

A DELLA'S

The newest, most chic millinery creations of Fall '65 are arriving daily, help yourself to fashion — see them soon.

Adella's Millinery

Queen St. Dial 4-8114

YOUR BUSINESS ALPHABET FROM A TO Z

FIRMS LISTED ON THIS PAGE GIVE EXCEPTIONAL VALUES — NOT ONLY TODAY BUT EVERYDAY!

B ELVEDERE STORE

Quality Children's and Infants Wear at reasonable prices.

"Open 7 Days a Week"

Belvedere Store

St. Peters Rd. Sherwood

CUSTOM INTERIORS

Draperies — Slip Covers
Furniture Remodelling

"Give Your Furniture a Bright New Look"

Custom Interiors

Prince St. Charlottetown

D ISCOUNTS

That is what you get at . . .



H ome Building Supplies

Open every Monday night to serve you with a complete line of Building Supplies for the home.

Chandler Bros. Ltd.

1 Plywood Place Charlottetown

E SSO

Get hot water at the turn of a tap. ESSO automatic hot water heaters will heat enough water for a family at low cost.

Palmer Electric Ltd.

Fitzroy St. Charlottetown

FURNITURE

Draperies, Carpets and Appliances — Shop for Quality Merchandise at your leisure.

Archer & MacDonald Ltd.

Parkdale Dial 4-6345

G loria Ladies Wear

New Fall Dresses arriving daily in wools, arnel and Jerseys. Sizes 7 - 15, 8-20, 14 1/2 to 24 1/2
\$10.95 — \$29.95

Gloria Ladies' Wear

St. George Street Charlottetown

I NSURANCE

When you think of Insurance think of HYNDMAN CO. LTD. Offices Charlottetown, Summerside and Montague.

Hyndman & Co.

Queen St. Charlottetown

Jewellery

is the key to a woman's heart and we have that special kind of Jewellery that will appeal to all.

Pattersons Jewellery

Kent St. Dial 4-6732

K entuckee

FRIED CHICKEN

- Large bucket serves 7 3.95
- Bucket of 8 pieces serves 5 2.50
- Dining Room Plate only 1.50

DOW'S RESTAURANT

51 Grafton St. Dial 4-9226

L ePAGE'S

"The Home of Good Shoes Since 1920" — Shoes for the Whole Family.

LePage Shoe Co.

Grafton St. Charlottetown

M ONUMENTS

Marble - Bronze - Granite — Cemetery Lettering.

Vere Beck & Son Ltd.

"Memorial Craftsmen Since 1870"
Charlottetown Montague

N orthumberland Ferries Ltd.

Luxurious, dependable service from Prince Edward Island to Nova Scotia.

Northumberland Ferries Limited

Queen Street Charlottetown

O utstanding

Values. Gifts for every occasion. See the wide selection today.

GIFTARAMA

Prince Street Charlottetown

P AINT

Matchless paint to beautify your home, both interior and exterior.

J. W. Windsor Co. Ltd.

Water St. Charlottetown

Q UICK RESULTS

That's what you get when you place a classified ad.

Dial 4-8506

Classified Department

R eductions

Substantial reductions on selected lines of handcraft for end of season, for the best in handcraft from the four Atlantic Provinces visit

Thymewood

Stanhope P.E.I.

S ave

During 99c Bonus Days
At . . .

FIRESTONE HOME and AUTO

Grafton Street Charlottetown

T HOMAS

Petroleum Products

Its not to early to think about winter heating problems. We guarantee you comfort, plus economy. Equipped with 2-way radio.

Albert Thomas

Petroleum Products
Grafton St. E. 4-6610

U WILL BE DELIGHTED

by our wide selection of
baler and binder twines,
fall rye and lawn seeds

Halifax Seed Co. (P.E.I.) Ltd.

Queen Street Charlottetown

V ALUES

End of Season Sale provincial and Imported tartans 5.75 yd. For the best in handcraft from the four Atlantic Provinces visit.

Thymewood

Stanhope P.E.I.

W ARMTH

That's what you'll have all winter long — when you call

Walter Carver Jr.

"Petroleum Products"
31 St. Peters Road Dial 4-3583

X TRA VALUE

1965 RAMBLER 660.
4 Door Sedan

V-8 automatic with custom radio, white wall-tires, reclining seats and chrome wheel, Canary Yellow. Reg. \$3650.00.
No Trade at this Price

KIMBALL C. ACORN

2995
Elm Ave. Charlottetown

Y our Home

Insulation and Roofing. Headquarters approved applicators for Johns Manville Asbestos Siding and Clapboards. For Free Estimates call:

Atlantic Roofing & Drywall Ltd.

47 Valley St. Dial 4-6275

Z is for ZENITH



A hearing aid so small, so lightweight (only 1/2 oz. with battery) — yet you enjoy true realism and clarity of sound with full-powered transistor circuit. Case is especially contoured for snug, comfortable fit.

Toombs Music Store

Queen Street Charlottetown



AVALANCHE

Map locates Mattmark hydroelectric power project near Saas Fee in the Swiss Alps where millions of tons of ice broke from a glacier and crashed down without warning Monday. The entire construction site was buried and it was feared at least 100 workers were killed. (AP Wirephoto Map)

New Fisheries Official For Maritimes

OTTAWA (CP) — Louis E. Deveau of the fisheries department's industrial development service is being transferred from Ottawa to the department's Maritimes area office in Halifax to help expedite fisheries development projects, it was announced Monday.

N.Y. Columnist Escapes Crash

SAIGON (Reuters) — New York Times columnist James Reston escaped injury Monday when a U.S. naval aircraft he was in crash-landed near Da Nang, 375 miles northeast of here. Reston was returning from a trip to a 7th Fleet carrier when the aircraft developed an oil leak and was forced to crash land on a hamlet near Da Nang air base. The columnist returned to Saigon this evening and was working at his typewriter, none the worse for the accident.

Church Losing Grip On Young Says Report

By DENNIS ORCHARD VANCOUVER (CP) — A church losing grip on its young members is portrayed in a report prepared for the General Synod of the Anglican Church of Canada. The synod, meeting here this week, is told that Sunday school membership has dropped more than 50,000 from the average of about 300,000 established in the late 1950s. The church's Young People's Association has weakened to 13,700 members, down 1,400 from 1962. The church is baptizing and confirming fewer persons than it did in the 1950s. Over all membership has made a steady growth in the last few years, reaching 1,355,313 at the end of 1964, but the growth of Canada's population has been much more rapid by comparison. "Our unilingual church of British origin makes little appeal to the immigrant with a different national culture," says Rt. Rev. Godfrey Gower, Bishop of New Westminster, in his report on the statistics and state of the church. "What has been our strength in the past may be a hindrance to us in the future as we seek to fulfil our task in Canada among a multilingual and pluralistic society."

CITES REASON

Bishop Gower, admitting "serious concern" about the membership of Sunday school and youth organizations, adds: "If one is permitted to hazard a reason, this lack of hold on our youth stems from a vagueness of Christian witness in the home, but equally from the growth of many community interests which attract so diversifying personal activities that parish programs compete unequally with them." Other declines show in the membership of Anglican women's and men's groups and the number of families on church rolls, as distinguished from the totals for over-all membership. The report says it is begging the question to blame "the glittering attractions and glamorous appeals of the well-to-do secular society" for the muffling of the church's appeal. MUST WORK HARDER The report says the church has new work to do, and must seek new patterns for Christian action. "The church exists to give society the right kind of stability and the right set to its spiritual life. The chief problem then is to regain the confidence of the people."

MANY OWN STOCKS

Wages and salaries in the southeastern United States amount to 67 per cent of all personal income, the rest being proprietors' income and profits or dividends.