

EASTER AT P.J.'s



Several carcasses of the finest beef in the City will be on display at our store for Easter.

Two choice steer heaves are supplied by R. H. Roberts, and from Drake Bros. Exhibits in our Easter display are well up to the standard of previous years.

In addition to our Easter Beef, we also have on hand all the goods to make your Easter feast one of the most enjoyable on record. Let us help make your selection from our well stocked store. Here you will find prices comparable to any in the city, and we cordially invite your inspection.

For high class groceries, meats, vegetables, etc., call or phone P. J. MacDonald, corner of Prince and Kent Streets, 8585 or 8586.

J. M.'s Display High Quality Easter Beef



That the Easter Beef on display this year is well up to the standard of previous years is borne out by the selection carried by J. M.'s Meat Market located in the City Market Building.

Specializing in meats, J. M.'s is highly qualified to recommend and select that which will serve to satisfy the most discriminating customer. Quality has been the watchword of this well known firm and the display for the Easter and post-Easter trade more than lives up to the enviable reputation established over many years. Patrons of J. M.'s would be well advised to get their orders in early.

Many of the carcasses in this notable display of beef are from top ranking animals and purchased through Wellington McNeill offered to the public for the Easter and post-Easter season are carcasses of Baby Beef raised by the following:

- Douglas Yewell, Meadow Bank, one Baby beef.
- R. Stewart, Kingston, one Baby beef.
- Seymore Wood and Sons, Mt. Herbert, two Baby beef.
- Willard MacPhail, York Point, one Baby beef.
- Jim Cudmore, Winsloe North, one Baby beef.
- John Rogerson, Crapaud, one Baby beef.
- H. Lyle, Borwell, Crapaud, two Baby beef.

Queen Street Market Offers Choice Beef

The many customers of the Queen Street Meat Market will be pleased with the display of Easter beef this year. As in the past, the meat is the choicest and is bound to please even the most fastidious. It will be on display for inspection Good Friday morning and customers, both old and new, are invited to come in and look it over.

The choice beef includes one heifer and steer from W. E. Calbeck, Crapaud; two heifers from Ivan Doherty, Cherry Valley; one Baby Beef from the P. E. I. Fat Stock Show; one heifer from Hammond Sanderson, West Royalty; one Baby Beef from Leith MacMillan, West Covehead.

All the sundry merchandise that goes to make up a first class Easter menu may be purchased from the well-stocked shelves of this store, included in the lot being hams, vegetables, canned goods etc.

Make it a point to visit the Queen Street Meat Market Good Friday morning.

- Laurie Bertram, Hunter River, one Baby beef.
 - A. MacBeath & Son, Marshfield, two Baby beef.
 - Tom Murphy, South Shore, one Baby beef.
 - Drake Bros., Millview, one Baby beef.
- Phone your Easter order to 5535 or 5536. J. M.'s Meat Market Better still visit our Meat Market Good Friday morning and inspect the many carcasses.

BUYING EASTER BEEF?



Then shop at the Fitzroy Grocery

In our display we have a prize animal purchased at the Fat Stock Show and Sale raised by George Hayden, Cherry Valley. There are also two steers from Frank Watts, Hampshire. This beef was supplied us by Ivan Turner, Winsloe.

For your Easter Beef and fair prices call at—

THE FITZROY GROCERY

OLIN ELLIS, Prop.

527 Fitzroy St.

Dial 9212

Thrifty Meat Cuts

FROM CHOICE P. E. I. FAT STOCK SHOW BEEF

- STEAKS, your choice, lb. 59c
- HAMBURG, fresh ground, lb. 39c
- PRIME RIB ROAST, lb. 55c
- CHUCK ROAST, lb. 43c
- FRESH PLATE BEEF lb. 35c
- PURITY CAKE MIX, white, 2 for ... 55c
- Libby's NESTLES MILK, 6 tins 85c
- GIANT SOAP FLAKES, your choice .. 77c
- TOMATO JUICE, 20 oz. tins, 2 for .. 27c
- APRICOTS, 1-2 lb. pkg. 25c
- Aylmer CORN KERNELS, 15 oz., 2 for 29c
- York Sweet Mixed PICKLES 16 oz. ... 37c
- TOMATOES, pkg. 25c
- GRAPEFRUIT (large) 4 for 29c
- ORANGES (lge. Floridas) 2 doz. 75c
- LETTUCE, lge. 25c
- CELERY, lge. 19c

Store Will Be Open Thursday Evening Until 9 P.M.
OPEN FRIDAY TILL 11 A.M. FOR BEEF DISPLAY ONLY

DIAL 6585 FORD'S GROCERY 38 Elm Ave.
EMERSON R. FORD, Prop.
WE DELIVER C. O. D.

Among The Farmers

(Federation of Agriculture News)

\$9,000 Per Day

During the first ten days of April 400 cars of potatoes were shipped from the province; for these potatoes the farmer received 55c per bushel, or 30c per bushel above the market price. This on 400 cars amounts to \$90,000 thus the present marketing arrangement put into circulation an additional \$9,000 each day during the first part of April.

While everyone may not approve of the principle of marketing under legislation nor understand clearly the principles involved yet most people understand what \$9,000 is and realize how badly the money is needed at this time.

Wolf

Progress involves changes and we believe that most of our farmers and businessmen approve of progress, but for some unknown reason many of us are opposed to changes and this would appear to be a logical explanation for much of the opposition to the Potato Marketing Board. The pioneers who settled this country gambled life and all their worldly goods on a change from the established pattern of living in the old world to the unknown hardships of the new.

At times we are inclined to feel that much of this old pioneer courage has departed leaving in its place a timidity which holds us steadfastly to the accepted way of doing things.

It is significant that the opponents of changes are quick to label those who consider and advocate them with tags reading Socialism or Communism and refer to countries with totalitarian government where the people are not free to experiment with group action of any kind.

Federation Achievements

Writers and speakers who start out to discuss the Federation of Agriculture with the statement

that they are not acquainted with what the Federation has done and then proceed to condemn it would not appear to be authorities on the matter. When they suggest in pious horror that the farm organizations are creating suspicion and distrust and then proceed to make statements of questionable veracity relative to these organizations we are frankly inclined to doubt

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Shop For Your Easter Dinner At Ford's Grocery

If it's Easter beef, bacon, hams or Cottage Rolls you want — or for that matter anything for the Easter dinner — visit Ford's Grocery, meat and fish market Elm Avenue.

Plenty of Baby beef and Heifer carcasses are on hand for the Easter Shoppers. The public is cordially invited to visit the store up to 11 a.m. Good Friday, and see this outstanding display.

In addition to the Easter beef, the various other commodities that go to make up a well-stocked store, are on display, and you can complete your Easter menu here, from the varied assortment of groceries that are on hand, all at reduced prices.

You will receive prompt, courteous service from clerks who will fill your every need for the Easter table.

Our Easter beef consists of 2 Fat Stock Show Baby Beefs fed by:

- Daniel Jewell, North River; Fred Jewell, North River; also 2 Helfers fed by, Gordon Coles, Winsloe; Allison Ford, Winsloe.
- Try Ford's Grocery 38 Elm Avenue, for your Easter supplies. Dial 6583 — 6584

EASTER BEEF

We have another fine selection of Easter Beef this year. Call on us for your meats, vegetables and groceries and see how far your money will stretch.

THE NORWOOD MARKET

Phone 5887

St. Peter's Road

SMITH'S FOR Meats



Get your "traditional" Easter dinner at Smith Bros. Meat Market, Hunter River, where you get Easter quality beef the year 'round

Smith Bros., in their trade, have established a reputation for high quality and this year's Easter display in well up to the standard of previous years.

On display are four choice carcasses. Two baby beef fed by Gerald Proctor and one fed by Mrs. Jack Bernard; also one heavy carcass fed by Mr. Freeman MacDonald of Glasgow Road (dressed weight 712 lbs.).

Visit "Smiths" where you buy the best for the least.

OUTSTANDING DISPLAY OF EASTER BEEF AT THOMAS H. MILLS

This Easter, as has been the custom at this season for over 40 years, the Thos. H. Mills Meat Market, 135 Hillsboro Street, will once again provide an outstanding display of Easter Beef.

Four carcasses procured especially for the Easter trade includes one steer dressed at 520 lbs., one heifer dressed at 550 lbs., one steer dressed at 640 lbs., and a baby beef dressed at 420 lbs.

The Thos. H. Mills Meat Market is one of the oldest established firms in the city. Its history dates over 100 years. Holding to custom set down through the years, Mr. Frank Mills, proprietor, cordially invites patrons to inspect the display on Good Friday morning. The years of experience of this firm are a guarantee of satisfaction to the customer. Dressed by Mr. Frank Mills, who has 20 years in the meat cutting trade, the selection of Easter Beef is up to the usual high standard.

Ham and bacon from Canada Packers, together with canned goods and a full assortment of vegetables are also to be found here. One could be well advised to give Mills Meat Market a call before coming to a final decision on where to purchase your Easter feast needs. The phone number is 4235. Deliveries will be made.



Spring-lovely hats

In a bevy of flattering styles to help capture ..



A gleaming bow of black satin accents this wide-brimmed white straw Price \$6.98

Poised and pretty straw braid circled with dainty flowers and velvet bows Price \$5.98

White milan straw in a forward-tilting pill-box with bright red rose Price \$9.98

Temple-hugging shell of woven straw cloth with chenille-dot veil Price \$4.98

Easter-sweet half-hat laden with tiny pastel flowers Price \$3.98

PROWSE BROS. LTD.

GARDEN CITY DELUXE ICE CREAM



FOR YOUR EASTER DINNER

Whatever else you serve for your Easter

THREE OF OUR CHOICE FLAVORS

- Maple Walnut
- Vanilla
- Banana

All with Walnuts and Fruit.

delight your guests with delicious Garden City ice Cream!

Pure Milk Company Ltd.

THE SALVATION ARMY

Charlottetown, P. E. I.

Present

"THE TEN COMMANDMENTS"

80 Minute Feature Movie

16mm. Sound — Gripping Epoch of Drama

April 15th and 16th

THURSDAY and GOOD FRIDAY

Each Night at 8:00 P.M.

Children must be accompanied by adult.

Silver Collection

Doors Open 7:30 P.M.

make it a HAPPY EASTER



with Laura Secord CANDIES

A delicious array of EASTER EGGS filled with buttercream goodness

1 lb. \$1.15

2 lb. \$2.30

Rowntrees Chocolates Ganong's & Moirs

Lowney Eggs Chicks, Rabbits 5c to 60c

A GIFT OF PERFUME OR FINE COLOGNE IS VERY NICE AT EASTER.

LANVIN "Arpege" Cologne with complimentary Perfume \$3.50

Guerlain and Chanel Perfumes, Letheric Colognes, genuine 47H Colognes, Coty Vanity, Face Powder, Lipstick \$3.75 value only \$2.50

Yardley Lotus or April Violets Soap Box of 3 with complimentary purse size cologne \$1.50

Paas Easter Coloring 15c pkg.

THE JENKINS PHARMACY

THE Rexall STORE

ELLIS BROS.

CENTRAL ROYALTY

CHOICE EASTER BEEF

- RIB ROAST per lb. 47c
- SHOULDER ROAST, per lb. 41c
- ROUND STEAK, per lb. 49c
- SIRLOIN STEAK, per lb. 55c
- T-BONE STEAK, per lb. 55c
- RUMP ROAST, per lb. 47c
- Choice Young BEEF LIVER, per lb. .. 45c