

City and Central

"YOUR DOLLAR BUYS MORE" at the HUGHES DRUG STORE.

THE THIRD installment of city taxes is due and payable on Friday, September 30th.

WORLD'S RECORD: 1404 targets without a miss with an Ithaca gun, sold and distributed by Douglas Bros. and Jones, Ltd.

WHEN PAYING the third installment of your city taxes please bring your bill.

IMMUNIZATION CLINIC— Will be held at the Health Centre, 188 Prince St., every Friday, 2-4 p.m. Daylight Time.

SEPTEMBER 30th is the final day for paying the third installment of city taxes.

ISLAND GRILL, Queen Street, dial 5228. Serving full course dinners. Specializing Chinese dishes.

ST. MARY'S PARISH, Montague, annual chicken supper Wednesday, Nov. 9, Beaver Club Hall.

INTEREST at rate of 1/4 of 1% per month will be charged on the third installment after September 30th.

WE TREAT THE SICK WELL. Giggey's Pharmacy, open 8 a.m. to 8 p.m.

This is national immunisation week. Whooping cough is one of the most serious diseases that can

strike a baby or young child. It may cause damage to lungs or brain, or be the cause of death. If your children have not been immunized, have your family doctor start inoculations this week for the triple protection against diphtheria, whooping cough and tetanus (lockjaw). Have them vaccinated against smallpox also.

MAC'S AUTO BODY WORKS will be closed October 1st to October 12.

Personals

The many friends of Roy F. MacLean, Malpeque Road, will be sorry to hear that he has re-entered the P.E.I. Hospital for treatment.

Mrs. A. G. King and Mrs. Rendle Larter left Tuesday to attend the

annual meeting of the W. M. S. (E.D.) which is held this week in St. Andrew's Church, New Glasgow N. S.

INSURANCE HOLDERS

Eighty per cent of all families in the United States carried life insurance in 1953.

GOOD HUNTING Starts Here

YOU DON'T HAVE TO GO HUNTING WHEN YOU SHOP AT PIERCE'S. VISIT OUR STORE THIS WEEKEND AND SCORE A BULLSEYE WITH EVERY BUY

"DOUBLE FEATURE"

BRIGHT'S (FANCY) Tomato Juice GIANT 48 OZ. TIN 29c

LIGHT HALVES Shelled Walnuts 1 Lb. 79c



HEINZ INFANT OR JUNIOR BABY FOOD 6 Tins 55c

Quality MEATS

- BREAKFAST SLICED BACON, lb. 57c
- RIB OR BRISKET CORNED BEEF, lb. 29c
- FRESH ROASTING PORK, lb. 39c
- SMOKED SHANKLESS PICNICS, lb. 47c
- MAPLE LEAF COOKED HAM, 1-2 lb. 49c
- D. & F. SUPERIOR SAUSAGE, lb. 43c
- FRESH TASTY PORK LIVER, lb. 19c
- CHOICE FOWL & CAPONS IN STOCK.

- FOR BETTER HEALTH**
- PRUNES, 4 lbs. 89c
 - FRESH BULK DATES, 5 lbs. 79c
 - FINE GRANULATED SUGAR, 10 lbs. 79c
 - LANTIC ICING (Limit 4 lb. per order) SUGAR, 1 lb. 9c
 - TASTY PAK PEAS, 2 tins 29c
 - BRIGHT'S CHOICE PEACHES, 2 tins ... 39c
 - REGULAR SIZE KLEENEX, 2 for 39c
 - YORK CHOICE—20 OZ. PEACHES, 2 tins 49c
 - YORK CHOICE—20 OZ. PEARS, 2 tins 45c
 - ED. SMITH'S Cherry Pie Filling, tin 33c
 - KELLOGG'S ALL BRAN, pg. 29c

Fresh Fruits and VEGETABLES

- Sunkist Week at Pierce's**
- Sunkist 288 Count ORANGES 1 DOZ. 69c Sweet & Juicy
 - SUNKIST GRAPEFRUIT, 6 for ... 49c
 - ISLAND—6 QT. BASKET PEARS 1.25
 - NEW SWEET POTATOES, 2 lbs. 29c

GREAT GEORGE STREET, CHARLOTTETOWN, P.E.I. **Pierce's CASH and CARRY** "ONE STOP TO SHOP" DELIVERY SERVICE FOR ALL YOUR FOOD NEEDS DIAL 5524-5525



MASSED CHOIR AT CRUSADE OPENING

The choir of 400 voices which led the singing at the opening of the National Crusade of the United Church of Canada at Charlottetown is shown above, behind the platform party. His Worship Mayor J. D. Stewart is extending greetings to distinguished visitors and wishing success to the campaign. The choir was under the direction of the Rev. Lewis Murray, Kensington and was accompanied by Mr. Royston F. Mugford, A.R.C.O. Some seven thousand people attended the opening session of the national campaign which was addressed by the Moderator of the United Church in Canada, Dr. George Dorey and other dignitaries of church and state. Barter's Film Lab

At last! You can be proud when you serve a mix-made cake!

FIVE ROSES CAKE MIX

add a fresh egg

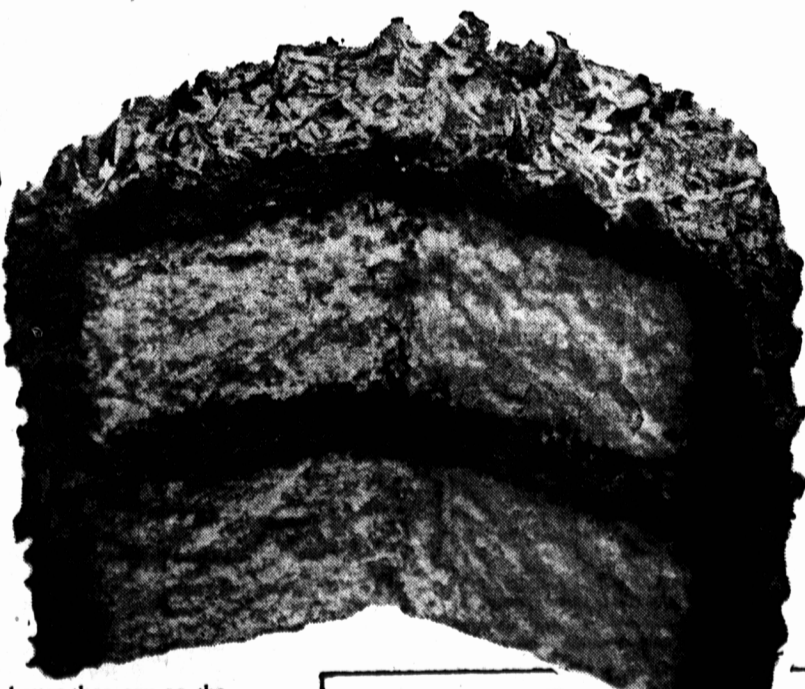
CHOCOLATE FUDGE

Canada's most respected name in baking

Canada's most respected name in baking

ALL CANADIAN!
Every single ingredient in Five Roses Cake Mixes is a premium quality Canadian product—the best in the world!

BRINGS YOU FIVE ROSES CAKE MIX



THE ONLY MIX TO MATCH THE QUALITY OF FINE RECIPE CAKES!

Even the best of cooks can be really proud of results from *this* cake mix! It's a new kind of cake mix that gives a new kind of result . . . mix-made cakes that actually match the flavor and texture of fine recipe cakes!

We made good cake mixes for 6 years—without offering a single package for sale! Why? Because we wanted mixes that were more than just good. They had to maintain Five Roses as the most respected name in baking. They had to produce cakes that

were dramatically better than any on the market!

Now they're here to give you cakes that are high, light and tender, yet have that richly moist and satisfying texture that comes only from fresh eggs—just as it does in your best recipes.

Try the one and only cake mix that can come up to your own high standards of what a cake should be. Pick Five Roses from your grocer's shelf today!

and Everyone

CAN WIN VALUABLE PRIZES!

There's an exciting new game in packages of Five Roses Cake Mix and Five Roses Flour. Simply by enjoying these fine products you can win thrilling prizes . . . steam irons, blankets, automatic toasters—tricycles, scooters, skates for the children—and many others! No lucky draw! No competition with thousands of other contestants! No cash to pay! Get Five Roses Cake Mix or Flour today and start on your way to terrific prizes!



END OF THE MONTH SPECIALS

- SKIRTS in Plaid Wool, Tweed in both pleated or straight styles. Prices range from— **2.95 to 10.95**
- FELT SKIRTS in new fall shades—gracefully flared— **4.95 and 7.95**
- See our PLAID SUITS in Black Watch, Lindsay, etc., with pleated Skirts. Sizes 12 to 18— **29.50**
- Reversible JACKETS—SPECIAL— **Ladies 5.95 Children's 3.95 and 4.95**
- SWEATERS in Pullover or Cardigan Style—beautiful fall shades—Orlon, Wool, etc.— **2.95 to 5.95**
- TWIN SWEATER SETS—Assorted shades— **6.95 up**
- Wool Jersey BLOUSES in a variety of styles and shades in either long or short sleeves— **2.95 to 5.95**
- Cotton Print HOUSE DRESSES in Paisley pattern, with a six yard sweep—priced at only— **3.95**
- Ladies' and Children's HATS priced from— **2.95 up**

FOR TEN DAYS ONLY 10% OFF ALL NEW FALL AND WINTER COATS

Use Our Lay-Away Plan. A Deposit Will Hold Any Garment Until Needed.

The GREENDAL Company Limited
LADIES' STORE 150 GT. GEO. ST., CH'TOWN