

NEW PROOF THAT MILLIONS CAN END THE NEED FOR LAXATIVES

—find relief from constipation this
safe, natural way—without the injurious
effects of repeated laxative use.

With all the progress of medical science over the past 30 years, authorities say there is no longer any reason why irregularity should be our most widespread human malady.

Nor is there any reason for developing the habitual use of harsh laxatives—of dosing with one preparation after another in the vain hope of finding, in some potion or pill, the "secret" of lasting relief.

Long-continued study of the problem has shown that one of the most common causes of irregularity is lack of bulk in the diet. And when this is the case, the common-sense correction is to be found not in the drug store but in your food store!

IT HAS LONG BEEN A MEDICALLY RECOGNIZED FACT THAT NATURE HAS PROVIDED, IN THE NATURAL FOODS MEN WERE INTENDED TO EAT, ALL THE ELEMENTS NECESSARY FOR THE LIFE-LONG AVOIDANCE OF COMMON CONSTIPATION.

One of these elements is natural fibrous bulk, or vegetable cellulose, which normally and naturally aids the rhythmic process of elimination.

In no natural food is this natural bulk so ideally found as in the outer layers, or bran, of the whole wheat kernel which, as you know, is lost in modern milling.

Because of the known value of bran in promoting regularity, the Kellogg Company has produced a complete, whole bran—with nothing taken away to lessen its effectiveness—sold under the name of Kellogg's All-Bran, the natural laxative cereal. How effective is All-Bran? This has

been demonstrated in a series of systematic clinical studies reported in leading medical journals.

In one study, 135 people with known delayed bowel function were given one ounce of All-Bran daily for one week. They were studied clinically and with X-ray with tests made before, during and after they ate the All-Bran.

OF THE 135 PEOPLE, 107 SHOWED DEFINITE CLINICAL IMPROVEMENT IN JUST 7 DAYS.

IN A FOLLOW-UP STUDY, BETTER THAN 6 OUT OF EVERY 7 PATIENTS WHO WERE GIVEN ALL-BRAN IMPROVED.

The greatest advantage of All-Bran is that it corrects the cause of irregularity due to insufficient bulk. Chemical or drug-type laxatives, on the other hand, are intended only for overnight relief of a temporary stoppage.

When people use these products habitually—in a way that laxative makers never intended—they punish their digestive system in a way that nature never intended. Instead of correcting the cause, they often actually make their condition worse.

If you think you must take a laxative preparation occasionally, do so. But do it wisely. Read the instructions completely. AVOID EXCESSIVE USAGE. But for natural and lasting relief, put your trust in nature. Just eat daily a one-ounce serving of All-Bran for breakfast and drink plenty of water.

This All-Bran plan has helped millions to re-establish and to maintain healthful regularity. Why not you?

Kellogg's
the natural laxative cereal



From One Cook to Another

by Mary Blake
Carnation Home Service Director

TROPICAL TREATS FOR "UP-NORTH" MEALS

THERE'S SOMETHING VERY GLAMOROUS about Southern cooking, isn't there? Just tell the family that there's Southern-Fried Chicken for Sunday dinner... and see if you can keep them from haunting the kitchen! Promise a Hawaiian or South American dish—and excitement runs high.

That's why I occasionally like to give you recipes with a southern accent. Such recipes as my Hawaiian Custard Pie, for instance—Hawaiian, because you spread it with crushed pineapple at serving time. As for the filling itself—well, it's smooth and rich-tasting beyond describing... because it's made with Carnation Evaporated Milk. You'll be amazed at the wonderful things that double-rich, heat-refined Carnation does for custards.

Gives them the wonderful consistency and rich flavor you'd expect if you made them with cream.



SOUTHERN-FRIED CHICKEN
(Makes 4 servings)
Cut a frying chicken in serving pieces. Dip in 1/2 cup undiluted Carnation Evaporated Milk, then in 1/2 cup seasoned cornmeal. Brown in frying pan in 1/2 cup shortening. Top with 1/4 cup (each) chopped green onions and pimiento. Bake in moderate oven (350 deg. F.) for 30 to 40 minutes, until chicken is tender. Remove to hot platter.

CREAM GRAVY
3 tbsps. chicken 1 cup undiluted drippings Carnation Evaporated Milk
3 tbsps. seasoned Evaporated Milk flour 1 cup water
Blend chicken drippings and flour over low heat. Mix Carnation and water, and stir slowly into flour mixture. Stir and cook until mixture reaches the boil.

HAWAIIAN CUSTARD PIE

(Makes a 9-inch pie)
4 eggs
1 teaspoon salt
1 teaspoon vanilla
1 large can undiluted Carnation Evaporated Milk
1 cup water
1/2 cup sugar
Unbaked 9-inch pie shell
1 small can crushed pineapple, drained
Combine first six ingredients; beat with rotary beater until smoothly blended. Pour into unbaked pie shell. Bake 15 minutes in hot oven (425 deg. F.). Lower to moderate (350 deg. F.); bake until set so that a knife inserted in the centre comes out clean (about 30 minutes longer). Cool. Just before serving, spread with the well drained pineapple.

FOR MORE TEMPTING COLOR, for more delicious flavor, for economy, "cream" your coffee with undiluted Carnation Milk. Millions of critical coffee lovers do. They prefer Carnation to any other brand of evaporated milk—even prefer it to cream in coffee. Try it! You'll love it.



"from Contented Cows"

LISTEN to the delightful Saturday radio show, "Stars Over Hollywood". A complete half-hour play every week—featuring in person top dramatic stars of screen and radio. See your newspaper for time and station.

FREE... my NEW booklet, "Desserts—Plain and Fancy". Delicious desserts you'll love. Write Carnation Company, Limited, Toronto, Ontario.

Sand In Your Kitchen

sterilizations, yet they won't clog or get limp.

In its commonest form—water white oil—this amazing chemical can be poured in subzero cold, and yet survive heat up to 600 degrees F. That's why you'll soon be getting a vibrationless auto ride with all-weather transmission fluids and shock absorbers made of silicone.

As a defoamer, only a drop or two of silicone is needed to burst millions of bubbles. Industry, therefore, is saving millions of dollars annually by sharply decreasing foaming problems in vats and kettles. Beer markets, however, aren't interested.

Silicone also keeps tires and other molded rubber and plastic parts from sticking in molds during manufacture because it's an excellent release agent. This cuts rejects and speeds production.

"Millions of combinations are theoretically possible by altering the structure of the silicone chain chemically," says Dr. Reed. "This means that the growth of the silicone-producing industry has just begun."

The leather industry stands to benefit greatly from this new chemical. For silicone penetrates the leather deeply and gives protection from water and moisture. At the same time the leather remains supple and is able to "breathe."

Some shoe manufacturers are already experimenting with silicone and report good results. Although it costs about 10 cents to treat the leather for a pair of shoes, they believe the added cost will be justified by a good selling point.

It should solve mom's eternal worry on how to keep the kids dry, too. Silicone-treated snowsuits, for instance, will keep children dry as well as warm, despite deep snow and slushy weather.

Continued from page 8

ELLEN'S DIARY

thinking of the roads and the tin of bait in the porch right where we could pick 'em up in a hurry in the morning."

And waking very soon it seemed, to the blessed day, did you too as they, sense that it was the dawn-kiss on your cheek that had awakened you? And there was no leisurely coming from slumber this morning. Was there? No yawning and stretching lazily to "grow big"? No, indeed, there was an excited bound to the floor which shook the quiet house.

"Listen, Ellen!" James whispered with a little laugh in his voice. "And it scarcely daybreak yet! It's amazing how they can manage to keep to their plans—and they so young. Poor little lads!"

Down the stairs they hurried, James always "troubled" calling after them: "See to it that you wrap up warmly—and be sure to take your mitts with you; it's fairly cool down along there right now!"

The outing which could last only until breakfast-time, for were there not lessons to be reviewed and choring to be discharged? yielded only small catch, but it gave them enchanting intangibles such as we suspect it also bestowed upon you.

There was "plenty of robin-song and three 'bluebirds' in the Alders for company; a partridge flew before them from the lane.

Blackbirds whistled gay choruses. And would you believe it? Gulls from the river in white flight above the fields.

"The water was too still," Jamie said at breakfast.

"Or more likely, the trout are too full from the land run-off," James observed.

"Or perhaps it was the sudden snowfall that came up," Gage said.

"Weren't the flakes big and feathery, while it lasted?"

"No matter the reason for any po' catch, was it not 'a good time' that 'was had by all' on this the first day of the fishin'?"

Until tomorrow... - - - Diary

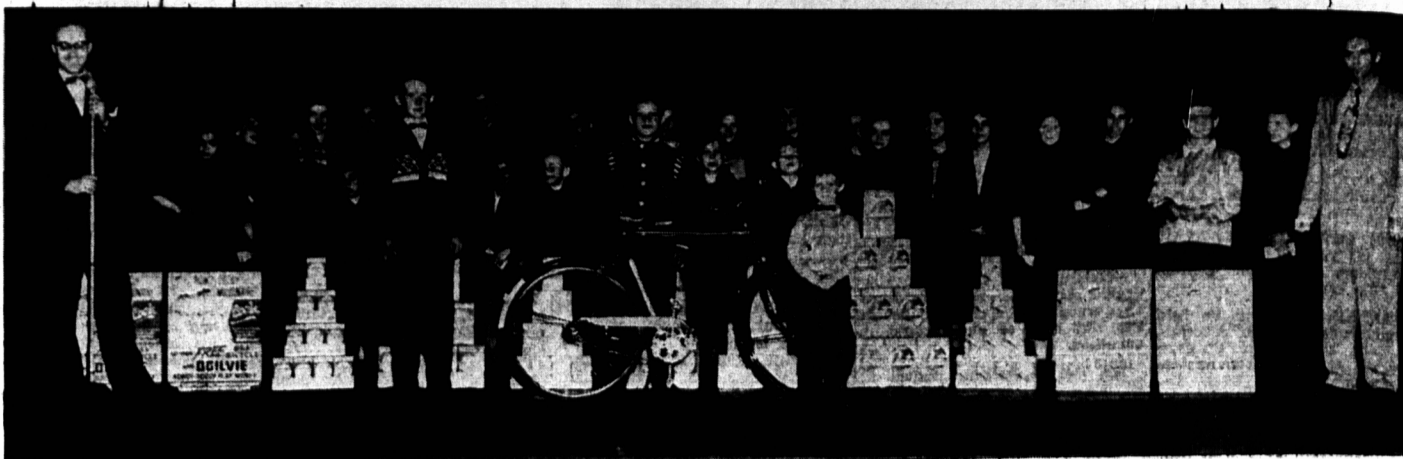
... - - - Good-night... - - -



EXPORT
CANADA'S FINEST
CIGARETTE

For pure ENJOYMENT!
KING COLE
TEA

Howdy-Doody Millionaires



Picture above is a scene at the Prince Edward Theatre last Saturday morning when the three boys standing in front from left to right, Kip Farish, North Wil-

TRANSPORT DRIVER HURT
HAMILTON, (CP) — Transport driver Roy Burnie, 29, of Toronto, was critically injured when his big

diesel semi-transport crashed head-on into a tree on the boulevard of the Queen Elizabeth way near here early Tuesday.

ably absent. In the background are the lucky winners of the Howdy-Doody play-money presented at the show. At the extreme left is Mr. George Walters, Man-

FINE MILKER
CHILLIWACK, B.C. (CP)—Long-acre Blitz Translation, a Jersey cow bred and owned by H. Quad-

ager of the Prince Edward Theatre and at the extreme right is Aubrey Found of Carvell Brothers Limited, Charlottetown, distributors for Ogilvie Products. Play-

ing, completed a high senior yearling record. In 365 days it produced 7,924 pounds of milk, with 741 pounds of fat.

money is included in Ogilvie Cake Mixes, Vita B Cereal, Rolled Oats and Ogilvie Flour seven pound bags.

FIRST TEACHER
The first instructor of the deaf and dumb was the Spaniard Pedro Ponce de Leon, who died in 1684.

Shop Friday and Saturday!

at **HOLMAN'S** Charlottetown

Extra Good Savings For Week End Shoppers

LADIES' SHOP

Special Purchase At A Special Saving!

MISSES' RAIN and SHINE COATS

Made To Sell For 25.00 to 29.95 - - YOURS FOR

19.95

It's spring. The wind and the rain are in your hair. You are lovely, warm, and dry in our special purchase Rain and Shine coats, guaranteed for two seasons. Choose from one of three styles, full back, belted or swing, adjustable sleeves, and fully lined with celanese. Colors are rose, wine, grey, navy checked, plaid, and reversible. Wide choice of fabrics—flannel, ottoman, gabardine, boucle, and tweed. Sizes 12 to 18.

FURNITURE

Feature Special!

NEW DRAPEY FABRICS

Regular Value 3.98 Yard

2.59

Smart new pieces drapery fabrics in colorful patterns. A wonderful chance to make your home attractive at a saving. WEEK-END SPECIAL per yard

FLOOR LAMP SHADES

Washable Plastic - - Regular 3.50

2.49

Cast a new soft glow over your rooms. Wide choice of assorted colors in 20 inch size. WEEK-END SPECIAL

Odd Lines Dress Fabrics

Greatly Reduced To Clear

49c

Smart patterns and colors in attractive crepes, moire, and striped taffeta. Limited quantity so shop early. Regular to \$1.25. WEEK-END SPECIAL per yard

CHINA

Save! PYREX

HOSTESS BOWLS

Use it for mixing, use it for baking, use it as a table decoration. Square shape and heat proof. Bright yellow and red—the capacity is 80 ounces. Regular at \$1.95. WEEK-END SPECIAL

1.19

Regular 2.25 Aluminum

DOUBLE BOILERS

The fastest cooking utensil on the market—our good quality aluminum Double Boilers with cover. 2 quart size, regular \$2.25. WEEK-END SPECIAL

1.59

Sale! PLASTIC 2-Piece

CANNISTER SETS

Colorful plastic cannister sets for flour, sugar, coffee, or tea. Assorted colors, 1 and 2 quart size. Regular 95c. WEEK-END SPECIAL per set

69c

HARDWARE

A Tremendous Spring Housecleaning Special!

General Electric FLOOR POLISHER

Regular 64.50 - - - Week-End Special

44.50

Let us help you buzz through that housecleaning, and get out in the sun. Selling price was \$64.50. The government removed the \$10.00 Excise Tax. We took off another \$10.00 to give you this labor saving device now when your need is greatest. WEEK-END SPECIAL—

Old English Dri-Brite

FLOOR WAX

1 Qt. Tin
Reg. 1.10 For... **89c**

Old English Wizard

GLASS WAX

Regular 49c
FOR... **39c**

Pure Bristle Kalsomine

CEILING BRUSH

5" Size
Reg. 3.50 For... **2.19**

Friday and Saturday... **BIG DAYS** at **HOLMAN'S** Charlottetown