

Barbara Brent's BUYS WHYS

A WEEKLY INFORMATION SERVICE



MONTREAL, Oct. 12th—Thanksgiving Season is the time for counting your blessings... for mental stocktaking of the good things in your life. I'm sure you'll agree with me that one of the most important "good things" from a woman's viewpoint is security, Security such as comes from owning *Canada Savings Bonds!* Well—now's the time to subscribe to the new series... it goes on sale next Monday. Buy your bonds the most convenient way—through the **BANK OF MONTREAL**—either for cash or by easy instalments. And remember, for a moderate charge the B of M will look after your bonds once you've bought them, and credit your account with the interest as it comes due. Help yourself to a greater measure of security—enquire about *Canada Savings Bonds* at the B of M today!

It's So Peaceful In The House... what do you suppose the youngsters are up to? Why they're happy as can be, playing with their wonderful Heins cardboard cut-outs! Yes, Heins have gone into the toy-making business... they've designed delightful cardboard cut-outs that make big trains or make-believe modern kitchens. And they're yours **ABSOLUTELY FREE** of charge. All you do to get them is purchase 6 tins of that good **HEINZ CREAM OF TOMATO SOUP** at regular prices. The tins are packed in "toy-maker" cartons... the toys are printed in colour and semi-cut on the carton. There are four kinds of cut-out cartons:

1. Locomotive and Freight Car
2. Flat Car and Caboose.
3. Stove and Sink Unit.
4. Refrigerator and Cupboard.

Ask your grocer for 6 tins of Heins Cream of Tomato Soup in the new, toy-making carton... OR—write to Barbara Brent, 1411 Crescent St., Montreal, P.Q.—enclosing 6 labels from any variety of Heins Soups—telling me which of the four toy-making cartons you'd like (you can have all four for 24 labels!)—and I'll send you "toy-makers" directly to you.

Did You Know that frequent dry-cleaning and pressing shortens the life of wool? But there is a way to keep your wool in its natural state... a way that's kind to the wool and your budget, too! Keep them clean with **ENERGIE CLEANSING FLUID!** Yes, Energie removes grease spots, tar or fresh paint quickly and completely without leaving telltale rings or clinging odour. What's more, it's absolutely safe—contains no acids nor caustics... won't harm the most delicate fabrics nor affect the colour of fast-dyed materials. And Energie Cleansing Fluid is just 25¢—at drug and department stores everywhere.

A Wonderful Breakfast To Wake Up To is any breakfast with "CREAM OF WHEAT" as its main attraction. M-m-mmm! Lusciously smooth—o-o-o-h 5 Minutes "Cream of Wheat" always makes me feel like a new woman, no matter how early the breakfast-hour! So easy to prepare, too!... in just 5 minutes of boiling, it cooks to delicious digestibility... and everyone from Baby to Dad enjoys it! What's more, 5 Minutes "Cream of Wheat" contains Iron necessary for good red blood, and Calcium and Phosphorus—for diets deficient in these elements. No wonder the "Cream of Wheat" habit is such a good family habit! And—remember—the words "Cream of Wheat" and the familiar "Cream of Wheat" Chef on the package are both registered trademarks of The Cream of Wheat Corporation.

Beautiful Brassware deserves the best of care for it adds such glowing beauty to the decoration of a room! Handsome brass candlesticks—a door knocker that seems to say "Welcome!" to your guests—fireplace accessories to complete the homey atmosphere... all these keep their good looks when they're polished regularly with **BRASSO!** It's so easy to use, for it's the polish made especially for brass! No wonder brassware is so popular now in home decoration! It's so good-looking—and so easy to keep that way—with regular "Brasso-polishing!"

Have You Seen the new tissue handkerchiefs in colours? I've noticed **FACE-ELLE** "En Pastels" on display in lots of drug stores and Gibeaux's. Tinted Tissues are being featured by many leading grocery stores. Both brands are smartly packaged in boxes you can be proud to have on view and you'll love the lovely pastel colours of the tissues showing through the cellophane windows. These coloured tissues are of deluxe quality in other ways too... a luxurious softness and with the extra strength and absorbency made possible by 3-ply thickness. If you have any difficulty buying either of these coloured tissues just drop me a note—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—enclosing 25¢ in coin or postage stamps and I'll see that you get a box right away.

At Last!—Kitchen Showers are easy—with the beautiful, practical, gift-packed **SUPREME ALUMINUM TREASURE CHEST**. It's a gift to make any bride feel lucky! A complete 20-piece kitchen-maker set of Canada's finest cooking utensils. Now there's no need to pick and choose shower gifts—no danger of duplication—just let one person buy the Treasure Chest... then split the price. The price itself is a wonder!... just \$19.95 for twenty easy-to-clean, wonderful-to-own Supreme Aluminum cooking utensils. Hardware and department stores carry Supreme and Lifetime Treasure Chests... both of the same high quality—the same exceptional value.

NOT ALL MEAT Five hundred pounds of fresh lobster produce 100 pounds of lobster meat.

MODERNIZE PORTS A vast plan for modernizing India's seaports now is under preparation.

NO FUSS! Lipton Tea Bags make delicious tea. Just drop them in the pot, add boiling water!

NO GUESS! Perfect tea every time! Each tea bag gives you just the right amount for 2 delightful cups!

NO MESS! Cleaning up is easy! No soggy tea leaves to get rid of! M-m-m! Best tea you can buy!

NOW! With handy **LIPTON TEA BAGS** enjoy Lipton's delicious new blend!

Send For This Booklet and begin a hobby that will give you pleasure for many and many a moon. Everyone's talking about "A New Hobby From An Old Craft—How to Hook a Rug". For this fascinating booklet not only gives the history of hooked rugs in our country... it tells you exactly how to go about the pleasurable business of hooking them. It's fun—inexpensive, and easy—and such rewarding results. All you need is a set of wooden frames—burlap—bits of cloth or worsteds—a steel rug hook—colourful, all-fabric TINTEX Dyes and, of course—the booklet. **Simply write to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—enclosing 10¢ in coin or postage stamps and I'll mail your booklet to you, post-haste.**

Blustery Fall Weather needn't be a hand-care problem at all, I've found. I simply make sure that I'm well supplied with soothing **JERGENS LOTION**—it's the best insurance I know against weather-worn, work-worn hands. No matter how blowy the weather may be—no matter how hard your hands work for you every day... they'll stay soft and smooth with the soothing care of Jergens Lotion. I wasn't surprised in the least to hear that Jergens is the hand-care preferred by more women than any other brand in the world... used regularly, it makes such beauties of your hands! Try this: Keep a bottle handy in both kitchen and bathroom and use it after every water job! 10¢, 25¢, 53¢ and 88¢.

I'm Really Thrilled... and you'll be too, when you see the **FRIGIDAIRE De Luxe Cold-Wall REFRIGERATOR**. It's so beautiful with its Ice-Blue interior trim... it's so practical in action. For example, its big, full-width Super-Freezer Chest holds up to 45 lbs. of frozen foods... while its huge Hydrator keeps fruits and vegetables fresh and crisp for days. Look twice at those roomy, all-aluminum shelves, too... for they're tip-proof, rust-proof and edged with Ice-Blue. Yes, "made by General Motors" means a lot in electric refrigerators... so visit your Frigidaire Dealer soon, for the thrill of your life!

Misery Of Miserias... There's nothing worse than a cold, is there? That's why, a word to the wise is: buy **ANOHIST now!** Yes, taken on exposure or at first sign of sniffles or sneezes, Anohist can stop cold symptoms in a matter of minutes! And just think of the instant relief—for pennies! The Super-Economy Family-Size Bottle of 36 Anohist tablets costs you only about 3¢ per tablet! So be prepared—get Anohist from your favourite drugist today! Remember: all antihistamines are not alike. They vary greatly in performance. Anohist is the antihistamine formula recommended for family use because of its success in actual clinical tests.

Life Will Look Rosy even the gloomiest October morning—when breakfast is good. And here's a breakfast feast to tempt even the laziest of appetites—**QUAKER PUFFED WHEAT** or **PUFFED RICE**. They're both "pretty special" according to my family—so I serve them often. Everybody loves these crisp, toasty puffed grains. They're so light... so easily digested and m-m-m what tempting flavour. For extra enjoyment try serving Quaker Puffed Wheat or Puffed Rice with sliced bananas. They're really delicious served that way. So stock up now! And save the box tops from Quaker Puffed Wheat and Quaker Puffed Rice to get a set of Tudor Plate for less than half price. Full particulars on the package.

A Friend Of Mine Was Looking Tired. "I ache all over from Fall housecleaning. Can't sleep at night," she said. "That's when to reach for **SLOAN'S LINIMENT!**". I told her. For, truly, Sloan's is the most relieving treatment I know for rheumatism, sore muscles, stiff neck, or neuralgia. Its soothing, penetrating heat gets right to the heart of the pain. Just pat it on and it works wonderfully quickly to bring welcome relief! No wonder Sloan's is a medicine cabinet "must" in so many homes! And it's not expensive... just 40¢ a bottle at any drugstore.

This Is The Kind Of Food News I like to be able to give you!... For just a few pennies, you can have a main dish for four that takes just seven minutes to cook! And those are just three of the reasons why **KRAFT DINNER** is so popular! It's a delicious macaroni-and-cheese combination that will make your family sit up and smile! In every package you'll find two magic ingredients... a special, fast-cooking macaroni and grated cheese for mellow, cheddar cheese flavour. I've made sure I have a good supply of "Kraft Dinner" for my family's favourite Fall meals. And so economical... for just a few pennies there are ample servings for four in each package!

You Save Two Ways when you use economical **LIBBY'S EVAPORATED MILK** in your cooking! You see, Libby's costs less though it contains all the nutrients you expect from fresh, whole milk, plus added Vitamin D. And here's what you can get by saving Libby's labels:—A set of 6 teaspoons or a 24-piece set of famous Wallace Brothers Silver Plate—"Laurentian" Pattern—at half price and less! 6 teaspoons (\$8 value) for just \$1 and 6 Libby's labels—OR a 24-piece set (\$15 value) for only \$3 and 24 Libby's labels. (Labels from both large and small tins are acceptable.) **Simply send labels and money order to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.**

The Stars Say --
By Genevieve Kumble

For Friday, October 13
A FRESH start may prove the open sesame to new opportunity, with high adventure in a social or romantic or even a dynamic start in new business plans and objectives. There may be new contacts and association, with stimulating and unlooked-for culminations of more than passing thrill and enjoyment. It may be that festivities are in order, celebrating joyous events.

For the Birthday
Those whose birthday it is, are stimulated to new accomplishments, with surprising change and happy adventure. Business as well as social, domestic and romantic development may rise to high marks of strange contacts, rising to unexpected felicity and congratulation. The mentality and aspirations should rise to the occasion.

A child born on this day, is bounteously blessed with talents,

When The Frost Is On The Pumpkin, and all the family snuggles around the fire, I like to serve a piping hot chocolate drink. And I don't know of anything more wonderful than **BAKER'S UNSWEETENED CHOCOLATE** for a drink full of nourishment and luxurious chocolate flavour. Baker's is, of course, all pure chocolate with nothing added, nothing taken away, making all chocolate flavoured dishes more rich and satisfying. Here's the recipe for Hot Chocolate that would make a French chef green with envy!

2 squares Baker's Unsweetened Chocolate
1 cup water
6 tablespoons sugar
Dash salt
3 cups milk

Add chocolate to water in top half of a double boiler and heat till melted and blended. Add sugar and salt; boil 3 minutes, stirring constantly. Place over boiling water. Add milk gradually, stirring constantly. Beat just before serving. Beat with egg beater till frothy. Serves 6.

He Means Every Word Of It when he says you look lovely. It's all day long, whether you're walking or working... and all evening, too—dining or dancing... "Coquette" gives you the kind of sheer flattery that brings sincere compliments. And you'll love more than the warm, golden shade of this new Woodbury Powder... you'll love its fine texture, too. For there's a unique ingredient in Woodbury Powder that gives your skin a satin smooth sheen with no "powdery" look... and helps this fragrant powder to cling and cling. Match your powder with the creamy new "Coquette" pink lipstick for the most provocative effect imaginable! Choose the powder in 19¢, 37¢ or 65¢ size... and the lipstick is just 40¢.

I've Learned My Lesson! For years I fussed and fumed with dirty kitchen rags—a rag to wash the dishes—one to clean the sink—another for the stove—a rag to clean the floor. Now I've discovered I can sponge away dirt with **C-I-L SPONGE**... and wash it under the tap in a jiffy—or sterilise it in boiling water. No more dirty rags... just this wonderful C-I-L cellulose Sponge that's velvet-soft when wet and can be used as a chamois when ring out. (I even use one to wax my kitchen floor!) Just try it! Its soft texture is kind to your hands and the finest finish. Its square shape gets into corners to chase out the last speck of dirt. And it's wonderfully durable. Ask for C-I-L Sponges (in five convenient sizes) at your favourite drug, department, variety, hardware or grocery store... and be sure to look for the C-I-L label—it's your assurance of quality.

Find Atomic Rays Keep Bread Fresh

SCHENECTADY, N. Y., Oct. 11—(AP)—A loaf of bread that remains fresh for months after treatment with atomic rays was described by the Nation Academy of Sciences today.

The atomic preserver will work for any kind of bread. No changes in baking are needed. The loaf is wrapped in cellophane so as to be air tight; it is placed for a moment in a beam of electrons of nearly 1,000,000-volt power. After that you can put the loaf in the bread box or on a shelf. No refrigeration is needed and ordinary house temperatures do not spoil the bread. The bread is one of several food-stuffs preserved for a year by similar experiments in the General Electric Research Laboratory. The work was reported by Elliott J. Lawton, a scientist in the x-ray division of the laboratory.

NEW GLASGOW W. I

The September meeting of the New Glasgow Institute met on Monday evening, September 6th at the home of Mrs. R. B. Dickieson with a small attendance. The president presided and the meeting opened by singing "The Island Hymn" followed by the creed in unison.

The minutes of the previous meeting were read and approved as read.

Several letters of correspondence were read and each discussed. It was decided that all members bring or send their orphanage donations to the next meeting. Three members volunteered to collect from the other homes in the district.

The president suggested that all bazaar articles be passed in at the November meeting.

As the sick and school committees were absent there were no reports given. The following new committees were then named. Sick—Mrs. Chalmers Laird, Mrs. Harland Hill. School—Mrs. Percy Dickieson, Mrs. Lorne Stevenson. Lunch—Mrs. Edwin Stevenson, Miss Anna Dickieson. Programme—Mrs. Roy Dickieson, Mrs. Morton Larkin.

Mrs. George Dickieson invited the October meeting when roll call will be answered by a Thanksgiving poem. The following programme was then carried out. Contest—Mrs. Cora MacLeod. Reading—"Nothing suited him", Miss Ella Semple. Reading—"My Mother", Mrs. Cora MacLeod. Reading—"When dreams come true", Mrs. R. B. Dickieson. Reading—"The success family", Miss L. Brown. Lunch was then served, after which The National Anthem was sung thus bringing a very enjoyable evening to a close. Collection 60¢.



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So safe for clothes... so kind to hands!

MORE WOMEN USE RINSO than any other washday product

Oh Gee! It's OGILVIE!



Test Ogilvie Flour yourself... compare it with any flour you've ever used for snowy whiteness... Try its super-fine texture by rubbing it between thumb and forefinger. Then give it the supreme test—use it in your baking!

OGILVIE Flour is triple-tested before you buy it—for wheat quality before milling... for finer, uniform flour quality during the milling... and for baking quality after it is milled from washed, selected wheat and sifted through silk.

better bread, rolls, cakes, pastries—with consistently successful results. That's because Ogilvie's modern milling process extracts the full rising strength of choice wheat—scientifically controls the baking quality of every batch. Every bag is the same—a uniformly finer, stronger flour every time!

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