L. O. A. L. O. B. A.

Grand Orange Lodge will meet in Boyne Lodge-room, Wednesday, May 13th, at 10 A.M.

Grand Lodge of the L. O. B. A. will meet in the Knights of Pythias Hall, Charlottetown, Wednesday, May 13th at 10 a.m.

MRS. GRACE FRANCIS
Grand Sec'y. L.O.B.A.

J. A. MURRAY,
Grand Sec'y. L.O.A.

All New!

Safer, Easier, Faster from start to finish

$1.75

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

NEW! BEAUTY RINSE NEUTRALIZER with creme rinse built-in. Automatically neutralizes, conditions and beauty-finishes 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!

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 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! 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.

THE JENKINS PHARMACY
THE Rexall STORE
DISPENSING CHEMISTS · PHONE 219
COR GT. GEORGE & KENT STS. CHARLOTTETOWN, P.E.I.

THE WORLD'S FIRST "ALL-TRANSISTOR" HEARING AID FOR LESS THAN $200.00

ONLY $74.50

The Greatest Value Ever to Come to the Hard of Hearing!

- COMPLETELY ELIMINATES "B" BATTERIES...
- COMPLETELY ELIMINATES VACUUM TUBES...
- ASSURES CONSTANT HEARING POWER, NO FADING...
- SLASHES OPERATING COSTS!

FREE DEMONSTRATION

Charlottetown Hotel	Clifton Hotel
FRIDAY, MAY 8	SATURDAY, MAY 9
10 a.m. to 8 p.m.	10 a.m. to 6 p.m.

BATTERIES, ACCESSORIES & REPAIRS FOR ALL MAKES OF HEARING AIDS.

ACOUSTICON

World's First and Oldest Makers of Electrical Hearing Aids

J. E. RAMSAY
Representative
41 Bank of Toronto Bldg. Halifax, N. S.

The Psychiatric Social Worker's Role

Psychiatric social work may be defined as social work practised in mental hospitals, clinics, or under other psychiatric auspices, the essential purpose of which is to serve people with mental or emotional disturbances.

Social workers were first introduced to state mental hospitals to assist the physicians by supplying information on the patient's home environment and his social problems. They remained undifferentiated from other social workers in name and in training until 1913 when the Boston Psychiatric Hospital developed the specialty of "Psychiatric Social Workers." During World War I increasing use was made of social workers accustomed to working with individuals with nervous and emotional disorders, with the result that in 1918 programs of training were begun at Schools of Social Work in Boston and New York to meet the need for specially trained psychiatric social workers.

• • •

During the past twenty years there has been a large increase, not only in the number of psychiatric social workers employed, but also in the functions they perform. Applying techniques acquired through post-graduate training in social service work, they may perform a wide and varied number of duties in mental hospitals and clinics.

In the mental hospital, the social worker is concerned with obtaining information concerning the background and social situation of the patient, because in order to properly understand and treat psychiatric illness it is necessary to have as complete a knowledge as possible of the personality involved, and the environment in which he lives. The social worker must also attempt to eliminate fear, prejudice, and other attitudes on the part of either relatives or patient which are obstacles to acceptance of psychiatric care and continuation of treatment.

• • •

Other important functions of the social worker in the mental hos-

Continued on page 7

IN MEMORIAM

In memory of a dear Husband and Father, Benjamin Simpson, who passed away May 7th, 1952.

God called you because you were suffering,
And we could help you no more.
And those who sleep in Jesus are not dead,
Only gone before.

Sadly Missed and Always Remembered by Wife and Family.

IN MEMORIAM

BRUCE — In loving memory of sister Doris, who passed away May 7th, 1948.

I think of you dear Sister
And see your smiling face;
And know that you are happy,
In our Father's chosen place.

Always Remembered by Kay.

Puss 'n Boots

World's Most Famous

CAT FOOD

Here's the food that helps give cats and kittens strong bones, bright eyes, glossy coat, playful pep and purr-fect disposition. Get Puss 'n Boots for *your* cat!

THE CENTRAL GUARDIAN

JIMMY'S TAXI — Phone 525.

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

WALLPAPER — 139 patterns. Bryenton & MacKay.

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

FOR MOTHER — New Zenith Hearing Aid. Late developments, $85.00. Toombs Music Store.

HANDICRAFTS now being received at the Abegweit Gift Court, 181 Great George Street.

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

NEW WILLIS PIANO — "Canada's Best". Special low price. Toombs Music Store.

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

CRASWELL for Better Photographs.

PHONOGRAPH—Plays all makes of Records $39.50. Toombs Music Store.

MALLETT'S BATTERY SERVICE.— Specialists in battery and radiator service.

FLASH—A shipment of J. C. Higgins 3-speed bicycles just received at Simpsons-Sears, Charlottetown Store.

NOTICE TO GOLF CLUB MEMBERS—Members are advised that the following holes are now open for play: Nos. 1, 2, 3, 10, 11, 12, 13, 17, 18. Preferred lies are to be used on all fairways. Tees and greens are not to be used.

WOOD ISLANDS-CARIBOU FERRY SERVICE

(Sailings May 1st to June 12th Inclusive)
Daily Including Sundays—
Standard Time.
From Each Terminal.
8 a.m. 11 a.m. 1 p.m. 5 p.m.

RESERVATIONS: May be made for a limited number of vehicles by contacting Head Office in Charlottetown, at least 48 hours in advance for:—

(1)—First and Second sailings from each terminal each morning.
(2)—For perishables and/or Livestock in truck loads on any sailing.
(3)—For all sailings on Saturday and Sunday until June 12th.

For Daily Report listen to CFCY first Weather Broadcast each week day.

CATCH AN EARLY CROSSING AND AVOID DELAY.

NORTHUMBERLAND FERRIES LIMITED,
Charlottetown, P. E. Island

Card Of Thanks

I wish to sincerely thank Dr. Rachmel, Nurses and staff of the P. E. I. Hospital, all the kind friends who sent flowers, cards, fruit, etc., and also those who visited me while a patient there.

Vincent Newson.

Skinny men, women gain 5, 10, 15 lbs.

Get New Pep, Vim, Vigor

What a thrill! Bony limbs fill out; ugly hollows fill up; neck no longer scrawny; body loses half starved, sickly "bean-pole" look. Thousands of girls, women, men, who never could gain before, are now proud of shapely, healthy-looking bodies. They thank the special vigor-building, flesh-building tonic, Ostrex. Its tonics, stimulants, invigorators, iron, vitamin B_1, calcium, enrich blood, improve appetite and digestion so food gives you more strength and nourishment; put flesh on bare bones.

Get Lovely Curves

Don't fear getting THAT fat. Stop when you've gained the 5, 10, 15 or 20 lbs. you need for normal weight. Costs little. Now "get acquainted" size only 60c. Try famous Ostrex Tonic Tablets for new vigor and added pounds this very day. At all druggists.

May 3rd to May 9th

MENTAL HEALTH WEEK

TAKE PART IN THIS WEEK'S PROGRAM

Read:—Local papers for Mental Health Series—Local and National.

Listen:—To CFCY for spot announcements and for 15 minute broadcasts—Standard Time.

Monday—May 4, 7:30, Hon. A. W. Matheson, Q.C., Minister of Health and Welfare.

Wednesday—May 6, 7:30, Dr. W. J. P. MacMillan, O.B.E., Member of the Legislature.

Saturday—May 9, 7:00, Dr. J. A. Murchison, Director, Division of Mental Health.

Visit:—Occupational Therapy Building, Falconwood — Tuesday, Wednesday, Thursday, Friday afternoons 2-4, light refreshments. Bus Service from Bus Terminal leaving at 1:15, 2:15, 3:30, returning at 1:30, 2:30, 4:30.

See:— Display of patients work — BUY. Posters and display showing the various activities of The Division of Mental Health —Films relating to Mental Hygiene in Hospital Auditorium.

Specials For Mother's Day

Nylons Subs 89c Firsts 98c

NYLON PULLOVER **SWEATERS** Special at 3.98

Ladies' Blouses Sizes 12 to 20 Reg. 2.98 For 1.98

Ladies' Shoes 2.98 to 5.98

Ladies' Skirts Reg. 3.98 For 2.98

Special — Ladies' Burgundy Beauty-on-Duty Shoes. Reg. 6.98 for 5.49

Kays Dry Goods & Footwear
109 Richmond St. Phone 2466

VISIT HI-STYLE Millinery and select a hat for Mo..... s Day. New models arriving daily. Every Style Hi-Style.

UNITED CHURCH EXPOSITION May 7th—13th, Trinity Church, Charlottetown. Pageant May 12th and 13th.

FORMER ISLANDER DIED AT WOLFVILLE —Word has been received of the death on Thursday morning, April 23rd, at the Eastern Memorial Hospital, Wolfville, N. S., of Helen M. Kingdom, wife of Mr. F. C. Kingdom, Wolfville. She quietly passed away in her sleep. The talented daughter of Dr. Alex Anderson, LL. D., former principal of Prince of Wales College, and Mrs. Anderson, Charlottetown, she leaves to mourn, besides her husband, one brother, Captain Fred Anderson of Ottawa. Two nephews are the only other relatives.

DANCE

AT ROLLAWAY

Thursday, May 7, 1953

Sponsored by Phalanx Club to help send an underprivileged boy to camp.
Admission 60c
Dancing from 9:30—1:00
Music by Downtowners

WINNERS

Brown's Biscuits

Moncton, N. B.

are pleased to announce that Mr. Francis Morrison, Forrest Street, North Sydney, N. S., was the winner of the GRAND PRIZE, an Electric Kettle for April and Miss Norma Lawless, 14 Douglas St., Charlottetown, P. E. I., and Mrs. Alfred Taylor, Centre Napan, Northumberland Co., N. B., were the winners of the 4-lb. Carton of Fancy Assorted Biscuits, drawn for weekly.

No Matter What You Need IT COSTS LESS HERE

Two vast stocks lay wide-open and sale shattered for you! So, choose what you will at a never-to-be equalled bargain price.

The Crowds Know---That's Why They're HERE

SHORTIE COATS	$10.95	DRESSES to $24	$4
LONG COATS	$14.81	GIRLS' DRESSES	$1 up
LADIES' SUITS	$16.81	NYLON, FIRSTS	69c
MEN'S SHIRTS	$1.49	MEN'S SUITS	$22.50
TOPS, SHORTS	44c	TOPCOATS	$14.21
PANTS to $8.95	$5	BOYS' SUITS	$12.21

AND PLENTY, PLENTY MORE

THE Greendal CO. LTD.
PICTOU, N.S. · NEW GLASGOW, N.S. · CHARLOTTETOWN, P.E.I.

Mother's Day

DEAR MOTHERS EVERYWHERE

The staff and myself extend to you our Best Wishes for the happiest Mother's Day ever . . . one that you may continue to enjoy an abundance of health and all the good things that life may bring your way in this year and future years.

Sincerely yours,
FULTON PIERCE

Always A Favorite
KAM Tin 35c

Libby's 20 oz. Deep Brown
PORK and BEANS 2 for 39c

Campbell's
CATSUP 2 for 55c

Johnson's
PASTE WAX Giant 2 Lb. Tin Only 99c

Hamilton's
CREAM SODAS 31c
MILK LUNCH 31c

Grapefruit **JUICE** 20 Oz. Tin 2 for 31c

Blend **JUICE** 20 Oz. Tin 2 for 31c

FRUIT AT IT'S BEST
[ALWAYS FRESH]

Newtown (The Tasty Green Apple) APPLES, doz.	45c
Golden Ripe BANANAS, 2 lbs.	39c
Ripe Firm TOMATOES, pkg.	25c
Sunkist ORANGES, 4 doz.	89c
Fresh Green ASPARAGUS TIPS, 1½ lbs.	59c

JELL-O 6 for 59c

SOAP 10 for 98c

TOP QUALITY MEATS

Lean and Meaty CORNED BEEF, lb.	53c
Ground Fresh Every Hour HAMBURG, lb.	39c
Choice (Brome Lake) DUCKS, lb.	57c
Smoked Shankless PICNICS, lb.	49c

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

Pierce's "ONE STOP TO SHOP FOR ALL YOUR FOOD NEEDS

CASH and CARRY → DELIVERY SERVICE ←