

Be Ready!



Winter's Coming!

Fill the coal bin now and save money. An early winter will find you prepared to enjoy the warmth and economy of coal heat.

HUGHES & EDMONDS

"Diamond Treasure"

Contest Ads

ROOPS LTD.

THE QUALITY STORE

- Price list for various meats: Fresh Haddock, per lb. --- 12c; Cohoe Salmon, per lb. --- 30c; Fresh Filets, per lb. --- 18c; Cottage Rolls, per lb. --- 25c; Fresh Sausages, per lb. --- 19c; Roast Pork, per lb. --- 20c.

PHONE 389-390

FREE DELIVERY

We Have Just RECEIVED

A New Shipment Of GUITARS

Don't fail to see our big service special at --- \$6.95

MILLER BROS., LTD.

Send Your Films to the Gainsborough Studio

Great George Street - Box 251 Bold printed and developed and free 1 x 7 enlargement of your best negative for 45c.

COMING SOON!!

Winter is not far off—Better call and select your new 1938 FUR COAT.

We now have all the new styles in all the latest furs. A small deposit holds your choice until wanted.

When You Refer - Refer to Us. ISLAND FURRIERS

V. E. T. ONLY EXCLUSIVE FUR HOUSE

165 Kent Street. Phone 1177.

20 PER CENT DISCOUNT

Coats, Hats, Dresses, Sweaters

The Misses HOLMES & BRADLEY

152 Queen Street. Phone 92

PREPARE THE CHILDREN FOR THE WINTER

By Giving them Specially Prepared Malt Ext. and C. L. O. 2 lb. for 89c Phone 772

C. C. HEESCHEN

THE EUSTON PHARMACY

Build up resistance with Haliver Oil

50 Capsules --- \$1.00 100 Capsules --- \$1.80

Natola

50 Capsules --- \$1.25 100 Capsules --- \$2.25

Neo Chemical Food

50 Capsules --- \$1.25 100 Capsules --- \$2.25

Liquid 8 oz. --- \$1.15 Liquid 24 oz. --- \$2.45

JOHNSON & JOHNSON

THE QUALITY DRUGSTORE

Phone 33. Cor. Prince & Kent Sts.

PLEASE TAKE NOTICE

that, as we are allowed only 30 days on our goods, we must insist on a monthly settlement of all accounts.

Otherwise your credit will be cut off.

TAKE ADVANTAGE OF OUR SPECIAL OCTOBER SALE

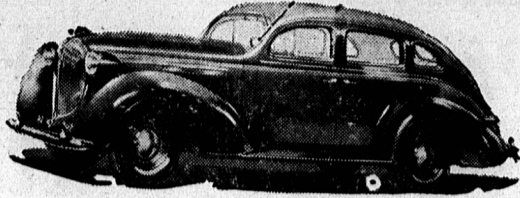
P. J. MacDONALD

PHONES 885-889

New 1938 Plymouth

A new Plymouth of bolder design - with easier steering, safer vision and a score of new luxury features for the lowest price field - is presented at the 1938 model, marking Plymouth's tenth anniversary.

Even further advances in sound-proofing, over last year's model, noted for its "pushed" ride, set new levels of quietness and smoothness to mark Plymouth's first decade of building great cars.



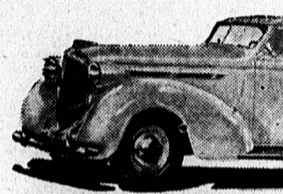
1938 PLYMOUTH DELUXE FOUR-DOOR SEDAN

Plymouth's Jubilee car leads its price field for spacious bodies and roomy interiors, with ample stretching room for six passengers in all sedan models. The all-steel bodies of safety designs are built by the pioneers in this method of construction.

Over-all length of all models is 194 inches, from bumper to bumper. The complete Plymouth line for 1938 includes the Plymouth Custom Six, Plymouth De Luxe Six and Plymouth Six—all on 112-inch wheelbase with L-head engine of 82 horsepower.

Stylists have given the 1938 car an entirely different look of massive size and strength. A sleek new hood sweeps farther forward to meet the re-designed radiator grille, which rises much more vertically than the sloping "face" of last year's car.

Plymouth introduces a new hood design with side fixed panels, and with the top sections swinging open from routine service, water and oil. The handle remains where it was, on the side panel. This now becomes a remote control, tightly locking into place the top section, or opening it partially.



1938 PLYMOUTH DELUXE CONVERTIBLE COUPE

for fingers to lift up the rest of the way.

This year's Plymouth has a new windshield for the sake of better vision. Windshields have more effective glass area - being wider in the vertical plane. As a result, Plymouth has 12% greater visibility this year, making it easier to see traffic lights as well as closer down in front of the car.

Plymouth's interior color scheme for 1938 is tan taupe, with Coach Vermillion accents at the center spot of two instrument dials, and on the horn button. Upholstery materials are optional, broadcloth or mohair.

Numerous conveniences add comfort and luxury. Wider defrosting or anti-fog vents are built into the base of windshields, in front of both driver and passenger. With this year's improvements in heaters and connecting hose, the new Plymouth defrosters are capable of deflecting 60% more warm air up to the windshield to melt away any snow or ice.

A new front seat mechanism automatically adjusts the eye-level of drivers of any height. The front seat now moves higher as it comes forward, with the new Plymouth defrosters are capable of deflecting 60% more warm air up to the windshield to melt away any snow or ice.

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control knob is now at the left end of the seat, and located higher, within easy reach.

Useful space in all luggage compartments and built-in trunks has been greatly increased by removing the spare tire and wheel from the floor, and mounting it back up out of the way. New fabric linings dress up the luggage space, and a carpet of the same material affords added protection to baggage. Also, a new pistol-grip hand-brake control, mounted underneath

the cowl at the center, makes its first appearance on Plymouth this year. This new unit is exceptionally efficient, so that an easy pull of 15 lbs. on the hand lever exerts a brake pressure of 300 lbs.

In the new steering system, Plymouth has reduced over-all ratio to 17.6 to 1. It also adds another important improvement to this exclusive setup, by the use of roller bearings at the top of the kingpin, the point of greatest friction. This is an unprecedented luxury in Plymouth's price class, found only on two or three of the most expensive cars.

It means a 30% reduction in steering effort right at the start—but more important, it means that after 50,000 miles this Plymouth model will steer as easily as the day it came off the line. By this time ordinary bushings have begun to wear from the pounding of the road. That's when the new Plymouth will show an increase of 200% in steering ease and efficiency.

The new car also retains the famous features of Plymouth's luxurious, big-car ride, with balanced weight and balanced springs

of thin-leaf Amola steel, controlled by two-way shock absorbers like the ones on big sleeper planes.

Flat rear floors again this year result from Plymouth's new hypoid rear axle—another outstanding success carried over from last year's car. Hypoid design uses longer and stronger gear teeth, and permits a lower propeller shaft.

The rugged character of Plymouth's famous 6-cylinder, L-head engine also is carried over in the new car with some refinements. A stronger fuel pump has higher capacity, and drives the fuel up to the carburetor under increased pressure. The whole chassis is better sealed to keep oil in and keep dirt out, with fewer places to lubricate.

The engine's exceptional power and economy result from an unusually high compression ratio plus "calibrated" ignition. Other famous Plymouth features include Floating Power engine mountings; hardened valve seat inserts; full length water jackets and the most efficient cooling system in the low price field.

Pistons are aluminum alloy, with four rings instead of three, and are treated with a sapphire-hard "anodic" coating that makes them virtually immune to wear.

The question of storing cheese in the home is a particularly appropriate one at the present time, in view of the advent of National Cheese Week which will be held this year from October 29 to November 6.

The majority of persons who live conveniently near a grocery store buy cheese, as they do other foods, in rather small quantities. In such cases, there is really no problem of storing cheese in the home. It is simply a matter of keeping a pound or less for a short time.

If a whole small cheese, or part of a large cheese, is bought to be stored in the home care must be taken to prevent drying-out or development of mould. A good plan is to cut a small portion from the cheese and cover the cut surfaces of the remaining cheese with a coating of paraffin wax, applying the melted wax with a brush.

When stored in a cool, well-ventilated, dry place, cheese so treated will keep in perfect condition for some considerable time. The portion cut for immediate use should be covered and kept in a cool, dry place. When it is consumed, another portion may be cut from the waxed cheese, again covering the exposed surfaces of the remaining cheese with paraffin wax.

This simple operation can be repeated until one portion of the cheese remains. The reason why cheese should be kept in a cool dry place is that high temperature will cause some of the fat in the cheese to melt and escape. High temperature also has the effect of drying-out the cheese, particularly if it is left uncovered. The best place in the home for cheese is in the refrigerator, or in a very cool cupboard free from dampness. The flavour and texture of the cheese will be preserved if it is kept in a covered container or is wrapped in heavy waxed or parchment paper.

To prevent waste, scraps of cheese may be grated and put in a covered jar, to be used as required in cooking. Process cheese should be stored in the refrigerator, and



1938 Chrysler Royal, Four-Door Touring Sedan

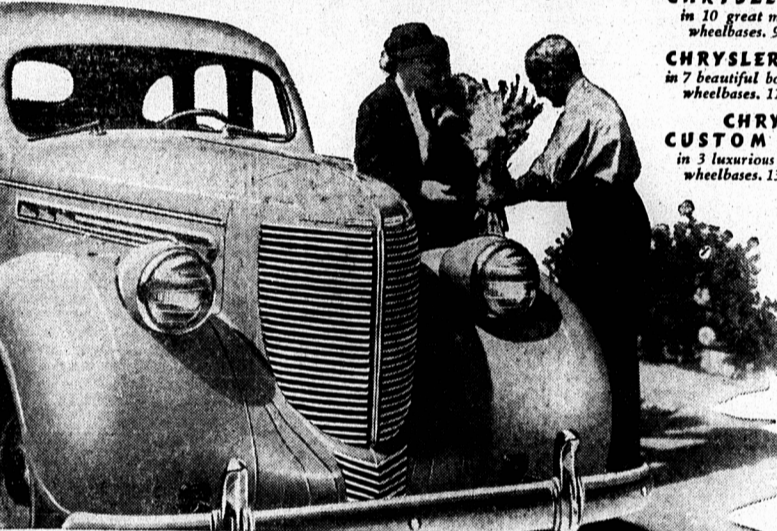
1938 CHRYSLER "ROYAL" AND "IMPERIAL"

DISTINCTIVE NEW BEAUTY... REGAL LUXURY... NEW RESTFUL RIDE... AND NEW THRILLING PERFORMANCE ARE YOURS IN THE Superb Chryslers for 1938!

MOTING LUXURY and pride of ownership soar to new heights in the beautiful new Chrysler motor cars for 1938. The Chrysler Royal is a superb example of motoring distinction and luxury at a very attractive price. You will be proud of it anywhere. Your friends will all admire it! Chrysler Royal has a new "Gold Seal" engine which delivers still more power

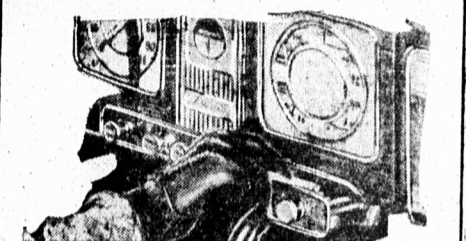
with that same thriftiness that delighted owners of 1937 models! The new Chrysler Imperials have that proud, commanding beauty—that "air" of dignity and prestige which "belongs" with people of prominence. Those who are seeking the ultimate in fine car distinction will discover it at its finest expression in the new Chrysler Custom Imperials

for 1938. Here, truly are the great masterpieces of Chrysler Engineering and Craftsmanship. The one sure way to judge any of the beautiful new Chrysler motor cars for 1938 is to drive one. Your nearest Chrysler-Plymouth dealer will be glad to have you do so. Why not see or telephone him today?



CHRYSLER ROYAL in 10 great models on 119" wheelbases, 95 horsepower. CHRYSLER IMPERIAL in 7 beautiful body types on 125" wheelbases, 110 horsepower. CHRYSLER CUSTOM IMPERIAL in 3 luxurious models on 144" wheelbases, 130 horsepower.

All Chrysler motor cars are available on Commercial Credit terms to suit your convenience.



BEAUTY AND DISTINCTIVE STYLING feature the new Chrysler Royal instrument panels... Ash trays are of the capacious drawer type.



GENEROUS ROOMINESS is a big feature of all Chrysler cars for 1938. Longer wheelbases contribute to their famous "Floating Ride".



EASIER STEERING AND GEAR SHIFTING combine with lighter operation of clutch and starter pedals to bring a new ease and thrill to driving!

TUNE IN on Major Bowes Amateur Hour, Columbia Network... every Thursday... 9 to 10 p.m., E.S.T.

F. R. McLaine, Charlottetown

Corney Bros., Summerside

How To Keep Cheese Fresh In The Home

The question of storing cheese in the home is a particularly appropriate one at the present time, in view of the advent of National Cheese Week which will be held this year from October 29 to November 6. The majority of persons who live conveniently near a grocery store buy cheese, as they do other foods, in rather small quantities. In such cases, there is really no problem of storing cheese in the home. It is simply a matter of keeping a pound or less for a short time. If a whole small cheese, or part of a large cheese, is bought to be stored in the home care must be taken to prevent drying-out or development of mould. A good plan is to cut a small portion from the cheese and cover the cut surfaces of the remaining cheese with a coating of paraffin wax, applying the melted wax with a brush. When stored in a cool, well-ventilated, dry place, cheese so treated will keep in perfect condition for some considerable time. The portion cut for immediate use should be covered and kept in a cool, dry place. When it is consumed, another portion may be cut from the waxed cheese, again covering the exposed surfaces of the remaining cheese with paraffin wax. This simple operation can be repeated until one portion of the cheese remains. The reason why cheese should be kept in a cool dry place is that high temperature will cause some of the fat in the cheese to melt and escape. High temperature also has the effect of drying-out the cheese, particularly if it is left uncovered. The best place in the home for cheese is in the refrigerator, or in a very cool cupboard free from dampness. The flavour and texture of the cheese will be preserved if it is kept in a covered container or is wrapped in heavy waxed or parchment paper. To prevent waste, scraps of cheese may be grated and put in a covered jar, to be used as required in cooking. Process cheese should be stored in the refrigerator, and

may be left in the package in which it was purchased.

WATCH THE MODE STUDY POISE AND AVOID SHYNESS

This is calling all co-eds to attention. With summer vacations a thing of the past and months of plugging at college ahead it is time the college maids wrinkled their foreheads and studied the problems of dress for around the clock occasions.

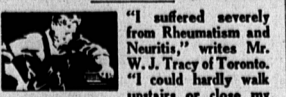
Our College queens, although bent on learning the higher classics and scientific matters of weight importance, nevertheless have a true daughter-of-Eve complex when it comes to pleasing their boy friends. The girl with dates realize that to be popular with the opposite sex she must dress well. In fact she must appear very, very well apparelled, or her fate will be of the wall-flower genre. Men will be men and they like the dashing modishly attired lady; one that other men admire and try to date up.

FOUR YEARS AGO

Four intensive years loom ahead of the girl who is off to college for her freshman year. Four years that will make another page of history in the young girl's life. Who knows which way the wind will blow? Four years spent in concentrating on one being, self,

COULD HARDLY CLOSE HANDS

Had Rheumatism and Neuritis



"I suffered severely from Rheumatism and Neuritis," writes Mr. W. J. Tracy of Toronto. "I could hardly walk upstairs or close my hands. After taking Fruit-A-Tives four days the swelling left my hands and knees. I could climb stairs and ladder. I advise any person suffering as I did to take Fruit-A-Tives. They give quick relief." Try this real fruit juice, herb and tonic prescription of a famous Canadian doctor. If you suffer, they might clear up your case too. 25c and 50c. No substitute. At druggists. FRUIT-A-TIVES LIVER TABLETS

but with a far broader outlook at the end of the period with regard to service to humanity. Just think of it. Maybe in the short span of five years the timid freshie may be entering the realm of matrimony and its great responsibilities, a husband, a home and then the children. On the other hand she may be on the threshold of a career that will give to the world something that would be sadly missed had she not come into the picture. At any rate she is an important little person right now and we must help her all we can to have the proper poise (no inferiority complexes) and a true understanding of the importance of dress.

THE PHILOSOPHER SPEAKS

Girls, bear in mind that modern thought mirrored in dress and our dress betrays us as progressive or retrogressive just as surely as autumn follows summer and day follows night. Fashion is tied up with life's most important phases—the political and artistic movements of the world. In our philosophy, from a woman's standpoint, everything is hinged, as it were, on the same spring, and whether we like it or not dress is one of the most important cogs that turn the wheel of fortune.

Observe the signs of the times in fashion from your campus; be alert to changes, open-minded to the fashions registered in the outside world, ever watchful for signs of change to what we term beauty and chic.

Having had the courage to purchase a wardrobe to the brim of style and up-to-date dress, there remains another great stumbling block that could spell disaster. I am speaking of the way you wear your clothes. If you have not the natural gift of putting on your clothes properly, get some expert to advise you. Don't be bashful about seeking advice, and half the battle will have been solved. And, lastly, try to cast off your shyness, and you will have an even chance in the world with your companions. It remains with you yourself to grasp opportunity and barge ahead. Many a clever girl loses out, by sitting in a corner watching her conferees making dates. It is stupid to be shy!

SAVING ARMY TO HOLD CELEBRATION

KINGSTON, Jamaica, Oct. 29 — (CP) — Commissioner Edward J. Parker, National Secretary of the Salvation Army in the United States of America has been appointed by General Evangeline Booth, International Leader, to represent her and conduct the

Jubilee Celebrations which will be held in Jamaica in December.

Commissioner Parker is the oldest American-born officer in point of years of continuous service as a Salvation Army executive.

Children pull Mama's heart strings like Mama pulls Papa's purse strings.

Advertisement for Hickey & Nicholson's Bright Cut tobacco. Features a woman reading a newspaper and a pack of cigarettes. Text includes: "Solid comfort! AN EASY CHAIR A NEW SPACER HICKEY & NICHOLSON'S BRIGHT CUT SMOKING TOBACCO". At the bottom: "HICKEY & NICHOLSON TOBACCO CO. LTD. CHARLOTTETOWN P.E.I." and "Pleasure Cruise" To Aid Crippled Children.