

Pierce's Observes 4th Anniversary

Pierce's Cash and Carry, Great George Street, this week observes its fourth anniversary. To mark the event, as in previous years, there is a special sale highlighting quality products at special values.

Since acquiring the business some four years ago, Mr. Fulton Pierce has renovated the store along self-service lines and has enjoyed increasing patronage. Well lighted, attractively laid out and equipped with the latest in freezing units the store carries a complete line of groceries and meats and frozen foods.

Pierce's has sought to keep abreast of the times and the success to date speaks well for store's customer appeal. Four years, in reality, is a short time in business but in that period Pierce's has earned recognition in the grocery field as an aggressive and go-ahead firm. Limited in relation to its size the store has concentrated on a personalized service that has built up a pleasing relationship with the public.

The Anniversary Sale opens today.

City and Central

WE TREAT THE SICK WELL. Giggey's Pharmacy, open 8 a.m. to 8 p.m.

ISLAND GRILL, Queen St. dial 5228 serving full course dinners specializing chinese dishes.

AYDS VITAMIN and Mineral Reducing Plan at Redgin Bros. Dial 4386. Free delivery. Free postage.

HALLOWE'EN TURKEY salad supper and bazaar, St. James Church, Thursday afternoon, Oct. 27th. Tickets available at the door.

THE LITTLE Theatre Guild opening night will be Thursday, October 27th in the Queen Charlotte High School Auditorium at 8:15. This is for members only. Membership tickets will be on sale at the door.

PERSONALS

The many friends of Mr. Elmer Farnell, Amherst, N.S., will be sorry to learn that he is a patient in the Highland View Hospital.

Mrs. Robert Peters left last Friday morning on return to her home in Somerville, Mass. after accompanying the remains of her brother the late Adolph Dolron.

Mr. Joseph MacDougall of Charlottetown, formerly of Summerside, who has been a patient in the Charlottetown Hospital for several weeks, has returned to his room at the Sacred Heart Home improved in health.

YORK POINT W. I.

The October meeting of the York Point W. I. was held at the home of Mrs. Ray Large with eleven members and two visitors present. The meeting opened with the Institute Ode and repeating the Creed in unison. Minutes of the last meeting were read and approved.

Sick committee reported on a sympathy card sent. Two thank you notes were received. School committee reported some articles purchased for school.

It was decided to have the cod liver oil capsules again this year. It was moved by Mrs. Butler and seconded by Mrs. Sanderson that a science set be purchased for the school. It was also decided to get

LONDON, England (CP)—John Bryan was the only prize-winning pupil absent on speech day at his school in this Norfolk town. His prize was for perfect attendance.

Close Friend Of Harry Truman Dies

KANSAS CITY, (AP)—Eddie Jacobson, 64, onetime business partner of Harry S. Truman and a close friend of the former president, died Tuesday.

Jacobson was a First World War comrade of Truman's, and after their service he opened a haberdashery with the future president.

Mrs. Aubrey MacPhail and won by Mrs. Stanley Murchison. Meeting closed with the ueen. Lunch was served by the hostess and committee in charge and a social hour enjoyed by all.

NEW LONDON W.I.

The October meeting of the N.L. W. I. was held at the home of Mrs. Wilbur McKay. The president, Mrs. H. Mayhew, presided and opened the meeting. Thirteen members answered the roll call. Minutes of previous meeting were read and approved. Sick committee reported no calls made. School committee reported that the books had been purchased for the school.

It was decided to serve the school children with hot soups for the winter months also to purchase a dish pan. New school committee for next two months Mrs. Claude MacEwen and Mrs. Harold Mayhew.

Correspondence was read and discussed. Decided to sent \$2.00 to

M. S. Project. It was moved and seconded that all bills be paid. Mrs. James Cole invited the members to her home for the next meeting which is the annual.

Roll call will be answered by membership fee of 35 cents. Programme then followed by a paper on Nova Scotia by Mrs. Lorne Campbell which was much enjoyed. Birthday Box was then opened which contained the sum of \$4.23. Collection was then taken which amounted to \$2.15. Meeting closed with the Queen and lunch was served by hostess and committee in charge.

HALIFAX (CP)—The Nova Scotia government will pay about \$350,000 toward damage claims arising from last year's hurricane

Always FLAVOUR-FRESH!

KING COLE COFFEE

LOOK-WE CAN BUY A CANADA SAVINGS BOND FOR JUST \$2.50 DOWN...AT MY BANK

BANK OF MONTREAL

Canada's First Bank

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

Charlottetown Branch, 105-107 Grafton Street: BEN ROGERS, Manager

DOWN PAYMENT OF \$5 - \$2.50 FOR A \$50.00 BOND, \$5.00 FOR A \$100.00 BOND, ETC.—BALANCE IN EASY INSTALLMENTS OVER A YEAR.

... BUY YOUR BONDS TODAY - for cash or by instalments at your neighbourhood B of M branch

Perfect Trust

PUREX TISSUE

With wise instinct, mother chooses only the best for her child. That's why when buying tissues, she prefers Purex... for she knows that the gentle softness of Purex makes it perfect for baby's sensitive skin. Refined over and over again, Purex is gentle yet firm, strong and very absorbent... better in every way. Make Purex your choice for baby and family too.

so soft - so safe!

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WELCOME TO PIERCE'S 4th Birthday Party

Yes, thrice welcome for we are indeed grateful for the wonderful support you have extended us the past four years. To celebrate we offer many Anniversary Specials and heartily invite one and all to join with us. So phone or visit our store and take advantage of these wonderful values.

MAPLE LEAF PURE LARD 4 LBS 69c

FRESH NEW CROP BULK DATES 5 LBS 59c

CAMPBELL'S TOMATO SOUP, 8 tins --- 89c

YORK FANCY — 15 OZ. CORN, 2 Tins 29c

ROYAL RUSSET APPLE JUICE, 48 oz. tin --- 29c

McCREADY'S CHOW CHOW, bottle ---- 37c

DEVON — 20 OZ. PEAS, 4 tins 55c

Q.T.F. CRUSHED — 20 OZ. PINEAPPLE, tin 27c

SUNLIGHT SOAP, 8 bars 89c

REGULAR SIZE KLEENEX, 2 pkgs. 39c

NABISCO SHREDDED WHEAT, 2 for 35c

YOUR CHOICE KERNEL CORN, tin 19c

PARAMOUNT — FANCY PINK SALMON, 1-2 lb. tin 29c

SILVER SEAL PURE VANILLA, 2 oz. 35c

MCCORMICK'S HALLOWE'EN KISSES (Free Mask) 14 oz. Bag 35c

TALISMAN — 24 OZ. STRAWBERRY JAM, jar -- 49c

Special "GET ACQUAINTED" Offer!

NEW! BLUE! DUZ DETERGENT!

GIANT 10c off 77c

LARGE 5c off 39c

PLUS TEA TOWEL IN GIANT PACKAGE FACE CLOTH IN LARGE PACKAGE

"TRICK OR TREAT" MacINTOSH HALLOWE'EN APPLES BY THE BUSHEL 2.15

"Approximately A Penny An Apple"

FRESH SEEDLESS RAISINS 2 lbs. 33c

ALL FLAVORS JELL-O 9 pkgs. 79c

"AN APPLE A DAY WILL KEEP THE DOCTOR AWAY"

BUY APPLES FOR GOOD HEALTH

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

Pierce's CASH and CARRY DELIVERY SERVICE

"ONE STOP TO SHOP FOR ALL YOUR FOOD NEEDS"

Always FLAVOUR-FRESH! KING COLE COFFEE

KRAFT VELVEETA CHEESE pkg 33c

KRAFT DINNER 2 pkgs 29c

ROBIN HOOD White & Chocolate CAKE MIXES 2 pkgs. 45c

ROBIN HOOD FLOUR 24 LB. BAG 1.59

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