

you'll enjoy  
**NESCAFÉ**  
instant coffee!

No other coffee, instant or ground, gives you the RICHER FLAVOUR of Nescafé

Just a spoonful of Nescafé to each cup—add piping hot water—it's ready! All the heartening satisfaction of the very finest coffee is yours whenever you serve Nescafé. It's so convenient—and far thriftier than ordinary ground coffee. Make Nescafé your family coffee. Stays delicious fresh right down to the bottom of the jar.

**NESCAFÉ**  
instant coffee  
Makes the best cup of coffee you ever tasted

Nescafé (pronounced NESCAFAY) is the exclusive registered trade mark of Nestlé (Canada) Ltd. It is a soluble coffee product which is composed of equal parts of pure soluble coffee and dried pure carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavour.

**Hampton and Vicinity**

Mr. and Mrs. Earle Callbeck, accompanied by Mrs. G. V. Ferguson, were weekend visitors to Charlottetown on May 1st.

Mrs. George Dixon, Clyde River, was a recent week-end visitor at the home of her parents, Mr. and Mrs. W. A. MacQuarrie.

Week-end business visitors in Hampton on May 2nd included, Mr. and Mrs. Donald MacPhail, Mr. and Mrs. Myron Shaw, Mr. and Mrs. Archie Shaw, Mr. Homer Provencher and Mr. Preston Campbell.

Included among those who have recently been stricken with the prevailing epidemic of sickness are: Kenneth MacDougall, Heckie MacNevin, James V. Campbell and Mrs. Beecher Inman.

Many relatives and friends attended the funeral services for the late Miss Hazel Stewart, conducted by Rev. Mr. Irwin, from her late residence in Charlottetown on May 7th.

Profound sympathy of relatives and friends is being extended to the bereaved relatives of Mrs. Wm. Gillespie, whose death occurred at her late residence, Appin Road, on May 6th.

Relatives and friends of Mrs. W. E. MacFarlane are greatly pleased to learn that she has returned home from the P. E. I. Hospital, and is gradually improving from injuries sustained in a car accident a number of weeks ago.

Evidence of faith in future progress of one's country is shown by certain building contracts to be carried out near Crapaud Village. Such as the erection of a new service station and show room, and the new skating rink and restaurant.

Mr. G. R. Ferguson, accompanied by Mr. W. E. MacFarlane, were visitors to Charlottetown on business, on May 1st. They report steady improvement in the condition of the patient in the P. E. I. Hospital, who were injured in car accidents some weeks ago.

Roads and weather conditions contributed favourably to the attendance at the services of public worship throughout this pastoral charge, on May 3rd. The inspiring and timely message, attentive hearing, and general participation in the hymns of praise, led by a full choir, contributed to very fine services throughout, particularly at the evening service in Hampton Church.

A very fine Mother's Day service was well carried out at the respective churches within this pastoral charge on Sunday, May 10th and all were well attended. At Hampton Church, good congregational singing of the old familiar hymns, led by a full choir, supplemented by the very fine voices of the C.G.I.T. group, and the inspiring address by the pastor on the exalted position mothers occupy in the ranks of the nation, all combined to make this service one to be long remembered.

Funeral services for the late Miss Elsie Boswell, daughter of the late Mrs. and Mrs. Edward Boswell, which were held in Victoria United Church on the April 28th, were largely attended by relatives and friends, and were conducted by Rev. R. H. Baxter of the Victoria, Hampton, Bonshaw pastoral charge, who delivered an inspiring and comforting sermon. Appropriate hymns for service included: "The Lord's My Shepherd," "Forever With the Lord," and a solo: "Beyond the Sunset."

sung by Mr. Norman MacDonald, with Mrs. Allison Lea as organist. Interment was in the People's Cemetery at Tryon.

Cape Traverse W.I. players were the invited guests of DeSable W.I. in Hampton Hall on May 6th. Under chairman David Murphy, their fine assembly of local talent presented their variety concert very acceptably to a full house, reflecting credit to the performers, and calling for repeated encores, with Mrs. D. Murphy (nee Evelyn Bell) at the organ. Enjoyable orchestral music, in the blending of organ, violin and guitar, was given between numbers, and the proceeds to be used for the respective interests of these two groups, were quite encouraging to all concerned.

Hampton W.I. were the invited guests of Nine Mile Creek W. I. at Afton Hall on May 4th and with chairman Frances MacDougall, district talent, supplemented by talent from Crapaud, Argyle Shore, and DeSable, repeated their variety concert, given previously at other centres and which, judging from the rounds of applause and demands for encores of each number, was well received. Satisfactory receipts from this concert were equally devoted to the work of these groups in their respective communities. A most enjoyable lunch was served by the Nine Mile Creek ladies to the Hampton entertainers at the close of the concert.

At Stanley Bridge Public Hall on May 8th, upon invitation of the W. A. of Stanley Bridge United Church, Hampton W. A. entertainment group presented their variety program of choruses, solos, Scotch dancing, to the accompaniment of the accordion by Alexander MacKay, an interesting play and monologue, etc., with Mrs. Mark Cameron, piano accompanist, before a fairly large audience, who showed appreciation of each number by repeated requests for encores. Satisfactory financial receipts were shared by each W. A. group, and a very enjoyable lunch was served by the Stanley Bridge W. A. to the Hampton entertainers, following the close of the program.

Relatives from far and near assembled in numbers far beyond the capacity of the Church at Appin Road to pay their final tributes of respect to the late Mrs. William Gillespie, beloved wife of William Gillespie of Appin Road. The late Mrs. Gillespie was widely known as a good wife and mother, a good neighbor, and friend to all. Services at church and cemetery were conducted by the Rev. Messrs. Baker, Weir, and Nicholson, and many voices touchingly blended in the old familiar hymns: "The Lord's My Shepherd" and "Abide With Me." Previous to the funeral address, Rev. Mr. Nicholson sang impressively, "Beyond the Sunset," and from the words "What is your life?" Mr. Nicholson impressively stressed the great importance of "spiritual preparedness" for the final call, which may come to each one, at any moment. Interment was in Appin Road Cemetery.

A large gathering of community residents assembled to greet Hampton entertainers in Searle-town Hall on April 30th, where, upon the invitation of Searle-town and Albany W. I., the well balanced program, previously given and well received in former community centres, was well carried out, each number receiving encores after encore. While it would be

YOU'LL BE GLAD YOU BOUGHT THE BEST!

**Super Kem-Tone**  
DE LUXE WALL PAINT

YOU CAN'T WASH ITS BEAUTY AWAY!  
RICH AS VELVET!  
TOUGH AS RUBBER!  
NO STREAKS, NO LAPS  
NO BRUSH MARKS

One coat of SUPER KEM-TONE over wallpaper, paint, wood or plaster gives you a skin-tight surface that actually sheds dirt. Grease, grime and ink spots wash off with soap and water. Dries in one hour; you can go back over "missed spots" even after the surface is dry and they will never show. Gorgeous colors!... 16 smart ready-to-use shades, or intermix your own, for colorful walls and ceilings you'll love to live with.

\$7.65\* gallon  
\$2.25\* quart  
\*Prices slightly higher west of Fort William

difficult to particularize, special pleasure to Scottish hearts and to mention may pardonably be made all Mr. Jack Dixon also carried of well rendered selections on the accordion by Mr. Alexander MacKay as he played and sang and accompanied the young Scotch ladies in costume, as they danced those Scottish dances which bring ably toward the furtherance of the work being carried on by these groups of the Women's Institutes in their communities. A very delightful luncheon was served to the Hampton entertainers by the ladies of Searle-town-Albany W. I. at the close of the entertainment.

LOOK! LOOK!  
TIDE'S  
BIG SPRING CONTEST!  
A-CAR-A-DAY FOR 20 DAYS!

**WIN A 1953 CHEVROLET**  
Plus 1,000 Gals. of IMPERIAL Esso GASOLINE!

20 CHEVROLETS - EACH with 2 years' supply of IMPERIAL Esso GASOLINE!

A CONTEST EVERY DAY FOR 20 DAYS  
-UNLIMITED CHANCES TO WIN!

1st PRIZE: A 1953 Chevrolet "One-Fifty" 2-door sedan plus 1,000 gals. of Imperial Esso gasoline—daily!  
3 PRIZES: \$100 EACH—daily!  
8 PRIZES: \$25 EACH—daily!

Wow! Not just one, but TWENTY first-prize winners! Every day for twenty days some lucky winner gets a 1953 Chevrolet—plus a credit card good at any Imperial Esso Dealer in Canada, or U.S., for 2 years' supply of gasoline for the average family (1,000 gals.)! Generous cash prizes each day, too! A grand total of 20 Chevrolets, 20,000 gals. of Imperial Esso gasoline and \$10,000 cash! And you could be one of the lucky winners! You have unlimited chances to win—enter each contest many times! Enter often—enter now!

**220 CASH PRIZES!**

ENTER EACH CONTEST AS OFTEN AS YOU WISH!

Here's all you do! So easy! In 25 words or less, just finish this sentence: "I use Tide because..." No fancy writing is necessary—just plain, honest talk will do. Tell us why you swear by Tide for your laundry and dishes. Be sure each entry is accompanied by 1 box top from the Giant Size Tide, or 2 box tops from the Large Size Tide. Read the contest rules carefully. You could be one of the big winners... and "ride with Tide!"

Hints to help you win! Maybe Tide's your favorite because Tide gets clothes cleaner. Maybe you've found out for yourself—till Tide came along, you never had it so clean! If that's your reason, tell us in your own words. Maybe you use Tide because all by itself Tide gets clothes dazzling white without bleaching or bluing! Or because Tide gets all your soap-dulled colors BRIGHTER in just one wash! Whatever your reason, tell us about it! Don't miss Tide's exciting Spring contest! If your present supply of Tide is low, get some more today. Get started now! We want to know why Tide's taken over in your house... your idea may be a winner!

Tide's giving away a car like this every day for 20 days—It could be yours!

FOLLOW THESE SIMPLE RULES—READ CAREFULLY!

1. Complete this sentence: "I use Tide because..." in 25 additional words or less.
2. Get official entry blanks from your grocer, or use one side of a plain sheet of paper. In either case, be sure to print plainly your name and address.
3. Mail to Tide Contest, Department X—Box 6, Toronto A, Ontario. Send in as many entries as you wish but with each entry enclose one box top from the Giant Size Tide or two box tops from the Large Size Tide (or facsimiles). Be sure to use sufficient postage.
4. There are twenty separate contests, each with an identical list of prizes. There is a new contest each day (except Saturday and Sunday) from April 27th to May 22nd inclusive. Entries received up to April 27th will be eligible for the first day's contest. Thereafter, entries will be entered in each day's contest as received. Entries for the final (twentieth) contest must be post-marked before midnight Friday, May 22nd and received by Friday, June 5th, 1953.
5. Prizes awarded each day will be: FIRST PRIZE—a 1953 Chevrolet, "One-Fifty" 2-door sedan plus 1,000 gals. of Imperial Esso gasoline. 3 SECOND PRIZES—\$100.00 cash each. 8 THIRD PRIZES—\$25.00 cash each.
6. Entries will be judged for originality, sincerity and aptness of thought. Entries must be wholly the work of the person in whose name the entry is submitted except for incidental help from family and friends. Judges' decision will be final. Those entries which in the opinion of the judges are best, will be awarded prizes in order of the judges' decision. In case of ties the full prize tied for will be awarded to each tying contestant. No entries will be returned. Entries, contents and ideas therein belong unconditionally to Procter & Gamble for any and all purposes.
7. Any resident of Canada may compete except employees of The Procter & Gamble Co. of Canada, Ltd., General Motors Products of Canada, Ltd., Imperial Oil Co. of Canada, Ltd., their advertising agencies and their families. Contest subject to all Dominion regulations.
8. Except for the twentieth contest, the first-prize winners' names will be announced Monday through Friday beginning approximately Monday, May 11th, over such radio Dr. Watson's and others. The first-prize winner in the twentieth contest will be announced on or about June 19th. All prize winners will be notified by mail. Winners' lists will be available approximately six weeks after the close of the last contest.

next time reach for FIVE ROSES Vitamin ENRICHED FLOUR

Now On sale at your favourite grocery store

the all purpose flour. CANADA'S FAVOURITE for 50 years

100 GRAMS CONTAINS NOT LESS THAN 0.44 MILLIGRAMS OF THIAMINE, 0.26 MILLIGRAMS OF RIBOFLAVIN, 3.5 MILLIGRAMS OF NIACIN AND 2.4 MILLIGRAMS OF IRON.

Always a smile instead of a frown, Always a hand when someone was down, There wasn't a thing too big, or too small, That she wouldn't try to do for us all.

Always Remembered by Sons and Daughters.

**IN MEMORIAM**

In loving memory of our dear Mother, Mrs. Louise Bryenton, Union Road, who passed away one year ago today.

Dear Mother, you are not forgotten. Though on earth you are no more, still in memory you are with us, As you always were before.

With tears we watched you sinking, We saw you pass away, We tended you with loving care, But could not make you stay.

Lovingly Remembered by Her Family.

**IN MEMORIAM**

In loving memory of Mrs. James D. Coffin, who passed away May 14th, 1949.

A tribute of love and remembrance, To our Mother, so dear to us all, Tho' four years have passed since you left us, In our hearts you are still living on.

Always a smile instead of a frown, Always a hand when someone was down, There wasn't a thing too big, or too small, That she wouldn't try to do for us all.

Always Remembered by Sons and Daughters.

WHY HAVE SORE FEET?

JUST RUB IN

**MINARD'S**  
"KING OF PAIN"  
LINIMENT

"SALADA" ORANGE PEKOE

Canada's Quality Tea

It's Easy To Win!

JUST FOLLOW THESE SIMPLE STEPS—

1. Complete this sentence: "I use Tide because..." in 25 additional words or less.
2. Get official entry blanks from your grocer, or use one side of a plain sheet of paper. Be sure to print your name and address plainly.
3. Attach 1 box top from the Giant Size Tide or 2 box tops from the Large Size Tide (or facsimiles) to each entry.
4. Mail to: Tide Contest, Department X—Box 6, Toronto A, Ontario

**NOTHING ELSE CAN WASH AS CLEAN As Tide—yet is so mild!**