

An Old Favorite Comes to P. E. I.

It is indeed refreshing to know that the Sussex Ginger Ale Limited have now arranged for the distribution of the famous Sussex beverages in Prince Edward Island.

The Sussex Ginger Ale Limited was established in 1885 in Sussex, New Brunswick, and has been a popular favourite for 69 years with young and old alike. The Company manufactures — Pale Dry Ginger Ale, Golden Ginger Ale, Sparkling Water, Cream Soda, Lime Rickey, Strawberry, Orangeade, Root Beer, Grape and Cola in the 8 ounce size; and Pale Dry Ginger Ale, Golden Ginger Ale, Sparkling Water, Lime Rickey, Strawberry, Orangeade, Root Beer, Grape and Cola in the 30 ounce bottles. At the present time the Company has manufacturing plants at Sussex and Fredericton, New Brunswick; at Halifax, Nova Scotia; and, including Prince Edward Island, has distribution centres in all 3 Maritime Provinces.

The high quality of Sussex beverages has been constantly maintained throughout the years. All Sussex formulas are manufactured by the Company, and every flavour of any of the flavours manufactured are double checked in the Sussex laboratories to ensure uniform quality and taste for the production of the public.

The Company at the present time operates a fleet of over 60 trucks in the Maritime Provinces, and uses many unique advertising and point of purchase displays in support of all their products. Jenkins Transfer, Charlottetown, will attend to the distribution of Sussex Beverages in Prince Edward Island under the supervision of Mr. Paul Jenkins.

Continued from page 3

Among The Farmers

Ship cards forwarded upon receipt at the Federation office of the remittance from each concern.

Producing for World Market

The world today is one world, to a degree that has never existed before. Foreign trade is not now merely something to be sought for our own sakes, but for the peaceful development of the world as well. Such trade very largely determines prices for the Canadian farmer. Today he is producing for that market, with a much more highly-gearred enterprise than his predecessors ever had. He must depend, to an ever-increasing extent, on purchases, rather than on home-grown power. With increasing efficiency, his business has become a cash business, so that, in addition to being the practitioner of a dozen applied natural sciences, he must now become an economist if he is to survive.

Beef Consumption Rises

In 1953 beef replaced pork as the principal meat in the Canadian diet, per capita consumption increasing by 14.4 lb. or 32% to 59.1 lb. Per capita consumption of pork decreased by 8.9 lb. or 12% to 70.0 lb. Per capita consumption of real rose in 1953 by 2.4 lb. or 36% to 9.1 lb., and of mutton and lamb by 21% to 2.3 lb. from 1.9 lb. in 1952.

Personal Expenditures of Canadians

Personal expenditures on food by Canadians during 1953 were greater by \$90 millions as compared with 1952 expenditures, according to the latest government reports on national accounts.

Expenditures for tobacco and alcoholic beverages in 1953 rose by \$86 millions over 1952, and expenditures for shelter rose by \$174 millions.

Expenditures for the various items during the three years from 1951 to 1953 inclusive, were as follows:

	1951	1952	1953
Food	\$3,486	\$3,665	\$3,755
Tobacco and Alcoholic beverages	1,165	1,308	1,394
Clothing and Personal furnishings	1,708	1,823	1,843
Shelter	1,560	1,717	1,891
Household operation	1,500	1,794	1,885
Transportation	1,550	1,697	1,885
Personal and Medical care and Death Exp.	812	888	965
Miscellaneous	1,400	1,521	1,637
Total	\$13,273	\$14,403	\$15,165

CHOU REACHES WARSAW
LONDON (Reuters)—Communist China Premier Chou En-lai arrived in Warsaw from East Berlin Tuesday on his way home from the Geneva conference. Chou is next expected to go to Moscow for a three-day visit.

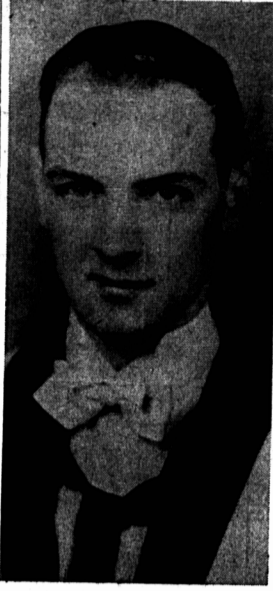
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ZENITH

NEW tubular 3-transistor Zenith **ROYAL-M** only \$100

Toombs Music Store
167 Queen St. Dial 3271
Charlottetown

WHY HAVE SORE FEET?
JUST RUB IN **MINARD'S KING OF PAIN LINIMENT**

Left Today



Pictured above is Eugene Lemuel Kenny, B.A. son of Mr. and Mrs. Lemuel Kenny, Charlottetown, who left this morning to enter the Redemptorist Novitiate in L'Abord-a-Pouffe, Quebec. He graduated from St. Dunstan's University on May 24th, 1954, with Bachelor of Arts Degree after having received his primary education at Byrnes Road, Morell, and Queen Square Schools respectively. A farewell party was held in his honor at the home of his parents on Highland Ave. A suitable address was read by Ray McClokey and a generous purse was presented by Cecil Trainor on behalf of his good friends and neighbors, to which an appropriate response was made, after which a delicious buffet supper was served. An enjoyable evening was spent in dancing to Hughes' Orchestra. As well the Ligatorian Youth Club presented Gene with a New Testament.

UMBRELLA FOR LOVERS

BONN, Germany (Reuters)—The West German umbrella industry has just brought out its 1954 hit—an umbrella built for two. It is oval-shaped, so that when two lovers are strolling down a country lane in the rain he can hold the umbrella and keep her dry too.

BACK BEARING LONDON (Reuters)

The general council of the Trades Union Congress, representing 8,000,000 British unionists, voted 23 to 6 Wednesday to support the Labor party's official policy backing German rearmament.

CITY AND DISTRICT

COOK'S for Perfect Pictures.
JUST ARRIVED.—Campus Jackets, Kennedy Ladies' Wear.

CRASWELL for Better Photographs.
YOUR DOLLAR BUYS MORE—at the **HUGHES DRUG STORE.**

NORTH RIVER UNITED BAPTIST CHURCH.—Fairview 11 a. m. North River 3 p. m. Long Creek 7:30 p. m. Sunday School as announced. Luc. Owen D. Cochran, Minister.

HAZELBROOK-CROSS ROADS-ALEXANDRIA.—Services on Sunday, August 1st. Hazelbrook 11 a. m. Cross Roads 3 p. m. Alexandria 7:30 p. m. All are welcome to these services. Rev. A. J. Archibald, D. D., Minister.

BREADALBANE PRESBYTERIAN CHURCH.—Service Sunday, August 1st, at 11 a. m. Sunday School at 10 a. m. All are welcome. Goodwill MacDougall, Student Minister.

CORNWALL UNITED CHURCH.—Rev. A. S. Weir, D. D. Minister. Services August 1st, will be as follows: New Dominion at 11.00 a. m. Kingston at 3.00 p. m. and Cornwall at 7.30 p. m. Miss Winnifred Newman, of Charlottetown, will be guest soloist at the Cornwall service. Sunday Schools as announced.

THE PRESBYTERIAN Church in Canada, Central Parish. Services next Lord's Day are as follows: Clyde River 11 a. m., Sunday school 10 a. m.; Nine Mile Creek 3 p. m., Sunday school 2 p. m.; Canoe Cove 7:30 p. m., Sunday school 10:30 a. m. Rev. Lee MacNaughton of Marshfield will be in charge of the service at Clyde River. Rev. Donald Nicholson, minister.

TINY TOTS—DIAL 4331. Big reductions on summer wear for boys and girls.

BREADALBANE PASTORAL Charge. The United Church of Canada. Services Sunday, August 1st: Pleasant Valley 11 a. m.; Rose Valley 3 p. m.; Breadalbane 8 p. m. Rev. W. B. MacPhail, minister.

CRAPAUD, Springfield. Long Creek Parishes. Services for Sunday, August 1st, 1954, 7th Sunday after Trinity. St. John's Church, Crapaud, 8:00 a. m. Holy Communion, 11:00 a. m. morning prayer; St. Thomas' Church, Long Creek, 3:00 p. m., evening prayer; St. Elizabeth's Church, Springfield, 7:30 p. m., evening prayer. Rev. George R. F. Esbary, Rector.

Personals

Mr. and Mrs. Ilmar Berzins and son, Christopher of Ottawa, were overnight guests at the home of Mrs. Berzins' uncle and aunt, Mr. and Mrs. Heath Foster, Marshfield, on Wednesday.

Visiting at the home of their cousin Mrs. L. H. D. Foster, Marshfield, for the past week were Mrs. Bert Hardy and Miss Beale Hardy of Grenfell, Sask., who arrived on the "Bluenose Special."

NEW LONDON W. I.

The regular meeting of New London W. I. met at Cavendish on July 12, with Stanley Bridge W. I. as guests. Meeting opened by singing the "Ode," followed by Creed in unison. Roll call was responded to by 16 members and 16 guests were welcomed.

Reports of the Ice Cream Festival etc., were given. It was moved all bills be paid. Correspondence was read and discussed. A com-

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\$50 to \$1000
WITHOUT BANKABLE SECURITY
Easy to meet requirements.
Loans fast, on your own signature.
24 months to repay.

REMEMBER... 2 out of 3 prefer HFC!
HFC HOUSEHOLD FINANCE
J. W. Chisholm, Manager
150 Great George St., suite 1, phone 8591
CHARLOTTETOWN, P. E. I.

NOW AVAILABLE IN P. E. I. SUSSEX BEVERAGES
The Quality Kind — Since 1885"
AT YOUR FAVOURITE STORE!

GOLDEN GINGER ALE
PALE DRY GINGER ALE
ROOT BEER
STRAWBERRY
COLA
ORANGEADE
LIME RICKEY

NEW LONG LIFE SPARKLING WATER
IN 2 CONVENIENT SIZES
DISTRIBUTOR:—
JENKINS TRANSFER, CHARLOTTETOWN

MID SUMMER SALE OF SPECIALS
STARTS THURSDAY MORNING
AT THE GLORIA LADIES' WEAR

Balance of **BETTER COTTON DRESSES** and all Pastel, **33 1/3** off
Nylon, Dacron, Crepe and Taffeta Dresses in sizes 9 to 24 1-2.—**CLEARING AT** Reg. Price

A SPECIAL GROUP OF DARKER SHADES
These Dresses are mostly Half Sizes. Regular up to **\$16.95. ON SALE FOR ONLY** **7.95**

ALL PASTEL HANDBAGS in Straw and other Fabrics—**CLEARING AT** **33 1/3** Off Reg. Prices

BROKEN LINES OF COTTON HOUSE DRESSES—
Reg. up to \$3.98—**ON SALE FOR ONLY** **1.98**

The GLORIA
LADIES' WEAR
179 GRAFTON ST.

mittee was appointed to see about wiring the school as follows: Mrs. Harold Mayhew, Mrs. Lorne Campbell, and Mrs. George Cole. The swimming class is to start on July 26. A committee was appointed to plan another ice cream social as follows: Mrs. Ralph Cobb, Mrs. Leigh MacEwen, Mrs. Nelson Roberts, Mrs. James E. Cole and Mrs. Oliver Bernard. New sick committee is Mrs. Morton Adams, Mrs. Oliver Bernard and Mrs. George Cole. Next meeting will be held at the home of Mrs. Nelson Roberts. A program of contests, bingo, etc., was much enjoyed after which lunch was served.

ST. CATHARINES, Ont. (CP)—Hydro Chairman Robert Saunders said here Tuesday night that by 1961 all of the power of the St. Lawrence river project will be absorbed because of the need for power in Ontario.

MOVED
Charlottetown Exchange Store has moved to 93 Richmond Street on opposite side of street, from old stand.

Refrigeration
SALES & SERVICE
Repairs To All Makes
MOTORS
Rewinding and Repairs
ELECTRICAL APPLIANCES
Repairs
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TONIGHT!
—SERVE—
Perfection
ICE CREAM

Try richer "Pint O'Perfection" in the modern transparent plastic container. You'll never taste better ice cream.

You'll Love
PERFECTION SHERBETS
ORANGE
LEMON — LIME

PERFECTION ICE CREAM IS MADE BY
CENTRAL CREAMERIES Limited
CHARLOTTETOWN PRINCE EDWARD ISLAND

SALE DAYS
FRIDAY
SATURDAY
MONDAY

YOU BUY FOR LESS AT
ELLIS BROS.

MON.-TUE.-THUR. & FRI. 8 a.m.-8:30 p.m.
WED. A.M. ONLY
SAT. 8 A.M.-10:30 P.M.
STANDARD TIME

SHOULDER ROAST
lb. . . **26¢**

RIB ROAST
lb. . . **34¢**

Rib Stew MEAT
lb. . . **24¢**

STRETCH Your Paint Dollars!

Now Is The Time To Paint
See Us For Long Lasting C. I. L. Colors & White at Reasonable Prices
SPECIAL DISCOUNTS For **SCHOOLS** and **CHURCHES**

C-I-L PAINTS
C-I-L PAINTS make paint dollars go farther. You can depend upon them for the long, colourful life, the sturdy resistance to wear and weather which mean true paint economy. For enduring beauty and protection, use C-I-L PAINTS. Choice of 22 colours, black and white.

EXTRA SPECIAL!
Maple Leaf Boneless Butts
HAM per lb. **65¢**
(Regular Price 79¢)

NEW POTATOES, 5 lbs. 29¢
CUKES, each 9¢
NEW ISLAND BEANS, lb. 21¢
KAM 39¢
LUNCHEON MEAT (12 oz. tin) .. 39¢
PEARS, 15 oz. tin, 2 for 37¢
LOBSTER, per tin 72¢
SLICED BACON 78¢

EXTRA SPECIAL!
WHITE SUGAR
10 lbs. . . 77¢

We Have Potato Sprays and Dust, Also Fly Spray