

# What You Sell Is News Today!

If you are selling a new or better service, goods of equal or better quality at lower prices than before, or a new style hat or radio or can of peas, that is news.

To the buying public it's as much news as Lindbergh's latest flight, a presidential speech, or the Army-Notre Dame football game.

A newspaper gives today's news today. That's why its readers buy it. They don't want last month's news, or last week's—they want today's.

That is why you are sure of reader-interest for every word you say when you advertise goods or service to sell in the newspapers.

## MALPEQUE

Mrs. Robert MacLeod of Hunter River, was the soloist at the Kelt Memorial Church on Sunday morning, Mrs. George Gamster acting as accompanist.

Mr. and Mrs. Osbert Enman, of Vernon River, were week end guests of Mr. Enman's sister, Mrs. J. K. MacGougan, "The Bungalow."

Mrs. Frank Bagnall and little daughter Iona, of Hunter River, accompanied by Mrs. George Gamster, Mr. Guy and Miss Viola Gamster and Mrs. Robert MacLeod, of Hunter River, were guests on Sunday of Mrs. Bagnall's mother, Mrs. James Burns.

Mr. and Mrs. L. D. MacNutt were motorists to Charlottetown on Friday. Mrs. MacNutt is spending a week, the guest of Mrs. W. A. Huestis and Mrs. E. H. Ramsay, Upper Prince street.

Mrs. George Compton, of Kensington, is spending a week with Mrs. J. K. MacGougan.

Mr. Ralph Bealro, Mr. Duncan MacGougan, and Mr. and Mrs. Sinclair MacGougan were motorists to Summerside on Tuesday. Mr. Sinclair MacGougan was taken to the Prince County Hospital where he was operated on for appendicitis. It is hoped that Mr. MacGougan will soon be able to return to his home.

## Fishermen See Huge Turtle

(The Canadian Press) PORT ALBERT, B. C., Oct. 30.—Commercial fishermen and fisheries experts on the west coast are bewildered by the appearance recently in Vancouver Island waters of a giant turtle.

All sorts of theories have been advanced to explain the turtle's presence in such a northern latitude, and most authorities seem convinced that an unusual shift in the current from tropical waters was responsible, not only for the turtle's arrival, but for the frequency of other southern sea denizens, such as Portuguese man of war, a curious minute creature which just floats on the surface and has the appearance of an enormous fleet of tiny sailing vessels.

The turtle was of the leatherback variety and weighed 1450 pounds. It was sighted about eight miles off Nootka by a purse seine vessel. The skipper killed the creature with his gun and the carcass was towed back to Nootka, where the shell was removed and shipped to the provincial museum at Victoria. The shell was nine feet and half in length and ten and half feet wide.

Fishermen are wondering whether the presence of the turtle has had any relation to the great run of pilchard off the west coast this fall. Sharks and Portuguese man of war have also been plentiful during the summer, thus suggesting that the same conditions which influenced the big turtle to wander northward also affected the sharks and man-of-war.

The death occurred at Cardigan on Wednesday, October 29th of Mrs. Daniel MacMaster, formerly Miss Mary Smith, of Georgetown, after a short illness, which she bore with patience and resignation to God's Holy Will. All through her illness she was never known to murmur. All that medical aid and kind nursing could do was done, but God called her to His Heavenly Home. She was visited frequently by her Pastor, Rev. M. J. Rooney. She was a devoted wife, mother and sister and her death has cast a sad gloom in the home. She was a highly and esteemed Christian lady, a devoted member of the Roman Catholic Church, bright and intelligent and all who visited her home, always found a hearty welcome. She leaves to mourn, besides her heart broken husband, two daughters, Mrs. Cavanaugh, Dorchester, Mass., and Mrs. Heeder, Western States; also three sons, Frank, Will and Thomas, in Western Canada; also three sisters, in Georgetown, Misses Elizabeth and Ellen Smith and Mrs. John Murphy, to whom sincere sympathy is extended. The many beautiful Mass Cards and Spiritual Bouquets and Messages of Sympathy show the high esteem in which she was held. Her funeral was largely attended. May her soul rest in peace.

Miss Dorothy MacLeod picked in her garden on Monday October 27th, a rose blooming as in July. This is something unusual for this time of the year.

The many friends of Mrs. Joseph David, Georgetown, are sorry to hear of her illness. All hope for a speedy recovery.

Mr. and Mrs. Crowley who have been visiting in Georgetown the guests of Mrs. Crowley's aunt, Mrs. Manuel and cousin, Mrs. Arthur Jenkins, left Monday for their home in Quincy, Mass. This was Mr. Crowley's first visit to Prince Edward Island and he was greatly pleased with its beautiful scenery and says no wonder it is called "The Garden of the Gulf."

The weekly whist series was held in St. James Hall on Wednesday, Oct. 29th, with a large attendance. The ladies' prize was won by Mrs. Capt. Fairchild and the gentleman's prize was won by Mr. Henry Sampson. A dainty lunch was served by Mrs. Sampson and Mrs. H. Lavender.

## Sardines By Another Name

(The Canadian Press) VANCOUVER, B. C., Oct. 30.—And now the famous British Columbia pilchard, known as the cinderella fish of the North Pacific because of its sudden leap into popularity and commercial value, now turns out to be merely the California sardine by another name. "We used to wonder where the pilchards came from and where also they went," said John P. Babcock, deputy commissioner of fisheries and an internationally known authority on salmon. "For months not a pilchard would be seen off the west coast and then in summer, and without the slightest warning they would come in from the open Pacific by the millions. The pilchards have been responsible during the past five years for the establishment of a new industry and in which millions of dollars are invested, consisting of more than 200 reduction works and fertilizer, etc., plants. And no one knows anything about the private life of the pilchard whatever."

"Now, however, we are beginning to find out a few things, and we have discovered that this highly prized British Columbia fish is none other than the sardine which for many years has been caught in the California waters and canned. In California the pilchard is highly regarded as a food fish. In British Columbia the pilchard appears to have too much oil to be popular in that way, but it is highly desirable for meal, oil and fertilizer. Most of the British Columbia pilchards that are caught by fishermen are in their sixth or seventh years."

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# 1008 — REXALL DRUG STORES IN CANADA — 1008

**WHAT IS A Rexall ONE-CENT SALE?**

It is a sale where you buy an item at the regular price, then another item for one cent. As an illustration: The standard price of Kleenex Tissue is 50c, you buy one tube at this price and by paying 1 Cent more, or 41 cents, you get two tubes, and save 41 cents. Every article in this sale is a high quality guaranteed product, just the same as if sold every day at the regular price. No limit on what you want, but buy all you want, but on Thursday, Friday and Saturday only!

# ONE CENT SALE

THIS WEEK AT THE **Rexall** DRUG STORES

## WEDNESDAY - THURSDAY - FRIDAY - SATURDAY

**LISTEN IN!**

To the Largest of All Radio Broadcasts!

10,000 Rexall Stores are on the Air Every Morning

Nov. 2-3-4-5-6 over 200 Stations

Music and Novel Entertainment Features

## TOILET ARTICLES AND SUNDRIES

- 75c jar DUSKA Bath Crystals 2 for \$1.51
- 75c jar DUSKA Bath Sals 2 for .76
- 75c jar DUSKA Old English Bath Sals 2 for .76
- 1.75 tin CARA NOME Body Powder 2 for \$1.76
- 50c tube MI-31 TOOTH PASTE 2 for .51
- 25c Milk of Magnesia Tooth Paste 2 for .26
- 50c Milk of Magnesia Tooth Paste 2 for .51
- 50c tube Klenzo Dental Cream 2 for .36
- 50c tube Klenzo Dental Cream 2 for .51
- 25c tube REXALL Tooth Paste 2 for .26
- 50c JONTEEL "Cold Cream" Face Powder 2 for .51
- 2.00 box CARA NOME Complexion Powder 2 for \$2.01
- 75c box CHARISTE Face Powder 2 for .76
- 1.00 box DUSKA Face Powder 2 for \$1.01
- 2.50 box SHARI Face Powder 2 for \$2.51
- 50c bot. FRENCH Balm 2 for .51
- 50c bot. ALMOND Bloom Cream 2 for .51
- 35c bottle EMULSIFIED COCOANUT OIL SHAMPOO 2 for .36
- 1.00 Lorie Quin-Hair Tonic 2 for \$1.01
- 50c Klenzo Coconut Oil Shampoo 2 for .51
- 50c Langlois Lavender Brilliantine 2 for .51
- 50c Lorie Brilliantine 2 for .51
- 35c Lorie Hair Fix Liquid 2 for .36
- 50c Lorie Hair Fix Liquid 2 for .51
- 1.00 bottle REXALL "93" Hair Tonic 2 for \$1.01
- 75c Florida Water 2 for .76
- 35c Langlois Lavender Wave Set 2 for .36
- 50c French Cologne 2 for .51
- 1.25 Paradise Lotion or Toilet Water 2 for \$1.26
- 1.00 Cara NOME Face Lotion and Skin Freshener 2 for \$1.01
- 1.00 Jasmine of Southern France Face Lotion and Skin Freshener 2 for \$1.01
- 1.00 Lilac Lotion 2 for \$1.01
- 1.00 Shari Face Lotion and Skin Freshener 2 for \$1.01
- 1.00 Duska Face Lotion and Skin Freshener 2 for \$1.01
- 1.00 Langlois Lavender Lotion and Skin Freshener 2 for \$1.01
- 25c Jonteel Soap 2 for .26
- 1.00 box (7 cakes) Seven Days' Soap 2 for \$1.01
- 1.00 box Bridge Soap Set 2 for \$1.01
- 1 doz. VELVO SANITARY PADS 2 for .61

- 1.75 Major WATER BOTTLE 2 for \$1.76
- 1.50 Major Fountain Syringe 2 for \$1.51
- 50c Fancy Kitchen Rubber Aprons, pink, blue, green 2 for .60
- 35c Rubber Baby Pants 2 for .36
- 50c Firstaid Quick Acting Plaster 2 for .51
- 1.00 Z.O. Adhesive Plasters 2 for .26
- 15c Size, 1 in. x 1 yd. 2 for .16
- 35c Size, 1 1/2 in. x 5 yds. 2 for .36
- 25c Firstaid Belladonna Plasters 2 for .26
- 25c pk. Gauze, 1 yd. 2 for .26
- 15c roll Gauze Bandage 2 for .16
- 25c pk. Absorbent Cotton 2 for .26
- 75c roll Roxbury Absorbent Cotton 2 for .76

- 1.00 box Assorted Chocolates 2 for \$1.01
- 60c lb. Rainbow Stuffed Satins 2 for .61
- 25c pkg. Menthol and Eucalyptus Pastilles 2 for .26
- 35c lb. Molasses Kisses 2 for .36
- 75c lb. Mary Alice Assorted Creams 2 for .76
- 6 oz. Milk Chocolate Bars Assorted 2 for .31
- 50c Chocolate Bars Assorted 2 for .06
- 35c lb. Horchound and Honey Leaves 2 for .36
- 35c Peppermint Humbugs 2 for .36
- 60c lb. Homemade Ass'd. Chocolates 2 for .61

- 1.00 bottle Puritest Norwegian Cod Liver Oil 2 for \$1.01
- 25c Tube Analgesic Balm 2 for .26
- 30c tube Analgesic Balm 2 for .51
- 50c jar Rexall Chest Rub, for Chest Colds 2 for .51
- 1.25-32 oz. bot. RUSSIAN MINERAL OIL 2 for \$1.30
- 85c bottle Puritest Heavy Mineral Oil 2 for .86
- 1.25 bot. Rexall Agaxex, Plain or Compound 2 for \$1.26
- 50c pkg. Asthma Powder 2 for .51
- 25c size Boots' Menthol and Licorice Pellets 2 for .26
- 1.00 bot. BOOTS' Effervescent Fruit Saline 2 for \$1.01
- Boots' Iodized Throat Tablets, 25c size 2 for .26
- 35c size 2 for .26
- 25c bot. of 100 A.B.S. & C. Tablets 2 for .26
- 25c tin One-Minute Headache Powders 2 for .26
- 50c tin Rexall Health Salts 2 for .51
- 50c bot. Eyolet Eye Wash 2 for .51
- 1.00 bottle Tasteless Extract of Cod Liver Oil Tonic and Builder 2 for \$1.01
- 1.00 bot. Rexall Compound with Creosote 2 for \$1.01
- 1.00 bot. Rexall Cod Liver Oil Emulsion 2 for \$1.01
- 1.00 bot. Rexall Rheumatic Compound 2 for \$1.01
- 50c box Orderlies 2 for .51
- 25c box Orderlies 2 for .26
- 1.00 bot. Riker's Peptona Tonic 2 for \$1.01
- 50c bot. Pinusote, for Coughs and Colds 2 for .51
- 25c box Rexall Laxative Cold Tablets 2 for .26
- 50c bot. Resilliana Cough Syrup 2 for .51
- 25c bot. Rexall Cold Sore Lotion 2 for .26
- 15c tin Carbolic Salve 2 for .16
- 25c bot. Rexall Corn Solvent 2 for .26
- 25c box Laxative Bromide of Quinine Tablets 2 for .26
- 1.00 bot. Digestive Tonic 2 for \$1.01
- 15c tin PURETEST EPSOM SALTS 2 for .16
- 10c pk. Senna Leaves 2 for .11
- 25c bot. Soda Mint and Peppermint Tablets 2 for .26
- 15c bot. Soda Mint Tablets 2 for .16
- 25c bot. Witch Hazel 2 for .51

- 50c JONTEEL COMBINATION or COLD CREAM 2 for .51
- 75c jar DUSKA Cream 2 for .76
- 75c jar DUSKA Creaming Cream 2 for .76
- 75c jar DUSKA Foundation Cream 2 for .76
- 35c bot. Lorie Lemon Cocoa Butter Lotion 2 for .36
- 1.00 JASMINE OF SOUTHERN FRANCE COMPACTS 2 for \$1.01
- 50c Jasmine Rouge 2 for .51
- 35c Jasmine Lipstick 2 for .51
- 25c Jonteel Lipstick 2 for .26
- 1.00 Cara NOME Talcum 2 for \$1.01
- 35c Langlois Lavender Talcum 2 for .36
- 25c tin TINY TOT Baby Powder 2 for .26
- 50c Jonteel Talcum 2 for .51
- 50c Paradis Talcum 2 for .51
- 35c Narcissus de S. Talcum 2 for .36
- 35c Gentlemen's After Shave Talcum 2 for .36
- 1.00 Langlois Lavender 2 for \$1.01
- 75c bot. Klenzo Shaving Lotion 2 for .76
- 35c tube REXALL SHAVING CREAM 2 for .36
- 25c Rexall Shaving Stick 2 for .26
- 1.00 bot. Bay 2 for \$1.01
- 50c Langlois Lavender Mentholated Shaving Cream 2 for .51
- 75c Langlois Lavender After Shaving Lotion 2 for .76
- 1.25 tin Georgia Rose Body Powder 2 for \$1.26
- 1.25 box Langlois Lavender Toilet and Bath Powder 2 for \$1.26
- 75c bot. Perfume in box 2 for .76
- 1.00 bot. Perfume in box 2 for \$1.01
- 1.25 bot. Perfume in box 2 for \$1.26
- 1.50 bot. Perfume in box 2 for \$1.51
- 50c Narcissus Purse Vial 2 for .51
- 35c cake Langlois Lavender Soap 2 for .36
- 15c cake Piccadilly Soap 2 for .16
- 25c cake Klenzo Tar Shampoo Soap 2 for .26
- 15c Oval Cake P. & S. Soap 2 for .16
- 15c Narcissus Soap 2 for .16
- 10c Egyptian Palm Soap 2 for .11
- 25c Klenzo Tooth Brush 2 for .26
- 35c Klenzo Tooth Brush 2 for .36
- 25c tin Pearl Tooth Powder 2 for .26

- 1.75 Major WATER BOTTLE 2 for \$1.76
- 1.50 Major Fountain Syringe 2 for \$1.51
- 50c Fancy Kitchen Rubber Aprons, pink, blue, green 2 for .60
- 35c Rubber Baby Pants 2 for .36
- 50c Firstaid Quick Acting Plaster 2 for .51
- 1.00 Z.O. Adhesive Plasters 2 for .26
- 15c Size, 1 in. x 1 yd. 2 for .16
- 35c Size, 1 1/2 in. x 5 yds. 2 for .36
- 25c Firstaid Belladonna Plasters 2 for .26
- 25c pk. Gauze, 1 yd. 2 for .26
- 15c roll Gauze Bandage 2 for .16
- 25c pk. Absorbent Cotton 2 for .26
- 75c roll Roxbury Absorbent Cotton 2 for .76

- 1.00 box Assorted Chocolates 2 for \$1.01
- 60c lb. Rainbow Stuffed Satins 2 for .61
- 25c pkg. Menthol and Eucalyptus Pastilles 2 for .26
- 35c lb. Molasses Kisses 2 for .36
- 75c lb. Mary Alice Assorted Creams 2 for .76
- 6 oz. Milk Chocolate Bars Assorted 2 for .31
- 50c Chocolate Bars Assorted 2 for .06
- 35c lb. Horchound and Honey Leaves 2 for .36
- 35c Peppermint Humbugs 2 for .36
- 60c lb. Homemade Ass'd. Chocolates 2 for .61

- 1.00 bottle Puritest Norwegian Cod Liver Oil 2 for \$1.01
- 25c Tube Analgesic Balm 2 for .26
- 30c tube Analgesic Balm 2 for .51
- 50c jar Rexall Chest Rub, for Chest Colds 2 for .51
- 1.25-32 oz. bot. RUSSIAN MINERAL OIL 2 for \$1.30
- 85c bottle Puritest Heavy Mineral Oil 2 for .86
- 1.25 bot. Rexall Agaxex, Plain or Compound 2 for \$1.26
- 50c pkg. Asthma Powder 2 for .51
- 25c size Boots' Menthol and Licorice Pellets 2 for .26
- 1.00 bot. BOOTS' Effervescent Fruit Saline 2 for \$1.01
- Boots' Iodized Throat Tablets, 25c size 2 for .26
- 35c size 2 for .26
- 25c bot. of 100 A.B.S. & C. Tablets 2 for .26
- 25c tin One-Minute Headache Powders 2 for .26
- 50c tin Rexall Health Salts 2 for .51
- 50c bot. Eyolet Eye Wash 2 for .51
- 1.00 bottle Tasteless Extract of Cod Liver Oil Tonic and Builder 2 for \$1.01
- 1.00 bot. Rexall Compound with Creosote 2 for \$1.01
- 1.00 bot. Rexall Cod Liver Oil Emulsion 2 for \$1.01
- 1.00 bot. Rexall Rheumatic Compound 2 for \$1.01
- 50c box Orderlies 2 for .51
- 25c box Orderlies 2 for .26
- 1.00 bot. Riker's Peptona Tonic 2 for \$1.01
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- 50c bot. Resilliana Cough Syrup 2 for .51
- 25c bot. Rexall Cold Sore Lotion 2 for .26
- 15c tin Carbolic Salve 2 for .16
- 25c bot. Rexall Corn Solvent 2 for .26
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- 15c tin PURETEST EPSOM SALTS 2 for .16
- 10c pk. Senna Leaves 2 for .11
- 25c bot. Soda Mint and Peppermint Tablets 2 for .26
- 15c bot. Soda Mint Tablets 2 for .16
- 25c bot. Witch Hazel 2 for .51

- 50c JONTEEL COMBINATION or COLD CREAM 2 for .51
- 75c jar DUSKA Cream 2 for .76
- 75c jar DUSKA Creaming Cream 2 for .76
- 75c jar DUSKA Foundation Cream 2 for .76
- 35c bot. Lorie Lemon Cocoa Butter Lotion 2 for .36
- 1.00 JASMINE OF SOUTHERN FRANCE COMPACTS 2 for \$1.01
- 50c Jasmine Rouge 2 for .51
- 35c Jasmine Lipstick 2 for .51
- 25c Jonteel Lipstick 2 for .26
- 1.00 Cara NOME Talcum 2 for \$1.01
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- 25c tin TINY TOT Baby Powder 2 for .26
- 50c Jonteel Talcum 2 for .51
- 50c Paradis Talcum 2 for .51
- 35c Narcissus de S. Talcum 2 for .36
- 35c Gentlemen's After Shave Talcum 2 for .36
- 1.00 Langlois Lavender 2 for \$1.01
- 75c bot. Klenzo Shaving Lotion 2 for .76
- 35c tube REXALL SHAVING CREAM 2 for .36
- 25c Rexall Shaving Stick 2 for .26
- 1.00 bot. Bay 2 for \$1.01
- 50c Langlois Lavender Mentholated Shaving Cream 2 for .51
- 75c Langlois Lavender After Shaving Lotion 2 for .76
- 1.25 tin Georgia Rose Body Powder 2 for \$1.26
- 1.25 box Langlois Lavender Toilet and Bath Powder 2 for \$1.26
- 75c bot. Perfume in box 2 for .76
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- 1.25 bot. Perfume in box 2 for \$1.26
- 1.50 bot. Perfume in box 2 for \$1.51
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- 1.50 Major Fountain Syringe 2 for \$1.51
- 50c Fancy Kitchen Rubber Aprons, pink, blue, green 2 for .60
- 35c Rubber Baby Pants 2 for .36
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- 1.00 Z.O. Adhesive Plasters 2 for .26
- 15c Size, 1 in. x 1 yd. 2 for .16
- 35c Size, 1 1/2 in. x 5 yds. 2 for .36
- 25c Firstaid Belladonna Plasters 2 for .26
- 25c pk. Gauze, 1 yd. 2 for .26
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- 75c lb. Mary Alice Assorted Creams 2 for .76
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- 50c Chocolate Bars Assorted 2 for .06
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- 6 oz. Milk Chocolate Bars Assorted 2 for .31
- 50c Chocolate Bars Assorted 2 for .06
- 35c lb. Horchound and Honey Leaves 2 for .36
- 35c Peppermint Humbugs 2 for .36
- 60c lb. Homemade Ass'd. Chocolates 2 for .61

- 1.00 bottle Puritest Norwegian Cod Liver Oil 2 for \$1.01
- 25c Tube Analgesic Balm 2 for .26
- 30c tube Analgesic Balm 2 for .51
- 50c jar Rexall Chest Rub, for Chest Colds 2 for .51
- 1.25-32 oz. bot. RUSSIAN MINERAL OIL 2 for \$1.30
- 85c bottle Puritest Heavy Mineral Oil 2 for .86
- 1.25 bot. Rexall Agaxex, Plain or Compound 2 for \$1.26
- 50c pkg. Asthma Powder 2 for .51
- 25c size Boots' Menthol and Licorice Pellets 2 for .26
- 1.00 bot. BOOTS' Effervescent Fruit Saline 2 for \$1.01
- Boots' Iodized Throat Tablets, 25c size 2 for .26
- 35c size 2 for .26
- 25c bot. of 100 A.B.S. & C. Tablets 2 for .26
- 25c tin One-Minute Headache Powders 2 for .26
- 50c tin Rexall Health Salts 2 for .51
- 50c bot. Eyolet Eye Wash 2 for .51
- 1.00 bottle Tasteless Extract of Cod Liver Oil Tonic and Builder 2 for