Here's kitchen MAGIC

CANNED SALMON en casserole

1 lb. Canned Salmon, flaked; ½ cup grated cheese; 2 eggs, well beaten; 1 cup milk; 2 tbsp. butter, melted; 2 rolled crackers; juice of lemon. Combine the Canned Salmon and cheese, add beaten eggs and milk. Pour mixture into buttered casserole. Cover with buttered cracker crumbs. Over all pour juice of lemon. Cover, set casserole in a pan of water and bake in moderate oven, 350-375 degrees F., for 30 minutes. Serves four.

Serve Canned Salmon it's so economical

49 P-20

CANNED SALMON

Associated Salmon Canners of British Columbia

BRIGHTER than ever!
BETTER than any!
QUICKER to apply!

No rubbing
No buffing

Barbara Brent's BUYS and WHYS
A WEEKLY INFORMATION SERVICE

MONTREAL, October 20th—Appetites are hearty these brisk autumn days . . . and "something chocolate" on the menu is sure to bring rounds of applause from *all* the family! Especially popular will chocolate dishes be if they are made with BAKER'S UNSWEETENED CHOCOLATE. Rich-coloured, full-flavoured—Baker's Chocolate is a careful blending of the choicest cacao beans, ground to satin-smoothness—with nothing added, nothing taken away. When I buy Baker's Chocolate I know I'm getting the *best!*

"I'm Head Over Heels In Love with my new FRIGIDAIRE REFRIGERATOR. It does so many wonderful things—like giving me ice cubes trigger-quick from its Quickube Trays—or keeping a week's supply of frozen foods in its big Super-Freezer. And I never get over how much general food storage space I have because of its 'bigger-but-smaller' cabinet design. Yes, when I think of all the other wonderful advantages: the Meter-Miser mechanism that uses so little current, the full-width Hydrator that keeps fruits and leafy vegetables so garden-fresh, the big Meat-Tender that keeps fresh meats at their best—is it any wonder I'm head over heels in love with my new Frigidaire Refrigerator? You will be, too. See it at your Frigidaire Dealer's."

Frigidaire

"My!. . . How Do You Manage To Keep Your Dining Room Table So Beautiful?" . . . That's what friends will ask you when you keep your furniture gleaming with JOHNSON'S CREAM WAX! It's so *very* easy to apply—almost as quick as dusting . . . and results are downright magical! You see, special cleansing ingredients in "Johnson's Cream Wax" remove dirt and stains when you apply it. And, because it's a genuine wax in quick-buffing form—it puts on a polish quicker. And it's non-oily, so it drys absolutely dry and dust won't stick to it. Yes, with "Johnson's Cream Wax", your furniture, light woodwork, refrigerator—can be both cleaned and polished in a matter of minutes!

Did You Know that most men vote you good-looking if your *hair* is good-looking? Take a private "Opinion Poll" on this sometime—then, if you have doubts about the beauty of your hair . . . send for this *special offer* of KREML SHAMPOO! ***A 30c-bottle of Kreml Shampoo can be yours for just 10c.*** *Simply write to me*—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—enclosing 10c, and I'll send you your special bottle of Kreml Shampoo. You'll love it! You see it has a *natural oil* base that leaves your hair both soft and manageable. And the new Kreml Shampoo contains an amazing new ingredient called "Folisan" ® that leaves your hair fairly "singing" with cleanliness!

Every Youngster's Delight! . . . Peanut Brittle—Creamy Fudge—and, to satisfy their heartiest Fall appetites—Candied Sweet Potatoes—Apple Dumplings—Spicy Applesauce! *You'll find these recipes and twenty more in Jane Ashley's newest Crown Brand recipe folder!* Prepared for your cooking and eating pleasure—these recipes are so very easy to follow—add such delicious "Crown Brand" nourishment to your menu—are, always, such "sure-fire" successes with youngsters and oldsters alike! ***Simply write to me***—*Barbara Brent, 1411 Crescent St., Montreal, P.Q.*—*for your* ***CROWN BRAND CORN SYRUP recipe folder***—*prepared by Jane Ashley of Canada Starch's Home Service Department!*

HERE Is Cake In The Hallowe'en Spirit—colourful and exciting! To top off your Hallowe'en dinner with an appropriate "orange & black" dessert—serve Chocolate Layer Cake filled and iced with *Orange Butter Cream Icing*, coloured and flavoured with *Shirriff's Orange Flavouring and Orange Food Colour*. Here's how:—

4 tbspns. butter
3 1/2 cups sifted icing sugar
4 tbspns. cream
1 tspn. Shirriff's Orange Flavour Extract
Few drops Shirriff's Orange Food Colour

Cream the butter and stir in icing sugar. Add cream. Beat until light and fluffy. Add Shirriff's Orange Flavour. Add the Orange Food Colour a drop at a time and blend well until the desired shade is obtained.

And—for your youngsters' Hallowe'en fun—*Taffy Apples* flavoured with *Shirriff's Peppermint* and coloured with Red Food Colour! Deliciously exciting!

When Your Hands Are Soft, smooth and well-kept—it's easy to see they're the hands of a lady who takes pride in her appearance. She may do cooking and dishwashing—rubbing and scrubbing—but, if so, I'd guess that she keeps an extra bottle of JERGENS LOTION in her kitchen *and uses it regularly!* Yes, no matter what your daily chores, Jergens Lotion will keep your hands beautiful. And most women who have learned this lovely way to smooth, attractive hands, know that even as fine a lotion as Jergens has to be used regularly to do its good work!

Watch For The Word "New" on your grocer's tins of HEINZ CONDENSED SOUPS! New varieties are being added from time to time to the famous favourites you already know. Cream of Tomato, Vegetable, Chicken Noodle, Cream of Asparagus, Clam Chowder . . . all the "old stand-bys" that you like to see on your pantry shelves—they'll always be "tops" with your family and friends. But it's such fun to try something new! And there's always new excitement in store for you in your grocer's Soup department—when you see that famous *Heinz* label!

Perfect Dessert For Cool Autumn Days! . . . *Gingerbread-Bananas Shortcake* made with FIVE ROSES FLOUR, the flour "for all-purpose baking"! . . .

2 cups sifted Five Roses Flour
1/2 tspn. soda
1 1/2 tspn. baking powder
1 tspn. salt
1/4 tspn. nutmeg
1/8 tspn. cloves
1/2 tspn. cinnamon
1/2 tspn. ginger
1/2 cup shortening
1 1/4 cup molasses
2 eggs, unbeaten
1/2 cup milk
bananas

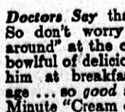
Sift together all the dry ingredients. Cream together the shortening and 1 cup of molasses. Stir in 1 cup of dry ingredients. Beat in eggs, one at a time. Combine milk with remaining 1/4 cup molasses; alternately add with remaining dry ingredients. Beat for half a minute. Bake for 45 minutes in a 9 inch square pan in a moderate oven (350 deg. F.). While hot, cut in squares and top with sliced ripe bananas and whipped cream or custard sauce.

And, for expert answers to your baking questions, write to Pauline Harvey, Director, The Five Roses Kitchen, P.O. Box 6400, Montreal, P.Q.

Cocoa — Custards — Sauces — Scrambled Eggs . . . almost everything you serve can be richer, tastier, more nourishing—*at less expense*—when you use LIBBY'S EVAPORATED MILK! Yes, today, compared with ordinary milk, Libby's is more economical than ever! And it's *ideal for whipping!* Truly! Libby's is delicious! You see, it's fine, country-fresh milk with all the original cream left in and half the water removed. Use it whenever your recipe calls for cream or milk!—see and taste the difference it makes!

Write to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q., enclosing 50c in coin or postage stamps and 2 Libby's Evaporated Milk labels—for a stainless steel carving knife—worth $1.50!

A Powder That Doesn't Look "Powdery"? It's every woman's dream . . . and it's come *true* in the NEW WOODBURY POWDER! Yes, the New Woodbury Powder contains a secret ingredient that gives a smooth-as-satin finish to your skin. This exciting powder covers tiny skin flaws better, too, and it has an incredibly fine texture that makes the powder cling longer. And the shades! Well—you'll love them! Woodbury's new "Super-Blender" whirls colour into powder and powder into colour with a force so violent, a tornado would seem tame by comparison. Result—the shades—all seven of them—have more warmth, more glow, more life! Prices—in two convenient box sizes and one "purse" size . . . 65c, 37c, 19c.



Doctors Say that, as folks get older, they need less and less sleep. So don't worry when you hear grandpa "up and around" at the crack of dawn . . . *but* do have a BIG bowlful of delicious "CREAM OF WHEAT" ready for him at breakfastime! It's a favourite with *every* age . . . so *good* and so good *for* you! For, you see, 5 Minute "Cream of Wheat" contains Iron, Calcium and Phosphorus for diets deficient in these elements. And it takes just 5 minutes of boiling to cook to complete digestibility! M-mmm! So *smooth!* No wonder "Cream of Wheat" is a family "favourite" in so many thousands of Canadian homes!

Dorothy Dix Says —

Continued from page 2

commit. You have no moral right to marry until you are ready to assume the obligations that matrimony entails and provide for your own family.

DEAR MISS DIX: I have been married a short time to my husband. I love him very much and have been very happy until I found out some experiences he had in the past before he married me. What shall I do? W. P.

ANSWER: Depends upon how serious these experiences w... If they were such as to bring shame or disease on you, I should ... leave him before you pass the curse on to your children. Otherwi..., forget it. The important thing is not whom a man loved in the past, but that he loves you in the present.

DOROTHY DIX cannot reply personally to readers, but will answer problems of general interest through her column.

Skinny men, women gain 5, 10, 15 lbs.

Get New Pep, Vim, Vigor

What a thrill! Bony limbs fill out; ugly hollows fill up; scrawny; body loses half-starved, stringy "bean-pole" look. Thousands of girls, women, men, who never could gain before, are now proud of shapely, healthy-looking bodies. They thank the special vigor-building, flesh-building tonic, Ostrex. Its tonics, stimulants, invigorators, iron, vitamin B1, calcium, enrich blood, improve appetite and digestion so food gives you more strength and nourishment; put flesh on bare bones. Don't fear getting too fat. Stop when you've gained the 5, 10, 15 or 20 lbs. you need for normal weight. Costs little. Now "get acquainted" size *only* 50c. Try famous Ostrex Tonic Tablets for new vigor and added pounds, this very day. At all druggists.

"Mixed Blessing" Parents' Verdict On TV For Young

NEW YORK, Oct. 18— (AP)—Bobby Martin, five-going-on-six, sat spellbound before the television screen, a forgotten cookie in his hand, as he watched the sheriff chase the "bad guys" down the road.

But eight-year-old Sue turned her back, to the set and began making her doll a new dress. Killer-diller Westerns were too rough fare for her, though she watached other television programs with stars in her eyes.

Like thousands of other children in this new video era, the Martin youngsters are crazy about television. A magic carpet for the whole family, it took them places and showed them things they had never known before. It was a life-saver for Mrs. Martin too. With the children occupied, she had more time to do her work. Mr. Martin found he spent considerably less on movie and other family entertainment.

But the story does not end there. Television has brought problems, as well as blessings, to the Martins and many other parents.

To find out what those problems are, how parents are solving them and what they think should be done by televisers, I talked to parents in 20 families in the New York metropolitan area. Most are far from rich. Many of the mothers work. Instalment buying made it possible for many to buy the new wonder.

Their story of how video's children have been affected by the new medium varied. About half said television had upset their family schedule at first to the tune of spats, spankings and tears. Some children are glued to the television set. For V's wonders they will skip meals, homework, outdoor play and sleep.

Many parents think they see far too many Western and other exciting pictures on the screen, with the reult that too many youngsters get nervous and jumpy Some children grow frightened and cry at exaggerated puppet characters.

Some schoolboys want to watch wrestling matches and fights all evening.

Several parents with both daughters and sons thought televisers give more attention to boys' likes than to girls. Others said commercials were far too long and numerous. Some said their youngsters had become such video fans that the television set was moved close to the dining table and family conversation had become a lost art.

"Finally we had a family meeting," said Jacob Bulkin, New York city employee, who has three children. "The five of us discussed the whole thing and then we took a vote. Now we have rules: No more than an hour and a half of television a day for the children. No television till homework is done and none after 7:30. Papa and mama choose what they shall see."

Programs for youngsters from six to seven o'clock—the dinner hour for many—pose one of the big television problems to parents. Some solve it by letting the youngster watch the screen while he eats. Others postpone dinner.

More than half the parents had criticisms about children's programs. Many urged fewer Westerns and puppet shows and more educational programs.

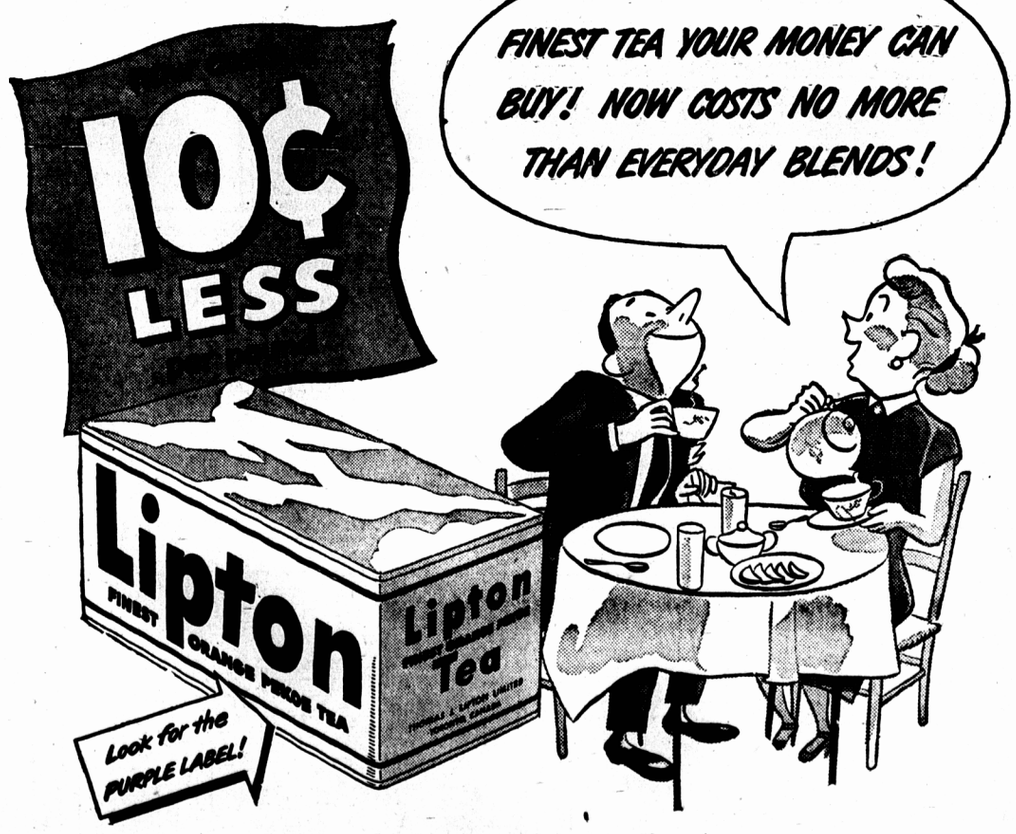
Parents urged more playlets depicting favorite children's stories, programs showing famous episodes of history, pictures showing how certain products are made. Several advocated programs showing how musical instruments are played.

What a BUY! What a TEA!

NEW LOW PRICE

Finest Quality

Lipton Orange Pekoe Tea



At last you can enjoy a choice, full-flavoured luxury tea at an everyday price!

One fragrant steaming cup and you'll agree that Lipton Orange Pekoe is head and shoulders over other teas that cost the same.

It's a very special blend of choicest Orange Pekoe teas—rich in flavour, completely satisfying!

With your meals or after, Lipton gives you more pleasure and solid satisfaction than any other tea you ever sipped!

So don't wait! Hurry to the big Lipton Bargain Party at your store today. Switch to Lipton Orange Pekoe and find out for yourself why more people drink Lipton than any other tea in the world!

HURRY! BIG LIPTON BARGAIN PARTY AT YOUR STORE!