



You'll like White Swan's important little extras!

Extra Economy! The roll that lasts longer, because White Swan is soft, but not flimsy. Extra Value! The roll that is longer! White Swan brings you 100 more sheets in every 2 rolls. Get these extra values today!

AN E. B. EDDY PRODUCT

Tasty, Nutritious Sandwiches with CLOVER LEAF Salmon or Tuna



For school day lunches, the lunch box or evening snacks... sandwiches made from Clover Leaf Salmon or Tuna are always welcome.

Send for folder containing prize-winning recipes, including leaflet featuring sandwich filling suggestions.



BRITISH COLUMBIA PACKERS LIMITED Vancouver, Canada

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Barbara Brent's BUYS AND WHYS

MONTREAL, March 12th—Who says women can't agree? All of my friends (and, incidentally, their husbands, too) agree wholeheartedly on the subject of soup. They like Heinz. And now I hear that, in a dozen of recent taste-tests, HEINZ CONDENSED SOUPS scored top rating with groups of dieticians, housewives and women office workers. There's popularity for you! And, if you'll make a taste-test of your own, I'm sure you'll agree it's well deserved popularity. Just heat a tin of Heinz Condensed Soup and a tin of any other brand. Serve half-helpings of each. Then take a vote. My bet is that it will be 2 to 1 for Heinz!

Coffee and Cake, Coffee and Cake! What a good combination they make! Especially when the coffee is INSTANT CHASE & SANBORN COFFEE. That's the "instant" made by coffee experts. The flavour's there—and the body—and the real, delightful lift. And that's not all you'll like about Instant Chase & Sanborn. You'll appreciate its wonderful economy. The regular-size jar of Instant Chase & Sanborn gives you the same number of cups as a pound of ground coffee and there's a BIG difference in price. Instant Chase & Sanborn is quick and easy to make, too. Takes no longer to make than boiling the water—and it's as easy to make ten cups as one.

Spring Is In The Air and, if you're like me, you'll be planning to make a suit for Spring's lovely days. Yes, I'm "stocking up" now on light-weight suiting material... and a LIGHTNING FASTENER for the skirt. Style No. 805 is the ideal zipper for skirts. It's the one Canada's leading women's suit manufacturers choose, for they know that only Lightning gives you everything you need for zipper satisfaction. It's fine, it's flexible, and it never slides down—the secret automatic lock makes sure of that. Every Lightning has sure, then, to ask for Lightning No. 805. You can get it in any colour and length you need, and you'll fit your suit with the finest.

Looking For A Delicious Way to give your family a quick start? Simply serve hot "CREAM OF WHEAT" with a big spoonful of thick, luscious strawberry jam folded in. Top with milk or cream. Delicious! Yes, and easy, too. You know, Quick "Cream of Wheat" takes only five minutes of boiling to cook to perfect smoothness. And best of all, hot "Cream of Wheat" is truly good for you. It contains iron for good red blood and calcium and phosphorus for diet deficient in these elements. So give your whole family—children and grown-ups too, a good start—a quick start for the day. Treat them all to their favorite hot "Cream of Wheat".

Enthusiasm — lots of it — what you'll get when you serve HEINZ OVEN-BAKED BEANS to your family. Yes, all five kinds of Heinz Oven-Baked Beans with Pork, in Tomato Sauce, with Sliced Water, Boston Style or Heinz Red Kidney Beans... they're all family "favourites". And you'll like them because they're so easy to prepare. And so versatile. There are, literally, dozens of delicious ways to serve them. So keep a supply of Heinz Oven-Baked Beans on hand to please the family—and for a "quickie" meal when unexpected guests drop in. Heinz Beans make a wonderfully good, wonderfully economical meatless meal.

But I Paid That! Have you ever thought you'd paid for something you'd bought, and then received another bill for it? That kind of thing used to happen to me now and then... and it was always embarrassing and sometimes downright troublesome. That, of course, was when I used to run my finances on cash payments and wasn't too careful about my "book-keeping". But no more of that. Now, I pay for everything I possibly can by cheque and know exactly what's been paid at the end of the month when I pick up my cancelled cheques from my neighborhood BANK OF MONTREAL branch. It's the simplest, yet most efficient way I know to keep track of my spending. Why not try it? Open a Chequing Account at your nearest branch of the B of M today. You'll find it a great help in keeping your finances in order.

You Can Take A Bow when your husband raves about his snow-white shirts. But give some of the credit to Blue—for Blue does the best job of all in keeping clothes from turning yellow. When you're rinsing your wash to get the clothes clean, simply put a dash of Blue in the water—to get them really white. Blue is safe for the fine fabrics in your wash. Those beautiful sheets you got for your anniversary—the luncheon set that's your pride and joy... don't take chances—use Blue to keep them white. Costs just a few pennies a month—and that makes good sense, doesn't it? Yes, for the whitest wash, use RECKITT'S BLUE.

Are You Letting a lack of knowledge about feminine hygiene take the glamour out of your marriage? Modern women who want a completely satisfactory method of feminine hygiene use ZONITORS. Zonitors are effective, greaseless, stainless, snow-white vaginal suppositories—powerfully germicidal, yet absolutely safe to delicate tissues. And they're so very dainty and convenient to use. Ask your druggist for Zonitors tomorrow... and write to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—for a free booklet giving important-to-know facts on feminine hygiene. It will be sent to you in a plain wrapper.

HELPS STUDENTS developed countries is provided in Sweden under scholarships from the United Nations. They come from such places as Korea, Israel, Thailand and Trans-Jordan.

SMALL CHANGE MAKES A BIG CHANGE IN YOUR BUDGET



It's amazing how quickly your savings will add up when you buy all your food needs here where every price is a low price every day! Yes—indeed—our customers have learned that pennies saved are pennies earned—that small change saved all along the food order makes a big change for the better in the budget. You find our every-day-low-prices give them extra change for the enjoyment of the little "extras" that add to the joy of living. Why not make this pleasant discovery yourself—today?

- New — Improved A-B-C KETA SALMON, 1 lb. tin 35c
Libby's BOSTON BAKED BEANS, 2 20-oz. tins 39c
McLaren's Yum Yum PEANUT BUTTER, 3 16-oz. bottles . . \$1.00
Sunlight — The Better LAUNDRY SOAP, 3 for 29c
Dewkist — Choice WAXED BEANS, 2 20-oz. tins 39c
For All Your Laundry SUPER SUDS, 2 boxes for 69c

- SHIRRIFF'S LEMON PIE FILLING ONLY 5c
With Your First Trial Pack Shirriff's PIE CRUST MIX at the regular price BOTH FOR 39c 2 for 19c



- Fresh, Frozen MACKEREL Average 2 lbs. 25c
FORTUNE Choice Quality TOMATOES 2 28 oz. Tins 49c
THE BETTER SHORTENING FLUFFO 3 for 79c
CHRISTIES Dainty Sodas 1 Lb. Pkg. 29c
FIVE ROSES FLOUR 98 Lb. Bag \$5.89

Quality Meats: Fresh Boston Pork Butts, lb. . . . 50c; Smoked Shankless Picnic Shoulders, lb. 50c; Maple Leaf Wieners, lb. 39c; Swift's Brookfield Pork Sausages, lb. 35c; Swift's Oriole Sliced Bacon, lb. 47c. Fruits & Vegetables: Sunkist for Juice—344 Oranges, 3 doz. . . 65c; Golden Ripe Bananas, lb. 21c; Eating or Cooking—Baldwin Apples, 2 doz. . . . 49c; New Fresh Texas Cabbage, 2 lbs. . . 19c; Florida Pink—96 Grapefruit, 3 for 29c.

These Specials also on sale at the following stores: Tracadie -- Morell - St. Peters

SHOP GO-OP Super Market FREE DELIVERY PHONE 2807 - 2808 THE ONE STOP MARKET

ALWAYS BUY THE BEST—BUY



The true Saltine. Thin as a wafer... delightfully crisp... specially blended for lightness and fresh, fine flavor. Use the Coupon in every Weston box to get your copy of "Our Queen is Crowned"

NEW FIVE ROSES the all purpose flour—CANADA'S FAVOURITE for 50 years. Includes recipe for Standard White Cake with Chocolate Icing: 1/2 cup shortening, 1 cup sugar, 1 1/2 cups Five Roses Flour, 3 teaspoons baking powder, 3 egg-whites, 1/2 cup of milk, 1 teaspoon vanilla or other extract, 1/2 teaspoon salt. Cream shortening with sugar, to a light fluffy mass; stir in alternately the liquid and the sifted dry ingredients. Fold in the stiffly whipped egg-whites. Flavour as desired. Pour into well-greased layer cake tin and bake in a moderate oven 12-15 min.