



PERFECTION HOLIDAY ICE CREAM BRICK

We regret very much that we will be unable to supply our many customers with our usual

PERFECTION HOLIDAY ICE CREAM BRICK

that delicious holiday dessert that has proven to be so popular during past years.

This condition is due to Government regulations curtailing the manufacture of ice cream, rationing of pure sugar and also the tremendous demand for Perfection Ice Cream during 1941.

May we, at this time, thank our customers one and all, for their hearty co-operation during the past trying year and at the same time extend to them

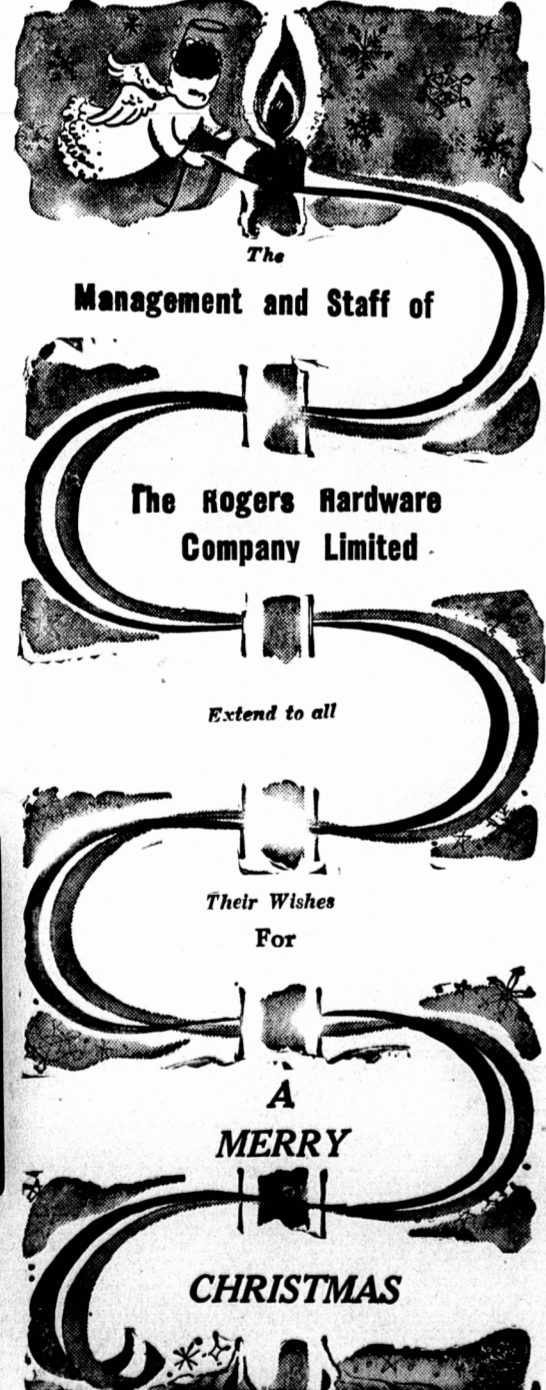
OUR SINCERE WISHES FOR A MERRY CHRISTMAS AND MUCH HAPPINESS IN THE NEW YEAR

Central Creameries Ltd
Charlottetown — Summerside — Souris

NOTICE

By resolution of the City Council of the City of Charlottetown, Saturday, December 26th, 1942, has been proclaimed a public holiday within the City Limits. To be observed by Merchants whose business permits. Consequently the City offices will remain closed throughout that day.

J. A. FULLERTON
City Clerk



The Rogers Hardware Company Limited

Extend to all

Their Wishes For

A MERRY CHRISTMAS

HEALTH

INSECT STEREO

Superstitions can be rather amusing, taken in small doses, and not too seriously. Any psychologist will tell you, however, that the only thing that makes superstitions seem to be true is that you firmly believe they are. For instance, if you believe that black cats are bad luck, what happens when a black cat crosses your path? You immediately get nervous and jittery and do some fool thing that you thereupon point to as bad luck. It's a fact.

Ask Dale Carnegie

One of the silliest and most tiresome superstitions, is the very widespread one that people don't like and won't eat and couldn't possibly get accustomed to whole wheat bread. Now that simply isn't true, as was demonstrated in a small way by the school lunch experiment sponsored by the Elwanig Club of Toronto in February, March and April of 1942. During an eight week period, thirty boys from working class homes were given a good nutritious lunch every school day. Since the dietitian in charge wanted to pack a maximum of minerals and vitamins into those lunches, the only bread served was whole wheat and it was part of the menu on each of the forty days.

Here are two observations made by the dietitian and nurse in charge.

"The boys will eat whole wheat breads only, and not seem to miss the white." "Although the attendance was voluntary the average attendance of boys per meal was 28.37 from a total number of 30."

Remember, those boys came from working class homes, and in general white bread addicts are more numerous among the working classes than in the higher income levels. It's a pretty safe guess that all of those boys came from homes using white bread only. Probably most of their mothers would have told you "Oh, my Johnny simply won't eat brown bread!"

The answer is of course that most people have got used to white bread by now and that brown bread has to be sold to all the naturally conservative "Johnny's" the "father". It has become an acquired taste, like olives, but it can be acquired and it's certainly worth acquiring.

Remember, no white bread you can buy is as good for you as whole wheat bread.

Write to the Health League of Canada, 111 Avenue Road, Toronto, for a free copy of the popular chart, "Do You Know Your Vitamins?"

Canadian Holsteins Win

Climaxing the 1942 show season for Holsteins is the announcement of the All-American winners with the leading show animals of Canada and the United States having contended for the top continental awards. Canadian bred animals were either All-American or Reserve All-American in 11 of the 18 classes taking the top honors in four and the Reserve award in eight. 32 of the 60 animals named in the individual classes were Canadian bred, 20 of these receiving honorable mention.

The Canadian bred or owned All-American winners were as follows: Aged Cow, Sunny Meadows Rag Apple Segis Lass, bred by S. E. Todd, Forest, Ontario, and developed by James Bros., Sarnia, Ontario; two-year-old heifer—Stathmore Hello Winsome Food, shown by O. P. R. Demonstration Farm, Strathmore, Alberta; senior yearling heifer—Strathmore Lady Aggie Hello, shown by O. P. R. Demonstration Farm and Hays & Co., Ltd., Calgary, Alberta; junior yearling heifer—Susie Canary Columbus, shown by W. G. Whitney, Milverton, Ontario; get-of-sire—by Echo Helbon Mercedes, bred by Chas. W. Carney, Georgetown, Ontario.

NORTH TRYON SCHOOL

Report for November.

Grade VII—1, Joyce Wood; 2, Melvin Dawson; 3, Charles Thompson.

Grade VI—1, Vernon Inman; 2, Roma Thompson; 3, Richard Newcome.

Grade IV—1, Verna Wood; 2, Grace Howatt; 3, Leroy Delaney.

Grade III—1, Leroy Thompson; 2, Ruth Thompson; 3, Marion Delaney.

Grade II—1, Doreen Howatt; 2, Beverly Delaney; 3, Bula Wood.

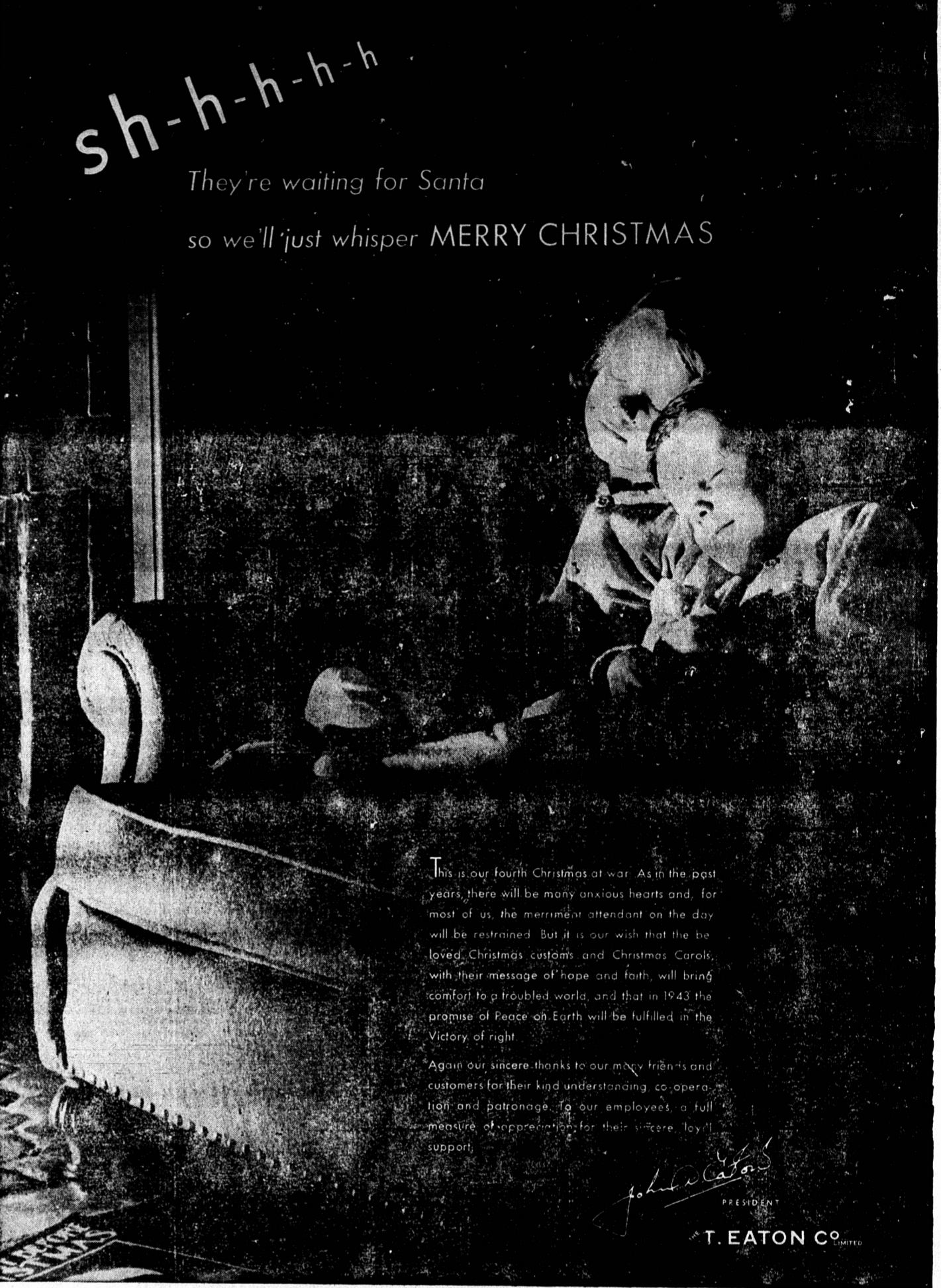
Grade I—1, Lois McDonald; 2, Deane Johnson; 3, Donald Lord.



Merry Christmas to all From JAMIESON'S DRUG STORE

sh-h-h-h-h

They're waiting for Santa so we'll just whisper MERRY CHRISTMAS



This is our fourth Christmas at war. As in the past years, there will be many anxious hearts and, for most of us, the merriment attendant on the day will be restrained. But it is our wish that the beloved Christmas customs and Christmas Carols, with their message of hope and faith, will bring comfort to a troubled world, and that in 1943 the promise of Peace on Earth will be fulfilled in the Victory of right.

Again our sincere thanks to our many friends and customers for their kind understanding, co-operation and patronage. To our employees, a full measure of appreciation for their sincere, loyal support.

T. EATON CO. LIMITED

ALEXANDRA W. I.

The Alexandra Women's Institute met at the home of Mrs. Harold Beaton, on Tuesday evening, December 1. The president, Mrs. Bruce Judson, occupied the chair. The meeting opened with the Institute Ode and Creed. The roll call was responded to by eight members. There were present also three

visitors. The minutes of the previous meeting were read and approved. New business for the month consisted of: the voting of \$2.50 to be spent on a Christmas treat for the school children, fixation of the hour of meeting at 7.30 p.m., subject to change, and plans for the packing of soldiers' boxes. Following the new business, the constitution was voted on. The various committees then brought in their reports. Correspondence read consisted of a letter of thanks from the P. E. I. Hospital for a recent donation. Following the adjournment, refreshments were served by the committee in charge. The January meeting will be held at the home of Mrs. Gay Judson.

EVENING BAGS AND MUFFS FOR GIFTS

NEW YORK.—Glitter evening bags and oversized muffs are items for gift lists. What effective gloves, bag and muff will do for that slight faded black dinner dress is everybody's business to know. Back continued to be first choice after

dark, but the young people are playing around in pastel woolsens, and looking very chic in them by day or even at those late afternoon gatherings that don't break up on schedule. Date hats have lively interest even for girls who have heretofore been allergic to hats of any kind.

Minard's kills pain.

BRINGING UP FATHER

HERE IS A LIST OF TWENTY-TWO ARTICLES WHILE I WAS OUT—

HI, TOOTS!

WHAT DO YOU WANT?

SPIKE THE SECOND STORY MAN BROKE INTO YOUR HOUSE YESTERDAY AND LIFTED A LOT OF CLOTHES—

ARE YOU A DETECTIVE?

NO-SPIKE ASKED ME TO RETURN THESE SHIRTS—THEY DON'T FIT HIM—

WHAT BECAME OF KLINK AND LEFTY? NONE OF THE OLD BOYS ARE AROUND—

THEY WERE SENT AWAY FOR STEALING A STEAM SHOVEL—THEY TOOK ANYTHING THEY COULD LAY THEIR HANDS ON—

I'LL GO HOME NOW-MAGGIE SAID SHE HAS A KISS FOR ME—

I'M THE NEW ENGLISH BUTLER—JAVIS KLINK—

I'M THE NEW FRENCH PASTRY—GASTON LEFTY—