

HANDSOME PRESENT FOR PICTOU LADY

Free premiums for poker hands with Rosebud cut plug tobacco.

"It certainly is a pleasant happening to receive a handsome nickel silver bread tray without this useful and desirable table ornament costing anything at all," remarked a Pictou lady. My husband always smokes Rosebud cut plug tobacco and he told me that the poker hands, which are packed with Rosebud are good for presents, so I saved up six complete sets of the poker hands and sent them in for the bread tray. Naturally I am highly in favour of my husband smoking Rosebud. So are most of the men in Pictou, as is shown by the steadily increasing demand for this real quality pipe tobacco with its mellow mildness and its rich, fragrant flavour. Rosebud comes in two sizes of packages, the large ten cent size containing one poker hand and the larger fifteen cent package containing two poker hands. Write for special premium sheet to: Department T.S., Post Office Box 1320, Montreal.

A SERIOUS CHALLENGE TO THE BUTCHER SHOP

In this changing age it is not surprising that the security of that old familiar institution, the butcher shop, should be seriously challenged. The corner grocery store has been almost obliterated by the cash-and-carry chain store system, and other familiar retail merchandising institutions have undergone radical changes. The latest change looming on the horizon of retail merchandising, and even more revolutionary in character, is the advent of the frozen package system of marketing meat which provides a serious threat to the supremacy, if not to the very existence of the butcher shop. All one has to do with the frozen package meat service is to walk up to the counter or showcase, select a neatly trimmed and carefully wrapped cut of beef, pork, lamb or mutton, just the size, shape and quality one wants, place it in a basket and pay the cashier on the way out. The chain store takes over the meat trade. Officials of the Dominion Department of Agriculture are watching the new development with special interest, and several of the leading Canadian packers are already experimenting with the new process of

rapid freezing by which all the excellent qualities of the choicest cuts are retained unimpaired. For the consumer the new method has a special appeal. All the unpleasantness and discomfort of even the most attractive butcher shop is overcome. No more messy floors; no more flies buzzing noisily about; no more unsightly meat blocks; no more discolored meats or trays on the counter; and no more of the repulsive stained hands or frocks of attendants. The new method relegates all these earmarks of an ancient trade to the limbo of the lost. Each cut of meat, neatly trimmed and packed, is wrapped in an attractive cellophane container which, being transparent, enables the customer to see at a glance the apparent quality of the cut desired. While the rapid freezing package system has not as yet been introduced to Canadian consumers, it has made rapid progress in the larger centres of retail distribution in the United States, and it bids fair to revolutionize the established system of marketing meats throughout the United Kingdom. Discriminating buyers show a marked preference for the cleanliness and convenience of the new system.

From the consumer's viewpoint the element of waste is reduced to the minimum under the new system; he sees what he gets, and gets what he pays for without any of it being cut away after it is priced. The cut whether chop, steak or roast can be bought in an individual wrapped package just as it comes from the packing plant in a size to suit the consumer's need. From the packer's viewpoint the market range of meats is extended, with the resultant stability to operations, and while it costs a little more to cut and pack the meat this added cost is more than offset by the value of the fat, bone and trimmings available for processing at the packing plant. The basic principle upon which the success of the new system depends is known as the rapid freezing process. By quick, or "snap" freezing small cuts of meats the damage usually resulting from the slower methods formerly used is almost entirely overcome. A very small ice crystal is formed on the meat tissue with snap-freezing at very low temperatures leaving the meat undamaged and as ready for the boiling pot or oven without defrosting as any home killed joint ever

HOW ONE WOMAN LOST 47 POUNDS OF FAT

"I have been taking Kruschen Salts for nearly 3 months. I have continued taking one teaspoonful in warm water every morning. I then weighed 217 pounds, was always bothered with pains in my back and lower part of abdomen and sides. "Now I am glad to say I am a well woman, feel much stronger, years younger and my weight is 170 pounds. I do not only feel better but I look better, so all my friends say. "I shall never be without Kruschen Salts, will never cease taking my daily dose and more than glad to highly recommend it for the great good that is in it."—Mrs. S. A. Solomon. "P.S.—You may think I am exaggerating by writing such a long letter but truly I feel so indebted to you for putting out such wonderful salts that I cannot say enough."

was. What is even more important, the loss of weight due to shrinkage incidental to the old meat freezing method is entirely overcome. From the standpoint of the butcher or retail merchant the new system provides direct economy as well as convenience. Ninety per cent of the work of the butcher shop, cutting, trimming and wrapping, is eliminated. All that is needed is a little readjustment of refrigerating equipment, and retailing becomes largely a matter of attractive display, and taking the customers' money. All the objectionable features of the old fashioned, and even the more modern, butcher shop are overcome.

TWO DEATHS CAUSED BY MINIATURE GOLF

LOS ANGELES, Aug. 18.—Pee wee golf figured in two deaths here, authorities investigating the suicide of 12-year-old Peter Loya, said yesterday. Peter and his sister, Adella, 11, argued over a game of golf on a miniature course and the boy left in a huff. His sister found his body an hour later hanging from a basement rafter. A four-months-old baby, Jacqueline Thompson, was burned to death in an automobile while her parents played pee wee golf nearby.

The many friends of Mr. George Paynter are pleased to learn that he is able to be out again after his very serious accident.

Central Guardian Easy Electric Washers

PLAN TO SEE "The Highlands," Georgetown, before you return home. 5923-8-19-21

DRIVE TO GEORGETOWN and have supper at "The Highlands." 5923-8-19-21

AFTERNOON TEA served in pavilion at "Highlands" if desired. 5923-8-19-31

ONLY AN HOUR'S DRIVE to Georgetown. Spend the night at "The Highlands." 5923-8-19-31

PLEASANT WEEK AT CANOE COVE.—Hazel Campbell, Horace Paynter, Angus Helen and Gladys, Bernard have returned to their homes in Freetown after spending a very pleasant week at the Presbyterian Summer School and Young Peoples Conference Canoe Cove were: Ina Campbell, Olive Stavert, Amy Jack, Cecil and Fred Paynter, Lois Cairns, Hazel Jardine, Freddie Moase and Andrew Jardine.

CLERMONT INSTITUTE.—The regular monthly meeting of the Clermont Women's Institute was held at the home of Mrs Ernest T. Mill, on Friday evening, Aug. 1st. Meeting opened by singing the Institute Ode, followed by Creed. Minutes of previous meeting read and approved. There were ten members and five visitors present. Roll call was answered with My Favorite Song. The committee then heard from, and having finished business it was learned that Miss Mamie Mill, teacher, and member of the Institute was taking up her vacation in another district, a very pleasing address of farewell was read by Miss Lois Mill and the presentation of a beautiful gift was made by Miss Laurette Murphy. Although taken by surprise Miss Mill in a few well chosen words thanked the members for their kindness. Games and music were indulged in, after which lunch was served by hostess. All joined in singing For She's a Jolly Good Fellow, and wishing Miss Mill the best of health and success. Meeting closed with the National Anthem. Mrs Nell McKinnon invited the members and visitors to her home

One of the largest displays of Electric Washers is shown by the Easy Washer Co., makers of the world famous "Easy Electric Washers". Both vacuum and gyrator type is shown. This is an opportunity for everybody to see the New Easy Damp Dryer, the machine of the future. Also one of the world's finest gyrator type at one hundred and ten dollars. All larger manufacturers are doing away with the copper tub and using monel metal and the enamel tub. G. B. Johnston and A. E. Wood will be found at the booth and will be glad to demonstrate They also have the Easy Mangle. Messrs. R. T. Holman, always leaders, are distributors for this line. 8-19-11.

for next meeting. Roll call to be answered with sing, say, play or ray.

PROTESTANT ORPHANAGE—Buy a flower today and help the orphans. 5910-8-19

RECEIVING WARM WELCOME—Mrs. George G. Namor and her daughter, Mrs. J. M. Coen and her two lovely children Shirley and George, all of Beverly Farms, Mass., are visiting in Alberton, guests of her sister, Mrs. G. C. MacBeth at the old home. Mrs. Namor is the eldest daughter of the late Capt. John C. and Mrs. Mountain and is receiving a warm welcome from her many old friends. Another sister, Mrs. (Capt.) Alfred MacLeod, resides at New London, P.E.I.

STERLING WOMEN'S INSTITUTE held its July meeting at the home of Mrs. Thomas Bolger, Hope River. The President presided. Plans were made for cleaning and painting the interior of Stanley School. The plans have been carried out, and the school room presents a very cheerful appearance. The ceiling has been painted white, the walls cream, and woodwork buff. The Teacher's desk and black board have been repainted also. Material and labor cost the Institute about thirty-six dollars. The Institute paid the Red Cross \$6.25 for tokens for the school children of the district. We also gave \$10.00 school prizes at the school closing in June. It was decided at the June meeting that we assist with the Red Cross canvass in our district. Two of our members attended the convention and brought back an interesting report. A number attended the rally in Mayfield Hall and were very much pleased with the meetings, and are high in their praise of the women of Mayfield, who gave them such kind welcome and entertained them. The Institute held an entertainment in May and \$72.50 was realized. The next meeting will be held Aug. 21st. A good attendance is requested. Place of meeting to be decided.

LADY JOURNALIST HERE—A prominent journalist from Toronto Miss Jean Graham, of the Toronto Saturday Night, and formerly editor of the Canadian Home Journal, is visiting the city making notes for articles. She is greatly impressed with the historic "pedigree" of the province, and thinks not sufficient importance is attached to this from a publicity point of view. Miss Graham also greatly admires the architectural beauty of public buildings, especially the solid, chaste design of the Legislative building; the magnificent architecture of the St. Dunstan's Basilica; and the refined ecclesiastical style of St. James Presbyterian Church. Miss Graham is particularly interested in the erection of the Canadian National hotel, and considers that our real popularity as a tourist resort will begin with the opening of that hostelry, as it will be in the interest of the railway for its efficient publicity department to keep continually advertising the attractive advantages of the Island and its capital, not to mention its principal hotel.

PERSONALS

Mrs. D. J. Sharkey, of West Roxbury, Mass., accompanied by Miss Dorothy and Master Charlie, are visiting in Charlottetown, the guests of Mr. and Mrs. James Leightizer, Bayfield St.

Mrs. Sydney Wilson and two children of Portland, Maine, are visiting in Charlottetown, the guests of Mrs. Wilson's mother, Mrs. Darrah, Bayfield St.

Mr. and Mrs. Charlie Stone, and two children have returned to Andover, after a very pleasant trip visiting friends on the Island. They were the guests of Mr. and Mrs. Richard Stead, Wheatley River.

RAINFALL HARMS CROPS IN QUEBEC

QUEBEC, Aug. 18.—The heaviest crop damage by rainfall recorded for many years is reported to the provincial Department of Agriculture from the northern districts of the province.

Steam Equipment

With complete stocks of practically every item used to control and regulate steam supply, including Fairbanks and Pratt & Cady Valves, we can meet the demands of a wide variety of services: Our men are experienced in supplying not only the appropriate single valve, but also every item of a steam line, complete to engineers' blue prints, numbered and ready to install.

Fairbanks-Morse Pumps and Motors

"A pump for every purpose"—for water, sand, air, sewage or stock, we can supply the special type of pump best suited for the service required. Fairbanks-Morse Pumps, either separate drive, or direct-connected to Fairbanks-Morse Ball Bearing Motors, have made unusual records for efficiency and dependability.

Machinery and Supplies

Machine tools of all sorts ranging from a delicate precision lathe to a huge punch press or shear—automatic screw machines, shapers, grinders, drills, millers, threaders, planers—each selected for its proven ability—you can obtain any of them promptly through our machinery department, and here you will also find a wide range of small tools, precision instruments, taps, drills, files, grinding wheels, abrasive papers, in fact practically everything needed for modern machine shop production and maintenance.

Fairbanks Scales

For a century Fairbanks Scales have been known for their enduring accuracy, and each one of the many types has been perfected in design and build, to weigh not only accurately but also to register clearly at the utmost speed. From tiny delicate balance up to huge track scale, the Fairbanks line includes scales for practically every weighing purpose.

Automotive Supplies

In our Automotive Departments we carry large and varied stocks of supplies, replacement parts and garage equipment. Garages, Repair Shops and owners of Bus and Truck fleets are assured of an excellent service in parts and supplies, such as Spark Plugs, Chains, Fire Extinguishers, Wrench Sets, Brake Linings, Pistons, Rings, Pins and Bearings, Ignition and Battery Cable, Gaskets, Carburetors, Alemite Fittings, etc., as well as complete equipment for repairs and maintenance, including Cranes, Tire Changers, Presses, Spraying Outfits, Hoists, Test Stands, Air Compressors, etc.

In our Branches you will find stocks of mechanical equipment and shop supplies that for variety and quantity are unequalled in Canada. Aside from the many lines made by us, we have been selected to represent many of the world's outstanding makers of machine tools, machinery, equipment and supplies. Our general catalogue shows clearly how wide a service we provide for Canadian industry. A copy will be mailed without charge.

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vince. Temiskaming, Abitibi and North St. John were the chief sufferers.

The hardest hit are the parishes of Normandin and Abanel, in Lake St. John district, where damage to certain cereals and root crops runs as high as 80 per cent.

In the Normandin district, where the soil is heavy clay, crops on many farms are a complete failure and numerous cases are reported of potatoes being washed away by the heavy rains and carried down to the low-lying part of the fields, where they are in a rotting condition.

In Temiskaming, while the damage is not as heavy as in Lake St. John, the yield of many of the principal field crops is nearly cut in half. Damage to the pear crop, which is the mainstay of many farms, amounts on the average to 40 per cent, while oats are damaged to 30 per cent, barley, 25 per cent, and fodder crops 20 per cent.

To offset the field and root crop damage in these districts, pastures are reported excellent and the condition and quantity of the grass has brought a substantial increase in

good work done, are offered a happy thought in the special tickets which are gotten out by the Exhibition Association at \$3.00 for the season. This gives entrance to grounds three times daily and to all the races. It is \$3.00 value for \$3.00. 5781-5711-11

Exhibition Passes

In order to procure the accommodation for the bona fide purchasers of tickets the Management of the Exhibition Association have made a change in the issuing of passes this year. Passes will be issued for Tuesday and Friday only. Wednesday and Thursday, which draw enormous crowds and tax the seating capacity to the utmost will be reserved for the paying patrons.

A HAPPY THOUGHT

Employers who wish to show recognition to their employees for

good work done, are offered a happy thought in the special tickets which are gotten out by the Exhibition Association at \$3.00 for the season. This gives entrance to grounds three times daily and to all the races. It is \$3.00 value for \$3.00. 5781-5711-11

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