

CONFIDENTIALLY YOURS

MONTREAL, September 16th—When all is said and done, white clothes can only be made so clean after that, all the washing in the world won't make them any cleaner. But whiteness is something else. To make your white clothes whiter—use Laundry Blue. Soaps and detergents—regardless of their colour—take out dirt. Bleach takes out stains. But Laundry Blue adds whiteness to your white clothes. In your rinse water, Laundry Blue becomes millions of tiny particles that weave through your white clothes, catching light like miniature sequins—to give them new, brilliant whiteness. It works in seconds.

Get RECKITT'S BLUE.

It Isn't How Much Money You Have . . . but how you plan the spending of it which makes the difference between peace of mind—and money worries. The IAC MERIT PLAN has helped many thousands of Canadians to get their spending on a soundly planned basis. You will find it can help you, too, when planning such essential major purchases as the family automobile—that much needed automatic washing machine—or the new electric refrigerator or range you wanted for a long time . . . When you use the IAC Merit Plan you get good service at fair cost. Your contract is completed right on your dealer's premises. You get life insurance protection on the balance of your contract . . . emergency travel service across Canada when you buy a car—and many other values.

Lucky, Lucky Us! Because of So Much To Be Done after the beautiful WALLACE STAINLESS STEEL Tableware . . . that bothersome, old-fashioned chore of cleaning the silver is gone! This is the "tableware that needs no care!" Never needs polishing or cleaning—and keeps its gleaming lustre for a lifetime. Do ask your jeweller to show you the lovely designs that you find in Wallace Stainless Steel tableware made by the makers of famous Wallace Sterling. Look at the great variety of delightful pieces—with 26-piece sets in the handsome Hostess Tray as low as \$27.50. Write for name of your nearest Wallace Stainless dealer. Confidentially Yours, 1411 Crescent St., Montreal.

Here's A Truth . . . I've proved it over and over. Most people can get what they really want—if they plan for it. Take a summer vacation, for instance. Only four in ten Canadians get away from home for a real holiday. Main reason—"Not enough money!" . . . There's one way you can be sure of your vacation: Open a Sunshine Account at the BANK OF MONTREAL and make it a point to put away a few dollars every pay day. Next summer you'll have enough to help make your holiday dreams come true. A good holiday pays dividends in many ways—it's an investment in health, happiness and better living! So start saving now for that '55 vacation . . . at "MY BANK".

Just A Few Seconds . . . Every Morning, with a touch of FRESH CREAM DEODORANT—and you're serenely free from any fear of underarm offence. This remarkable new cream deodorant has an exclusive "Moisture-Shield" formula that keeps your underarms dry. There's no possible danger of underarm odor. It's very gentle in action . . . yet you can be sure of immaculate daintiness when you use it regularly. Your most fragile frocks are safe with Fresh Cream Deodorant—as well as your finest wools. With all the activity of Fall and Winter rushing towards us—let's be certain of that all-important—personal daintiness. When you are shopping today remember to get a jar.

To Discontinue Horror Comics

NEW YORK (AP)—A publisher who says he introduced the horror comic magazine for youngsters, announced Tuesday he would discontinue all such periodicals.

William Gaines said his decision "seems to be what American parents want and American parents should be served."

At the same time he reiterated a belief that horror and crime comics have nothing to do with juvenile delinquency. Gaines was a witness last spring before a congressional committee investigating comics.

The publisher said in a formal statement that his firm will drop several magazines with a combined circulation of 600,000 and publish a "clear, clean line" of science, adventure, piracy and "lampoon" comics.

Gaines said he hopes other publishers will follow suit.

Sales of TV Sets Take Jump

OTTAWA, (CP)—Sales of television sets jumped 37 per cent in volume and about \$10,000,000 in value in the first five months of this year compared with a similar period last year.

However, the bureau of statistics reported Tuesday, manufacturers sold 23 per cent fewer radio receivers at a drop in value of about \$5,000,000 during the five-month period.

Sales of TV sets totalled 158,115 valued at \$37,429,386 in the five-month period this year compared with 115,249 valued at \$48,219,433 in a similar period last year.

Radio set sales dipped to 185,994 valued at \$14,037,319 in the January-May period this year from 253,898 valued at \$22,678,294 a year ago.

an hour. The Royal Air Force's two newest jet fighters, the Swift and Hunter, will close out the fly-past, at 515 miles an hour.

24 Sabres Will Represent Canada

LONDON (CP)—Twenty-four Royal Canadian Air Force Sabre fighters will represent Canada today in the 100-plane flypast marking the battle of Britain. Sqdn. Ldr. Douglas Duke Warren of Ponoka, Alta., chief operations officer at No. 1 fighter wing at North Luffenham, will lead the Canadians.

The 12-formation aerial parade will be headed by a Spitfire and a Hurricane, flying at 184 miles

JAGAN SET FREE

GEORGETOWN, British Guiana (AP)—Ex-prime minister Cheddi Jagan, who was jailed for six months last April, left prison here Monday after time off for good behavior. The head of the People's Progressive party, whose leftist regime caused Britain to send troops to police the country last October, had been sentenced for defying Governor Sir Alfred Sargant's emergency order restricting his movements within the boundaries of his capital.

Juice Tastes So Much Better FRESH FROM THE ORANGE



When you squeeze the juice from a tree-fresh Sunkist orange, you get all the flavour . . . all the goodness! And you get all the Vitamin C that nature put there.

Sunkist
Tree-Fresh Valencia's
from California and Arizona

EVERYDAY LOW PRICES Plus BONUS BARGAINS

It Pays to SAVE 2 WAYS

Two savings are better than one! And that's why it pays—and pays well—to buy ALL your food needs here where you get the SURE SAVINGS of every day low prices—PLUS THE EXTRA SAVINGS of special "Bonus Bargains" which we are able to bring to you through our constant searching of wholesale markets for the best food buys of the week . . . every week! What we can buy at lower prices, we're only too happy to sell at lower prices. Another sound reason why you save more at this fine food store.

Quality Meats

- PRIME STEER SHOULDER ROASTS lb. 39c
- PRIME STEER RIB ROASTS lb. 49c
- PRIME STEER ROUND STEAK lb. 55c
- PRIME STEER BOILING MEAT lb. 27c
- CHOICE LEAN HAMBURG MEAT lb. 35c
- FRESH FROZEN SKINLESS COD FILLETS lb. 29c
- PRIME STEER BONELESS ROLLED RIB lb. 65c

FRUITS & VEGETABLES

- EDNA BLEW THEM DOWN
- YOU CAN PICK THEM UP REAL CHEAP
- 5 LB. BAGS ONLY 39c
- BAKE AN EXTRA PIE

DAZZLING DOUBLE STRAND PEARLS in SHELL only 50¢ with the tear-off from this special pack of 2 Bath size PALMOLIVE SOAP NOW AT YOUR DEALERS 2 for 29c

GOOD SIZE

- LETTUCE, Iceberg each 15c
- RED RIPE CHOICE TOMATOES, Special, 2 lbs. for 29c
- NEW — TRY SOME SQUASH, Acorn Style lb. 7c
- NO. 1 SMALL COOKING ONIONS 5 lbs. for 19c
- YORK ICEBOX JAR PEANUT BUTTER 16 oz. 43c
- MAPLE LEAF LARD 1 lb. print 23c
- MAXWELL HOUSE COFFEE 1 lb. tin \$1.39
- THE BEST — HEINZ BABY FOODS 3 for 29c

Q T F SLICED PINEAPPLE 20 Oz. Tin 33c	Q T F CRUSHED PINEAPPLE 20 Oz. Tin 29c	Q T F TROPICAL FRUIT SALAD 15 Oz. Tin 29c	ROBIN HOOD CAKE MIXES ONE HONEY SPICE ONE WHITE Both For 49c
--	---	--	---

HOW GOOD CAN REAL COFFEE BE?

Make this test . . .



25¢ OFF INSTANT COFFEE
100% PURE COFFEE

at a Special 25¢ SAVING

Prove to Yourself that New Nescafé Gives Better Flavour, cup after cup, than Ground Coffee

Here's all you do. Put 3/4 of a teaspoonful of New Nescafé in a cup, add piping hot water. Instantly you have delicious, exhilarating coffee at its flavourful best. For New Nescafé is all coffee, nothing but coffee made from choicest coffee beans—fresh roasted, pressure percolated, flavour sealed. Every precious drop of coffee goodness is preserved in the making. So quick, so easy, so convenient—so economical too. Take advantage of this special offer now. You'll save 25¢ on the Giant Economy size . . . 10¢ on the regular size. So start today. Make New Nescafé your family coffee.

Even at the regular price, New Nescafé saves you up to 40¢ a pound over ground coffee

Items in this ad also on sale at:
Montague, Vernon River, Morell, Tracadie and North Rustico

CO-OP Super Market
SHOP CO-OP IT PAYS
FREE DELIVERY
DIAL B557
"THE ONE-STOP MARKET"