



**DURING PEAK OF THEATRE FIRE WEDNESDAY MORNING**

The walls of the Masonic Temple and Prince Edward Theatre are seen silhouetted against the raging inferno which swept through the building early yesterday morning causing damage of several hundred thousand dollars. The cause of the fire is not known. There was no evidence of fire when the theatre morning left at 11.30 p.m. or when members of the Masonic Lodge left at midnight. Mr. Gordon Spencer, president of the F. G. Spencer Co. Ltd., announced yesterday that a new theatre will be built in Charlottetown. (Barter's Film Lab.)

**To The Citizens of Charlottetown**

Our City had its greatest number of visitors, in its history, this past season, yet our traffic accidents were kept to a minimum. We are now in December, the worst month of the year for car accidents because of the combination of winter driving conditions and the holiday spirit. I am sure that nobody wishes to have the Holiday Season marred by accidental death. Charlottetown cannot afford the loss of even a single citizen, therefore I would ask your full and complete cooperation in following these few simple common-sense rules of behaviour:—

1. If you are going to celebrate, it is safer to leave your car at home and take a taxi. This is especially true if you plan to accept alcoholic beverages. NEVER drive if you drink.
2. If you are going to a family or religious gathering or party, leave your home early so that you will not be obliged to drive too quickly. Even if you fail to leave on time watch your speed. On icy streets, or in heavy traffic, fast driving may mean sudden death.
3. When you entertain or are being entertained, and "Take One for the Road" make it strong coffee or some other alertness beverage never alcohol.
4. Be considerate about your guests who may be unfit to drive. Arrange other means of transportation for them so that they will reach home safely and will not be a menace to other drivers or pedestrians.
5. If you are driving, be careful of pedestrians many of whom may be carrying parcels or may be tired and in a hurry to get home.
6. Remember, courtesy is the best kind of good wishes you can extend to other motorists, to your guests or to pedestrians. Don't argue about the right of way. Be considerate and MODERATE and you'll enjoy a happy holiday season and be alive on New Year's Day.

J. DAVID STEWART,  
Mayor.

**City and Central**

**JUST ARRIVED**—Shipment of sweaters. Sunter's Ladies' Wear.  
**"YOUR DOLLAR BUYS MORE"** at the Hughes Drug Store.  
**ELECTROLUX Dealer**, Sydney H. Jeffrey, Dial 7038.  
**THIS CHRISTMAS** give an Underwood portable typewriter. R. J. Cudmore, 55 Queen Street.  
**JUST ARRIVED**—Pullover and Cardigans. Kennedy's Ladies' Wear.  
**BEST QUALITY** tree lights and window decorations The Brown Electric.  
**WE TREAT THE SICK WELL** Giggie's Pharmacy open 8 a.m. to 8 p.m.  
**TOY FAIR OPEN**—Lay away for Christmas. Firestone Home Auto.  
**ISLAND** colored views for Christmas. Craswell Studio.  
**GIVE HER**—a Sunlamp for all year round tan. The Brown Electric.  
**"CAROLS BY THE CANDLES"**—Kirk of S. James, Sunday afternoon, Dec. 18th, 4.30 o'clock. Welcome.  
**AVDS VITAMINS** and Mineral Reducing Plan at Reddin Bros. Dial 4386. Free delivery. Free postage.  
**ISLAND GRILL**, Queen Street, Dial 5228. Serving full course dinners. Specializing Chinese dishes.  
**"CHRISTMAS in the Market Place"** Thursday, December 15 at 15. Queen Charlotte Auditorium. Admission: Adults 75 cents Children 35 cents. Membership tickets will be honored.  
**YORK Pastoral Charge** Christmas candle light services: Thursday, Dec. 15 at 7.30 p.m. at Pleasant Grove; Friday, Dec. 16 7.45 p.m., at Brackley.

**Death of Mr. J. A. Furness**

The death occurred at the Prince Edward Island Hospital on December 13 of John Albert (Bunny) Furness at the age of 44. Mr. Furness had been in ill health for a number of years and entered hospital about three weeks ago. Friends did not realize his condition was so serious and his death came as a shock to his family and those close to him. Well known throughout the City, the late Mr. Furness was employed at Bruce Stewart and Company. He served with this firm as a mechanic for 25 years where he was highly regarded both by his employers and his fellow employees. Besides his wife, the former Anne Cudmore, he is survived by one daughter Shirley (Mrs. Bernard Nelson, Fort Erie, Ont.); a son Brock in Moncton and six year old John at home. Also surviving are two sisters: Thelma (Mrs. John Smith) and Florence (Mrs. Loman Cairns) both of Charlottetown.



**IN MEMORIAM**

In loving memory of our dear Mother; Mrs. Henry Coles who passed away December 15, 1950. December comes with deep regret This is the month we will never forget Deep in our hearts she will always stay Loved and remembered every day. Sadly missed by Her daughters and Sons.

In loving memory of our dear Mother, Mrs. Mary Graham, who departed this life December 15th, 1947. Once again we pay our tribute To the one we loved so dear, We often think of bygone days When we were all together, Never will your memory fade Loving thoughts will always wander To the grave where you are laid. Sadly missed by Son, Frank, and daughter, Mrs. Percy MacPherson.

**CARD OF THANKS**

I wish to thank the nurses, staff, and dietitian at the Prince County Hospital, Dr. Zielinski, Dr. Downing, and the clergy, the many kind friends and neighbors who sent letters and cards of greeting, treats, flowers, and all who so kindly visited me while a patient there. I wish also to thank Princetown United Church Choir, and all those who made my stay in hospital a pleasant one. My sincere thanks again. Mrs. James Hickey, Darnley.

**HONESTY REWARDED**

VANCOUVER (CP)—John Gilbert, 9, received \$320 from police as a reward for his honesty. He found 16 new \$20 bills in an abandoned house last August and handed them over to police, but no one turned up to claim the money.

**No Better Quality AT ANY PRICE!**

When you're really thirsty, you may as well buy the best... **EVANGELINE**. Enjoy some today.

**2 LARGE BOTTLES for 39c PLUS BOTTLE DEPOSIT**

MANUFACTURED AND BOTTLED IN P. E. I.

**SANTA SAYS:—**  
Join the Crowd at **PIERCE'S**  
For the best Christmas Table you have ever had. Everything good at the Best Prices.  
**FREE FREE**  
A Beautiful set of Xmas PLACE MATS for 12 people with every purchase of \$3.00 or over. For a Beautiful Xmas Table this year be sure to get a set of these ... PLACE MATS ...

<b>LYONS TEA BAGS</b> 110 BAGS For 99c	Large Size <b>PEPSODENT TOOTH PASTE</b> Regular 33c Special 27c	<b>SILVER SEAL Pure Black PEPPER</b> 1-4 lb. 29c
Maple Leaf <b>MINCE MEAT</b> Large 28 oz. Tin 2 Pie Size. Reg. 49c Special 45c	<b>BRIGHT'S Choice PEACHES</b> 2 Tins 43c	<b>PERFECTION'S HOLIDAY FRUIT ICE CREAM PIE</b>
<p>SAVE BOTH END TABS WORTH <b>10c</b> ON</p>		<p>6 Tins 79c <b>LANTIC ICING SUGAR</b> lb 10c</p>

McCreedy's (24 oz.) Sweet Mustard or Mixed PICKLES, jar ..... 37c  
Tasty Pak Island Grown) PEAS, 2 tins ..... 33c  
Fine White SUGAR, 10 lbs. .... 79c  
York KERNEL CORN, tin ... 19c  
Regular Size KLEENEX, 2 pkgs. .... 39c  
**MIXED NUTS**  
2 Lbs. 89c

**MEATS**  
Fresh Loin PORK CHOPS, lb. .... 49c  
Sweet Pickled PORK HOCKS, lb. .... 17c  
Peameal Back BACON, lb. .... 59c  
Smoked Shankless PICNICS, lb. .... 45c  
Fresh Roasting PORK, lb. .... 39c  
Breakfast Sliced BACON, lb. .... 45c

**FRUIT**  
Eat An Apple Pie  
Cooking APPLES, 4 lbs. 25c  
Red Rippe TOMATOES, pkg. .... 23c  
Xmas GRAPES, 2 lbs. .... 29c  
Florida White or Pink GRAPEFRUIT, 6 for .... 49c  
Florida Full Of Juice ORANGES, 2 doz. .... 69c

**NEW IMPROVED Old Dutch CLEANSER**  
Giant Size, 2 for 35c

**IT'S LATER THAN YOU THINK!**  
Please order the bird of your choice as quickly as possible. All our poultry is of the highest quality available. "IT'S PIERCE'S FOR POULTRY"

GREAT GEORGE STREET, CHARLOTTETOWN, P.E.I.  
DIAL 5524-5525

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"ONE STOP TO SHOP FOR ALL YOUR FOOD NEEDS"  
DELIVERY SERVICE

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**BIG KODAK AD ...**  
Stop in and let us help you select the ones for those on your shopping list.  
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**When you buy fresh Sunkist Oranges, you get all the nourishment and all the vitamin C that nature put there.**

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**Sunkist NAVELS are back!**  
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Yes—your dealer has them. Tree-fresh from the orange groves of California and Arizona! Bright-skinned new crop Sunkist Navels, with that deep full-bodied flavour Canadians prefer. Just right for luscious eating ... or for rich tangy juice.

**NO SEEDS!**  
How wonderful again to get oranges with absolutely no seeds! Just make sure that you get Sunkist. Accept nothing less.

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And whether you buy oranges in bulk or in the bag—be sure to check every orange—make sure it carries the Sunkist Trade Mark.

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How do we make Heinz Ketchup so deliciously different? We'll let you in on part of the secret. We use only Heinz own pedigree tomatoes, and simmer them slowly. Wonderful spices from all the corners of the world are added in exact amounts and suddenly the big shining kettles contain not just good ketchup, but Heinz Ketchup—the finest made!

Pick up a bottle next time you shop and you'll see what we mean.

**HEINZ TOMATO KETCHUP**  
AVAILABLE IN TWO SIZES... 11 OZ. REGULAR SIZE OR 18 OZ. FAMILY SIZE.