



Save right through your food list — at CO-OP SUPER MARKET. That's the quick — easy — economical way to do all your food buying, because at your Co-op every price is a low price every day. Yes—our prices always spell SAVINGS for you — our quality always spells SATISFACTION. Yes—you'll feed your family better — for less money — when you buy all your grocery needs here. Try it this week-end and you will be convinced.

Everyone Reads The Co-Op Ad on Thursday morning for SAVINGS

Today we define the third fundamental principle of the Rochdale System of Co-operation.

ELIMINATION OF PROFIT BY DIVIDEND ON PURCHASES

This is a radical and unique departure from the private profit system, and it undoubtedly constitutes the most distinctive feature of the Rochdale plan. Goods are sold at current market prices, and after all expenses are paid and provision made for reserves, educational work, etc., the remaining net gain (or what is called in capitalistic parlance "net profit") is returned to the members in proportion to each member's purchase. In other words, the net gain is considered as an overcharge on the price of goods when the purchase was made and this overcharge is returned to the member customers in the form of a rebate at the end of a certain trading period. In co-operative enterprise, therefore, profit is unknown.

GROCERY DEPARTMENT

AEROWAX NO RUBBING WAX
Dries to a lasting lustre on floor or linoleum.
PINT . . . 39¢
QUART . . . 69¢

AEROWAX PASTE WAX
1-Lb. 39¢
High quality! Maximum protection and lasting lustre. For floors, linoleum and automobiles.

- SUPER SUDS DEAL—**
2 large packages 63c
- EDDY MATCHES, 3 for . . . 23c**
- SCHWARTZ PEANUT BUTTER—**
25 oz. jar 53c
16 oz. icebox jar 43c
- ISLAND HONEY—**
1 lb. . . 25c; 2 lbs. . . 47c

- McCREADY SWEET MUSTARD PICKLES—**
24 oz. bottle 29c
- McCREADY CHOW 35c**
- SELECT MACKEREL—**
13 oz. . . 21c; 15 oz. 25c
- PILCHARDS, 15 oz. 25c**
- FANCY KETA RED ROSE SALMON—**
15½ oz. 39c; 7¾ oz. 21c
- FORTUNE BAY LOBSTERS 75c**
- CLOVER LEAF SEA TROUT, 7¾ oz. . . 30c**
- MARVEN'S SODAS 29c**
- ROBIN HOOD CAKE MIX, 2 for 38c**

Swift's
MAKES ALL BAKING EASIER AND QUICKER!
32¢

Heinz 40th Anniversary Sale

- Heinz BABY FOOD—**
All varieties, 3 tins 25c
- Heinz Baby CEREAL, pkg. 25c**
- Heinz TOMATO SOUP—**
2 tins for 25c
- Heinz KETCHUP 26c**
- Heinz SPAGHETTI—**
15 oz., 2 for 31c
- Heinz BEANS—**
with Tomato Sauce 15c
- Heinz TOMATO JUICE—**
2 for 25c

Visit this Store and see the many other varieties of HEINZ products attractively displayed. We carry a complete stock of all HEINZ Famous 57 Varieties.

MEAT DEPARTMENT		FRUIT and VEGETABLES	
CANADA PACKERS DEVON SIDE BACON, lb. 58c		CALIFORNIA EMPEROR GRAPES, 2 lbs. 45c	
CANADA PACKERS MAPLE LEAF VISKING BUTTS, lb. 65c		CALIFORNIA SUNKIST ORANGES, 2 doz. 85c	
PRIME STEW BEEF, lb. 39c		B. C. DELICIOUS APPLES, doz. . . 39c, 49c, 59c	
BEEF TONGUE, lb. 33c		FLORIDA GRAPEFRUIT, 3 for 25c	
LIVER, lb. 33c		ICEBERG LETTUCE, lge. 19c	
CORNED NECK RIBS, 2 lbs. 38c		CRISP PASTEL CELERY, lge. 19c	
FRESH PLATE RIBS, lb. 39c		NEW TEXAS CARROTS— 3 lb. . . 29c; 4 lb. . . 41c	
SWIFT'S PREMIUM SMOKED BONELESS PICNICS, lb. 57c		ALSO:— Fresh Honeydew Melons, Peaches, Plums, Mushrooms, Rhubarb, Pineapples, Sweet Potatoes, etc.	
SWIFT'S CALVES' SWEETBREAD, lb. 45c			

FISH FOR LENT

Haddock Fillets, lb. 38c	Salt Cod, lb. 19c	Salt Boneless Codfish— 1 lb. box 39c
Cod Fillets, lb. 35c	Fresh Cod, lb. 20c	2 lb. box 75c
Fresh Haddock, lb. . 25c	Extra Large Salt Herring, 3 for 29c	Salmon, lb. 53c
Halibut, lb. 49c		

Co-Op Super Market
QUEEN ST. PHONE 2807 WE DELIVER C.O.D.

Italy Planning Reform Of Whole Tax System

(By James M. Long)
ROME, March 15 — (AP)—Italy is getting ready to end the game of hide and seek between Government and citizens which has been her sole system of taxation. It will be the first tax reform in the history of the country which has gradually become a tax-evader's paradise. If it works, it will break down such Italian precedents as making the government try to find out how much a citizen earns or letting the citizen furnish his own estimate in compromise, or hiding the real financial facts behind federal banking-secrecy laws. The government says it will work. It has to, because while one large section of the citizenry blithely evades taxes, the other section has been heavily overtaxed to pay the bill. There are four different tax systems, each operated separately from the others. One taxes income from capital and labor; another land; another buildings; and the fourth is a graduated tax on overall income and financial holdings. It isn't up to the taxpayer to tell the Government how much he has. It's up to the tax officers to come around to him—and just try to find out. If he is a worker on salary he bears the burden, because the tax on that is deducted from the pay envelope at source. But otherwise his income and holdings are guarded by the federal banking-secrecy law. So the tax officials guess what he must have or earn from the kind of car he drives, what tailor he patronizes, what clubs he be-

Pownal Church World Day Of Prayer

On Friday afternoon, February 24th a "World Day of Prayer" service was held in Pownal United Church. Mrs. Weir of Pownal presided and with her on the platform were Mrs. Austin Kennedy, representing Cross Roads Christian Church, Mrs. Earl Jenkins, Alexandra Baptist Church, Mrs. J. E. MacEachern, Cherry Valley United Church, and Mrs. Tait, Bunbury United Church. Mrs. Edward Wood, Pownal, presided at the organ. Mrs. Weir opened the service, the theme of which was "Faith of Our Times", with the call to worship, and also led the first part of the service entitled "Lifting Our Eyes To God." The second part, "Looking At Ourselves", was led by Mrs. Austin Kennedy, after which the hymn, "My Faith Looks Up To Thee" was sung. The portion on "Confession and Repentance" was led by Mrs. J. E. MacEachern, the theme of which was "Searching Our Hearts." The fourth part, "Dedicating Ourselves to God", was led by Mrs. Earl Jenkins. Bunbury Church had charge of the fifth part of the service entitled, "Praising For Others". Mrs. Tait being the leader. Prayers were offered by Mrs. Tait, Mrs. Scranton, Mrs. MacDowell, Mrs. Wood and Mrs. Roberts, after which a solo was pleasingly rendered by Mrs. Ray MacDonald. Mrs. Weir gave an inspiring address on "Giving To Others" after which the offering was received and dedicated. The hymn, "The Day Thou Gavest Lord Is Ended", was sung and the service was brought to a close with the benediction pronounced by Mrs. Weir.

Serve 4 THIS EASY WAY!

HERE'S HOW:

Ingredients: 1 lb. Canned Salmon, flaked; ½ cup grated cheese; 2 eggs, well beaten; 1 cup milk; 2 tablespoons melted butter; 3 rolled crackers; juice of 1 lemon. Directions: Combine Salmon and cheese, add beaten eggs and milk. Pour into buttered casserole. Cover with buttered cracker crumbs. Over all pour lemon juice. Cover, set casserole in pan of water and bake in moderate oven, 350-375° F., for 30 minutes. This Canned Salmon Casserole serves 4.

Buy B.C. CANNED SALMON
All Food No Waste
ASSOCIATED SALMON CANNERS OF BRITISH COLUMBIA

York Highlights

Mr. Harold MacNeil, who has spent the winter in Nova Scotia has recently returned to York. Miss Shirley Cooke, West Covehead, spent Sunday with her parents, Mr. and Mrs. W. D. Cooke, York. Misses Anita and Norma Lewis of Charlottetown, were recent guests of Mr. and Mrs. Richard Vessey, York. The many friends of Mrs. Roscoe MacDonald, York, are sorry to hear of her illness and all wish her a speedy recovery. Messrs Allan and Dewar Swan, Charlottetown, and Allison West, Parkdale, were the visiting shooters at York Hall recently. Misses Benice and Helen Lewis of Charlottetown were guests of their uncle, Mr. and Mrs. Frank Vessey over the week-end. Mr. and Mrs. Vernon Dennis and daughter, Miss June, and sons, John, Ralph and Wendell were week-end guests of Mr. and Mrs. Leith Brown recently. Mr. and Mrs. Harvey Kiezer, and Master Warren, West Royalty, motored to York and were the guests of Mr. and Mrs. Earl Ling and family last week. Mrs. William Bowen, Wheatley River, who has been visiting in York at the home of her daughter and son-in-law, Mr. and Mrs. Earl Ling, left recently to visit at her sister's, Mrs. Lewis MacCallum and nephew, Mr. and Mrs. Willard MacCallum, Brackley Beach. Many tokens of sympathy are conveyed to Harold MacKie and little Joyce and Bonnie in the recent sad bereavement sustained in the death of a loving wife and mother, Mrs. Harold MacKie, Keppoch, from friends and relatives in York and Union. A Study Group of Sunday School teachers, Superintendent, assistant Superintendent and parents was formed and led by Rev. J. Douglas of York United Church. This group is to meet for study and discussions of problems on child psychology and delinquency. It's cause and results which is indeed most interesting, every Wednesday evening. A large community gathering met in York Hall on the evening of February 25, to honor Mr. and Mrs. Vernon Dennis and family a farewell. They left York to take up residence in East Royalty after some years in the retail business. The gathering was called to order and the purpose of a hearing was stated by the acting chairman. After taking the oaths of honor, the Harold Watts award was presented to Mrs. Vernon Dennis and family, and Mr. Leigh Vessey presented a well-filled purse to them. The Alpha Women's Institute of which Mrs. Dennis was a valued member, gave her as a valued keepsake, a beautiful electric lamp presented by Mrs. Harry Lewis. Mrs. Louis Vessey read a lovely address to which Vernon, on behalf of his wife and family thanked all his former friends and associates in York for this lovely token of esteem toward them and invited each and everyone to visit them in the near future. A jolly chorus filled the air as the words of "For They Are Jolly Good Fellows", rang out. A delicious lunch was served by the ladies in charge. Later, dancing was enjoyed with Dean Watts at the mandolin, Vernon Dennis at the violin, and Arthur Vessey accompanying on the piano. Many sets and modern dances whirled away the remainder of a grand evening. —L.

HERE OUGHT TO BE A LAW

FATE WAS AGAINST BRATELLA THIS MORNING SHE SCOURED THE TOWN TRYING TO DIG UP SOMEONE TO PLAY WITH. I CAME OVER TO SHOUT MARBLES WITH IGLEHART. IGLEHART ISN'T HOME. BRATELLA, HE'S UPTOWN WITH HIS DADDY, DOING SOME SHOPPING FOR ME. BUT THIS AFTERNOON, WHEN SHE WAS STUCK WITH HER MUSIC LESSON, THE WHOLE STREET WAS CRAWLING WITH KIDS. PLAY IT AGAIN, BRATELLA! AND PLEASE WATCH THE DOTTED 8TH NOTES!

FOR GENERATIONS A Family Favourite

From Mother to Daughter — from Father to Son — ENO'S Fruit Salt is a family remedy. A sparkling dose of pleasant-tasting ENO, taken every morning when needed, helps Nature free the system from stagnating wastes that sap vitality. Follow the example of ENO families the world over — take a mild antacid, a gentle laxative — take ENO'S Fruit Salt. Buy the large size today — but be sure you get ENO!

ENO'S FRUIT SALT
Gentle Laxative — Mild Antacid

THE SPRING VIEWPOINT

Ambling Along Country Lanes . . . Crossing Quick-Paced City Streets . . . Striding Across Campus, with the Smart Woman It's . . .

LONG COATS

TOPPER FAVORITE

His Spring toppers are clipped to all the lengths from a little above the knee to a little above the waist. Our wonderful new topper collection features unexpected pastels, and important navys. Pair the really short toppers with a skirt and you have a suit! Wear the longer version as you would a coat! And blink twice at the amazingly low price tags. You'd never expect to pay so little for such outstanding fashions. Come in tomorrow and compliment yourself later on this wise purchase.

All the latest in 1950 style—Gabardine, Whip Cord, Straight, Loose Back, Fitted, Belted, High Collars, etc., and in such popular colors as Red, Navy, Grey, Black, etc. You will want one of these lovely coats for Spring.

PRICE RANGE FROM \$23.95 TO \$54.95

Choose any garment from our fine display of Spring Clothing and use our convenient LAY AWAY PLAN

THE FASHION SHOPPE
141 Gt. George St. Phone 55

LARGEST PLANET Jupiter, the largest planet, has a volume more than 1,000 times that of the earth.
GIRAFFE'S OTHER NAME Giraffes were also known as camelopard — a name probably given when they were first introduced into Roman amphitheatres from Africa.

HERE OUGHT TO BE A LAW by Fagoly & Shorten

ENO'S FRUIT SALT
Gentle Laxative — Mild Antacid

Listen to Mystery Thriller THE SEALED BOOK 8:30 p.m. Every Sun.—CHSJ 1150 kc.