

Barbara Brent's BUYS AND WHYS

MONTREAL, Sept. 15th—There's nothing puts a gleam in a man's eye like the girls in their Summer dresses—unless it's the same girls in their smart new Fall outfits! But before you choose your Fall wardrobe—be sure to be expertly fitted in a GOSSARD foundation! There's a Gossard foundation for every figure type and age group—and your foundation should be yours completely—to do the most for you! Yes, Gossard's talented designers have, I know, created superb foundations to give you more support—fit—comfort... yet leave you feeling free as air! And because the famous, American-designed Gossard garments are manufactured right here in Canada... they're truly reasonable. Need I say more?

Pedigreed!... that's what the brand new crop of Heinz tomatoes are! Picked, rich and rosy, in sunny southern Ontario, Heinz are rightly proud of them... and your family will be proud of you for buying so wisely when you stock up on HEINZ TOMATO PRODUCTS! From September to September, you'll be able to "perk up" your meals with Heinz Tomato Juice as a cocktail... Heinz Cream of Tomato Soup as a warming first course... and Heinz Ketchup and Heinz Chili Sauce to add excitement to the flavour of main dishes! Now's the time to take advantage of the new Autumn crop of pedigreed tomatoes... they're at their taste-wise best in Heinz Tomato Products!

Just As You Like Them!... cakes, pies or puddings flavoured with SHIRRIF'S TRUE VANILLA have that special taste your family will love! You see, Shirriff's True Vanilla is made from genuine choice vanilla beans only... then properly aged and mellowed like a rare old wine. A little flavour a lot—delicious! A little sugar and a little Shirriff's Vanilla in a large glass of milk will be a grand new treat for your youngsters! Yes, you'll find a wealth of flavour magic in those famous Shirriff's bottles... look for them tomorrow when you're shopping... ask for Shirriff's Flavouring Extracts and Food Colours!

Your Busy Hands deserve the best of care... that's why I'd like to recommend regular use of JERGENS LOTION! After every "watery" job... after every house-cleaning chore... rub a generous amount of Jergens Lotion... into your hands! It protects against chapping and roughness... gives them the most "ard-working" seal, the "Lady-of-Leisure" Look! Keep a bottle handy in both kitchen and bathroom and use it—use it—use it! Your hands will be so soft and lovely with the soothing care of Jergens... your husband will be proud of them!

"Old Wives' Tales" spread like wild fire, don't they? It makes me shudder to think of all the "bogus" cures for this common child affliction—hair lice! I've heard keroseene recommended—nd—horror of horrors—shaving! So very unwise—essary—for this a *perfect cure called CUPREX*—available at drugstores everywhere! So quick—one fifteen minute treatment destroys lice and their eggs—no sure—so easy! Here's all you do—Rub Cuprex gently and thoroughly on your youngster's hair and scalp, using a small quantity at a time. After 15 minutes, wash the hair with soap and water and, while it's still damp, comb thoroughly with a fine comb. Works wonders!—just be sure to follow the directions with every bottle of Cuprex!

Home, Sweet Home... often becomes home, untidy home when the youngsters rush in from school with handfuls of candy-store "loot"! Peanuts and chewing gum can make quite a mess of your furniture upholstery... but there's no cause for worry with ENERGINE Cleaning Fluid handy! It removes oil, chewing gum, grease spots of all kinds! Rubber mats disappear from linoleum floors—and grime from porcelain surfaces such as refrigerators and bathtubs—when you rub them with just a little Energin! You can get Energin Cleaning Fluid at your favourite drug or department store for as little as 25c.

It's A Real Treat, isn't it, to see those rows 'n rows of jelly-jars filled with fresh-made jelly? Why not celebrate your jellifying triumph with golden, luscious Jellies for dinner tonight! Serve them with some of your new-made jelly. And make them with FIVE ROSES FLOUR, the flour "for all-purpose baking". This way, you can be sure they'll be good!

And, for up-to-date news on baking write to Pauline Harvey, Director, The Five Roses Kitchen, P.O. Box 6400, Montreal, P.Q.

Tea To Your Taste... and to the taste of your family and friends! That's what I say over and over again about TENDER LEAF TEA—because I think it's well worth repeating! Truly, I've never tasted tea flavoured quite as good as "Tender Leaf"! Tender Leaf Tea is the tea that's made from the little top leaves and they give it that added touch of zest and sparkle that means real tea enjoyment! You'll find Tender Leaf Tea—fragrant and grand-tasting—at your grocer's. Ask for it for "quick comfort"—for real tea satisfaction!

Like A Brand New Carving Knife For Just 50c! This knife is a real bargain!... 12 1/2" long, worth, actually \$1.50—is 8" hand-saw blade, razor-sharp blade is ideal for carving meats—slicing bread—chopping vegetables! Its geranium-red plastic handle will last the life of the knife! And it's yours—just print your name and address and send to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—together with 50c in coin or postage stamps and 2 Libby's Evaporated Milk labels. Such a nice way to introduce you to the deliciousness of LIBBY'S EVAPORATED MILK! Once you've tried this wonderful milk—in your coffee and tea—in recipes calling for cream and milk—you'll be completely "sold"! You see, Libby's will whip to cloud-like fluffiness... and yet it's so very economical!

WHAT CRISP FRESH FLAVOR

Kellogg's CORN FLAKES

Mother Knows A Best!

Encouraging Reports At Orphanage Meeting

The September meeting of the Protestant Orphanage held on Tuesday was well attended. Trustees came from Ellerslie, Summerside, Bedouque and Montague to join with those from the City. Mr. W.A. Stewart, chairman of the board presided. Following the adopting of the minutes of the last meeting, reports of committees were proceeded with and finances being so important at this time of year was given precedence.

Mrs. H.S. Henderson, chairman of finances, reported the Province wide organization for the Annual Drive for Funds, nearing completion and stressed the necessity for a generous response this year as expenses are at a record-breaking high. She expressed confidence that, knowing the great need, our ever-generous people would again contribute sufficient funds to enable the Trustees to continue successfully this work on behalf of our homeless children. The Property Committee reported the winter supply of coal all in at a cost of \$1,912.12. It was found necessary to cover one large floor at a cost of about \$300.00.

The Adoption Committee reported one boy gone into a good home and one received into our care.

Reports were given of a number of boys and girls who did well at the summer camps. Consideration again returned to finances and the approaching date of the opening of the campaign as advertised for October 3rd. Though expenses were extraordinarily high, members were confident as

Needlecraft FOR THE HOME

SEW-EASY ENSEMBLE

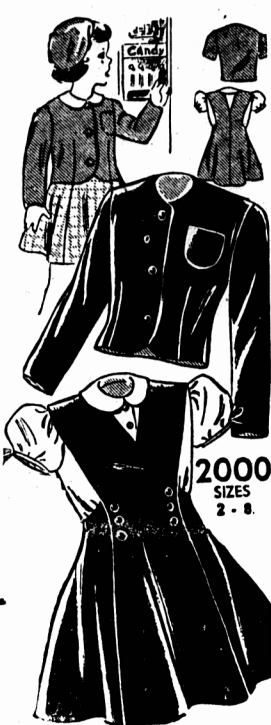
Ensemble of three pieces—perfect for school! The jaunty V-neck jumper with its very own jacket and bibouse is easily made from a small amount of material. Especially smart in corduroy, back this season in new colors and combinations.

No. 2000 is cut in sizes 2, 4, 6 and 8. Size 4 jacket and jumper, 1 1/2 yards 36-inch; blouse, 1 yard 35-inch. Send 25 cents for each Pattern which includes complete sewing guide. Print your Name, Address and Style Number plainly. Be sure to state size you want. Include postal unit, or zone number in your address.

Address: Pattern Department, The Charlottetown Guardian, Pattern No. 2000

Name _____
Address _____
City _____ Province _____

BECKENHAM, Kent, England—(CP)—A new stained glass window in the Holy Trinity Church will show people—including a scout, cub, girl guide and a choir-boy—in modern dress.



2000 SIZES 2-8

Local Chapter Helps Community Club In England

A local I.O.D.E. group, the L.M. Montgomery chapter, began recently a food parcel project in co-operation with England's Women's Voluntary Services, sending cases of tinned meats and fish for distribution among British community clubs hard hit by rationing. "Thank you letters have been received," reports chapter regent, Mrs. Ralph Dunont, "from Miss Elsa Dimhan, Head of Empire and Foreign Department of W.M.S. as well as from supervisors of clubs throughout England. Our food parcel from P.E.I. was distributed among the 'Darby and Joan' clubs for elderly people."

These clubs were formed in the United Kingdom as many old people find it very difficult to manage rationing as, of course, they are usually too frail and often too infirm to stand about in lining shopping queues. The L.M. Montgomery chapter plan to continue their food parcels and at a recent meeting formed a committee to finance their year's work. Members of the committee are Mrs. Stewart MacKay, convener, Mrs. Stanley Lancaster, Mrs. Wilbur Andrew.

BRIDGEWATER, Somerset, England—(CP)—Gouthurst, a village of 200 population and thatched cottages, is being sold by Lord Wharton. The peer sold the contents of his mansion in the village.

BOURN, Lincolnshire, England—(CP)—Haconby Hall still houses the Jack-boots worn by General Flynn, wide-de-camp to Oliver Cromwell.



BATHE TO RELAX SHOWER TO REFRESH

When things get you down, step into a soothing Palmolive bath. Cream your whole body with Palmolive's extra-mild lather. Soak... take it easy... let that restful Palmolive bath calm your nerves, ease your aching muscles. Or if time is short—a few seconds under a tingling shower with bath size Palmolive and you'll step out thoroughly refreshed! Bath or shower—you'll love extra-big, extra-mild BATH SIZE Palmolive!

Soothing Mildness
New Exotic Fragrance
Essence of "Beauty Lather"
So Solid and Long-Lasting

For Loveliness All Over buy BATH SIZE PALMOLIVE

ONCE in a LIFETIME

You get a bargain like this!

SET OF TWO HEART-SHAPED LAYER PANS

Gleaming, Long-Wearing Aluminum

Only 75¢

and the top from a package of SWIFTING* the new kind of shortening!

To get your set, just send your name and address, with seventy-five cents, and one Swift'ning box top to: Dept. At 2 Swift Canadian Co. Limited, P.O. Box 371, Terminal A, Toronto, Ontario. You'll receive your pans without delay! And in addition, Swift's will send you a folder with recipes for eight delightful "Special Occasion Cakes."



DON'T MISS THIS EXCLUSIVE SWIFT OFFER!

SEND TODAY

- THEN BAKE THIS SWEETHEART CAKE!



SWEETHEART CAKE

1/2 cup Swift'ning
2 1/2 cups sifted cake flour
5/4 tps. single acting or 4 tps. double acting baking powder

4 egg whites
1 tsp. salt
1 1/2 cups sugar
1 cup milk
1 tsp. vanilla

Preparation: Have all ingredients at room temperature. Preheat oven at 375°F. Line bottoms of two heart-shaped pans (equivalent to two 9" round pans) with waxed paper.

Step 1: Put Swift'ning in bowl. Sift in flour, baking powder, salt and sugar. Add 1/2 cup of the milk, and vanilla. Beat 2 minutes on medium speed electric mixer, or by hand at 150 strokes per minute. Keep batter from sides and bottom of bowl. Scrape bowl and beaters.

Step 2: Add unbeaten egg whites and remaining 1/2 cup milk. Beat 2 more minutes. Scrape bowl and beaters. Pour equal amounts of batter in pans. Bake about 28 minutes, or till done. Cool. Fill and frost with 7-minute icing. Decorate with tinted coconut and add a gay touch with Fall flowers.

WITH Swift'ning, the shortening that gives you quicker, easier—better—baking, you'll find all your cakes are lighter and fluffier than ever before. Swift'ning is digestible, nutritious, and so easy to cream! There's no difference in the way you use it—but what a difference in the result!



Good Cooks Switch to SWIFTNING!