



PRESENTS BRIGHT EXTERIOR



HARDWARE DEPARTMENT, THIRD FLOOR

New Discount Pharmacy Offers Continual Savings

As the expression goes "everything from soup to nuts" and that's pretty near what customers will find when Lord's Super-Value Pharmacy opens Thursday morning.

P.E.I.'s first total discount pharmacy is much more than the average drug store. In fact, only one of the store's three floors even vaguely resembles a drug store. The second floor will boast a limited ready-to-wear department and a very large stationary department that will include a large paper-back book section, a complete record department, with classical, light, classical and popular music. A wide range of children's books, cards and other usual items found in a stationary store.



BOB GIGGEY

In the stationary department one very interesting facet is the paperback book display, which is about 95 per cent so-called "educational" reading material — including reference material on many subjects as well as the classic novels — and plays by Shakespeare and Shaw to men-

ing for really good reading material and similar paperback sections in other Lord's stores have always met with great success.

The third floor is devoted to houseware and hardware and toys and carries a complete selection of lines.

DISPENSARY

On the other floor there will be a large and complete dispensary for the dispensing of prescription drugs at discount prices. A wide variety of patent drugs, a selection of men's toiletries and a large women's cosmetic department, as well as a camera shop, where all the supplies for photographers will be available in addition to small el-

An ADEQUATELY WIRE-D home is a more saleable home both now and in the future.

ELECTRIC SERVICE LEAGUE OF PRINCE EDWARD ISLAND

ectric appliances such as electric razors and hair drivers. A company spokesman said that much research has gone into determining what customers want, particularly in the way of brands and it will be these popular brands that the Lord's store will be carrying.

Volume purchasing by their central buying office, in Toronto, allows maximum discounts from the manufacturers. The new store opening here Thursday, is just one of several similar stores across Canada.

The Charlottetown store is the first Lord's in the Maritimes, but plans are underway to open several more in other Maritime centres.

Well-known Charlottetown pharmacist, Bob Giggey will be looking after the drug department in the new store, which will be employing between 18 and 20 people.

The new store will be located on the corner of Great George and Kent Streets in the old building, which formerly housed the Nu-Way Furniture Company and more recently several offices of the provincial government. The building's four floors have been completely renovated and are bright, clean and cheerful and exterior renovations have also served to brighten the general appearance of the store.

DISINTEGRATES TRASH

SAN FRANCISCO — executive of General Electric Co. says laser beams may be used to dispose of garbage within 20 years. David C. McDermid said of the laser beam: "It won't grind, it won't melt, it won't burn. It simply, utterly and absolutely disintegrate any substance placed in its path."

Funeral Is Held For Producer

HOLLYWOOD (AP) — A funeral service was held yesterday for Theodore Ted Gorday, 38, Winnipeg native and long-time radio and television producer. He died Saturday after a long illness.

Gorday, president of Gorday Productions, Inc., and executive producer of the National Broadcasting Co. series Days of Our Lives, had been in the theatre on Broadway before going

into radio and then television. His programs included such radio shows as Gangbusters and in recent years, such popular daytime TV shows as Brighter Day, Guiding Light and As the World Turns.

ROB JEWEL MERCHANT VALENZA PO, Italy (AP) — Four masked men Monday waylaid jewel merchant Enrico Lenzi, former Italian national sheet shoot champion, and escaped with precious stones valued at 125,000,000 lire (\$200,000). The bandits drove the car against his, forcing him into a ditch.

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