

Famous Players' Profits Increase

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TORONTO, (CP)—Famous Players Canadian Corporation had a record \$3,611,006 net profit in 1953, compared with \$3,480,126.

In addition to modernizing existing theatres and installing 3-D and Cinemascope equipment, the company acquired interests in Kitchener and Quebec City television stations, and the Canadian rights to a new color television tube, J. Fitzgibbons, president, reports.

A flea can jump vertically 100 times its own length, and horizontally 500 times its length.

CONFIDENTIALLY YOURS
by Sylvia Hope Sanders

MONTREAL, April 15th—Now you can dust your floors and walls—with as much flexibility as if you were dusting with a cloth in your hands—because of the exciting new 4-WAY ZIPPERMOP. You see the ZIPPERMOP, which is made by O-CEDAR OF CANADA LTD., has a 4-way ball socket so that the handle rotates effortlessly whichever way you want to use it—Super-wide for large areas; long and narrow for those difficult bits between furniture pieces. It's such a satisfaction to feel this beautiful mop swing so easily—so quickly . . . and to see how its top quality yarn picks up and holds the dust. (Paid zips off in a jiffy for easy laundering.) Unconditionally guaranteed against mechanical defects for five years, by O-CEDAR of Canada Ltd.

Discovery Of The Week For Easter Dinner! . . . To make ham more than marvelous, glaze with CROWN BRAND CORN SYRUP. It gives the perfect glaze—with the greatest ease. Looks delicious—carves beautifully—tastes scrumptious! . . . Remove skin from cooked ham. Score fat—mark in squares. Place a whole clove in centre of each scored section. Four Crown Brand Corn Syrup directly from container over surface of ham. Bake at 400 deg. F. for 10 minutes. Remove ham from the oven and slowly pour more Crown Brand Corn Syrup over surface. Bake another 10 minutes or until browned . . . Once you've seen how good this is—do the same for spiced luncheon meats or smoked tenderloin.

Feeling Good because the sun is shining and Spring is in the air? You'd like to go for a walk—but your feet are hurting you? Well, don't let that spoil your enjoyment of Spring! Try new BLUE-JAY Corn Plasters with Phenylum. That's the new medication that gets under your corn and helps push it out from underneath. . . the first really new medication for corns and calluses in over seventy years! In actual tests, Phenylum went to work 33% faster, worked 35% more surely than any other leading remedy. So take my tip—ask for Blue-Jays with Phenylum at your favourite drug counter today!

When She's Young . . . that's the time a woman needs the help of time and labor-saving equipment! Yet that's the very time when incomes are smaller—and expenses seem high. But through the thrifty, practical method of *planned buying*—of buying out of income—she can have the advantages now—when the children are small and she needs help so much. Thousands of families find the answer every year through the I A C MERIT PLAN—a friendly, helpful, economical service, developed by Canadians for Canadians. Ask your dealer to tell you how you can obtain essential home equipment through the I A C Merit Plan—Industrial Acceptance Corporation Ltd.

Like Father Like Son . . . now sons (and daughters, too) are starting to enjoy daddy's favourite food—meat—before they're out of their high-chairs. What's more, the high-chair set thrives on good, body-building protein foods. That's why Heins has added four strained meats to its already very complete variety of Ready Foods. So, mother, if you'd like to give your baby a truly healthful treat, ask your dealer for HEINZ STRAINED MEATS . . . all four kinds, Strained Beef Heart, Strained Beef, Strained Veal and Strained Beef Liver, all cooked in their own good broth.

Do You Know What Makes The Difference between having a line full of clean clothes, and having a line full of white clothes? Clothes that are well washed can be completely clean without being really white. Here's the secret of having a white wash that is both clean and white. Soaps and detergents—regardless of their colour—take dirt out. And bleach takes out stains. But to have a really white wash, you must use Laundry Blue. Bluing puts white into your wash. It is the only way you can add whiteness to your wash, yet you can do an entire wash for less than two cents.

Ask for RECKITT'S BLUE.

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That Body Of Yours

A catheter is threaded through the opening of the first needle and pushed up to the base of the brain so that substances (such as insulin) can be put directly into the brain. By taking blood samples from the brain, the doctors can determine what affects various substances have on the brain.

Our surgeons are certainly advancing in their research work on the brain as they have with the heart and blood vessels as we consider this original work by Dr. Hamrich at Duke University.

The brain and its actions and reactions have always been a source of wonder to all research workers, in fact, to all physicians, so that the fact that this mysterious organ we call the brain can now be so simply and completely investigated is certainly a great step forward not in brain surgery but in the brain substance itself and the effects of medicines thereon.

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Dorothy Dix's Column

you a child. You have a sensible approach to life, and I think by talking seriously to Mom you can make her appreciate how you feel. It will take time, but if you can substitute pride in your achievements and thus discourage your mother's present desire to dominate your every move, you can accomplish your purpose. Make the most of every opportunity you have to win distinction in school, pointing out to your mother that these are not childish things, but evidences of your adulthood. Working along these lines will prove, in time, that her child is now a young man.

MORNING COUGHS

If you cough, wheeze, can't breathe or sleep well because of attacks of Asthma or Bronchitis, get MENDAGO from your druggist today. This great medicine works through the lungs and bronchial tubes to help loosen and remove thick, strangling phlegm. Thus your coughing, side chest breathing and thus permits natural, restful sleep. Satisfaction or money back.

WOW!

You'll be dazzled too

by the fine new rooms at . . .

The Queen Hotel
Moncton, N. B.
LIVE LIKE A KING AT THE QUEEN
MONCTON'S MOST POPULAR
QUIET AND CENTRAL

No paint hangover!

New Flo-glaze Colorizer paints are now really odorless!

At last you can paint without suffering from irritating "painty" fumes! Because wonderful new odorless Flo-glaze Colorizer paints have banished this nuisance, you can paint in any weather with windows closed . . . use rooms again as soon as paint dries.

CHOOSE FROM 1,322 COLORS — 8 DIFFERENT PAINTS

It's easy to match any color you want—without any guesswork mixing—in Flo-glaze Colorizer Paints. There are hundreds of beautiful shades to choose from in paints for walls, floors, furniture, woodwork or exterior use.

New alkyl formulation makes Flo-glaze Colorizer Paints much easier to apply, more durable than ever. Try 'em! We'll gladly help you choose the right color and finish.

Flo-glaze
ODORLESS ALKYL Colorizer.
PAINTS

Douglas Bros. & Jones Ltd.
155 Kent St. Charlottetown Dial 6565

WAKE UP MORNING APPETITES

THIS DELICIOUS NUTRITIOUS WAY!

Your family will wake up in a hurry when you serve this breakfast treat . . . nourishing Nabisco Shredded Wheat with delicious Crown Brand Corn Syrup! Nabisco Shredded Wheat, made from pure whole wheat, contains vital food elements . . . and Crown Brand Corn Syrup adds delicious flavour and quick food energy. Tomorrow delight your family—serve this wonderful breakfast thrill!

Try them together . . . FOR QUICK FOOD ENERGY WITH LASTING NOURISHMENT!

Temporarily delicious

Marven's
CHERRY CHIP COOKIES

Around the clock, baby thrives on Pablum, high in nutritional values

No one knows better than your doctor the importance of feeding baby a cereal made just for him. Pablum is specially pre-cooked so that baby can digest it easily . . . and enriched to give him important vitamins and minerals. Ask your doctor about Pablum when you take baby to him for his regular visit.

Asleep now, but soon he'll be demanding his Pablum. Originating in Canada over 22 years ago, Pablum cereals are made by a company specializing in formula, vitamin, cereal, and pharmaceutical products for infants, children and adults. Look for all 4 Pablum varieties in the exclusive "Handy-Four" spout package. MIXED . . . BARLEY RICE . . . and D A T M E A L PABLUM provide 1 flavorful varieties.

Babies enjoy the flavour and stay longer on the 4 varieties

Pablum is the original pre-cooked cereal made only by Mead Johnson & Company, world famous for nutritional and pharmaceutical products

Thursday & Saturday Special

15 Denier Party Sheer Sizes 8 1/2 - 11

Newest Spring and Summer Shade Peaches n' Cream

ONLY 1.25 PAIR 2 Pair \$2.45

The FASHION SHOPPE

ENJOY **Player's "MILD"**

Canada's Mildest, Best-Tasting Cigarette

EVERYBODY loves **Barbour's** JELLY DESSERTS

SEE THE brand new! **PRINT DRESSES** in washable rayon prints

Just Arrived 200 LADIES' DRESSES 7.95 each

Wonder Silk—Coin Dots and Prints

Newest Spring Styles and Colors—just in time for Easter. Sizes 12 to 20 and 16 1/2 to 22 1/2.

Also Linens in solid colors of red, navy, aqua, mauve, green, grey, yellow, tan, light blue and black. Sizes 12 to 20.

MOORE & McLEOD limited