

WHITER TEETH IN 30 SECONDS COLGATE TOOTH POWDER



polishes . . .
Super-fine polishing agent safely polishes teeth to a gleaming natural whiteness. Colgate Tooth Powder is guaranteed to give you cleaner, brighter, whiter teeth in just 30 seconds or your money back!

. . . as it cleans
Active, penetrating foam cleans out stagnant saliva and food particles your brush can't reach. So Colgate stops bad breath—helps fight decay. Fresh, minty taste! 119 brushings in 59c tin—so get Colgate and save!

Colgate cleans your Breath as it cleans your Teeth

Progress By Co-op Life Insurance

Co-operative Life Insurance Company has made tremendous progress again this year. Mr. R. H. Milliken, Q. C., President, reported at the recent annual meeting held in Regina that new business for 1952 amounted to \$7,675,000. Placed insurance making a total of \$42,000,000 of insurance in force or an increase of 18% for the past year.

The report of the General Manager, Mr. H. A. Crofford, stressed other factors in the growth of the company, especially the trend towards a greater proportion of individual insurance as compared with the earlier years of operation. In six years since 1947, the number of lives insured has increased from about 11,000 to over 36,000, the insurance in force from \$11,000,000 to \$42,000,000 and the total assets from \$300,000 to \$1,800,000. In the history of life insurance in Canada this is regarded as remarkable growth.

The company is now doing business in all provinces of Canada, except Quebec, operations having been extended to Newfoundland during 1952. In addition to ordinary insurance, the company specializes in providing pension plans and a variety of group insurance plans for co-operative members. Moreover, as stated in the message of the President to the annual meeting, "Co-operative Life has aimed at investing a reasonable proportion of its funds in co-operative enterprises and as its reserve continues to grow, will be in a position to increase its co-operative investments."

The meeting chose two men widely known in the field of co-operatives and adult education in Canada to fill the positions of President and Vice-President of the company. Elected President was R. L. Stutt, director of field organization for the Saskatchewan Wheat Pool and leader in several national educational organizations. Elected to fill the position of Vice-President was Alexander Laidlaw, Associate Director of the Extension Department of St. Francis Xavier University, Antigonish, N. S. Mr. Laidlaw has been a director of Co-operative Life Insurance Company since 1950, when the company was invited by co-operatives of the Maritimes to extend operations into the eastern provinces.

Co-operative Life representatives on Prince Edward Island are J. J. MacIsaac, Charlottetown and Wilfred Driscoll, Morell.

Gold Medallist



Among the recent graduates of Mount Allison University, Sackville, N. B., was Ann Estelle (above), eldest daughter of Rev. and Mrs. E. R. Woodside, of First United Church, Bathurst, N. B. Miss Woodside obtained the degree of Bachelor of Science in Home Economics and was awarded the Eaton Gold Medal for the highest standing in the four-year course. She has accepted a position with the Department of Agriculture in its Home Economic Services and will be associated with the Women's Institutes of the eastern counties of New Brunswick with headquarters in Moncton.

Miss Woodside entered university from Prince of Wales College where she had an enviable record in both scholastic and extra-curricular activities.

BRENTWOOD, ENGLAND (CP)—This Essex town sent an illuminated address to the Queen for her Coronation and now want it back. Town clerk C. N. Booth explained Brentwood would like it temporarily for display at a historical exhibition here.

PENTECOSTAL TENT MEETINGS HAMPSHIRE P.E.I.

June 18th and 19th, at 8 p.m.
 SUNDAY, June 21st, at 3 and 8 p.m.
 June 22nd and 23rd, at 8 p.m.

You are invited to these Services
 Listen to the Pentecostal Church of the Air Saturday morning at 9 o'clock over CFCY.

CENTRAL GUARDIAN

"YOUR DOLLAR BUYS MORE—AT THE HUGHES DRUG STORE."

TAILORED TO MEASURE SUITS \$39.00 up. J. P. MacPherson and Son.

KEROSENE, Electric and Propane Gas Refrigerators. Bryentou and MacKay.

SEEDS! Store open daily, also Monday and Thursday evenings until 9 P. M. Arthur Vesey.

WEEK END SPECIALS at Adella's. \$2.95, \$3.95, \$4.95.

SERVICE TO SICK, Phone 441. Cantwell's Pharmacy, next to Gloria.

TONIGHT, Senior programme, pianoforte and singing students, of Miss Lillian McKenzie, Kirk Hall, 8 p.m.

SLIGHTLY DAMAGED — A truck backing on to School St. yesterday was struck by a car going north. There was slight damage to the right door of the car.

POLICE COURT—In the City Police Court yesterday, a man charged with theft of money was remanded until the 24th.

LITTLE THEATRE — Aladdin and His Lamp. Empire Theatre, tonight, June 18, and Friday at 8:15 p.m. Membership tickets honored at door. Public: Adults 75c. Children 35c. (must be accompanied by adults).

FUNERAL YESTERDAY — The funeral of Arthur Irving, Cherry Valley, was held from his late residence yesterday afternoon. Services at the home and grave were conducted by the Rev. John MacKay, B.D., Vernon. Pall bearers were Louis Hayden, Malcolm MacLeod, James Murphy, Dennis Rooney, Lloyd Martin, and William Irving. Burial was in Cherry Valley United Church cemetery.

FUNERAL AT BUNBURY — The funeral of the late Willard Kelly of Bunbury was held yesterday afternoon from his late residence and was very largely attended. Service at the home and grave was conducted by the Rev. F. G. Goudge assisted by the Rev. A. S. Weir and the Rev. George Tilley. The honorary pallbearers were Willard MacDonald, Russel Parquharson, Wellington MacNeill, Malcolm MacDonald, Arthur

Card Of Thanks

The family of the late Ernest Deighan, Junior, wish to express their appreciation for the many acts of kindness by their neighbors and friends, also for the Mass cards, sympathy cards and letters during their tragic bereavement.

Mutch and Ambrose Duffy. Active pallbearers were Walter Beairto, Allison Owen, Sinclair MacKay, Rankin McLaine, Chester Burt and Lester Johnson. Members of the P. E. Island Harness Racing Association and members of the Victoria Driving Club and the P.

E. I. Exhibition Association tended in a body. Interment was in Clifton cemetery, Lot 48.

Personals

Dr. and Mrs. L. E. Toombs and daughter Millicent arrived Mon-

day night from Edmonton, Alberta, and are visiting with his parents, Mr. and Mrs. Edmund Toombs, 310 Kent Street. They are enroute to Madison, New Jersey, where Dr. Toombs will take up the position of professor of Old Testament at Drew University.



ASSURE DAD A REALLY HAPPY "FATHER'S DAY" THIS YEAR AND EVERY YEAR BY SHOPPING AT PIERCE'S. WE ARE JUST AS ANXIOUS TO PLEASE HIM AS YOU ARE. SO FOR GUARANTEED SATISFACTION IN YOUR PURCHASES OF EVERYTHING IN FOOD, DO YOUR WEEKLY SHOPPING AT THIS UP-TO-DATE FOOD MARKET.

"FOR DAD'S SPECIAL" DINNER "Grade "A" FOWL Lb. 49c

WESTON'S (Fresh) GUM DROPS Reg. Price 1/2 lb. 25c EXTRA SPECIAL 1/2 lb. 15c

FRUIT "AT ITS BEST"

EXTRA SPECIAL

Guaranteed "Sweet and Juicy" SUNKIST

ORANGES 4 Doz. 79c

This will please dad's appetite and wallet too.

Red Ripe Tomatoes, pkg. . 29c

Fresh Cuban Pineapples . . . 35c (Extra Large)

Bulk Seedless Raisins, 2 lbs. . . 39c

NESCAFE (With Coupon) Large . . . \$1.95 Small . . . 53c

Pasco ORANGE JUICE, 2, 20 oz. tins 33c

Swansdown CAKE FLOUR, pkg. 39c

Veribest TEA, lb. 75c

SILVER SEAL MOLASSES Quart 35c

FLUFFO SHORTENING 2 Lbs. 55c

POT OF GOLD CHOCOLATES Lb. \$1.25

Lux TOILET SOAP, 3 for 25c

Purity PIE CRUST, 2 pkgs. 29c

Shelled (Light Halves) WALNUTS, 1-4 lb. 21c

GREAT GEORGE STREET, CHARLOTTETOWN, P.E.I. PHONE - 224 or 225.

Pierce's CASH and CARRY "ONE STOP TO SHOP" DELIVERY SERVICE FOR ALL YOUR FOOD NEEDS

All New!

Safer, Easier, Faster from start to finish



Richard Hudnut announces the all-new home permanent with revolutionary Beauty Rinse Neutralizer

NEW! BEAUTY RINSE NEUTRALIZER with cream rinse built-in. Automatically neutralizes, conditions and beautifies hair in one quick step. Gives you bouncier, prettier, longer-lasting curls with a never-before kind of natural lustrous softness. Never that "new permanent" look!

permanent. You can unwind curls immediately!

NEW! SAFETY-BALANCED WAVING LOTION. Balanced and buffered to protect hair vitality and health. Insures a curl that goes right to the ends. Gentlest regular lotion on the market today.

NEW! DOUBLE-QUICK METHOD. Eliminates all nuisance steps. No messy dripping time. No waiting for hours while hair dries on curlers. Takes less time from start to finish than any other type of home

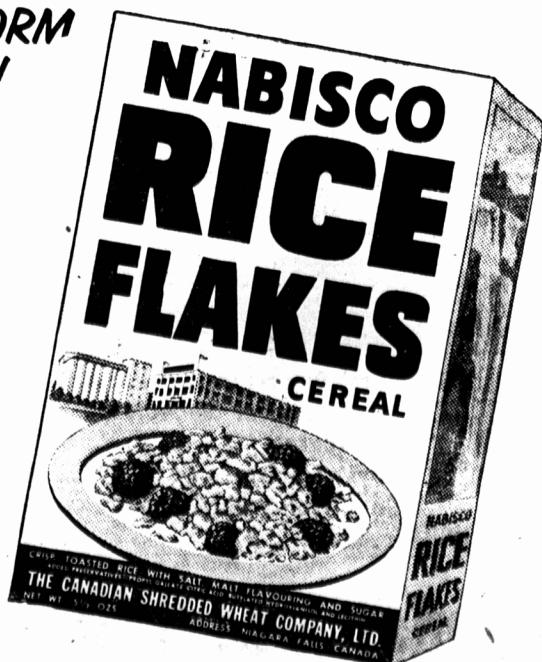
NEW! SALON CUSTOM-TIMING for your kind of hair. You control the curl with professional-type safeguards. No frizz, no fuzz, no "fail to take." Say goodbye forever to that "new permanent" look!

We make no wild promises, no empty guarantees. Your beautiful hair will speak for itself.

SEMPLER'S PHARMACY LTD. 178 Queen St. Phone 271

EVERYBODY'S BUYING NEW! NABISCO RICE FLAKES

a RICE CEREAL in FLAKE FORM for extra toasty goodness!



You've never tasted a cereal like new, Nabisco Rice Flakes. A secret flavor recipe! Gives you a fresh, flaky cereal with a toasty-tempting flavor everybody loves!

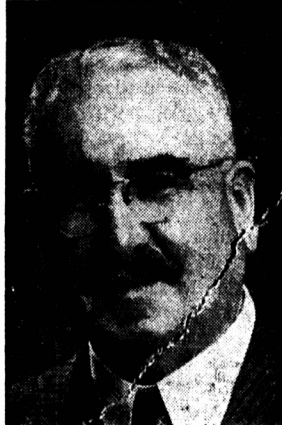
New Nabisco Rice Flakes are so-o-crisp and good you'll want to serve them every morning! And how youngsters enjoy this crunchy cereal! Buy a box today!

FREE! 30 Picture-story Kings and Queens of England CORONATION CARDS

Boys and Girls! Have fun saving and trading the 30 full-color Kings and Queens of England cards. Story on back of each card. Interesting! Educational! One inside every package of Rice Flakes, between the carton and inside wrapper.



J. Angus MacLean, M.P., Queen's



W. Chester S. McLure, M.P., Queen's

THE YOUNG PROGRESSIVE CONSERVATIVE ASSOCIATION

of

Prince Edward Island

will hold its

ANNUAL MEETING and RALLY

at

THE COMMITTEE ROOMS

on

Rochford Street, Charlottetown

(formerly the "V" Club)

on

Wednesday, June 24th

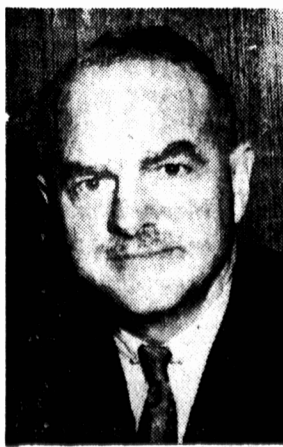
at 2:00 P. M.

(Registration to commence at 12 p.m.)

All persons between the ages of 16 and 40 are invited to attend.

ALSO

The Prince Edward Island candidates of the Progressive Conservative Party will address a public meeting at the



Brig. J. H. Price, Prince



John A. MacDonald, King's

Community Centre

on Stewart Street, Charlottetown

at

8 p. m.

The electors of Prince Edward Island and general public are cordially invited to attend.