

There is no "overnight cure" for irregularity

But there is a simple, natural answer to the common problem of irregularity due to lack of bulk

There are men and women (perhaps you're one of them) who "don't nature take its course". They try to substitute "unnatural" forcing action for the natural regularity which sends the body's habits and functions back into the diet. It could probably maintain.

Many fall into the habit of using laxatives in a way that makes them "willy-nilly" without even reading the directions on the label. Naturally, such overdoing—with products intended only for overnight relief of a temporary stoppage—exerts upon the delicate digestive system an unnatural strain.

There's nothing wrong, of course, with taking laxatives occasionally. If you feel you have to take a laxative, just be sure you take it wisely—in an accurate, recommended dose.

BUT THERE IS A WAY TO AVOID TAKING DRUG-TYPE LAXATIVES AND TO PLACE YOUR DEPENDENCE ON NATURE, IF LACK OF BULK IN THE DIET IS YOUR TROUBLE.

In many natural foods—such as certain vegetables, fruits, and grains—nature grows abundant natural bulk which normally and naturally aids the rhythmic process of elimination.

In no other natural food is natural bulk so ideally found as in the outer layers of the whole wheat kernel, known generally as bran.

Bran is nature's "laxative food instead of a medicine". When properly processed and shredded, whole wheat bran yields smooth natural bulk that the digestive system can handle in a natural way.

The Kellogg Company has made whole wheat bran into a delicious breakfast cereal—Kellogg's All-Bran.

KELLOGG'S ALL-BRAN PERFORMS NATURALLY WHAT DRUG-TYPE LAXATIVES DO CHEMICALLY. IT HELPS CLEAR THE INTESTINES OF WASTE IN A NATURAL WAY. IT PROVIDES SOFT NATURAL BULK FOR EASY NATURAL ACTION.

There is no stomach upset, no churning, no after-effect except the feeling of satisfaction and fulfillment that comes with natural, normal elimination.

To obtain lasting relief, of course, Kellogg's All-Bran must be eaten regularly. You can have it for breakfast every morning secure in the knowledge that it isn't habit-forming.

More than one million servings of Kellogg's All-Bran are consumed each day. This popularity of itself is proof that this natural laxative cereal lives up to what we say about it.

But even better proof comes from thousands of satisfied All-Bran users. They write of their own free will to tell us what natural relief they receive from eating Kellogg's All-Bran daily and drinking plenty of water.

EAT KELLOGG'S ALL-BRAN EVERY MORNING FOR BREAKFAST FOR 10 DAYS. THEN, IF YOU'RE NOT COMPLETELY SATISFIED, SEND THE EMPTY CARTON TO THE KELLOGG COMPANY, LONDON, ONTARIO—AND GET DOUBLE YOUR MONEY BACK.

Remember—Kellogg's All-Bran has helped millions. Why not you?



Quebec City Centre Of Temperance Movement

By PETER BUCKLEY
Canadian Press Staff Writer
QUEBEC, (CP)—Quebec City has become the propaganda centre for a world-wide abolitionist and temperance movement it was announced Tuesday.

Rev. Ubald Villeneuve, chief chaplain of the Cercle Lacordaire, a Quebec temperance group, said Quebec has become the secretariat of the Ligue Catholique Mondiale Centre l'Alcoolisme (World Catholic League Against Alcoholism), and central point of an anti-alcoholic news service.

Father Villeneuve, who attended an executive meeting of the Ligue Mondiale at Hamm, Germany, Oct. 9, told a press conference that a periodical newspaper, published in four languages, will be sent to organizations representing an estimated 1,000,000 persons throughout the world.

In Four Languages

The secretariat will request that member organizations send to Quebec any news of organizational activity, meetings and events. This will be gathered and edited at headquarters here and then sent to Germany where it will be translated into Spanish and German. It will then be returned here and published simultaneously in French and English, with distribution in the four languages to be handled by mail.

In charge of the secretariat will be Father Villeneuve, named public relations manager for North and South America, and Roland Lelievre, president of the Cercle Lacordaire, elected vice-president of the Ligue Mondiale.

The world organization is made

up of Roman Catholic-sponsored organizations from Belgium, France, Germany Italy, Sweden, Spain, Switzerland, Ireland, Canada, the United States and other countries.

The Cercle Lacordaire is one of the most active groups. Started 42 years ago in Fall River, Mass., it was first designed to help French-speaking Canadians working in factories there to avoid excessive use of alcohol.

Spurred By Cardinal

It spread slowly at first and then surged in 1939 after the late Rodrigue, Cardinal Villeneuve of Quebec urged establishment of a central headquarters here. From a membership of a few thousand at that time, it has steadily increased until now it has 121,600 members and is expecting a membership increase of 10,000 this year alone.

There are some 15,000 members in the U. S., while branches are spread throughout French-speaking communities in Ontario, New Brunswick and as far west as Alberta's Peace River district.

Main function of the league is to provide a "new climate" for members, through complete dissociation from alcohol.

Members swear never to have alcohol in the home, never to offer it to anyone or take it in any form. It works on the parish scale and is endorsed by the church but is a lay organization.

The central headquarters here publishes a monthly newspaper as well as pamphlets condemning alcohol, including one that offers recipes for non-alcoholic drinks.

C N R Announces Appointment Of W. H. Hewson

MONTREAL, Oct. 29 — W. H. Hewson, heretofore acting regional counsel at Moncton, has been appointed regional counsel. It was announced here today by H. C. Friel, general solicitor for the Canadian National Railways.

Mr. Hewson succeeds A. H. Hart, who has relinquished his regional duties in order to devote full time to system duties as associate commission counsel at headquarters in Montreal.

A member of the New Brunswick bar, Mr. Hewson brings to his new position 10 years' experience as a lawyer in private business, in government, in the Royal Canadian Army, and with the railways.

Born at Toronto in 1916, Mr. Hewson completed his secondary school education at Upper Canada College, and then entered the University of Toronto. He was awarded a B.A. in 1939, graduated in law from Osgoode Hall in 1942, received his L.L.B. from the University of Toronto in 1943, and was admitted to the Ontario bar.

During this period he worked with the law firm of King's Mill, Mills, Price, and Fleming, Toronto.

In 1942 Mr. Hewson joined the R. C. A. as a lieutenant and served at Defence Headquarters at Ottawa. He became a captain in 1943, major in 1945, and was appointed deputy assistant adjutant general in 1946. Starting in April 1946, Mr. Hewson served on the Ontario Royal Commission on Forestry.

He joined the C. N. R. in 1947 as a solicitor at Toronto, and was transferred to Moncton in June, 1953, as acting regional counsel.

LOTS OF ENTERTAINMENT
ESTEVAN, Sask. — (CP) — Joe Moss bought a ticket on a television, record combination at

Minot, N. D., and won the prize. Then came word that Mrs. Moss had won a radio set in another contest.

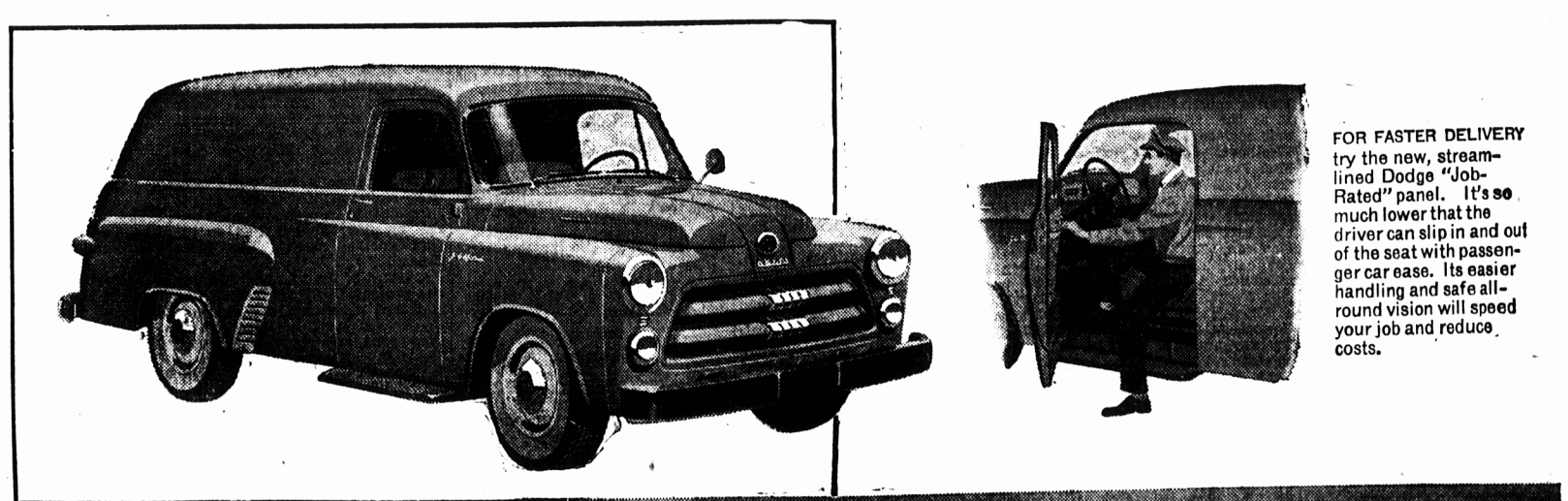
LOOKING AHEAD
Long before airplanes, Leonardo da Vinci in the 15th century sketched designs for a parachute.

It Opens Today

Yes, the Big GREENDAL Sale starts Today! This year, more than ever before, people are looking for a chance to Save and this Sale offers an unusual opportunity to Save plenty.

You'll Find Plenty Crowds ... Plenty Values Here!

GREENDAL'S 144-150 GT. GEORGE



FOR FASTER DELIVERY try the new, streamlined Dodge "Job-Rated" panel. It's so much lower that the driver can slip in and out of the seat with passenger car ease. Its easier handling and safe all-round vision will speed your job and reduce costs.

a brand new series of DODGE



"Job-Rated" TRUCKS
* NEW COMFORT
* FINER VISION
* GREATER SAFETY

YOU GET AMPLE POWER for heavy hauling in a Dodge "Job-Rated" truck. There are 6 great new truck engines including the new twin-carburetor, twin-exhaust 135 h.p. engine which is installed in the 3½ ton heavy duty models.

YOU'LL HAUL MORE at lower cost in this big, roomy, 1-ton express model. The deep, wide box is 9 ft. long and has a capacity of 67 cubic feet to the top of the tailgate. Improved sealing of the tailgate cuts "dribble" losses (to a minimum) when hauling gravel or grain.

YOU HAVE A WIDE CHOICE of Dodge "Job-Rated" truck models. Maximum Gross Vehicle Weights start at 4,900 lbs. for the nominally-rated ½-ton to 40,000 lbs. G.V.W. for the big six-wheeler which has a Gross Combination Weight of 60,000 lbs. All models are designed to mount standard bodies perfectly.

YOU HAVE A NEW, BIGGER ENGINE. In all ½-ton models—a 105 h.p. truck engine designed to haul your loads economically and provide dependable performance and long life. The ½-ton express illustrated has a 6½ ft. body. The long, foot-wide running board makes side loading easy.

NEW HANDSOME DESIGN...Low and massive...Easier to handle

Completely new in design, the 1954 Dodge trucks are "Job-Rated" to cut your hauling and delivery costs to a minimum. Their lower centre of gravity makes them easier to handle under all conditions and they're easier to load and unload. They have the shortest attainable turning radius, right and left.

shield and high side windows with lower sills, give safe, wide-angle vision for safer, easier maneuvering... extra roomy 3-man seats are chair-high, with full luxury-type seat cushions... cabs are heavily insulated against vibration and sound.

The new Dodge cabs have been redesigned to make driving safer and more comfortable... floors and running boards are lower, doors higher and wider... the big, one-piece wind-

In the wide range of models available, you'll find one that fits your job exactly—with all units which support the load and all units which help move the load "Job-Rated" to work together. See them today at your Dodge truck dealer's.

MIX and MATCH OUR NEW

TAFETA SKIRTS
For Your Parties and Square Dancing
\$5.98 up

PLAID SKIRTS
All Sizes
\$5.98 each

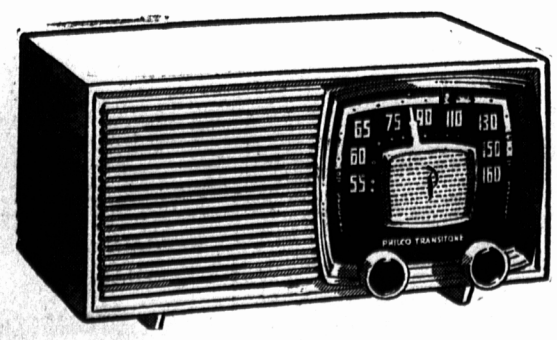
WITH OUR Nylon PULLOVERS
Short Sleeves
All Shades
\$3.98 each

HELEN HARPER PULLOVERS
Angora Trimmed
New Shades
\$4.98 each
And The New **CAMPUS JACKETS**
All Sizes
\$7.95 and \$9.95 ea.

HOSIERY—
51 Gauge 15 Denier
Fall Shades—Reg. to \$1.95—
SPECIAL 1.29

FALL COATS ARRIVING DAILY
Sizes 8-20

The FASHION SHOPPE



CROCKETT & STOREY LTD.
134 Kent St. Phone 5484

ONLY DODGE BUILDS "JOB-RATED" TRUCKS... PHONE YOUR DODGE TRUCK DEALER FOR A DEMONSTRATION