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The fact that we have a reputation for fine diamonds is your guarantee of satisfaction. In buying precious gems you must have confidence in your dealer. Our long years of assessing the quality of diamonds make us experts and you may rely on our judgement in offering you the finest in diamond value.

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Jewellers For Four Generations

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Now A Manager**

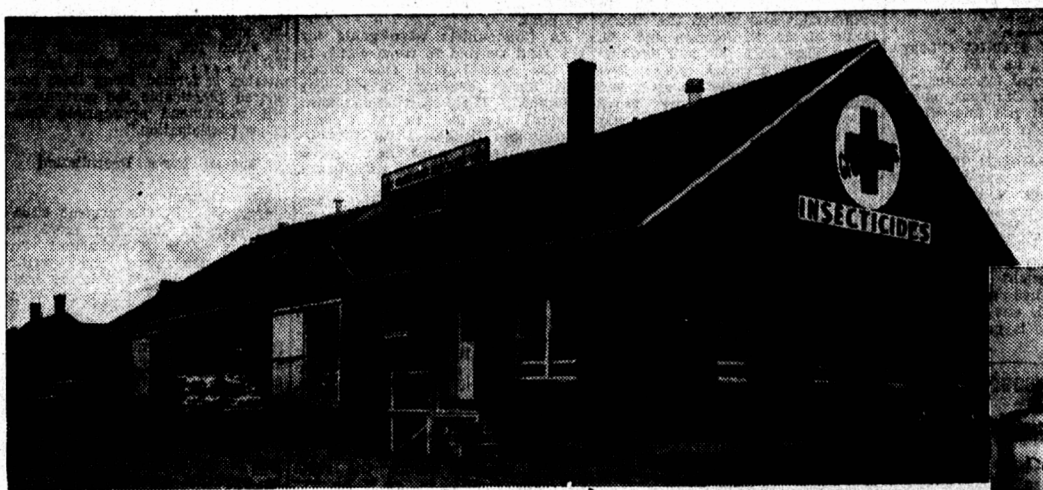


WILLIAM CROSSMAN

The Independent Order of Foresters, whose head office is in Toronto, announce the appointment of Mr. Wm. Crossman, of Charlottetown, as their manager for Prince Edward Island. The appointment dates from April 1, since when Mr. Crossman has completed four months of outstanding success both in personal sales and management. Mr. Crossman had in this time secured a competent sales staff, who have been very successful under his supervision. He has had exceptional results in the sales field, both in the selling of Electrolux and Insurance. He was employed by the Electrolux Company, of Montreal, for ten years, over two years were spent in the sale of insurance, he having written nearly one million dollars in business with the Confederation Life. Because of the war he was unable to continue his Electrolux sales. Mr. Crossman comes to the I. O. F. with considerable experience and a previous outstanding record in the sale of insurance. The I. O. F. take this opportunity to wish Mr. Crossman continued success in his new undertaking.

Maritime Growers: GREEN CROSS is at your service with a new plant at WOODSTOCK, N.B.

Will Service all Eastern Canada



View of the New Green Cross Insecticide Plant at Woodstock, N.B., which officially opens on Wednesday, August 9th.



Interior view showing modern up-to-date laboratory in the Green Cross Insecticide Plant.

STEAM BOILERS REPAIRED

Acetylene Welding — Bicycles Repaired
Steam Valves Reseated and Packed
Pipe Fitting — General Repairs
We give you first class work

CALL OR PHONE 2117-J

WESTON W. CARMODY & SON
296 Fitzroy Street

HOLIDAYS
AUG. 14th to AUG. 19th

Our plant will be closed from Aug. 14th to Aug. 19th in order to give our employees a well earned rest. Wednesday, Aug. 9th is the latest date for which we can accept laundry and dry-cleaning and promise delivery before the holidays.

The office will be open every day from 8 A.M. till 12 Noon to accept laundry and dry-cleaning.

PHONE 2200  PHONE 2200

STERNS LIMITED
"WHERE CLEANING IS AN ART"

HOLIDAYS
AUG. 14th to AUG. 19th

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The Office will be open every day from 8 A.M. till 12 noon to accept cleaning.



NEW METHOD CLEANERS LIMITED
THE HOME OF BETTER DRY-CLEANING

Marrying Mark
By VIOLETTE KIMBALL DUNN

Continued

"I think I see," she told Mark. "About the sable coat—well, you see—" he hardly knew how to put it. The thing had cost a small fortune, which seemed to be why Ellen had wanted it. He wanted to keep Valerie unconscious of a money standard as long as he could. "It is very beautiful, and almost new. I think your mother would rather you had it. When you get to the sable age. So I sent it along with the ermine to the furriers to keep for you."

"I gave the broadtail to old Mrs. Martin. Your mother liked her and she rather needed it. I sent the rest of the things to Dorothy. I really thought she had the best right to them. You can tell this to anybody who is interested enough to ask you. Is it all straight now?"

"Oh, yes," said Valerie. There was probably nothing he couldn't fix. She made up her mind to tell him every thing that troubled her and never to worry again.

Everything nice seemed to be happening at once. Also several things that were not so nice. The best was that the day before they went away Shirley called her up. Valerie had thought she had forgotten. Mark was in town, and Chiltern called her to the telephone in the upstairs sitting room. It made her feel quite shivery and grown-up. "Will you speak to Mrs. Endicott on the telephone, if you please, Miss Valerie?" in Chiltern's best manner.

Valerie had almost forgotten the smooth lovely tones of Shirley's voice. She wanted, she said, to remind Valerie of their engagement. "I've been up to my ears, darling, or I'd have phoned before. Going over the proof of a silly book and trying to finish a story for an exasperated editor only two jumps behind me. Could I drive over and get you tomorrow?"

"Tomorrow we're going away," said Valerie. She would have been almost sad if she hadn't wanted so much to go. There was something about Shirley that was so sweet. "Could—could you please have me when we get back?" It took courage to suggest it, but she couldn't quite give it up. "We won't be gone so very long. I do so want to come to your party."

"Of course," said Shirley over the wire. "Perhaps it will be even nicer, because we'll have more time to think about it. Call me as soon as you get back and we'll make a date. And maybe Mark would come for dinner and take you home."

"Oh—yes—" it was wonderful how things straightened out.

"Have a good time, darling. I suppose you're not taking passengers—" Of course Shirley was joking. Valerie wondered why she sounded as if she were a little sad. It made her a little sad too.

"I wish you could go," she said to comfort them both. She felt she would be forgiven for saying it. For in a way she did wish it, although in another way she didn't. Shirley gave her somehow such a warm comfortable feeling.

"It's pretty sweet of you, I mean to be willing to share Mark, and everything. Good-bye, darling. Don't forget when you get home."

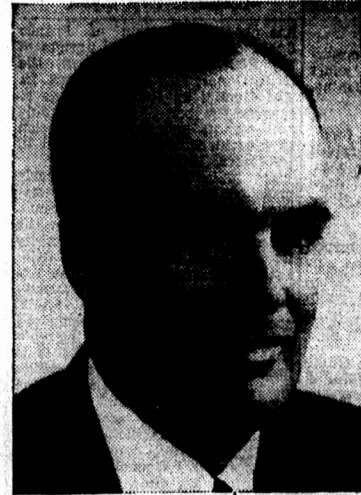
"I won't. Good-bye. Thank you." She sat still for a moment after she put the telephone back. It seemed as if Shirley must be somewhere near.

IX

What was not so nice was the

AT your service... a new Green Cross Plant serving Eastern Canada from Woodstock, N.B. The official opening is scheduled for August 9th. The new plant will provide Maritimers with the utmost in quick, efficient, courteous service. New laboratory facilities will conduct on-the-spot research. The most modern blending equipment will mix basic ingredients in the Maritimes for Maritime use, as well as for shipment to all parts of Eastern Canada. Warehouses will hold plentiful supplies of all Green Cross Pest Control Products.

The new Green Cross Plant is your plant, serving your area. When you are in Woodstock, stop in and inspect the Maritime Plant of Green Cross Insecticides.



H. A. COX, Maritime District Manager for Green Cross Insecticides.



K. L. EVERETT, Superintendent, Woodstock Plant.



D. K. ROY, recently appointed Special Representative, Maritime Provinces, Green Cross Insecticides.



INSECTICIDES

Everything for Modern Pest Control

Green Cross INSECTICIDES
WOODSTOCK, N.B.

August 1st, 1950.

Dear Friends:

Big news for you! Big news for the Maritime Provinces! Big news for you! Green Cross Insecticides are opening a new plant in Woodstock, N.B. on August 9th. This plant is located at the end of Broadway adjacent to the C.N.R. Station.

What does this mean for a practical point of view? Just think! (1) The Woodstock plant will supply a large portion of Eastern Canada and will provide Green Cross distributors, dealers and users with the most up-to-date pest control products; (2) The increased capacity of this new plant will allow a more plentiful supply of merchandise, immediate delivery and shipment to cover emergencies as well as normal needs; (3) The latest in blending equipment will produce a more thorough mix of basic ingredients, thereby giving a better control of insects and diseases.

By this undertaking, Green Cross recognizes the importance of the Maritime Market. No doubt that you, as a part of this market, will do your share to continue this confidence and will also benefit materially thereby.

You are cordially invited to visit the plant on the opening day August 9th, 1950, or at the first opportunity. I will be glad to show you the modern insecticides and fungicides are produced by the "Field Leaders in Pest Control Products".

Hoping to see you soon, I remain,

Yours very truly,
Harold G. Cox
H. A. COX
Maritime District Manager.

The finest table salt you can buy is in this package!



MARITIME Salt

IODIZED

MADE IN THE MARITIMES

slight of Elise's maroon car in the drive, as Valerie came back from a flying trip to the kennels late that afternoon. She would have run away to lose herself in the shrubbery if Elise hadn't caught sight of her just as the big front door swung open. Elise and Shirley in one day. Almost as if they had known—only of course they couldn't have.

Elise turned back and drew Valerie into the house beside her. Valerie led the way into the main drawing-room which always awed her slightly. But she felt that formally belonged to Elise. She tried to pat down her flying hair and took a quick look at her shoes, relieved to see there was no mud on them. She sat on the edge of a petit point chair, because Elise had sat down and was undoing her furs.

I happened to be passing the gates and thought I'd run in and see if I could carry you off to drive a little," she said. "You must need cheering up, darling. You've been on my mind night and day

and I'd have run in days ago, but I thought it more tactful to leave you and your dear daddy to get acquainted a bit."

Valerie wondered why "daddy" gave her the creeps. It must be a perfectly good word, for heaps of people used it. It couldn't be because they never heard of "father."

"That was quite a common word too, although it would probably take time to get used to it."

"Good heavens," cried Elise, "what have I said? Don't sit and stare at me like that."

Valerie jumped. "I'm sorry," she said. "I didn't mean to. I guess it's just one of my bad habits."

Elise smiled. Valerie wished that she wouldn't. When you didn't feel smiling inside, it was silly to act as if you did.

Elise got up and went to Valerie's chair and held out her hand. "We're going to be great pals," she said. "Come on, we'll drive till dinner time; then I'll bring you back and your daddy may be home and perhaps you'll take pity on me and give me a bite to eat. Wouldn't it be sweet, just us three?"

Valerie had to think very quickly. She let Elise take her hand although she got up and stood beside her.

To be continued

for mealtime magic



HEINZ TOMATO KETCHUP

57

NOW a NEW Cereal

It's Cereal with Fruit BOTH in one package!

ENJOY KELLOGG'S NEW CEREAL—delicious, tender sweet-fruit raisins together with Kellogg's crisp bran flakes. Rich in iron, bountiful in good grain nourishment. It's Kellogg's new double treat! Double delicious! Double nutritious! GET KELLOGG'S RAISIN BRAN FLAKES today! You'll be glad you did!



Kellogg's RAISIN BRAN FLAKES
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