

By FORBES RHUDE  
Studebaker-Packard Corporation will be operating at a profit in 1957, according to a press interview with Harold E. Churchill, president of the corporation, which in the first six months of the year, the corporation has netted a profit of \$5,000,000 compared with a loss of \$55,000,000 in the first six months of 1956.

**HIGH SELLER—LOW PRICED**  
Mr. Churchill said the new, improved Scotsman, introduced in the United States in May, is currently accounting for 25 per cent of the company's American sales.

He described this year—which will be made in Canada by Studebaker-Packard of Canada at Hamilton—as "the North Ameri-

can automobile industry's lowest priced, full-sized six passenger automobile built to meet the growing demand for a functional car."

G. C. Gaskin, president of the Canadian subsidiary, said the Canadian base retail price of the Scotsman two-door sedan is \$2,725, including heater, defogger and directional signals. It also comes in four-door and station wagon models, with the four-door wagon accounting for 42 per cent of the line's American sales.

"The Scotsman philosophy," Mr. Churchill said, is also being applied to a "taxi cab" line, based

around the larger body of Studebaker's former line for durability, and the Champion engine for low operating cost.

This line now was available to fleet operators in the United States and would shortly be available from Canadian production.

The company's Hawk line, with sport-car design, continued to be "extremely well received."

Asked what he considered the "independent" car manufacturers' best weapon against the competition of the "big three" of the industry, Mr. Churchill replied:

"New taxicab lines. We can move faster to follow trends and changes in consumer demand."

**CONFIDENTIALLY YOURS**  
—by Byrne Hope Sanders

**MONTREAL, Nov. 7th**—Just a few more weeks to your end... and how much better off are you financially now than at start? It asked myself that question a few years ago. The answer? "No better off, perhaps a little worse." Then I read something in a BANK OF MONTREAL booklet which gave me this advice:

"On pay-day, pay yourself first! Doable before paying any household expenses, I put a small set sum in a B of M savings account. It worked wonders. Now, I seem to be a little further ahead with each pay-day. It's such a good feeling. Why don't you try your B of M pay-day? See if your 'pay-off account' doesn't give you that good feeling."

**I LIKE YOU TO THINK OF ME** as a Comparison Shopper, because that's what I try to do... in your interests! Recently I've been comparing the relative merits of paper napkins. I have tried them all and have satisfied myself that the sturdy and unduly absorbent WHITE SWAN SERVICETTES are absolute tops in quality and price. And you'll find these fabric-cut serviettes cling easily to your lap instead of continually slipping to the floor as do so many others. You'll also enjoy the added convenience of the easy-draw White Swan package of 70 quality napkins at a low, low price. Try it! It's White Swan Serviettes with every meal!

**YOU JUST CAN'T LOVE A BABY TOO MUCH!** Likewise... you just can't go wrong when you feed your baby one of the famous FARMER'S WIFE Formula Milk products prepared especially for baby's diet. Your doctor will tell you which of the four types is the best for your darling. It's perhaps Whole Milk (Red Label) or Skimmed Milk (Yellow Label). Or he may suggest you give baby the formula which pediatricians asked for—a high-protein, low-fat concentrate, Fairly Skimmed Milk (Blue Label). All about the new Farmer's Wife product—Prepared Formula—saves you so much time and trouble. The easiest way yet to prepare a formula.

**WISH I COULD WRITE A SONNET**... with lots of praise in it, for that delectable family favorite, LIPTON'S CHICKEN NOODLE SOUP. Pick up half a dozen packages next time you shop. Serve it for lunch or dinner. Give it to your youngsters when they come racing home after chilly autumn sports. Delight our guests with it, around the TV set, served in your prettiest cups. Use it as a "pick-up" after a strenuous morning's house-cleaning. See why I suggest buying it by the half-dozen packages. Delicately flavoured—yet with that full, rich chicken flavor we all love. No wonder it's tops across the country!

**CHEERS FROM THE BABY!** Never again need a baby be bothered by the irritation and pain of Diaper Rash... never! For here is BARBERE B.D.H.—the protective cream, so high in silicone content that it is an impenetrable barrier. Disappears into the skin instantly and forms an invisible barrier against irritants of all kinds. Use it on your hands. Enjoy its protection from the troubles that detergents so often cause. Wonderful for workers who are in contact with irritating substances. Barriere B.D.H. affords complete skin protection and has been endorsed by doctors for years. At all drug counters.

**SMART LADY! SMART HOSTESS!** She makes an exciting variety of desserts with the fresh-flavored, delicious ROYAL INSTANT PUDDINGS. Each flavor is so delicious alone... and there are scores of pleasant flavor delights you can originate by combining Royal Instant Puddings with fresh fruit, dates, chopped nuts, coconut or raisins. Look today for the sparkling new "Picture-Packages" with each flavor colorfully illustrated on the package. Try Royal Instant Puddings tonight and see how quick and easy they are to make, see how they delight family and guests!

**B-RRRI GETTING COLDER!** It's fine to wrap your family in warm clothes before they set out for the day's work... but it's just as important to start them off with a hot, nourishing, cheery breakfast of RED RIVER CEREAL. Everybody will enjoy it, I'm sure! Relish its flavorome blending of cracked wheat, rye and flax. It's so easy to prepare... and cooks in just a few minutes. Inexpensive, wonderful for the youngsters... provides energy needs. Fine for sedentary workers and older folk too, as it guards regularly. Do serve this all-family favorite, soon!

*"we've never seen such*

# WARIETY of FROZEN FOODS

My family and I are connoisseurs of frozen food. I've been eating it all our lives, but never have we seen anything so truly magnificent as the frozen food at DOMINION. Why is its well worth traveling all the way from the South Pole.

At DOMINION, every inch of the long, gleaming, refrigerated display cases is crammed with all kinds of wonderful things to eat. Everything from delicious frozen soups to tasty frozen fish... even whole dinners that can be prepared in minutes.

Take the advice of a family who knows... switch to DOMINION for a greater variety of frozen foods than we've ever seen.



**HAVE YOU HEARD?**  
We now have Dorothy Gray preparations

Cosmetics... perfumes... lotions...  
Dorothy Gray... carrying the famous Dorothy Gray label... you'll find them now in our Cosmetic Department. These are the preparations created for particular women by a famous cosmetic house. Priced so that you can afford to have the best—Dorothy Gray.

**GIGGEY'S PHARMACY**  
ROB GIGGEY, Pharmacist  
162 Kent St., Charlottetown, Phone 3178

**Refrigeration**  
Repairs To All Makes APPLIANCES  
**SALES & SERVICE MOTORS**  
Rewinding and Repairs ELECTRICAL Repairs  
**Palmer Electric**  
Phone 8543-8544

**ENTIRE New Winter Stock on Sale**

Men's Zip in Tweed Topcoats. To 29.50. **Sale 14.95**

Men's Suburban Coats. Choose yours from the largest selection in town. **Sale 12.49 to 24.50**

Men's Bomber Jackets. To 9.95. **Sale 6.95**

Men's Doeskin Sport Shirts. To 3.95. **Sale 2.00**

Boys' Suburban Coats. To 13.95. **Sale 9.49**

Boys' Dress Pants. To 5.95. **Sale 2.95**

Ladies' Winter Coats. Fitted and loose styles. Reg. to 39.50. **19.50 - 24.50 - 29.50**

Children's two piece snow Suits. Size 2, 3 & 4. **4.95 and 5.95**

Ladies Dresses — Taffetas, Crepes, etc. Reg. to 10.95. **4.88 and 6.88**

Ladies' Car Coats — Tweeds or plain shades. Values to 18.95. **Special 12.95 - 14.95**

Children's Car Coats. Sizes 4 & 5. Special—**4.95 6.95 to 9.95**

Girls' Car Coats. Sizes 6 to 14. **Special 14.95**

Girls' Station Coats in medium blue or dark beige. Sizes 11 to 14x. **Special 14.95**

Ladies' Wool Cardigan Sweaters. Values to 3.95. **Now 2.88**

## Grocery Features

**SAVE 10c ON**

**Opal Tissue 12 rolls 89c**

**REAL VALUE JEWEL**

**Shortening 1 lb. pkg. free with 3 lb. tin 99c**

**SYDNER'S CHOICE**

**Wax Beans 2 15 oz. tins 29c**

**NESCAFE 100% PURE**

**Instant Coffee 5c off 2 oz. jar 45c**

**R. R. ORANGE PEKOE — 10c OFF**

**Tea Bags size 80's pkg. 79c**

## Fresh Fruits & Vegetables

**FIRM RIFE**

**BANANAS LB. 19c**

**FLORIDA PINK OR WHITE**

**GRAPEFRUIT 4 for 35c**

**CANADA NO. 1**

**ONIONS 3 LB. CELLO 19c**

**ONTARIO — SIZE 3's**

**CELERY 2 BUNCHES 35c**

## DOMINION FROZEN CONCENTRATES

**Orange Juice 6 8 oz. tins 93c**

**ZERO PAK**

**Green Peas 2 12 oz. pkgs' 45c**

**McGAIN'S FROZEN**

**French Fries 2 9 oz. pkgs' 37c**

**KOLD-PAK**

**Strawberries 12 OZ. TUB 39c**

**SRA SEALED**

**Fish Sticks 12 OZ. PKG. 39c**

All Merchandise sold at your Dominion Store is Guaranteed to Give 100% Satisfaction.

## Guaranteed Meats

**FRESH KILLED — GRADE "A" — OVEN READY**

**BROILERS lb. 49c**

**MAPLE LEAF**

**COTTAGE ROLLS lb. 59c**

**MAPLE LEAF ENGLISH**

**ENGLISH BRAWN 12 oz. tub 39c**

**BONED & ROLLED**

**VEAL SHOULDER lb. 39c**

**FRESH TASTY**

**BEEF LIVER lb. 29c**

**Free Delivery on Orders of \$5.00 or Over**

**DOMINION GOODWILL OFFER**

**BRIAR ROSE DINNERWARE**

**ON SALE THIS WEEK**

**10" Dinner PLATE 49c**

WITH EACH \$5.00 PURCHASE

**VALUES EFFECTIVE UNTIL CLOSING**

**SATURDAY, NOV. 9, 1957**

**STORE HOURS**

MON. - TUES. - WED. - THUR. — 8:30 - 4 P.M.

FRIDAY — 8:30 - 3:30

SATURDAY — 8:30 - 4 P.M.

**CLOSED MONDAY, NOV. 11th**

**REMEMBRANCE DAY**

**DOMINION**

Cut Food Costs at

**DOMINION ST ORES LIMITED**

135 Queen Street, Charlottetown, P.E.I.

**The Greendale Co. Ltd.**