

Barbara Brent's BUYS WHY'S
A WEEKLY INFORMATION SERVICE



MONTREAL, Sept. 10th—You can imagine her holding roses—but not cleaning pots and pans. Yet Betty Farkas scours 4500 pots and pans a year (a good average for any housewife). But her hands are soft and beautiful, thanks to JERGENS LOTION. Detergents help Betty to clean all those pots and pans—and Jergens keeps her hands lovely in spite of detergents. After every chore, she smooths pure, white Jergens Lotion on her skin. Being liquid, Jergens doesn't merely "coat" the skin. It penetrates to help replace softening moisture. (It has two ingredients used for softening.) This is why women use it than any other hand care. Be a good housewife and an attractive woman... Use Jergens Lotion—avoid detergent hands. Just 15c, 37c, 65c and \$1.15.

Lighting Fasteners—Yes, Lighting Fasteners make getting dressed and undressed easy for any youngster. You see, Lighting is the zipper with the famous automatic lock. They're wick-quick to unsip when you want to... yet when they're sipped-up—Lighting Fasteners stay put. And mother, just think!—when your youngsters' clothes are finished with Lighting Fasteners, you can forget the chore of constantly replacing buttons. Ask for Lighting Fasteners now... in a wide variety of colours and sizes.

I've Just Had a really exciting flavour experience—a cup of the NEW INSTANT CHASE & SANBORN COFFEE. Did you know? It's 100% real coffee made with a new process that keeps the flavour and aroma of freshly ground coffee. Yes, even the very colour and texture is the same. But there's that wonderful "instant" convenience that you like so well. New Instant Chase & Sanborn Coffee dissolves like magic in hot or cold water. And it's extremely economical. It saves me up to 40c a pound compared with regular coffee. I'm sure that once you've sampled its marvelous real-coffee flavour, you'll want to make it your regular coffee.

Grape Jelly is A Favorite with most of us. What a treat it is to spoon into that fresh-tasting royal looking jelly. And if you're looking for a set with CERTO FRUIT PLATING, the set will be right, the flavor and consistency delicious. Results with Certo, are always so sure, if you follow the recipe exactly. You'll see a fine ring of grape jelly in the book-lets that's under the label of each bottle of Certo. Other grand recipes too. And doing jams and jellies the Certo way, means you save 2/3 the time of the former peach-jelly method... and get up to 50% more jam or jelly from the same amount of fruit.

I Can't Think Of A Better Month to think about better breakfasts... than the back-to-school month of September. And, sure enough—it's Better Breakfast Month. Well, that means breakfasts with hot "CREAM OF WHEAT" as the main attraction. I don't need to tell you that a hot breakfast is better for you... and "Cream of Wheat" is such a delicious way to begin the day. Good for you, too. It gives you quick-starting food energy, plus iron for good red blood, and calcium and phosphorus for diets deficient in those elements. Make every month Better Breakfast Month. Give your family a quick start for the day with the cereal that's both nutritious and tasty: hot "Cream of Wheat".

Once Upon A Time, my washing used to have a yellow tinge. I'd scrub and rub, with no success. Then I remembered something from my school-days... that seven colours combine to make white—and one of them is blue. So, of course, I said to myself, the answer to the problem of my yellow wash—is Blue. You know you must rinse your wash to get the clothes clean. Then simply put a dash of Blue in the water—to get them really white. Your sheets, shirts and table linens will fairly sparkle! What's more, Blue is kind to fine fabrics—won't harm them in the least. And it costs just a few pennies a month... a sound investment!

Yes, for the whitest wash, use RECKITT'S BLUE.

Lightning Fasteners—Yes, Lighting Fasteners make getting dressed and undressed easy for any youngster. You see, Lighting is the zipper with the famous automatic lock. They're wick-quick to unsip when you want to... yet when they're sipped-up—Lighting Fasteners stay put. And mother, just think!—when your youngsters' clothes are finished with Lighting Fasteners, you can forget the chore of constantly replacing buttons. Ask for Lighting Fasteners now... in a wide variety of colours and sizes.

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Yes, for the whitest wash, use RECKITT'S BLUE.

SAVE 2 1/2¢ on every cupful you use!



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Card of Thanks

The family of the late Peter Gotell Frederickson, Mount Stewart, and formerly of O'Leary, wishes to thank their many friends who sent floral tributes, and assisted in their recent sad bereavement.

Richard Belhel, also present at the opening died in 1931 of unknown causes. Sir Charles, who looked upon the inner opening, died in 1932. Prof. Leffeur of McGill University died in 1934. He visited the ill-fated tomb as a tourist. Prof. Fahny Bey was said to have been a victim but this report proved false. Now we come to Lady Evelyn Herbert and A. R. Callender, both present at the opening; both were dead by 1934. Rex Ennsbeck died the same year. Lord Westbury committed suicide and James Breasted passed on in 1935 of unknown causes. Robert Mond died in 1938. Harry Burton photographer of the tomb, died in 1939. Howard Cuter, one of the last to go, was the first to discover the tomb. He died in 1939. Edward Harkness passed on in 1940 aged 66.

The others who attended the opening of King Tut's tomb and who have since died, are not important enough to be listed here. Living in 1951 were Abdul Hallem Pasha Suleman, Allan Gardiner, Douglas Derry, Mohammed Shaahm Effendi and Mayor Aston.

You have just read the record. Of the 33 who were present at the tomb opening, 17 are dead; seven others are presumed to be dead; 3 are presumed to be living; the fate of the 6 others is unknown.

"The original robbers, who broke into the outer chamber of the King Tut's tomb within 10 years of its sealing, were caught and were tortured to death. Certainly this violation carried a curse for them, but it may have been a curse from the living. The usual punishment was to tear their bodies in half."

The appearance of this piece

A wise hostess knows Party guests prefer Coke



Your guests—young or not—are sure to enjoy ice-cold Coke. Its matchless flavor sparks the party... keeps the fun going. Remember, too, it's easy to serve Coke—ice cold, in the bottle.

Buy it by the carton or the case.

6 Bottle 36¢
6 Carton 36¢

Authorized bottles of Coca-Cola under contract with Coca-Cola Ltd.

J. & T. Morris Limited
75 Water Street, Charlottetown, Dial 3745.

CENTRAL GUARDIAN

Strange But True
By F. H. MacArthur

"WE TREAT THE SICK WELL." Giggey's Pharmacy, next Stewart's Bakery.

F. A. LARGE, Q. C., Law Office will be closed August 31st to September 13th.

SERVICE TO SICK, Dial 5132, Cantwell's Pharmacy, next to Gloria.

LEPAGES SHOE SALE for bargains. Visit the second floor.

DON'T MISS LEPAGES "Back To School" Clearance Sale. Second floor at LePages.

ISLAND GRILL, Queen Street. Dial 5228. Serving full course dinners. Specializing Chinese dish.

JUST ARRIVED, Kenmore Washers. The best washer value in Canada. Simpsons—Sears, Charlottetown Store.

ATTENTION plot holders, New Glasgow Cemetery. Please remit dues to secretary, M. L. McCoubrey.

COLDSPOT—Feature for feature, the finest refrigerator value in Canada—fourteen models to choose from. See them today. Simpsons—Sears Charlottetown Store.

A NUMBER of good used Washers, Ranges and Chesterfield Suits now available on easy monthly payments. Simpsons—Sears, Charlottetown Store.

SEE THE NEW Homart Bathrooms ensembles now in stock Simpsons—Sears Charlottetown Store.

Personals

Miss Lois Gallant of Rusticoville, P.E.I., left to enter Hotel Dieu Hospital, Bathurst, N.B., to train as student nurse.

Friends of Mr. Eddie MacDougall, Inkerman, a patient in the P. E. I. Hospital, are pleased to learn that he is making a satisfactory recovery after undergoing a serious operation.

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OUR BOARDING HOUSE

MAJOR HOOPLE

NEIN, MAJOR! VEN YOU BLAY, DOT VISSLES LINDS DOGS IT, SOUNDS LIKE I DER PUMP NEEDS OIL! IF I CAN'T TEACH ALFUND DER NOTES, DEN YOU BUY HIM DER GRIND ORGAN!

EGAD, PROFESSOR FRANTZ! ALVIN IS READING NOTES THAT AREN'T THERE! HIS RE rendition OF THE JOLLY FARMER'S SOUNDS LIKE HANDEL'S LARGO! I SHOULD'NT WE TRAIN HIS EAR? SUPPOSE YOU, BOTH JOIN ME IN THE WHISTLER AND HIS DOG!

WANTA HEAR ME? I MITE THE STOCK YARDS!

DIVIDED MUSICAL OPINION—4-10

Propose Canadian Wheat Be Given To Poor, Hungry

FORT WILLIAM, (CP)—A gift of at least 50,000,000 bushels of Canada's wheat crop to the poor and hungry peoples of the world has been proposed to the federal government by leaders of the Church of England in Canada.

The proposal was approved by church delegates meeting here.

The idea was proposed by Canon R. K. Naylor of Montreal, who urged that some of this year's wheat crop be offered to needy nations, either as a gift or on some arrangements whereby payment would be made in part or at a later date regardless of the monetary barriers.

"Canada has too much wheat while there are nations which are going hungry because of lack of it," Canon Naylor said.

Prof. A. Dale of the University of Toronto, who supported the canon's proposal, felt that Canada would be showing the world through this "token" demonstration that she is prepared to implement deeds and not live by words.

and Sister Mrs. E. Hayward, of Moncton, N.B., Supreme Past President of the ladies organization for Canada.

The parade, which was formed up at the lodge room of Lodges Elton and Queen Elizabeth on Grafton Street, was headed by a color party carrying the Union Jack to music by the Lads and Lassies Pipe and Drum Band at full strength and in Highland costume. The parade was viewed by many citizens during the procession both to and from the church service.

A farewell meeting was held in the evening at the lodge room where brief speeches were heard from the visiting officers and refreshments were served. Mr. Nelson Robinson, Past President, was in charge of the proceedings.

S. of E. Members Attend Services At Zion Church

250 members of the Sons and Daughters of England who were attending the 19th annual reunion of the Maritime Lodges over the week-end in Charlottetown, paraded to Zion Presbyterian Church for morning service on Sunday.

The service was conducted by the supply minister, Rev. Stuart H. Merriam, B.A., who preached the sermon. The scripture reading was by Rev. W. C. V. Martin, Chaplain of the Sons of England Lodge in Saint John, N.B. The parade was marshalled by Bro. W. G. Coles, secretary of the Halifax Lodge, S.O.E. Supreme Grand Lodge of Canada officers present were Bro. H. Franklin, Supreme Secretary and Bro. D. W. Bogart, Supreme Trustee, both of Toronto,

should not evoke a great furor. Everyone was talking about the violation of Tut's tomb back in 1923. The skeptics rediscovered the idea of a curse. Others stoutly maintained that the deaths of the 17 persons was the direct result of the boy king's curse. Be that as it may, it's all very uncanny and that's that.

Most of us consider tunnels as modern feats of engineering. They are not. Along the Red Sea coast may be seen tunnels six miles long and at least 100 feet below the valley beds. Experts who have examined the tunnels say they represent a colossal engineering feat and may have been built in an attempt to counter the gradual drying up of the Arabian Peninsula, or it may have been the escape route through which Moses led the Israelites when pursued by Pharaoh's army.

Adalgiso Regeneto, an Italian immigrant living in Port Stanley, Ontario, was cautioned not to go swimming because of a strong undertow. But Regeneto went and was drowned. It was not learned until after his death that the fellow could understand only a few words of English.

Mrs. Ben Highbill was the first baby born in Leavenworth, Kan. In 1923 she became the mother of the first baby born in Atchinson, Ind., in 1952.

Card of Thanks

The Abegweit Chapter of the I. O. O. F. wish to thank the exhibitors, those who donated prizes, the judges and all those who contributed in any way to the success of the 1953 Flower Show in Summerside.

Wanda L. Wyatt, Regent.

Special Sale

FINEST QUALITY PLATE CORNED BEEF

at only 37 Cts. Per Lb.

Buy With Confidence at **J. M.'s MEATS** Market Building DIAL 5535

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at only 37 Cts. Per Lb.

Buy With Confidence at **J. M.'s MEATS** Market Building DIAL 5535

Land's sakes... I can't get enough Shreddies!



—because the NEW delicious flavour makes Shreddies a breakfast sensation

You'll love Shreddies tempting sweeter flavour! Made from pure 100% whole wheat. Shreddies are extra nourishing, too! Specially baked into wonderful bite-size biscuits. Try Shreddies yourself tomorrow!

Twice as many people are eating NEW Shreddies!

NABISCO Shreddies

"Old at 40, 50, 60?" — Man, You're Crazy

Get Younger Pep—Or Don't Pay

Forget your age! Thousands are peppy at 70. See what a little "pepping up" with Oster's can do for you. It's a tonic, stimulant, invigorator—with iron plus supplements vitamin B₁, calcium, phosphorus. Puts new vitality in your body. A 78-year-old doctor writes: "I took it myself. Results fine." Has given pep vigor when other tonics failed. So refuse weak substitutes. Oster gives far more pep; not depleted. Introductory or "get-acquainted" size only 60c. Try Oster's Tonic Tablets for new pep, vigor, vitality and to feel younger, this very day. At all drugists.

CLEARANCE SALE

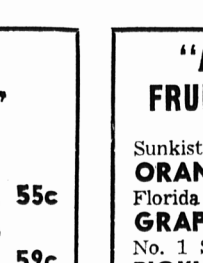
EVERYTHING MUST GO

ALL GOODS AT COST PRICES

KAY'S DRY GOODS AND FOOTWEAR

109 Richmond St.

You Don't Have To Be A Magician To See Our Good Grocery Values



I See More Good News From PIERCE'S

FRESH YOUNG (5 to 6 Lbs.) CHICKEN, lb. 49c.

FRESHLY GROUND HAMBURG, lb. 35c

"GROCERIES AT THEIR BEST"

Fluffo

SHORTENING, 2 lbs. . . . 55c

Robin Hood (White or Choc.)

CAKE MIXES, 2 pkgs. . . 59c

Kellogg's (8 oz.)

CORN FLAKES, 2 pkgs. 35c

Heinz (White Wine)

VINEGAR, gal. 95c

Woodbury's (Facial)

SOAP, 4 bars 28c

Clark's (Fancy)

TOMATO JUICE, 48 oz. 33c

Clark's (Fancy)

TOMATO JUICE, 20 oz., 2 for 29c

Shinola

FLOOR WAX, 1 lb. . . . 39c

Universal (Fancy Pink)

SALMON, 1 lb. 45c

"ALWAYS FRESH" FRUIT & VEGETABLES

Sunkist (Sweet & Juicy)

ORANGES, 3 doz. 79c

Florida (Just Arrived)

GRAPEFRUIT, 3 for ... 25c

No. 1 Small

PICKLING ONIONS, 10 lbs. 39c

Silverskin

ONIONS, 2 lbs. 35c

Green Pickling

TOMATOES, 10 lbs. ... 49c

Pickling

CUCUMBERS, 12 for .. 49c

Green Peppers, Sweet Red Peppers, Sweet & Hot

NEW AND DIFFERENT "AN ISLAND PRODUCT"

Perfection

MILK

2 Tins 29c

"QUALITY MEATS"

Fresh Roasting

PORK, lb. 49c

Peameal

BACON, lb. 69c

Smoked Shankless

PICNICS, lb. 55c

Swift's Brookfield

SAUSAGE, lb. 39c

Pierce's CASH and CARRY DELIVERY SERVICE

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

"ONE STOP TO SHOP FOR ALL YOUR FOOD NEEDS"