

Elizabeth Arden's

bewitching new color



You touch it to your lips, your cheeks, your nails... and something wonderful happens! An unprecedented color... with a wild sweetness. The lipstick is pure cream in texture. The specially-perfected nail lacquer stays on and on and on!



Lipstick, 1.75
Nail Lacquer, 1.25
Cream Rouge, 1.75

MOORE & McLEOD Limited

Strange But True

By F. H. MacArthur

When the National yearly tax bill of \$5 billions is 24.8 per cent of the National yearly income of \$22,500,000,000, everyone, from the one-day-old baby to the oldest citizen in the land, has a share in the payoff.—Tax Foundation, Inc., U. S. A. . . . A giant pillar called "The Hand", reaches 30 feet towards the ceiling of a Mexican cave near Monterey. Caves are an unceasing end of wonder to the persons known as "spelunkers". There are underground mountains, subterranean lakes, fairy palaces, beautiful clusters of stone grapes, soda straws, etc. . . . Here are some interesting specimens of foreigners' English. This from a noted Belgian scientist was received by a Chicago Journalist: "I shall get in your city in February from a Danish Maid who had fallen on the sidewalk." "It shames me very hard to think I did face down just as long as I am!" . . . Some years ago a musician in Germany wrote to a New York friend: "Lena has learned to gombal the piece; we listen and bethink as of you."

A certain man wanted to be a Chaplain during the time Lincoln occupied the White House. The indorsement read as follows: Dear Stanton: Appoint this man Chaplain in the Army.—A. Lincoln. Dear Mr. Lincoln: He is not a preacher.—E. Stanton. Then a few months later Mr. Stanton received the following orders from the president: Dear Stanton: He is a preacher now.—A. Lincoln. Dear Mr. Lincoln: But there is no vacancy.—E. Stanton. Dear Stanton: Appoint him Chaplain at large.—A. Lincoln. Dear Mr. Lincoln: There is no warrant of law for that. E. M. Stanton. Dear Stanton: Appoint him, anyhow.—A. Lincoln. Dear Mr. Lincoln: I will not.—E. Stanton. The appointment was never made, but the papers were filed in the War Dept. where they may be seen to this day and remain as evidence of Lincoln's friendship and Stanton's obstinate nerve. . . . The following ingenious sign, displayed last summer by a fruiter in a southern Ontario town, is not without humor: Peaches—48 cents a dozen, our choice—58 cents a dozen, your choice.

Like the swallows, the stork returns year after year to the same places to breed and bring up its young, notwithstanding the distance they travel. When one of a pair die, the other finds a mate in short order, and thus the same home is kept by successive generations of storks, much as among men of one ancestral mansion is inhabited by a series of members of the same family. . . . The Rev. H. B. Tristram tells this story of the watchful care storks take of their young. "I was once camped near an old ruined tower south of Atlas, where a pair of storks had their nest. The four young, surveying the world from their lonely height, but when any of our party happened to stroll near the tower, one of the old storks, invisible before, would instantly put in its appearance, and lighting on the nest, put its feet on the heads of the young, holding them down out of sight till the intruder had passed, snapping its bill meanwhile and assuming an air of complete indifference. I refer you to (Smith's Dict. Bible).

IN MEMORIAM

ENMA E. FRIZZELL

The death occurred at Freetown September 5th, of Miss Enma E. Frizzell, daughter of the late Mr. and Mrs. Robert Frizzell of Norboro. The funeral which was largely attended was held on Sept. 7th. Interment in Freetown Cemetery. Rev. Mr. Britton and Mr. Kennedy conducted the service.

The hymns sung were "What a Friend We Have in Jesus", "Safe in the Arms of Jesus" and "The Lord is My Shepherd." The pallbearers were nephews of deceased, Ivan Frizzell, Lloyd Frizzell, Elmer Gambell, Lee Gambell, Goulding Reeves and Leslie Reeves. Two brothers and two sisters are left to mourn, Mrs. Hugh Gambell, Albany; Mrs. John H. Lohmes, Charlottetown; Samuel Frizzell, Springfield West; Robert Frizzell, Bale Vert, N. B., besides several nieces and nephews; also a large circle of friends.

Card Of Thanks

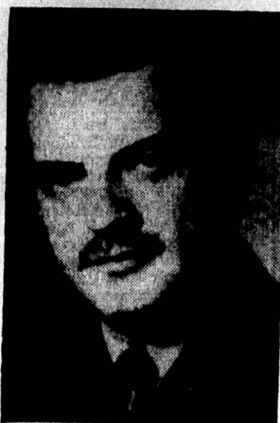
Mr. and Mrs. Morris Caseley and Family wish to express their deep appreciation for the many floral tributes, messages of sympathy and all other acts of kindness shown them during their recent sad bereavement.

Appreciation

I wish to thank the Doctors, Nurses and Staff of the P. E. I. Hospital for their kindness to me during my illness. Also the many kind friends who sent cards, flowers and other remembrances. Thank you, one and all. Signed, Mrs. Muriel MacKenzie, Cardigan.

Tired Feet
Soothe them with
MINARD'S LINIMENT
35¢
Sole Agent: The P. E. I. Hospital, Charlottetown, P. E. I.

Vice President



Mr. George Graham Crosbie, president of the Newfoundland Margarine Co. Ltd., who has been elected Vice-President of the Canadian Chamber of Commerce representing the Province of Newfoundland.

NORTH RIVER SCHOOL

Report for August and September.
Grade VIII—1, Mildred Dockendorff.

New Editor Is Named For Industrial Canada

TORONTO, Oct. 3 — W. Arnot Craick, 70, for 35 years editor of Industrial Canada, monthly business magazine, retired Sept. 30. He was also manager of the publishing department of Canadian Manufacturers' Association at Toronto. He will be succeeded in both positions by Mr. A. L. Abbott of Toronto, assistant editor of Industrial Canada, official publication of the C. M. A. For 30 years, Mr. Craick has been active in the Empire Press Union of whose Canada section he continues to be honorary secretary-treasurer. He was a secretary of the second Imperial Press Conference held in Canada in 1920 and attended as delegate to the five conferences held quinquennially since in the United Kingdom and various Dominions.

Grade VII—1, Miriam Horne; 2, Howard MacPhail.
Grade V—1, Welle Dockendorff
Grade III (A)—1, Willard MacPhail.
Grade III (B)—1, Wilma MacPhail.
Grade II—1, Lois MacEwen and Joan Horne, equal; 2, Vincent Housman.
Grade I—1, Donnie MacEwen.
Mrs. Jennie M. Cameron — Teacher.

COFFEE must be fresh to yield its utmost in flavour.

"SALADA" COFFEE

is as fresh as the day it was packed when you break the seal on the lid.

HOLMAN'S PRESENTS A SUPERB COLLECTION OF LUXURIOUS NEW 1950 FUR COATS

FROM McCURDY & CO. LTD., Sydney, N.S.

One of Eastern Canada's Oldest and Most Reputable Furriers

This collection of Fur Coats, sent to us from the McCurdy Company, Limited, are each and every one attuned to Fashion 1950. Many styles . . . many furs, which means more beauty, more quality and more value for your money. You'll be thrilled with the exciting new features and the superb workmanship. Come in and see the Fur Coats—Come in and choose from our collection of McCurdy's Furs.

Muskrat

Muskrat made from fine Northern Backs featuring new collar treatment and the beautiful four ripple back. Muskrat Coats are in a number of mink dye shades as well as Crown Sable. **\$379**
Priced from

Hudson Seal

Hudson Seal (dyed Muskrat) made in flattering new styles. Rich skins manipulated with a craftsman's skill into all the fashion-detailing that you desire in your beloved Fur Coat. **\$650**
Priced from

Persian Lamb

Persian Lamb, the luxury fur with the most wonderful of wearing qualities. The rich, tightly curled fur lends itself beautifully to the new four ripple back and the modified shawl collars which are features of these glorious Coats. **\$650**
Priced from

Electric Seal

Electric Seal and Super Seal (both dyed Rabbit) are soft inky black, they are well made and have smart styling that is usually found only in the more expensive coats. The furs of which these are made have a deep rich pile. **\$179**
Priced from

Mouton Lamb

Mouton Lamb (Processed Lamb) dyed an attractive logwood brown with lovely shading and highlighting. Mouton Coats are available in the new shorter length as well as full length. **\$198**
Priced from

And Many Other Fine Furs Now On Display

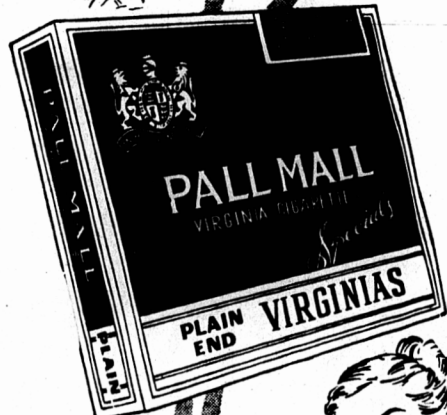
4 WAYS TO BUY

- * CASH
- * CHARGE
- * LAY-A-WAY
- * HOLMAN HOME PLAN

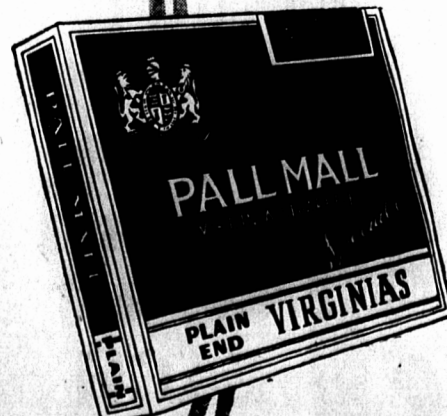
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ONLY **10%** DOWN
Delivers Your New FUR COAT
BALANCE—Weekly or Monthly



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"Where Old Friends Meet"



PALL MALL VIRGINIA CIGARETTES



You'll be glad you switched to Pall Mall!

PLAIN END CORK TIP