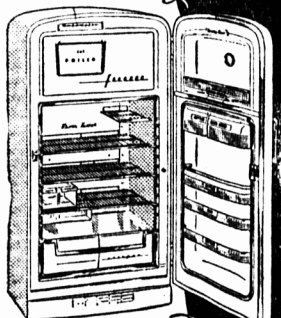


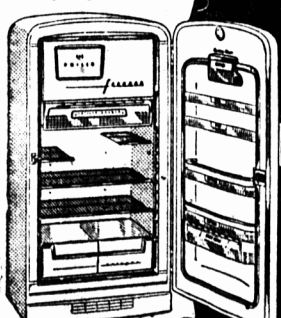
1953 PHILCO DAIRY BAR Refrigerators



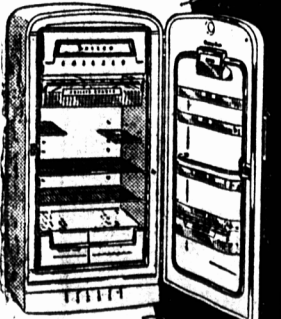
12.1 cu. ft. Hugo new 2-door Philco Automatic with 2 1/2 cu. ft. Master Freezer, Automatic Defrost, twin porcelain crispers. The King of all 2-door refrigerators.



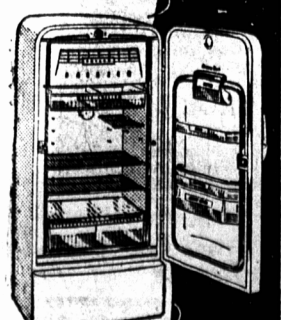
10.1 cu. ft. Philco Automatic with no controls, dampers, clocks, or heaters of any kind to worry about. Automatic defrost, twin crispers, and new flush lighting.



11.2 cu. ft. Philco with Key Largo color, butterkeeper and cheese keeper. Fully adjustable shelves, twin crispers, and deep chiller drawer are but a few of the many Philco features.



11.4 cu. ft. Philco with Dairy Bar which holds quart milk cartons. Large full width freezer and new flush lighting. Amazingly small floor space is required.



17.1 cu. ft. Philco - Even in a 7 foot refrigerator the luxurious Dairy Bar and all the deluxe Philco features.

WITH KEY LARGO COLOR

COMMERCIAL EQUIPMENT LTD. HEAD OFFICE - ST. JOHN, N. B. Branches in: Moncton, Halifax, New Glasgow, Truro, Sydney

Lenten Meditation

From The Columns of The Times, London

CHRISTIAN SECURITY

In a magnificent collect the soul of the fifth-century Church, sorely harassed by the tremendous upheavals of that age, speaks with a living voice to Christians of this generation, distracted by social and economic dissensions and burdened with fears of international disasters, and cannot fail to evoke a response of real prayer.

No liturgical prayer is at once more challenging and reassuring. The opening (provided by Anglican revisers) traces man's troubles to disorder caused by "unruly wills and affections," which assert themselves against the will of God.

A petition follows for spiritual ordering through God's recapture of men's love and obedience: "Grant ... that they may love the thing which thou commandest and desire that which thou dost promise."

Men's hearts hold the issues of life, and finding God they find also fulfillment and stability: "that so, among the sundry and manifold changes of the world, our hearts may surely there be fixed, where true joys are to be found." The centre of stability in a troubled and unstable world is a heart "surely fixed" in the love and service of God.

Card Of Thanks

I wish to express my sincere thanks to Dr. Lea, the Nurses and Staff of the P. E. Island Hospital; also those who sent cards, treats and flowers or helped in any way during my recent illness.

W. A. Sellers.

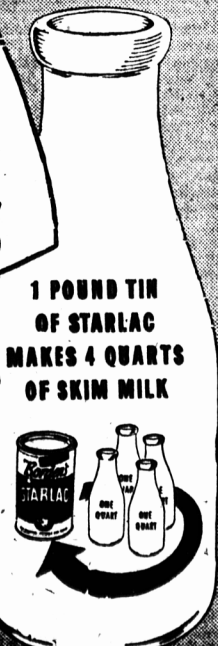
ST. PAUL'S ANGLICAN CHURCH

GOOD FRIDAY
APRIL 3rd
10:00 a.m.: Sacrament of Holy Communion

TRINITY UNITED CHURCH HOLY WEEK SERVICES

Thursday—8 p.m.: Holy Communion.
Reception of New Members.
Good Friday—8 p.m.: The Choir presents Cantata, The Crucifixion, by Stainer.

CUT MILK COSTS



Starlac is milk in handy powder form—with only the water and fat removed!

Containing all the essential goodness of milk except the fat, Starlac is of highest possible quality. You and your family will like its good wholesome taste, too.

Start saving on milk costs today. Get Starlac at your grocer's.

STARLAC

IF IT'S BORDEN'S IT'S GOT TO BE GOOD!



SEALED IN METAL CONTAINERS FOR GREATER PURITY AND CONVENIENCE



TCA

HALF-FARE BY AIR

any Monday, Tuesday or Wednesday with TCA's Family Plan on all North American routes except to Tampa Florida.

See your Travel Agent or TCA Office

W. K. ROGERS AGENCIES LTD. 181 Queen St. Phone 540



CENTRAL GUARDIAN Queen Street Market Offers Choice Beef

This column is reserved for news of local interest, but advertising of a newsworthy nature may be inserted at five cents a word, strictly payable in advance.

JIMMY'S TAXI - Phone 828.

DOLLS clearing at wholesale price at The Bike Shop.

"WE TREAT THE SICK WELL" Giggey's Pharmacy.

ONE HOUR SERVICE Good Friday 3 P. M. Zion Church, Charlottetown Ministerial Association.

CO-OP EGG STATION for better egg returns. 60 Fitzroy St. (formerly Swift's).

CHARLOTTETOWN HOTEL Easter Monday Dance. Buffet Supper, dancing 9 to 1 A. M. Tickets \$2.00.

BAPTIST CHURCH observes Easter Maundy with Candlelighted Communion Service, 7:30 tonight. Christians of all Communions welcome.

PRESBYTERIAN CHURCH IN CANADA.—Schedule for Sunday, April 5th. Wood Islands 11 A. M. Caledonia 7:30 P. M. Minister: Rev. E. S. Hales.

TRYON PASTORAL CHARGE.—The United Church of Canada. Services on Sunday, April 5th. Cape Traverse 11 A. M. Craupud 3 P. M. Tryon 7:30 P. M. Rev. Alexander MacKay, Minister.

HAMPTON PASTORAL CHARGE.—The United Church of Canada. Services Sunday, April 5th. Bonshaw 11 A. M. DeSable 3 P. M. Hampton 7:30 P. M. Rev. R. H. Baxter, Minister.

ALEXANDRA—HAZELBROOK. Services for Sunday, April 5th. Alexandra 11 A. M. Hazelbrook 3 P. M. All are welcome to these services. Lic. Thomas Poole, Minister.

SOURIS—BAY FORTUNE UNITED CHURCHES.—Good Friday, Souris, 7:30 P. M. The Lord's Supper. Rev. R. A. MacLeod, B. A. Easter Sunday 3:00 P. M. at Bay Fortune and 7:00 P. M. at Souris. Sermon topic "God rolled away the stone." Rev. H. R. Bell.

MURRAY HARBOUR PASTORAL CHARGE.—Services, Easter Sunday, April 5th. 11 A. M. Murray Harbour. 3 P. M. Little Sands. 7 P. M. Murray River. Sermon topic: "There was Sorrow and Rejoicing." Holy Communion will be dispensed at all services. Rev. D. Wallace MacPherson, Minister.

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 animals both from the Charlottetown Fat Stock Show and the Maritime Spring Show and Sale at Amherst. There is a steer fed by Edwin Duffy, Village Green, a heifer by Harold Martin, Orwell, and Baby beef fed by John MacNevin, New Argyle.

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.

FREDERICTON CHURCH. Easter Sunday, April 5th. Service and pageant at 7:30 P. M.

NORTH RIVER UNITED BAPTIST PASTORATE.—Sunday, April 5th. North River 11:00 A. M. Clyde River 3:00 P. M. Kingston, 7:30 P. M. Easter Services at all appointments. Rev. H. Barber, Pastor.

CAVENISH UNITED PASTORAL CHARGE.—Sunday, April 5th. North Rustico 11 A. M. Stanley Bridge 3 P. M. Rev. George Gough, Minister.

HUNTER RIVER CHARGE. Services Easter Sunday, Wiltshire 11 A. M. Wheatley River 3 P. M. Hunter River Mission Band Service 11 A. M. Regular service at 7:30 followed by Communion. Rev. Howard Christie, Minister.

Card Of Thanks

I wish to express my sincere thanks to Doctors, Nurses and Staff of Prince County Hospital for their care and kindness to me while a patient there. Also to those who visited me and to my many friends and neighbours who helped in so many ways.

Ivan M. Cole, New London, P. E. I.

OUTSTANDING DISPLAY OF EASTER BEEF AT THOMAS H. MILLS

One prize beef of over 1000 lbs. from the Amherst Fat Stock Show, purchased through R. H. Roberts, and two steers also each over 1000 lbs. features the Easter Beef display this year at Thos. H. Mills' Meat Market, 137 Hillsboro Street.

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, has again this Easter season another outstanding display of Easter beef. Patrons of this well known firm are cordially invited to inspect the display Good Friday morning.

It is some 40 years since the establishment became known as the Thos. H. Mills' Meat Market and the years of experience are a guarantee of satisfaction to the customers.



Dressed by Mr. Frank Mills, who has had over 20 years of experience in the meat cutting business, and assisted by Mr. Charles Jackson the selection this year 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 would 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 334. Deliveries will be made.

The UNSPOKEN Pledge



When you buy a diamond, you buy more than brilliance, you buy a jeweler's pledge of quality. Often that pledge is unspoken, but it is always present in our reputation.

5-DIAMOND RING 175.00
Set in fine 14K gold

G. H. TAYLOR Jewellers For Four Generations



HELLO FOLKS

It's A Real Pleasure To Extend EASTER GREETINGS to you from PIERCE'S

CHOICE GRADE "A" (Limited Quantity)

TURKEYS
14 - 16 Lbs.
Lb. 69c

CHOICE GRADE "A" (Brome Lake)

DUCKS
Lb. 57c

MAPLE LEAF REGULAR HAM (Half or Whole)
Lb. 59c

YOUNG CHOICE EASTER BEEF

We were very fortunate in procuring Choice Beef which was shown at the "P. E. I. Fat Stock Show" held recently in Charlottetown.

PIERCE'S FOR QUALITY BEEF

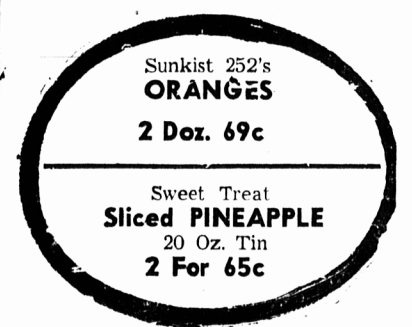
SMOKED SHANKLESS PICNICS
Lb. 45c

PIERCE'S QUALITY FRESH FRUIT

So Nice With Ham
SWEET POTATOES, lb. ... 19c
Florida (White or Pink)
GRAPEFRUIT, 6 for ... 49c
New
CARROTS, 3 lbs. 27c

Fresh Pascal
CELERY HEARTS 25c
Large Leafy
LETTUCE 23c
Fresh Golden Wax
BEANS, lb. 39c

We have a complete assortment of EASTER CANDY. Be sure and come in and see the nice variety we have for the Easter Season.



Sunkist 252's ORANGES
2 Doz. 69c

Sweet Treat Sliced PINEAPPLE
20 Oz. Tin
2 For 65c

GREAT GEORGE STREET, CHARLOTTETOWN, P.E.I. PHONE - 224 or 225. Pierce's CASH and CARRY DELIVERY SERVICE

NEW! Downy Soft COLORED BATHROOM TISSUE

Pay no more for color!

3 ROLLS PER PACKAGE - 1400 SHEETS (full thickness)

- PEACH
- BLUE
- YELLOW
- LILAC
- GREEN

also White (750 sheets per roll)



Comes in 5 pastel colors

Now you can match your bathroom or powder room color scheme with Rite Downy Soft, pastel tissue... women say it's the softest tissue ever used. Two rolls per package collapse wrapped—1400 sheets—700 sheets per roll—full thickness. Be sure to ask for Rite Downy Soft Tissue—it's the top quality "facial soft" bathroom tissue that costs you less.

thrifty!

strong!

downy soft!

absorbent!

SOLD AT LEADING STORES EVERYWHERE!