




It's CRISPY!
SO CRISP IT GOES!
SNAP! CRACKLE! POP!
IN MILK!



It's NOURISHING!
GRAND DISH... WITH VALUABLE MINERALS AND PROTEINS, TOO!



It's SUPER-DELISH!
CHILDREN WE ASKED PREFER IT TO 10 OTHER RICE CEREALS!



Barbara Brent's BUYS WHYS
A WEEKLY INFORMATION SERVICE

MONTREAL, May 18—Here's how to give your hair that wonderfully natural, yet beautifully "controlled" look that's so very fashion-wise! Give yourself a RICHARD HUDNUT HOME PERMANENT... it's truly kind to your hair!

You see, Richard Hudnut—experts in hair-care—know that it's the Waving Lotion that makes all the difference in a home permanent. And their Home Permanent Waving Lotion has been scientifically proved to be 23% more effective. That means smoother, prettier, longer-lasting curls for all of us! I urge you girls to make your next "perm" a Richard Hudnut... and, if you want to be extra good to your hair, prelude your "perm" with a so-luxurious Richard Hudnut Egg Creme Shampoo!

Your Money Won't Grow Wings and fly away when you have an account at the BANK OF MONTREAL! When you pay your bills by B of M cheque your stubs are an exact record of your expenditures. And the cancelled cheques, which the B of M will send you every month, act as your receipts. It's such a neat, handy—surely a convenient way of keeping your finances in order... no wonder it appeals to so many women I know! What's more—it's safe! For there's no need to keep loose cash lying around the house or in your purse. So why not open your account tomorrow at your nearest B of M branch? You're sure to find friendly people, eager to help you, on the other side of the B of M counter.

Swans Down Cake—fluffier than a baby chick, tender as a new bud. I feel I'm complimenting my guests' good taste when I serve a festive cake—and SWANS DOWN CAKE FLOUR is just the flour for better-tasting cakes. Sifted and refined until 27 times as fine as ordinary flour, Swans Down insures your greater baking success. Try a Swans Down Cake this week-end for a special treat. You'll have a cake at its superb, company-mannered best.

Wedding Presents are no longer a shopping problem for me—for I've discovered a gift that's always welcome! It's wonderful!

"lifetime" RADIANT 3 MINUTE KETTLE! It's very good-looking—made of heavy copper with a highly polished chromium plating of finest quality. And just think—it boils enough water for four cups of tea... anywhere there's a wall-plug handy! This "kettle with legs" won't mark your furniture—for the heating unit is well-insulated and the feet protect the surface of your furniture. The "Radiant 3 Minute Kettle" is absolutely fool-proof! It shuts off automatically by thermostatic control—so it never boils dry AND it shuts off at once if it's plugged in without water!

Something For The Small Fry—something extra-good for breakfast is tempting "Cream of Wheat"! Top it with raisins or apricots for a really wide-awake breakfast dish that makes youngsters say, "M-mmm! So good, mummy!" And you can be happy in the thought that it's good for them, too! For 5 Minutes "CREAM OF WHEAT" provides Iron, Calcium and Phosphorus for diets deficient in these elements—and for less than a cent a bowl of "Cream of Wheat" is jiffy-quick to prepare... cooks to full digestibility in just 5 minutes of boiling!

Your Eyes Will Have A "Field Day"... looking at the exciting new 1950 Frigidaire Refrigerators inside and out. So visit your FRIGIDAIRE Dealer... and discover the reasons why you can't match the World's No. 1 Refrigerator! You'll see new... new space-saving design... new food-saving features galore! Examine those new adjustable and sliding aluminum shelves... those extra-deep porcelain "stack-up" Hydrators. Notice the new Super-Storage design that demonstrates how today's big roomy models take little more kitchen space than yesterday's models. See all these things and you'll realize why "you can't match a Frigidaire". It's because there's only one Frigidaire—the refrigerator made only by General Motors! See the new models soon.

Of Course these soups (all eighteen of them) are marvelous served just as soup... but it's fun, too, to discover how good HEINZ CONDENSED SOUPS can be in your main dishes! They're so versatile! Here's a Heinz Soup recipe that makes a wonderful main-course dish for a May lunch or supper!

TOMATO RABBIT
1 10-oz. can Heinz Condensed Cream of Tomato Soup, undiluted
1/2 lb. Canadian Cheese, grated
1/2 cup Heinz Prepared Yellow Mustard
Place soup and cheese in saucepan, heat over very low heat, stirring constantly, until cheese is melted and mixture is smooth. Add mustard. Blend well. Serve over slices of toast. Serves 4.

And for MORE delicious ways to use Heinz Soups in your cooking, write to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—for YOUR FREE COPY of "57 Ways to Use Heinz Condensed Soups"!

Here's A Bargain Opportunity to get a set of famous Wallace Brothers Silver Plate at half the price and with a bonus! All you do—simply save your Libby's Evaporated Milk Labels—OR—a 24-Piece Set of 8 teaspoons, 6 dessert spoons, 6 forks, 6 knives (\$15 value) for only \$8 and 24 Libby's Evaporated Milk Labels. Use Libby's Evaporated Milk whenever your recipe calls for milk—use it for tea, coffee and in baby's formula! Libby's contains all the nutrients you expect from fresh, whole milk, plus added Vitamin D! It's today's best buy in milk!... and, for your silverware, simply send your Libby's labels and money order to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.

Youngsters' Growing Feet need the best of care. That's why I urge you, when you're buying children's better shoes, to look for the NEOLITE name on the soles of the shoes you buy. Neolite soles are healthy... they're absolutely waterproof—so when pavements are wet, youngsters' feet stay dry. Neolite is more flexible than leather—needs no breaking in. And Neolite is economical. With the same amount of wear 'n' tear, Neolite outwears leather over \$ to 1. And, mothers—one more thing you'll like about Neolite—it doesn't mark floors. For the whole family buy shoes soled with Neolite. Insist on Neolite when you take shoes to be re-soled.

There's One Summer Visitor that's far from welcome in any home—and that's that nuisance, Mr. Moth. Best way I know to keep him out of your home is to starve him to death! Spray your woollens—suits—coats—dresses or rugs with LARVEX! Mr. Moth will starve rather than touch anything treated with Larvex! And it's so easy to use! There's no need to wash or store away—one spraying actually mothproofs the cloth item for a whole year. What's more, you can see

All over CHARLOTTETOWN

you hear about this

FAMOUS COFFEE FLAVOR



You hear them at Home...
"Boy, I'm glad we switched to Chase & Sanborn. It's the best-tasting coffee we've ever had!" You bet it is. You get more lift, more fragrance, more real coffee flavor in this famous blend.

You hear them Downtown...
"Let's take time out for a cup of coffee. I could go for some Chase & Sanborn right now." Yes, Canadians have preferred Chase & Sanborn for 86 years—and it's getting more popular every day.


You hear them in Grocery Stores...
"A pound of coffee—Chase & Sanborn, please!" Homemakers know there's an extra bonus of coffee goodness in Chase & Sanborn. Smart shoppers ask for it every time. Get the coffee that has more of all that's good. Next time you shop, ask for a pound of Chase & Sanborn!



Chase & Sanborn Coffee
SEAL BRAND REGULAR GRIND

Chase & Sanborn
ALL THE FLAVOR YOUR CUP CAN HOLD!

Are you losing 1/2 your life?



WHEN daily living has become a dreary chore instead of a stimulating challenge, then you're losing half your life! And chances are it's nothing else than poor nutrition that's pulling you down!

Today thousands of half-alive men and women are regaining lost pep and vitality—rest for work and play—with FERAMINE, the new vitamin and mineral food supplement. FERAMINE's minerals help build richer blood. Its vitamins stimulate appetite and nourish starved nerves. In a short time the body-building benefits of FERAMINE result in new vigor, new energy, and ambition.

Read what FERAMINE is doing for others!

H. S. Lantz, 26 Simcoe St., Kitchener, Ont., says, "... FERAMINE sure stepped up my vitality and pep. I now enjoy 3 meals a day and have lots of energy to go places and do things! I'm going to keep right on taking Feramine."

Get a bottle of guaranteed FERAMINE to-day. If after using 3 bottles you don't feel a definite benefit, return the bottles and the full purchase price will be refunded. Large 14-oz. bottle only \$1.50.



POT LUCK
ed \$893 (\$2,768.30) in a flower pot for safe keeping. Someone took \$300 in bills, leaving \$93 in silver for Fred.

SKENFRITH, Abergavenny, Wales—(CP)— Fred Evans plant-

DOROTHY DIX SAYS—
(Continued from page 18)

many years my junior. At the time I thought I was deeply in love with him, but I have awakened to the fact that what I thought was love was only a maternal affection, and I cannot help but show it. My husband resents this, as his love has grown deeper. The difference in our ages has constantly caused criticism, which makes me very unhappy.

Can a condition like this end happily? Would it be better to set my husband free so that he might marry a younger woman?

ANSWER: I should think that it was your manifest duty to carry on as long as your young husband loves you, and do your best to make him happy. After all, your case isn't so desperate, because every good wife comes to look upon her husband as upon a little boy who never grows up, and a large part of her love is maternal. That is why wives can forgive faults in their husbands that husbands never can forgive in their wives.

But when I see women marrying men ten, fifteen, twenty years younger than themselves, I often think what a terrible task they are setting themselves. No middle-aged woman wants to jump around and do what a boy wants to do, and you can't send your young husband out to play with young girls of his own age, as you can your son. And this says nothing of the terrible necessity of having perpetual youth forced on you by being married to a man much younger than yourself.

DEAR DOROTHY DIX: I am engaged to a splendid young man who graduates from college this year. His hobby is collecting snakes. I simply detest snakes. I cannot stand to be near them even if they are in a cage. But I am too greatly in love with my fiance to be willing to give him up. He says I can learn to be familiar with reptiles and he seems to take it for granted that I shall. Please give me your advice.

JUDITH

ANSWER: Well, Judith, all I can say is that if you love a man well enough to live with snakes for his sake you have the affection that passes all comprehension. I can see how a woman could love a drunkard or a gambler, or even a murderer well enough to marry him, but it is simply past my imagination to comprehend how any woman could love a snake addict well enough to live with his little pets. Surely, if you can do it, you must be superhuman and no granddaughter of Eve.

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

the "Larvex-ed" garments right away for there's no unpleasant "moth-ball" odour to tell tales. Another thing you'll be glad to know about Larvex—it's so inexpensive—costs no more to "Larvex" a suit than to set it dry-cleaned!

Appointed Head Of Congress
for international Eucharistic Congresses, the Vatican announced today.

The appointment runs 10 years.

Mgr. Vachon's work will include the preparation of the first post-war international Eucharistic Congress which, it is believed, may be held next year.

INSTITUTION NEEDED
MONTREAL (CP)—An urgent need for a special institution for mentally-handicapped children in the English-speaking population was stressed by Dr. Baruch Silverman, director of the Mental Hygiene Institute, in his annual report recently.

OUT OUR WAY
BY J. R. WILLIAMS



CLOUDS--BAH! WHY DO I WANT TO BE LOOKING UP AT CLOUDS WHEN IT LOOKS EXACTLY THE SAME DOWN HERE?

YEH, BUT WHY PICK TH' ONES THAT WORRY YOU?

THE REALIST