

During Lent . . . I like CLOVER LEAF SOCKEYE for hot or cold dishes!



For Lent . . . I like CLOVER LEAF COHOE in sandwiches too!



At any time . . . I like CLOVER LEAF PINK for economical hot dishes . . . I'll order some of each today!



BRITISH COLUMBIA PACKERS LTD., VANCOUVER, CANADA

**Fluorinated Toothpaste with CHLOROPHYLL**

**Fluradene**

with its magic TOOTH WHITENER

**MUST . . . Stop Bad Breath! Aid the Gums! Whiten even Dingy Teeth! Clean and Freshen the Mouth!**

OR YOUR MONEY BACK!

69¢

SOLD AT DRUG STORES ONLY

**WAIT DON'T BUY THAT—REFRIGERATOR ELECTRIC RANGE GAS RANGE WASHERS Gas and Electric RADIO FLOOR POLISHER CARPET CLEANER PORTABLE SEWING MACHINE FOOD MIXERS ELECTRIC KETTLE, IRON, TOASTER, CLOCK or RAZOR**

Until you have seen and priced it at

**FIRESTONE BRYNTON & MCKAY COMPANY**

187 Great George St.

**1¢ SALE CAMAY**

When you buy 1 Large size OXYDOL or DUZ

2 CANMAY (smaller size) for 1¢ each OXYDOL DUZ

GT 79c LGE 40c

Central Market Souris Phone 55

**Barbara Brent's BUYS AND WHYS**

A WEEKLY INFORMATION SERVICE

MONTREAL, March 27th — Want a cleaner, brighter, better-looking home . . . with less work? Well, DOMOLITE—that famous vinylite plastic fabric—is your answer. It's exceptionally strong and wear-resisting. It sews easily and you can make kitchen and shower curtains, garment bags, food covers, baby's bibs, aprons and a host of other things. Domolite (made by Dominion Oilcloth and Linoleum Company) is easy to clean—just wipe with a damp cloth—no ironing, of course. It won't rot . . . repels dirt . . . lasts for ages. See the variety of beautiful colours and patterns at your nearest department store or five and ten. And write to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—for free, illustrated literature on what you can do with this brand new, budget-wise fabric!

**Yours For The Asking . . .** A booklet that does away with worry and guess-work in your personal financing. It's the **Personal Planning Work-book**—the "Master Key" to successful Personal Planning. I'm no wizard at arithmetic, but with this BANK OF MONTREAL booklet to help me, I've solved most of my money problems—saved money without scrimping. In fact, I'm happy, though budgeting. Yes, if you want to live within your income and like it, the **Personal Planning Work-book** is a "must". However, you're new to **Personal Planning**, you'll want to read "Personal Planning for Successful Home-makers", first of all. You'll enjoy this bright introductory booklet with its happy case-history of John and Mary Smith. Tell me if you'd like a copy of this as well as the **Work-book** when you write (soon!)—to Barbara Brent, 1411 Crescent St., Montreal, P.Q.

**Special Offer!** . . . A sturdy, handsome—can-be-bean-pot or several, if you wish. For each individual bean pot you desire, simply send me your name, address and three labels from any of the four famous varieties of HEINZ OVEN-BAKED BEANS. Ask your grocer for Heinz Oven-Baked Beans today—then write to me, Barbara Brent, 1411 Crescent St., Montreal, P.Q.—enclosing the labels and 10c to cover handling and postage cost for each bean pot. You'll soon be famous for your wonderful bean-feast meals . . . Heinz mellow, meaty beans with a bright spiced sauce of "Aristocrat" tomatoes . . . served straight from your oven—piping hot in your individual bean pots. With a side-dish salad and hot buttered rolls—who could wish for more? Send for your bean pots today!

**Your Husband will think you're a shopper when you buy him this "bargain" in good looks and economy**

**SHIRT.** The smooth, attractive nylon tricot fabric keeps a man comfortable in all kinds of weather. The fused nylon collar and cuffs stay good-looking for the life of the shirt—without ironing. In fact, ironing is a thing of the past with BVD Nylon Tricot Shirt! Laundering is no problem—just a quick rinse—wait a while—and the shirt's ready to wear. Just think—with shirts as easy to "do up" as this, you'll save the price of the shirt in laundry bills alone! What's more—BVD Nylon Tricot Shirt comes in an ordinary shirt several times over. Buy him one—\$12.95—available in white, blue, tan and grey.

**This Is The Kind Of Food News**

I like to be able to give you! . . . For less than 50¢ a serving, you can have a main dish for four that takes just 7 minutes to cook! And these are just some of the reasons why KRAFT DINNER is so popular! It's a delicious macaroni-n-cheese combination that your family will love. In every package you'll find two mouth-watering ingredients . . . a special, fast-cooking macaroni and grated cheese for mellow, cheddar cheese flavour. M-mmm! So good! And so handy for "emergency meals" . . . it's off the shelf—into the pot—onto the table. A nutritious main-course dish for Lent. Look for it in the new yellow and red package!

**Here's Instant Coffee He'll Really Enjoy.** (And he'll enjoy what it does for your budget, too!) That's INSTANT CHASE & SANBORN COFFEE. Economical because there's no waste. Wink-quick and easy to make (takes no longer than boiling the water). And delicious. Yes, you'll fall in love with the flavour of this instant coffee. It's full-bodied—heartwarming . . . gives you a real lift. That's because it's the first instant coffee backed by over 85 years of coffee experience. But you don't need to know this to appreciate its hearty, deep-down flavour. Every sip tells you that here is something special. So treat him to a cup of Instant Chase & Sanborn tonight. And serve it when guests drop in . . . it's as easy to make ten cups as one!

**"All Done!"** . . . Yes, dishes are done in no time with those grand new chemical soaps. But they are hard on hands, aren't they? So—better keep JERGENS LOTION handy to smooth 'n' soothe your hands. Because it's liquid, Jergens quickly supplies the softening, smoothing moisture that dry, thirsty skin needs. Feels grand when you put it on . . . sinks right into your skin, leaving no greasiness at all. Why not try it? Your husband, for one, will notice how much lovelier your hands are looking. Keep a bottle of Jergens Lotion handy in both kitchen and bathroom—use it after every watery chore. Ask for Jergens—just 15¢, 37¢, 65¢ and \$1.15.

**Bring The "Spirit Of Spring"** right to the dinner table with sparkling JELL-O desserts. Desserts made with Jell-O Jelly Powders are irresistible—because the flavour is so fresh and delicious. You see, the flavour is locked right in each tiny particle until you release it by adding hot water to the Jell-O. Seven exciting "locked-in" flavours give you glorious variety. And, did you know—Jell-O costs only 2¢ a serving! Try . . .

**BANANA FOAM** (So easy to make!)  
 1 package Jell-O (any flavour) 2 bananas  
 1 cup hot water 2 teaspoons sugar  
 1 cup cold water 1 egg white, stiffly beaten  
 Dissolve Jell-O in hot water. Add cold water. Turn into sherbet glasses. Chill until firm. Just before serving, crush banana to pulp with silver fork, add sugar, fold into egg white, and beat well. Top Jell-O with banana mixture. Serves 6.

**"Mommy!—It's As White As Snow!"** . . . That young man is right—his mother's sheets are sparkling white and the secret, of course, is Blue. Just a splash or two of Blue in the final rinsing does the trick. For it's Blue that prevents clothes turning yellow. There's no pure white without blue in it. (I can remember that from my school-days, can't you?) And, when you think that Blue costs just a few cents a month, it's certainly worth it—isn't it? For Blue is safe as safe can be for your finest fabrics . . . and it keeps them snowy-white!

Yes, for the whitest wash, it's RECKITT'S Blue.

**HAPPY surprise for CONSTIPATED CHILDREN**

At last—a laxative even the fussiest child won't mind taking. Pleasant, easily-swallowed, Children's Own Tablets bring quick, thorough action without unpleasant cramping or griping. For children 3 to 15. Made by the makers of Baby's Own Tablets. Get a package today at your druggist. Only 30¢.

**Children's Own TABLETS**

STOWE, Mt., March 26—(CP)—Ernie McCulloch, the Mont Tremblant, Que., instructor, has his own ideas about diet. He believes in a big breakfast, especially when getting ready for a ski meet. For breakfast this morning he had three raw eggs in milk, a poached egg, one slice of toast and three cups of coffee, each with six teaspoons of sugar.

**Win a gala all-expense trip to New York**

in the first Canadian **Sweater Queen Contest**

Sponsored by Grand'mère Knitting Co. Ltd.

Come To **S. A. McDONALD**

Now For Your Entry Blank

**1¢ SALE CAMAY**

When you buy 1 Large size OXYDOL or DUZ

2 CANMAY (smaller size) for 1¢ each OXYDOL DUZ

GT 79c LGE 40c

T. M. Llewellyn Montague Phone 32

California **Sunkist Navel Oranges**

have **NO SEEDS!**

**RICHER FLAVOUR! EASY TO PEEL!**

First for Eating! First for Juice!



**GET MORE of EVERYTHING YOU PAY for in MEAT**

**FIVE ROSES FLOUR**

24 Lb. Bag \$1.59 98 Lb. Bag \$5.98

**Fresh Hard ICEBERG LETTUCE**

2 Large Heads 29¢

You have every right to expect everything you pay for in meat. And when you shop here, you are sure of getting more good meat per pound . . . more of everything that makes meat such grand good eating. You get the quality and cut you like . . . the tenderness and flavor you rely on so much. You get a money-back guarantee of complete satisfaction—a guarantee we can make because our meats are top grade . . . expertly cut . . . carefully trimmed of excess bone and fat. Yes—you get more of everything you pay for . . . and you pay less for the best . . . when you buy meats at CO-OP SUPER MARKET.

Choice Prime Steer **STANDING RIB ROAST, lb. . . . . 79c**  
 Machine Sliced **BACON, per lb. . . . . 45c**  
 Maple Leaf—16 to the pound **SKINLESS SAUSAGE, lb. . . . . 49c**  
 Choice Fresh **SMOKED FILLETS, per lb. . . . . 38c**

Medium Shred **Cocoanut, lb. . . . . 29c**  
 Fresh Seedless **Raisins, 2 lb. pkg. 35c**  
 Choice Stoneless **Dates, 2 lb. pkg. . 29c**  
 White or Chocolate Robin Hood **Cake Mix, pkg. . . 29c**  
 Fresh—Size 70-80 **Prunes, 2 lb. pkg. 35c**  
 Make Your Own Beans **White Beans, 2 lbs. 25c**  
 Dried Evaporated **Apples, 1 lb. cello bag . . 39c**

**Hamilton's DAINTY CREAM SODAS**

MADE WITH PURE VEGETABLE SHORTENING

SOUP m-m-m!

STEW ah-h-h!

BEANS boy!

They go well together

Hamilton's NEW DAINTY CREAM SODAS

MADE IN THE MARITIMES

**Setting-Up Exercises** are good for you in the morning . . . and just as important in helping you start the day right is a "Wake-up" breakfast of "CREAM OF WHEAT". M-mmm! Delicious 5 Minute "Cream of Wheat" was made to order for early-morning appetites. It cooks in just minutes of boiling to velvety, tempting smoothness. And it's so good for you. For 5 Minute "Cream of Wheat" gives you Iron, Calcium and Phosphorus for diets deficient in these elements . . . and all for less than 10¢ a bowl! Particularly good, I find, topped with brown sugar, raisins and cream!

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**KING COLE COFFEE** First in Flavour

**OWBRIDGE'S TONIC** COUGHS - COLDS

**Guardsmen—In Oil SARDINES, 3 tins for . . . . . 23c**

For Your Laundry **SUNLIGHT SOAP, 2 bars . . . . . 21c**

Robin Hood — Quaker **QUICK OATS, 5 lb. pkg. . . . . 49c**

Jet Blown **LUX, 2 lge. pkgs. . . . . 63c**

Bright's 15 oz. **PRUNE PLUMS, 2 tins . . . . . 29c**

For The Bath **LIFEBUOY SOAP, 3 bars . . . . . 25c**

**Fresh CUPSWELL COFFEE** Any Grind Lb. 98c

**Tasty New CARROTS, 2 lbs. for 19c**

**CELERY, lge. sticks, 2 for . . . . . 29c**

**NEW CABBAGE, per lb. . . . . 10c**

**TOMATOES, red ripe, pkg. . . . . 25c**

**BROCCOLI, per bunch . . . . . 39c**

**SHOP CO-OP Super Market**

FREE DELIVERY PHONE 2807 - 2808 THE ONE STOP MARKET