

CHURCHES SUNDAY

KINGS

PARISH OF GEORGETOWN, Anglican Church of Canada. Holy Trinity Church. Sunday, July 13 Sixth Sunday after Trinity. 11 a. m. Holy Communion and Sermon. Reverend W.G. Hogg Priest in Charge.

UPTON Gospel Chapel, Dundas Services for Sunday, July 13th, Sunday School 10 a.m.; Lord's Supper 11 a.m.; Gospel Service 7:30 p.m. Speaker Mr. Blake Matthews.

THE MONTAGUE PASTORAL Charge The United Church of Canada Rev. J.M. Fraser, Minister. Sunday, July 13th. Rev. A.S. Weir, will conduct these services, God willing, as follows: Lower Montague, 9.45 a.m. Morning Service; Trinity Church, Montague, 11 a.m. Morning Service and Junior Sunday School. A hearty welcome to all.

MURRAY HAROUR—Murray River, Pastoral Charge. The United Church of Canada. Services Sunday July 13th, Murray River Holy Communion, 11 a.m. Little Sands, 8 p.m. Murray Harbour Holy Communion 7.30 p.m. Rev. L.S. Woolfrey, Minister.

GEORGETOWN Pastoral Charge Services for July 13th, The United Church of Canada: 11 a.m. Georgetown. Junior choir 2.30 p.m. and 7.30 Anniversary services in Sturgeon. Guest preacher Rev. George Russell, B. A. Sackville United Church, Montague choir in afternoon service and Murray River trio in evening service. Rev. W. A. Paterson, Minister.

VALLEYFIELD Sunday, July 13th 11 a.m. Sacrament of the Lord's Supper, and 5 p.m., Special speaker, Rev. J.A. Nicholson, Rexton N. B.

DUNDAS UNITED BAPTIST Charge Lie. N. A. Metcalfe Pastor. Dundas Sunday School 10.15 a.m. Service at 11 Annandale Sunday School at 11 a.m. service at 8 p.m. Rev. A. G. Steeves, Montague, guest speaker.

THE PRESBYTERIAN Church in Canada. Services Sunday, July 13th Cardigan-Divine worship, 11 a.m. Sunday School, 10.30 a.m. Lorne Valley Afternoon service 2.30 p.m. Sunday School 2 p.m. Montague evening service 7.30 Sunday School, 10 a.m. Rev. D.A. Campbell, Minister.

VALLEYFIELD—Orwell Head Congregation, Services Sunday, July 13th. Valleyfield 11 a. m. Sacrament of the Lord's Supper Belle River 3 p.m. Valleyfield 5 p.m. Special speaker at both Valleyfield Services, Rev. J. A. Nicholson of Rexton, N.B., Rev. F. MacKinnon, minister.

CHURCH OF CHRIST the Lord's Day, July 13th Montague 10 a.m. Bible School for all ages 11 a.m. Lord's Supper and Preaching service, Murray River 10 a.m. Bible School, 11 a.m. The Lord's Supper, Murray Harbour 6 p.m. Bible School and the Lord's Supper. Combined evangelistic service at Murray River Church of Christ at 8 p.m. Everyone welcome. Kenneth T. Norris, Evangelist.

UNITED BAPTIST Church Montague 10 a.m. Sunday School 11 a.m. Worship 7.30 p.m. Evening song. Murray River 2 p.m. Sunday School, 3 p.m. Worship. Sturgeon 10 a.m. Sunday School 7.30 p.m. Worship Rev. A.G.J. Steeves Pastor.

QUEENS

HAMPTON PASTORAL Charge Services as follows: Hampton 9.45 and 11 a.m. and 7.30 p.m. Rev. A.D.C. Earl of the Tryon Pastoral Charge will be the guest speaker at the evening service Rev. M.K. Charman, Minister.

CORNWALL Pastoral Charge, United Church of Canada. Services Sunday, July 13: New Dominion 9.45 a.m.; Sacrament of Lord's Supper Cornwall 11.15 a.

COMING EVENTS:

Dance Iona East School every Monday night. Good Music.

Kellys Cross Tea Party Wednesday July 16th.

Horse Races at Hazelbrook Saturday, July 12th at 2 p.m.

Derry L.O.L. will meet July 12 at 8 a.m.

Dance every Friday night Gordon Lodge. Burn's Orchestra sponsored for Community entertainment.

Regular Dance in Elliotts Hall Saturday night—Weatherbie Orchestra.

Reserve Wednesday, August 8th for parish picnic St. Anthony's Church, Bloomfield.

Rose Valley Y.P.U. Social on Church Grounds. July 11th. Hot-dogs, Burgers, ice-cream.

Ice Cream, Bingo. Johnston's River School. Saturday, July 12 7 p.m.

Dance St. Teresa's Hall Friday, July 11th. Webster's orchestra.

Lot 65 C.W.L. Pantry Sale at S. A. MacDonald's, Friday at 2 p.m.

Just arrived car Baler twine. Ket your requirement at quantity prices. Also spray materials. E. J. MacDougall, Vernon.

Ice Cream and Strawberry festival amusements and dance. Orwell School Thursday, July 17, 8 p.m.

Regular Saturday night dance St. Peter's Bay Hall. Cantwell's Orchestra, featuring Al Blanchard at the piano.

Showing at Mt. Stewart Friday "The Bride Goes Wild" A tasty romance starring June Allyson and Van Johnson.

a.m.: Stanhope 7.30 p.m.

UIGG, ALEXANDRA Hazelbrooke Services for Sunday, July 13th, Uigg 11 a.m. Alexandra 3 p.m. Hazelbrook 7.30 p.m. All are welcome Rev. C.W. Passey Minister.

MILTON—RUSTICO Parish Rectory Rev. A.E. Piercey, Services for Sunday, July 13th at St. Mark's Rustico 10.15 a.m. Sunday School. 11 a.m. Holy Communion and sermon. Saint John's, Milton. 2 p.m. Sunday School; 3 p.m. Evening prayer and sermon.

CHRIST CHURCH, Cherry Valley 7 p.m. Evening Prayer and sermon. Sunday School to follow. Come and bring the whole family.

WINSLOE UNITED Churches Rev. Dr. E.A. Betts, Minister. Services for Sunday, July 13th: Winsloe South 9.30 a. m. Winsloe North 11.00 a. m. Highfield 7 p. m. Princesburg Road 8 p.m. Mr. David MacDonald of Charlottetown guest preacher at all services. Sunday Schools at usual hours.

THE UNITED CHURCH OF Canada, Cavendish Pastoral Charge, Services of Divine Worship, Sunday, July 13th, 1958, 9.30 a.m. Stanley Bridge; 11 a.m. Cavendish; 8 p.m. North Rustico.

NORTH RIVER UNITED Baptist Church Services Sunday, July 13th Fairview, Sunday School at 10 a.m. Preaching Service 11 a.m. North River Sunday School 2 p.m. Preaching Service 3 p.m. Long Creek Sunday School as usual Preaching Service 7.30 Rev. Brent Robertson, Speaker.

THE PRESBYTERIAN Church in Canada, Central Parish. Canoe Cove: Service 11 a.m. The Lord's Supper will be administered at the close of the service. Evening Service at 7.30. There will be no S.S. in Canoe Cove, Nine Mile Creek, or Churchill. S.S. in Clyde River 10.30 a.m. Rev. G. Killen, Minister.

THE PRESBYTERIAN Church in Canada Wood Islands Pastoral Charge. Services for the Lord's Day, July 13th Wood Islands. 11 a.m. Murray Harbor 3 p.m. Caledonia 7.30 p.m. Sunday School in the Wood Islands and Caledonia Churches one hour before the service. Mr. Gordon Bean Student minister Rev. Donald Nicholson Interim Moderator.

COVEHEAD Pastoral Charge United Church of Canada Rev. W.H. Forsyth, B.A., Minister. Church services for Sunday, July 13, Union Road 9.30 a.m. Holy Communion; West Covehead 11

10 a.m. Rev. Donald Nicholson, Minister.

FREDERICTON and Breadalbane Churches of Christ Sunday July 13 Fredericton Sunday school at 10.30 a.m. Breadalbane Church at 10.30 a.m. Merle Zimmerman B. Th. Minister.

NEW LONDON PASTORAL Charge Presbyterian Church in Canada. Services for Sunday, July 13, 1958 9.45 a.m. Sunday School at St. John's 11 a.m. Divine Worship at St. John's (Sacrament of Baptism administered) 2.30 p.m. Annual memorial service for the War Dead at Geddie Memorial; 7.30 p.m. Long River Come and worship and praise God in his house with us. Rev. L.D. Bartlett, B. A., B. D. minister.

YORK PASTORAL CHARGE, The United Church of Canada. Minister: Rev. F.H. Littlejohns. Sunday, July 13th, 9.30 a.m. York There will be services of Holy Communion at both Central at 11 a.m. and Brackley at 7.30 p.m.

NEW GLASGOW CHRISTIAN Church Sunday, July 13th. Morning worship and Communion 11 a.m. Community Sunday School 10 a.m. (in the Christian Church) Cavendish United Baptist Church Worship Service — 7.30 p.m. Rev. Bryer R. Jones, B.A., B.D., Minister.

BRADALBANE Charge, United Church, Sunday Services will be as follows: Granville 9.30 a.m. Rose Valley 11 a.m.; Pleasant Valley 7.30 p.m. Minister, Rev. Anthony G.N. Ware.

PRESBYTERIAN Church in Canada, Marshfield Charge. Divine services for July 13th are as follows: Harrington Service at 9.30 a.m. Sunday School at 10.30 a.m. Marshfield Morning service at 11 a.m. at which time the sacraments of the Lord's Supper and Baptism will be observed. Sunday School at 10 a.m. Mount Stewart Service will be conducted at 7.30 p.m. All are cordially invited to attend these services of worship. Rev. C. Townsley, Minister.

POWNAL UNITED Pastoral Charge, Services Sunday, July 13 11 a.m. At Millview; 7.30 at Pownal with Glen MacEachern as soloist and organ accompaniment by Mrs. K.A. Parker. Rev. T. R. Goudge, Minister.

ORWELL — VERNON Pastoral Charge United Church of Canada Services Sunday, July 13th Cherry Valley 11 a.m. Vernon River 2.30 p.m. Eldon 7.30 p.m. Rev. N.R. Green B.A. minister.

GOSPEL TENT North Granville Lord's Day, Sunday School at 7 p.m. Gospel Meeting at 8 p.m. Speakers A.W. Joyce of Toronto and Albert Ramsay of Kensington. All are welcome no collections.

PRESBYTERIAN Church in Canada St. John's Belfast, Services on the Lord's Day at 11 a.m. and 7.30 p.m. Sunday School

vine service 3 p.m. Kensington, Sunday School 10 a.m. Divine service 7.30 p.m. Rev. E.H. Bean B.A. B. Th., B.D. Minister. A cordial welcome to all.

PRINCETOWN United Church, Malpeque. Morning Worship 11 a.m. Sunday School 11 a.m. Evening worship 8 p.m. Come bring your friends. W.E. Grant, Student Minister.

TRYON—BONSHAW UNITED Baptist Pastorate, Rev. Lindsay R. Graves, Minister. Services for Sunday, July 13th, Bonshaw 11 a.m.; Westmoreland 3 p.m.; Tryon 7.30 p.m. Sunday school at Tryon 10 a.m.; Westmoreland 2 p.m. All are welcome.

SPRINGFIELD — O'Leary — Alma United Baptist Pastorate, Rev. Ross Howard, Minister. O'Leary 10.30 followed by ordinance of baptism; Alma 3 p.m.; Springfield West 7.30 Communion and reception of members. Springfield S.S. 9.30 a.m.; O'Leary S. S. 11.30 a.m. A cordial welcome awaits you.

PENTECOSTAL CHURCH Services in the Tent at O'Leary, P. E.I., Sunday at 3 p.m. and 7.30 p.m. Q.R. Staris, Minister.

BEDEQUE PASTORAL Charge The United Church of Canada. Rev. G.A. Cowper-Smith, minister. Services on Sunday, July 13 Albany, 9.30 a.m.; Bedeque 11 a.m.; Borden, 7.30 p.m.

THE TRYON Pastoral Charge of the United Church of Canada on Sunday, July 13th, is as follows: Crapaud 9.45 a.m.; Tryon 11.45 a.m.; Cape Traverse 3 p.m. Minister Rev. A.D.C. Earl.

NORTH BEDEQUE Pastoral Charge United Church of Canada Services as follows for July 13th Travellers Rest 9.30 a.m. North Bedeque 11 a.m. Freetown 7.30

p.m. Angus V. Brown, Minister. **CENTRAL BEDEQUE** United Church is invited to attend a special "Go To Church on Sunday Service" on Sunday, July 13 at 11 a.m. Special music, Sunday School 10 a.m. Rev. Charles A. Britten, Minister.

GOSPEL HALL Lower Freetown. Breaking of Bread at 10.30 a.m. Sunday School and Gospel meeting will be in the tent at Granville.

O'LEARY PASTORAL Charge United Church of Canada. Services of Divine worship for Sunday, July 13th: West Devon, 9.30 p.m.; Bloomfield, 11 a.m.; Brae 2.30 p.m.; O'Leary, 7.30 p.m. Mr. Elmer MacLean will conduct all services. Rev. J. Heber Kean, Minister.

FREE CHURCH of Scotland, 11 a.m. DeSable 1.30 p.m. Cape Traverse 3.30 p.m. Summerside 7.30 p.m. Coleman Rev. H.G. MacKay.

ANGLICAN CHURCH service for New London Parish, July 13, Sixth Sunday after Trinity. Rector Rev. W. Eric Ingraham. St. Stephens, Burlington, Sunday School 10 p.m. and Holy Communion at 11 a.m. St. Thomas

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

THE CANADIAN GIRL GUIDES ATLANTIC ADVENTURE CAMP

Brackley Beach
—Visitors Day—
SATURDAY, JULY 12th—2-4 p.m.
Everyone Welcome

French River War Memorial service 2:30. St. Marks, Kensington, Holy Communion 8 a.m. Evening prayer 7.30 p.m. Visitors are welcome.

NORTH TRYON Presbyterian Church service July 13th: 11 a.m., Church School. 12.15 Miss Mary A. MacKenzie, Deaconess.

ALBERTON Pastoral Charge—United Church of Canada. Sunday, July 13. Tignish worship at 9.30 a.m. Sunday School at 10.30 a.m. Alberton Sunday School at 10 a.m. Worship at 11 a.m. Cascumpee Sunday School at 6.30 p.m. worship at 7.30 p.m. Official board meeting Thursday evening. Tignish vacation school begins Monday afternoon. Rev. J. M. Sproule, minister, William Bowering student assistant.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

URGENT FARM WEEK SASKATOON (CP)—The Inter-provincial Farm Union Council joint boards agreed Tuesday to promote a national Farm Union week tentatively set for the first in November. The three Prairie provinces and Ontario were represented at the meeting. It was decided to invite Quebec and Maritime farm unions to participate.

Cases Heard In Court Yesterday

Appearing in City Police Court yesterday morning before Magistrate K.M. Martin a Murray River man was convicted of being drunk and incapable and fined \$10.00 and costs or five days. A resident of Alberton and one of Souris appearing on drunk and incapable charges were each fined \$5.00 and costs or two days. Also appearing on a drunk and incapable charge, a King Street man was given a 20 day suspended sentence in order that he

The Guardian Page 3 Friday, July 11, 1958

may leave the province. A charge of non support against a Charlottetown man was dismissed by the magistrate. A fine of \$20.00 and costs or 10 days was imposed upon a City man convicted of driving a taxi and not being a licensed taxi cab driver. For driving an unmarked taxi cab another City man was fined \$10.00 and costs or 5 days. A resident of Cambridge, convicted of failing to stop at a red traffic light was fined \$10.00 and costs or 5 days.

Attention Main Brace Members

Family outing with children!

PLACE—Stanhope Beach

DATE, Saturday, July 19th; if raining, Sunday, July 20th.

TIME, 1:30 p.m. leaving from club rooms.

Kindly phone the following numbers if wishing to attend:—
5433 — 6095 — 3503 — 9375
as soon as possible.

Treats and games planned for the children!

MOORE & McLEOD

MAKE YOUR HOME GLOW WITH DOMINION LINOLEUM



A wide selection awaits you in our 3rd floor Showroom — to create beauty in your home surroundings. Visit with us—or phone for Free Estimate, our generous advice and assistance.

Prices—6' wide lino square yd. 1.65
9" x 9" Tiles each 12c

Our Household Furnishings are also on 3rd Floor

MOORE & McLEOD LTD

Queen Street Charlottetown

SUMMERTIME

Means Big Business For the Merchant Taking Advantage of the Natural Selling Opportunities

SUMMER OFFERS SELLING OPPORTUNITIES IN A HOST OF FIELDS

- LUGGAGE: 10 per cent of year's sales in June and July.
- TIRES: 33 per cent of year's sales in June, July and August.
- Air Conditioners: 75 per cent sales during summer months.
- FOOD FREEZERS: 34 per cent during three summer months.
- LUMBER AND BUILDING: 27 per cent of sales during June, July and August.
- MANY MANY MORE



VACATIONS Half of all vacations are taken during June, July and August. Record numbers of children are going to camp. The vacation mood is a buying mood. Cash in!

DO IT YOURSELF More leisure time, longer weekends and vacations in good weather means tremendous potentials for "Do it yourself" items . . . work clothes, hardware, paint, wallpaper, tools, lumber and garden supplies.

HOME COMFORT Maybe once when the mercury shot up, people just sat rocking on the front porch. But today your prospect wants to move around. And they've grown accustomed to easy living and want to enjoy all the comforts that go with it. They have money and they're ready to buy. It is up to you to promote and get them in your store.

You can count on The Guardian to reach as many of your prospects in summer as in anytime of the year—There is no summer replacement for newspapers—your sure way of reaching this trading area is by advertising in The Guardian.

THE GUARDIAN

"Covers P. E. Island Like The Dew"