

CITY AND CENTRAL

YOUR DOLLAR buys more at the Hughes Drug Store.

BARGAIN Dept. Sale continues. Exceptional values at LePage Shoe Co., Ltd.

WE TREAT the sick well. Giggey's Pharmacy, open 8 a.m. to 8 p.m.

FOR QUALITY, service and accuracy, shop at Worth's Pharmacy.

FOR CONVENIENCE, friendliness and economy, shop at Giggey's Pharmacy.

OPENING MEETING of Spring Park Community Club Thursday, Sept. 20. Business meeting at 7.30 followed by social and dance. Free admission, all welcome.

ISLAND colored views. Craswell Studio.

VISIT OUR big Bargain Dept. Sale LePage Shoe Co. Ltd.

VISIT HI-STYLE Millinery, G. George Street. "Where every style is Hi-style."

ANNUAL meeting, P. E. I. Hospital Nurses' Alumnae, Friday, Sept. 21, 8.15 p.m., at Cundall Home.

REGULAR Monthly meeting of the Ladies Auxiliary Canadian Legion will be held this evening at 7.30 p.m.

NAVAL RECRUITS — Two new recruits were enrolled into the Royal Canadian Navy Reserve of H. A. C. S. Queen Charlotte this week. Sworn in on Tuesday was Ordinary Seaman David Arthur Farquharson, son of Mr. and Mrs. Arthur Farquharson, Mount Edward Road. The second who was sworn in Wednesday is Ordinary Seaman Naval Storesman William Charles Matthews, son of Mr. and Mrs. William Matthews, also of Mount Edward Road.

Howard McInnis
FITTED FOOTWEAR
175 Queen St. - Currie Bldg.

N. D. MacLean
UNDERTAKER
EMBALMER
Charlottetown and
North Wiltshire
DIAL 5549

"Say it with Flowers"
MARITIME GREENHOUSES LTD.
FLOWER CART
Funeral and Wedding Designs
Cut Flowers and Potted Plants
DIAL 5320 WE DIAL 3321
137 Kent Street DELIVER Water Street
Charlottetown Summerside

Island Holsteins Among Top Producers

"Lewisdale Winnie" owned by Lewis Bros., York, P. E. I. was among the Canadian top Holstein producers in the mature class during the month of September. During a 365 day period she produced 16,523 lbs. milk, 662 lbs. fat. Her test was 4.01 percent.

In the two-year-old class "Dixons Hill Ruby", owned by H. Dixon, Fortune Bridge, P.E.I. produced 12,861 lbs. milk, 507 lbs. fat with a test of 3.94.

"Lilac Lodge Madeline" owned by G. A. Godfrey and Sons, North Wiltshire was awarded a long time production certificate. During nine lactation periods on 2X milking she produced 122,263 lbs. milk containing 4,144 lbs. fat. She ranked 9th in the Red Seal winners for the month of September.

The above information is contained in the September issue of the Holstein-Friesian Magazine which is the official organ of Holstein-Friesian Association of Canada.

Reports Novel Charity Donation

Word was received yesterday by Mr. W. H. Beaton, that the Canadian Cancer Society in Prince Edward Island will shortly receive a cheque as part of the proceeds of a fund raised through courtesy of Wm. Wrigley Jr., Company, Toronto.

During the Canadian National Exhibition, Wrigleys conceived the novel idea of selling gum and having the purchasers deposit the proceeds in a sealed container which designates their favorite charity.

Since there is no community fund in Prince Edward Island the Company selected the leading charities in the Province and have allocated the money in the P. E. I. container equally among each of these charities.

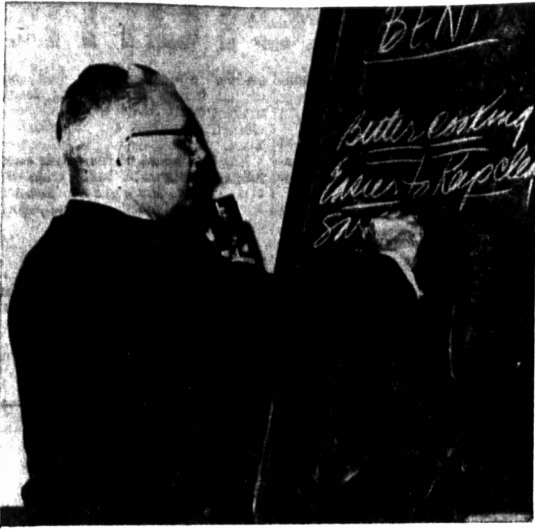
The Chewing Gum Company expressed the hope that in future, other businesses will co-operate in perhaps a similar manner.

WOODINGTON — At Summerside Sept. 19, 1956, Mrs. William Woodington in her 84th year. Remains resting at Douison's Funeral Home until Friday at 1.45 p.m. then to United Church, Kensington where funeral service will be held at 2 p.m. Interment People's Cemetery, Kensington.

ENGAGEMENTS
THE MARRIAGE OF KATIE BELL, eldest daughter of Mr. and Mrs. Joseph MacLeod, Dartmouth, to L. A. C. Norman Christopher Welling, of Shediac, Cape, N.B., son of Mr. and Mrs. Kenneth Welling will take place early in October.



ADVERTISERS TAKE KEEN INTEREST IN ADVERTISING CLINIC



CLYDE BEDELL POINTS UP A USEFUL TIP

Discusses Effective Means Of Advertising

The first advertising clinic to be held in Prince Edward Island was conducted yesterday at the Charlottetown Hotel by Clyde Bedell, internationally known advertising consultant, before a large and interested gathering of merchants and other advertisers from all parts of the Province. Held under the auspices of The Guardian newspaper, the clinic took the form of afternoon and evening discussions by Mr. Bedell on the technique of using advertising space to the best possible advantage.

A buffet dinner was served between the sessions, which terminated in a question period, during which many problems of local application were discussed.

Mr. Bedell used blackboard and lantern slides to illustrate his remarks. These served to point up different types of advertising and the advantages accruing, both to the advertiser and the buying public, from effective copy writing.

The speaker's criticisms and suggestions were followed with the closest attention, and it was evident from the response that those present were most appreciative of the advice given by Mr. Bedell.

FINE STAPLE
The United States currently relies on Egypt for some of its fine cotton staples.

Court Cases Are Heard At Souris

In Magistrate's Court yesterday at Souris before Stipendiary Magistrate Gilbert A. Gaudet, a resident of Morell for operating a motor vehicle without an operator's license was fined \$5 and costs or five days in jail. The same person charged with having liquor not purchased at a vendor's was fined \$25 and costs or 30 days.

A resident of the Baltic for permitting an unlicensed person to operate a motor vehicle was fined \$10 and costs or 10 days.

A resident of Morell for speeding was fined \$10 and costs or 10 days.

A resident of Souris for operating a motor vehicle with insufficient brakes was fined \$5 and costs or five days.

A resident of Afton Road for having liquor other than in his residence was fined \$20 and costs or 30 days.

A resident of Peakes for being intoxicated in a public place was fined \$20 and costs or 30 days.

A resident of Red Point, charged with assault, was sentenced to a year's imprisonment, sentence being suspended when he entered into recognizance to the amount of \$200. Evidence in this case was taken last week.

A resident of Mt. Stewart, charged with causing a disturbance by destroying property, was dismissed. Two other men also appeared earlier in connection with the same case. One was convicted and the other dismissed. Mr. J. P. Nicholson represented the Crown in the case yesterday and Mr. Melvin McQuaid the accused.

ABORTIONS LEGAL
VIENNA, Austria (AP)—Communist Hungary has decreed that abortions will henceforth not be punishable if they are carried out "in one of the institutions arranged for it." Radio Budapest reported Wednesday.

Brighton Red Cross Swimming

Swimming and Life Saving tests were conducted on several days during the last week of August at Brighton Beach and also at the floats off Victoria Park. Mrs. Marjorie and Miss Barbara Cronin instructed these candidates.

The following swimmers merited Red Cross and Royal Life Saving Society awards.

Beginners: Barry Johnston, Mary Beth Moffatt, Shirley Graham, Rosemary Gosbee, Robert Sanderson, Ronald MacKinley.

Juniors: Nelda Coffin, Rose Gosbee, Mary McCormack, Hazel Stewart, Elaine Kenny, Carol Ann Graham, Brenda Mitlov.

Intermediates: Harvey MacPherson, John Dover, Alan Dover, Joan Gallant, David Roper.

Royal Life Saving Society — Bronze Medalists: Dave Wood, Brent Partridge, George Phillips, Roger MacDonald, Gordon Giddings.

1st Bar to Bronze— Winnifred Anne MacMillan, Catherine Campbell.

Tourist Ass'n Members Enjoy Visit To Cavendish

Members of the Canadian Tourist Association yesterday were very impressed with the scenery, food and general hospitality during their brief visit to Cavendish. Arriving in that locality about mid-afternoon they were welcomed by Mrs. Leta Andrew president of the Cavendish Resort Association, who was introduced by A. Walthen Gaudet, secretary of the P. E. I. Inkeepers Association. Expressions of thanks was given Mrs. Andrew by Gordon Wood, president of C. T. A. of behalf of the association.

Whilst a number of the delegates played a round of golf on the Green Gables course the remainder took the opportunity of inspecting the Anne of Green Gables House. Later they were taken on a tour of Cavendish Beach after which they were the guests of the Cavendish Resort Association at afternoon tea served at Lakeview Lodge operated by Miss May Stewart. The visitors were also presented with a vial of red soil suitably labelled Souvenir of Cavendish.

The hostesses who presided over the urns at the tea were: Senator Elsie Inman, president of the Inkeepers Association; Mrs. B. Earl MacDonald, wife of the minister of the Travel Department; Mrs. A. Walthen Gaudet, wife of the secretary of the Inkeepers Association; Mrs. Michael Doyle, president of the Women's Institutes and Mrs. Jack Cameron, operator of the Gregor Hotel.

Returning to Charlottetown the delegates were the guests of the American members of C. T. A. at a reception - buffet - dinner and dance at the Charlottetown Curling Club.

PHILATELIST

Visiting his native Province as a delegate of the Canadian Tourist Association convention in Charlottetown is Mr. Louis S. Crosby of Banff, Alberta. Mr. Crosby is one of Canada's leading philatelists and his collection of Island stamps won the four top awards at this year's Philatelic Exhibition in Windsor, Ont.

100 REPORTED KILLED

VIENNA (Reuters) — Tourists reaching Vienna from Romania reported Wednesday that some 100 persons were killed and about 300 injured when a night train between Bucharest and Ploesti was wrecked last month. The accident was said to have occurred "about" Aug. 23, but so far no official report has been published about it.

MARGARET RETURNS

LONDON (Reuters) — Princess Margaret returned here Wednesday by air from a holiday with the Queen at Balmoral, Scotland, to prepare for her East African tour beginning Friday.

WEATHER

TEMPERATURES ISSUED BY THE TORONTO PUBLIC WEATHER OFFICE WEDNESDAY NIGHT:

City	Min	Max
Dawson	43	59
Toronto	45	59
Ottawa	40	63
Montreal	42	64
Quebec	32	60
Fredericton	45	58
Saint John	37	53
Moncton	34	55
Halifax	43	59
Charlottetown	40	—
Sydney	—	56
Yarmouth	44	56
St. John's	48	56

HALIFAX (CP) — The weather office here says rain is expected to reach the western regions early in the morning and spread to Cape Breton by the afternoon. Following the disturbance winds will become northwest and the weather will become clear, turning cooler.

FORECASTS:
Prince Edward Island: Cloudy; intermittent rain beginning in the morning and ending in the evening; cool; risk of frost in a few inland localities early morning; south winds 20 becoming northwest 20 by evening. Low-high at Charlottetown 40 and 60.

High tide today at Charlottetown at 10.51 a.m. and 11.12 p.m. at Rustico 6.21 a.m. and 5.58 p.m. Summer tide eighteen minutes later than Charlottetown. Sun rises today at 5.58 a.m. and sets at 6.14 p.m.

Burke Electric
Authorized
 Dealer
Electrical Wiring
Repairing and Supplies
Oil Heating
Household Appliances
Television
DIAL 4021
156 Great Geo. St.

STERNS LIMITED
and
NEW METHOD CLEANERS
Will Be Closed
TODAY UNTIL 1 P.M.
Out of Respect to the Memory of
MRS. GEORGE J. MCCORMAC

ISLAND PRODUCTS WEEK

BUY ISLAND PRODUCTS AT ATKINSON'S GROCETERIA

20 OZ. TIN TASTY PAK PEAS 2 TINS 35¢	15 OZ. TIN JENKINS BEEF STEAK AND GRAVY 63¢	10 OZ. TIN GRAHAM'S PET FOOD (FISH) 2 Tins 23¢	LOBSTER 3 OZ. PASTE Tin 17¢
	Mr. Stewart, Montague, or Jenkins STRAWBERRY PRESERVES 12 Oz. Tin 29¢	15 OZ. TIN JENKINS' HOT CHICKEN SAUCE Tin Only 19¢	SEA-LECT OYSTERS 1/2 Lb. Tin 45¢
TENDER QUALITY MEATS AND POULTRY ALL RAISED ON P. E. I.	HELP THE ISLAND — HELP YOURSELF BUY ISLAND PRODUCTS		PRODUCE FRESH FROM P. E. I. GARDENS
ROLLED ROAST BEEF, lb. . . . 59¢	7 Oz. Tin Jenkin's BONELESS CHICKEN & TURKEY	7 OZ. TIN BONELESS CHICKEN EACH 49¢	RED RIPE ISLAND TOMATOES, 2 lbs. . . . 33¢
SHOULDER ROAST BEEF, lb. . . . 47¢	16 OZ. TIN AVONDALE CHICKEN-ON-THE-BONE EACH 69¢	24 OZ. JAR ROSE BRAND ISLAND GROWN DILL PICKLES JAR 43¢	LOCAL LARGE CELERY, stalk 15¢
PORK CHOPS, lb. . . . 65¢	PERFECTION EVAPORATED MILK WITH 10¢ COUPON FROM PERFECTION BUTTER 6 Tall Tins ONLY 69¢		LARGE HEAD CABBAGE, Each 19¢
LOIN ROAST PORK, lb. . . . 63¢			LARGE CAULIFLOWER, Each 25¢
ISLAND GRADE "A" CAPONS, lb. . . . 55¢			ISLAND CORN ON COB, Doz. 49¢
PROCESSED AND MADE ON P.E.I. MAPLE LEAF PICNIC SHOULDERS, lb. 49¢			LOCAL PARSNIPS, 2 bunches 29¢
MAPLE LEAF BULK WIENERS, lb. . . . 39¢			
	FLAVOR-PAK GREEN or WAX BEANS 20 oz. tin 19¢		

SAVE 10¢ ON Perfection EVAPORATED MILK WHEN YOU BUY Perfection Butter
Clip panel from wrapper - WORTH 10¢!

Perfection ICE CREAM SPECIAL! 29¢ EACH 25¢

WE HAVE IN STOCK DELICIOUS TYNE VALLEY CHEESE AT LOWEST MARKET PRICES.
15 OZ. TIN Prince Edward Island MACKEREL EACH 25¢

J.C. Atkinson GROCETERIA
HOME OF FINE FOODS
Free Delivery