Method Cleaners; Mrs. G. T. Stone; Rev. G.C. Webster; W. J. Cudmore; Michael's Grocery; G. D. Steele; Mrs. R. E. Mutch; Mrs. J. A. Lawson; Mrs. W. T. White; Mrs. A. Pickard; Mr. and Mrs. Carson; Jean McMillan; H. W. Pletch; J. D. Jenkins; H. A. Campbell; Dr. J. E. Blanchard; Dr. J. P. Millar; W. E. Cotton; E. C. Johnstone; M. Atkinson; Ray Keenon; Mrs. F. P. Taylor; Mrs. M. McKinnon; Reg. Taylor; Geo. Gardiner; Mrs. John Court; E. Collin; A. E. Nelson; Mrs. W. M. Rowe; Mrs. H. R. Hillson; Mrs. D. M. McGuire; Mrs. G. W. Avard; Mrs. J. P. Lantz; Miss Lowther; Miss Bennett; Miss McEachern; Miss Lawson; Miss Harris; Mrs. A. D. Borden; Mrs. A. C. Sinclair; Ethel Hodgson; McDonald's Radio Shop; J. R. Compton; Harry Chan; Mrs. T. B. Gray, Henry McFarlane & Co.; Preston McLaine; T. M. Brehaut; Margaret Irving; Norman Nicholson; E. W. McKinnon; J. V. Vickerson; Henry Woolridge; Garfield Poole; F. M. Carter; Benj. Stuttiford; James Burnett; Arnett Howatt; Ross McEwen; H. K. S. Hemming; Mrs. W. R. LePage; Ralph McLean; Mrs. Merritt Forsythe, James Tait; Mrs. F. E. Smallwood; Lorne Harper; Mrs. R. W. Beckett; Mrs. J. W. McKenzie; Mrs. D. L. McKinnon; Martin's Garage; Queen St. Market; Mrs. H. D. Johnson; Mary Johnson; E. Lillian McKenzie; Mrs. T. E. McLennan; A. G. Putnam; Janie Patterson; A. E. Duchemin; E. Bagnall; Bessie Beer; Dr. Keeping; Mrs. R. E. Kemp, Mrs. (Dr.) McDonald; McInnis Bakery; Ivan McInnis; Mrs. John Hume; Mrs. L. Morris; Mary Stewart; Ken. Richards; Miss G. Farquharson, Mrs. Elmer Dunning; Menton Whitlock; Ewen Nicholson; F. N. Kays; J. T. McKie; Thomas H. Mills; W. E. Worthy; Finlay McKinnon; Mrs. H. M. Davison; Mrs. Hebar Large; Mrs. R. R. Hurst; Misses Townshend; F. N. McKee; Mrs. Claever McLean; Mrs. Eyron Bowness; Mrs. Dobie; Mrs. Hazel Hopper, Mrs. Louis H. Simmons; Mrs. Earle C. Baker; Mrs. A. E. Baker.

$1.75: Mrs. Arthur Henry.
$1.50 Each: Col. Hooper's Office Staff; Mrs. A. F. Calder.
1--1-1i.

WAS CONSTITUTIONAL EXPERT

EDINBURGH, - (CP) — Prof. Arthur Berriedale Keith, 65, distinguished authority on Empire constitutional problems, died at his home here. Prof. Keith's many publications ranged over almost every aspect of the Imperial constitution and with many international problems.

NOTICE

The annual meeting of the

LADIES' PROGRESSIVE CONSERVATIVE ASSOCIATION

will be held in the Committee Rooms, Grafton Street on

TUESDAY, NOV. 7th, AT 8 O'CLOCK

Election of officers.

Full Attendance is Requested

11-1-3i.

ANCIENT QUARRIES

The marble quarries at Carrara, Italy, are as old as Christianity.

McKim's Advertising Limited

A statement issued Friday announces the retirement of Charles H. Pearce, President and General Manager of A. McKim Limited.

Mr. Pearce severs his connection with the advertising business after almost thirty years' association with the McKim Agency, which he joined as Manager of the Toronto Office in 1915, becoming General Manager in 1921 and President in 1922.

The business will be continued under the name McKim Advertising Limited and administered by the Directors who have become sole owners; all of them have been associated with A. McKim Limited for many years.

The Directors and Executive Officers are: Chairman of the Board: H. N. McIntosh; President, James D. Baxter; First Vice-President and Manager at Montreal, J. J. Gallagher; Vice-President and Treasurer, J. W. Thain; Vice-President and Manager at Toronto, D. E. Longmore; Vice-President, H. R. McDougal.

A statement issued by the new Board says: "The wide use that has been made of advertising in promoting wartime ideas and goals is an augury of the expanding opportunities and possibilities for advertising in the coming peace. Advertising has advanced far beyond the older conception of a salesman crying his wares in the market-place and has become a powerful and polished instrument for advancing the cause of peaceful progress and profit, and is capable of great versatility in its application. McKim Advertising Limited, drawing its inspiration from past achievements and the pioneering spirit which has characterized it throughout its long history, is preparing to make the fullest application of these modern potentialities of advertising to the service of Canadian business in the new era."

McKim's, as it is familiarly known in advertising circles, is Canada's oldest advertising agency, having been founded in 1889 by the late Anson McKim. In those days, advertising agencies were mainly engaged as intermediaries between advertisers and publications, buying space and arranging for insertion of advertisements which were usually prepared by the advertiser. The McKim Agency pioneered in writing and preparing advertisements for its clients, thus beginning in Canada a development which had already started shortly before in the United States. In both countries, agencies gradually became the accepted planners and producers of national advertising campaigns, providing a creative service in an expanding field that was becoming highly technical. Thus McKim's began its long association as advertising counsel for many of the firms and institutions which became, and many of whom remain today, Canada's leading advertisers.

In 1892 McKim's started publication of the Canadian Newspaper Directory, the first move to provide advertisers with complete listings and data of Canadian newspapers and periodicals, creating a standard reference book in the Canadian publication field.

In 1939, under the presidency of Mr. Pearce, McKim's celebrated its fiftieth anniversary, and the occasion was marked by publication of "The Story of Advertising in Canada," written by two members of the McKim staff, the first connected account of the genesis and growth of all phases of advertising in Canada in relation to the country's economic development. Meantime the McKim Agency had expanded and developed in line with the increasing complexity of Canadian business and the heavy demands placed upon the advertising agency, opening additional branch offices in Winnipeg, London (England), and Vacouver, and occupying the position which it holds today in the forefront of advertising agencies handling the bulk of national advertising in the Canadian field.

Retirement of Mr. Pearce recalls the outstanding work done largely under his direction in the then new and experimental field of government and organization advertising during the First Great War, which had its full fruition in the vast amount of promotional effort of this kind which has accompanied the present war and in which the McKim Agency has participated. Canadian dvertising agencies have also made outstanding contributions to the war effort through enlistments of personnel in the Armed Services and voluntary service in publicizing the war effort.

Life Insurance In Canada

TORONTO, October 24 — Sales of new ordinary life insurance in Canada and Newfoundland during the month of September totalled $42,827,000, according to figures compiled by the Life Insurance Sales Research Bureau and released today by the Canadian Life Insurance Officers Association.

Detailed sales by provinces were as follows:—

British Columbia	$3,320,000
Alberta	2,330,000
Saskatchewan	1,988,000
Manitoba	2,375,000
Ontario	17,965,000
Quebec	10,608,000
New Brunswick	1,306,000
Nova Scotia	1,789,000
Prince Edward Island	452,000
Newfoundland	694,000
	$42,827,000

These sales which are based upon the experience of 18 companies representing 86 percent of the new ordinary life insurance in Canada and Newfoundland, are for new settled-for ordinary insurance, exclusive of increases, revivals, dividend additions, reinsurance acquired, pension bonds without insurance, annuities, group and wholesale business.

NEWCASTLE, England - (CP) — Eight hundred Tyneside dock workers who went on strike and had their work handled by army men have been expelled from the municipal and general workers union.

Diamond Wedding of Rev. and Mrs. A. D. MacDonald

(Calgary Herald Oct. 23) ....

Personal congratulations have been received by Rev. and Mrs. A. D. MacDonald for several days prior to Sunday, when they marked the diamond anniversary of their wedding.

Rev. Mr. MacDonald celebrated his 89th birthday on Thursday, and is still active in many branches of welfare and religious work.

Mr. and Mrs. MacDonald are both natives of Prince Edward Island, but have been residents of Alberta since 1906, first living in Edmonton, than coming to Calgary in 1910.

When they came from Edmonton, Mr. MacDonald took charge of the department of homeless neglected and delinquent children and for a time of the associated charities of the city, a position he held for 14 years.

Mr. MacDonald was a leader of the temperance forces in Prince Edward Island, and was elected chaplain of the National Division of North America (Sons of Temperance) at a convention in Toronto in 1905.

The P.E.I. Sons of Temperance presented him with an illustrated testimonial for his work for temperance in that Province.

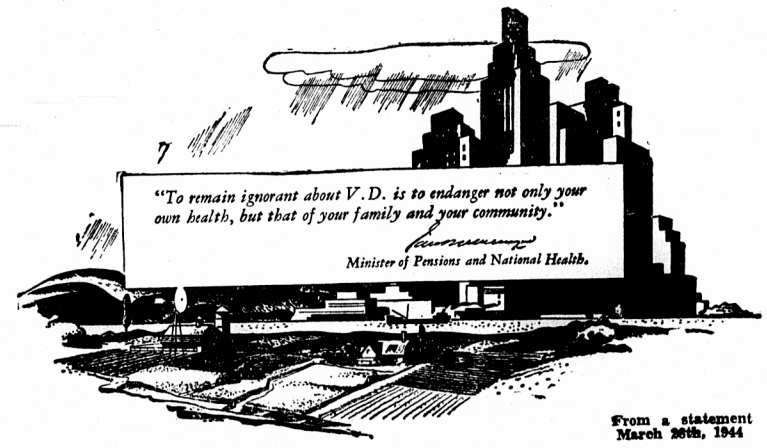
Mr. MacDonald had four children. Their only son, Lt. J. R. MacDonald was killed in action in the last war. Their three daughters, Mrs. J. W. Hunt of Edmonton, Mrs. F. Peterson and Mrs. Edgar Farren of Calgary, assisted their parents in receiving guests on Sunday afternoon.

Mrs. W. E. Strickland and Mrs. Ralph Larabee presided at the tea table which was centered with pink roses and mauve tapers. Miss Jean Patterson and Miss Shirley Farren, granddaughters of Rev. and Mrs. MacDonald and Mrs. W. A. Hunt of Edmonton, Mrs. M. M. Willoughby and Mrs. A. Willcocks assisted with the serving.

Protestant Orphanage Annual Collection

CHARLOTTETOWN

$2.00 Each: Checker Taxi; Fred Lambrose; Kelly & McInnis, P. W. Small; Nemir Tweel; Greendal Co.; Samuel Kennedy; Fashion Shoppe; H. A. MacDougall; Elmer Mallett; W. R. Jenkins; Mrs. Harry Craswell; J. G. Jamieson. Dr. J. H. Ayers; Elsie Crockett; Ross Bethune; A. E. Russell; A. E. Toombs; T. G. Ives; Holmes and Bradley; Hoyts Beauty Salon; Dr. H. H. Pierce; Grendal Ladies Wear. Keefe Drug Co.; B. Graham Rogers; Dr. Leo Frank; Hall & Stavert; G. H. Toombs & Son; Helen Wakeford; H. M. Davison; A. W. Matheson; Eleanor Burke; Bea VanIderstine; A. Friend; R. H. Nicholson; Lyle Robson; Dr. W. R. Carson; Mrs. A. E. Morrison; Ernest Worth; Mrs. G. C. McLean; Mrs. R. H. Hyndman; Mrs. W. Pickard; Mrs. L. Sadler; Mrs. Cyril Bell; Mrs. Grayson; A. B. Cosh; Eli-



From a statement March 26th, 1944

LET'S be quite frank.

When you read—as you probably did during the past few months—that more than 300,000 people in Canada have syphilis, what was your reaction? Did you say, "That's too bad; something should be done about it"; and then turn to the comic page? Chances are you did.

But if that article had told you that Tommy Jones, the lad who used to mow your lawn after school had syphilis—how would you have felt about it? Or that the young couple who built that cute house in the next block, had just lost a baby through syphilis . . . would that have made you stop and think?

Or, if you suddenly discovered that *your* Mar - - . . . No? That couldn't happen? But it can. And it does . . . to hundreds of Tommies and Marys every year, right here in Canada. Right in your community. You'll never read articles like that, of course, for these are the personal tragedies that people bear in silence.

So, when you pick up the paper sometime and read, " . . . there were 5,000 new **VENEREAL DISEASE** cases reported in this province last year . . .", remember! These are not cold figures. They represent 5,000 heart-breaking . . . heart-aching situations.

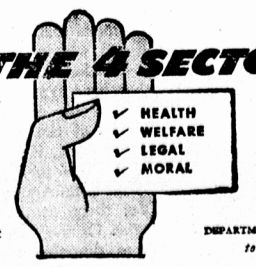
Yes, **VENEREAL DISEASE** is a serious problem. It's a problem for parents; for taxpayers; for young people on the threshold of life; for everyone.

VENEREAL DISEASE need never strike if we all do our part. If we know the facts. If we use these facts to advantage. If we don't shrug our shoulders and say, "This couldn't happen to anyone in my family."

You have a duty to your family and the community.

LEARN THE FACTS!

FIGHT VD ON THE 4 SECTOR FRONT



For *all* the facts about VD write your Provincial Department of Health for the new, free booklet "VICTORY OVER DISEASE".

Sponsored by DEPARTMENT OF PENSIONS AND NATIONAL HEALTH *to further Canada's fight against VD.*

1-V99

A Few Drops

Up Each Nostril Quickly Relieve

Stuffiness of Catarrh

Specialized Medication Works Fast Right Where Trouble Is—Makes Breathing Easier!

Grand relief from stuffy, painful distress of acute catarrh comes fast as Va-tro-nol spreads through the nose, reduces swollen membranes—soothes irritation, relieves congestion, helps flush out cold-clogged nasal passages. Try it as directed in folder!

VICKS VA-TRO-NOL