

# Barbara Brent's BUYS AND WHYS

**MONTREAL, November 13th**—Who ever said that women can't agree on anything? I've talked it over with dozens of my friends, and we've all come to the same conclusion. There's nothing quite like **SWANS DOWN CAKE FLOUR** to make wonderful, tender, cakes. No mix, no other flour, can give such superb cake results. It's quite logical too. Swans Down is especially made for better cake baking. It is milled from the finest of soft winter wheat... then sifted again and again until 27 times as fine as ordinary flour. Try Swans Down the next time you bake a cake... and see if you don't agree with all the rest of us, who have discovered what an improvement Swans Down makes in cake baking.

**We All Agreed** at bridge the other day that those grand new chemical soaps make dishwashing a pleasure (well, almost!). And we agreed, too, that **JERGENS LOTION** is ideal for hands roughened and dried by these new soaps. I use Jergens after every watery chore. Because it's liquid, it quickly penetrates to supply the softening moisture that dry, thirsty skin needs. Keep a bottle of Jergens Lotion handy in both kitchen and bathroom. Make a hand-care habit of it—to keep your hands always soft, smooth and lovely, with that cared-for look that only Jergens can give them. Remember Jergens Lotion... because you care for your hands! It's not expensive—just 15c, 37c, 65c and \$1.15.

**There's Lots Of Z-zipp!** to this season's popular skirt-n-top fashions. And you can match style with service by sewing **LIGHTNING ZIPPER** into your skirts. For lightweight materials like taffeta, Style 702 is just right, but for quilted or heavyweight skirts, better buy Style 805. Both these styles are wonderfully flexible—durable—and they have that "one-and-only" self-locking automatic slider that never, never slips. When you're making or buying your skirts—ask for Lightning zippers... and write to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—for this wonderfully helpful FREE LEAFLET—“Openings for Skirt Fasteners.”

**Not Being A Scientific Genius**, I'm not too sure just how the Face-Elle people get their tissue handkerchiefs so super soft and yet so strong and absorbent at the same time. But you don't have to be any kind of genius to appreciate the difference between FACE-ELLE and other brands. You'll find that Face-Elle handkerchiefs don't shred and your fingers won't poke holes in them as easily, either. They're wonderful when you have a cold, too... no lint to irritate tender nasal passages. Just try a box of Face-Elle... you can't beat that Face-Elle combination of softness plus strength! But be sure and ask for Face-Elle by name.

**Now Cooking Is Always A Pleasure!** Yes, my new GURNEY GAS RANGE has changed my kitchen from a "work-room" to a "fun-room". Its designers have thought of everything to make cooking easier. Take that Gurney automatic clock control, for instance. And the interior oven light so you can't be "in-the-dark" about what goes on inside the oven. And, above all, the special Gurney "Even-Heat" oven that keeps the temperature exactly right—automatically—on the sides, the top, the bottom and even in the corners. Ask your dealer to show you the new Gurney Gas Ranges—all of them "kitchen-tested" for carefree cooking.

**They Call It the "one-minute" make-up.** And no wonder! One minute with wonderful WOODBURY DREAM STUFF does a complete make-up job and you look "morning fresh" all day long. You see, Woodbury Dream Stuff is foundation-and-powder all in one dainty compact. Just smooth it on with a glide of the puff. It's light and velvety—never cakes—is never drying or greasy on your skin... and never, never spills. Woodbury Dream Stuff comes complete with puff in a pretty, purse-size packet. Ask for your choice of five dreamy shades—just 75c—or in the new luxury plastic compact—\$1.00.

## Child's Bad Breath often sign of Upset Tummy!

For minor digestive upsets, children so often suffer as a result of overeating or eating too much candy or sweets, five Children's Own Tablets, new corrective for youngsters 3 to 15. They quickly help sweeten sour stomachs and act speedily to clear out from the bowels, of-fending waste material in a gentle, thorough manner. Made by the makers of Baby's Own Tablets—your assurance of a reliable product. Get a package today at your druggist. Only 30¢.



## THE CENTRAL GUARDIAN

This column is reserved for news of local interest, but advertising of a newsy nature may be inserted at five cents a word, strictly payable in advance.

**JIMMY'S TAXI**—Phone 525.

**"YOUR DOLLAR BUYS MORE—AT THE HUGHES DRUG STORE."**

**HURRY! HURRY!** for Big Bargains in felt hats and flowers. Thursday, Friday and Saturday. Laurette Millinery at Canadian Legion Rooms, 57A Grafton Street.

**THE REGULAR BROADCAST** on Markets, Trends and Observations will open at 8.15 this evening over C. F. C. Y. Listen in to W. R. Shaw deal with current market conditions.

### Personals

Mr. and Mrs. Otto Newson, Cornwall, are attending the Royal Winter Fair in Toronto, Ont.

Friends of Mr. Robert Weeks, Winsloe, will regret to learn that he is a patient in the P. E. I. Hospital.

Mr. and Mrs. Reg Rodgers, who for the past ten days have been visiting in Borden and Charlottetown, left yesterday morning for Halifax where they will spend the winter.

The many friends of Mr. William McInnis of 294 Euston Street are sorry to hear of his illness in the Charlottetown Hospital and hope for his speedy recovery.

### Little Pond W.I. Annual Meeting

The annual meeting of the Little Pond Women's Institute was held on the evening of November 7th at the home of Mrs. Gerard MacDonald. The meeting opened with the recitation of the Institute Creed. Twelve members were present, four of them having joined at this meeting.

The reading of the minutes of the previous annual and monthly meetings was followed by the treasurer's report. It was agreed upon to donate a generous amount toward the improvements being made on the school. An exchange of Christmas gifts was decided upon as an answer to the roll call for the next monthly meeting, which is to be held at

### Card of Thanks

Mrs. A. A. Altieri, Mrs. John Selah, New Jersey, U. S. A., J. G. MacLeod and family, wish to thank all those who helped out in any way during the illness and subsequent death of their father and brother the late Alexander MacLeod.

### IN MEMORIAM

In loving memory of Eileen Patricia Gail, infant daughter of Eileen and Arnold Godfrey, Charlottetown, who passed away November 13th, 1943.

Dear God forgive a silent tear. A constant wish that she were here. You've taken others, yes we know. But she was our baby and we loved her so.

### IN MEMORIAM

In loving memory of Bernard Trainer, who passed away at Gander, Newfoundland, November 13th, 1949.

Today is a day of remembrance. With many sad regrets. A day we shall always remember. When the rest of the world forgets. Parents and Sisters.

the home of Mrs. Edward R. MacDonald. The correspondence which was read included a circular from the Red Cross concerning first aid classes in the district. It was decided to accept the offer of the Red Cross to discuss this matter with the members. The committees then reported carrying out their duties.

The election of officers followed and the results were: President, Mrs. Gerard MacDonald, re-elected; secretary-treasurer, Mrs. Alex D. MacDonald, re-elected; sick committee, Mrs. John Blackett; and Mrs. Alex D. MacDonald; school committee, Miss Annie Steele and Mrs. Fred Tassel; program committee, Mrs. Edward R. MacDonald and Mrs. Josie MacKenzie.

The meeting closed with the singing of the National Anthem. After the meeting a delicious lunch was served by the hosts.



# Specials!

- DRESSES—** 33 1/3 off
- Wools, Crepes, Taffetas—
- Sizes 9-24 1/2—Clearing
- GLOVES—** \$1.49
- Kid (assorted shades)—
- Clearing
- EVENING GOWNS—** \$9.99
- 7 Only—
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**The FASHION SHOPPE**  
LADIES' READY-TO-WEAR  
141 Gt. George St. Phone 55

## Now... make delicious cold chocolate milk INSTANTLY



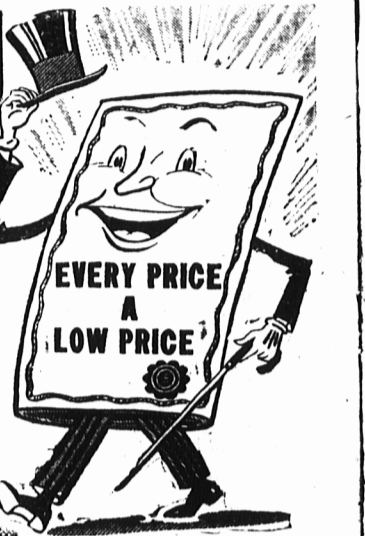
Mixes in a moment. You never saw anything dissolve so fast. Two heaping teaspoons of Quik in a glass of cold milk... a quick stir... and it's ready to drink. Cool, delicious... and what flavour—all the smooth richness of famous Nestlé's Chocolate. Your children will love Quik, and it's good for them—contains sunshine Vitamin D<sub>2</sub>. Quik makes wonderful chocolate sauce and frosting too—recipes on package. Ask your grocer for Nestlé's Quik... in one pound and half pound sizes. Costs so little—serve often.



WITH THAT FAMOUS NESTLÉ'S CHOCOLATE FLAVOUR

## Our POLICY INSURES BIGGER SAVINGS for you EVERY DAY

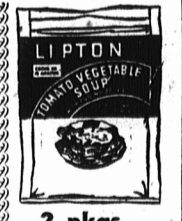
Every price a low price every day—that's our policy and it is your assurance of bigger savings on your food bills. And the beauty of it is that you save more without serving less—without stinting on the quality you like so much—because we carry the finest of foods—the freshest of perishables. Item-for-item... price-for-price—shopping here daily is your best savings "insurance."



- Savings You Can Depend On**
- Hand Picked **WHITE BEANS, 2 lbs. ... 25c**
  - Yellow Eye Large **BEANS, hand picked, 2 lbs. 35c**
  - Fancy — Extra Large **PRUNES, 1 lb. cello ..... 23c**
  - Sea-Lect — Solid Meat **TUNA FISH, 7 oz. tin .... 33c**
  - Mount Stewart — 12 oz. **STRAWBERRY PRESERVE 29c**
  - Co-op — DeLuxé **TEA, Orange Pekoe, 1 lb. 79c**
  - White or Brown — Co-op **BREAD, sliced, loaf ..... 15c**
  - Chocolate and Coconut **COOKIES, cream filled, lb. 33c**

- New Green **Cabbage, ea. 15c**
- New Hubbard **Squash, lb. ... 4c**
- Choice Emperor **Grapes, 2 lbs. 29c**
- Large Juicy—25¢ **Oranges, 2 doz. .... 75c**
- Golden Ripe **Bananas, lb. .. 19c**

- Breeze** **DOG OR CAT FOOD, 2 tins ... 27c**
- For All Fine Baking **CRISCO, special, 2 lbs. for .... 75c**
- Maritime Maid — 24 oz. **MINCEMENT, real value ..... 39c**
- Reg. 84c Value— **PRINCESS SOAP FLAKES, 2 lge. 63c**
- Lge. .. 39c



2 pkgs. only 23c

- HAM** Regular Smoked—Whole or Half
- HAMS, Maple Leaf, lb. .... 57c**
  - Fresh Leg of Pork **HAMS, whole or piece, lb. .... 43c**
  - Fresh Young Hams — Legs **HAMS, Centre Cut Roast, lb. .... 49c**
  - Choice Grade "A" **YOUNG DUCKS, per lb. .... 49c**

WITH EVERY \$5.00 PURCHASE YOU MAY WIN A **CO-OP GRAB BAG**

Five letters will be drawn every Saturday morning and each lucky entrant will win a \$5.00 Grab Bag of Co-op quality merchandise. Try your luck each week. Listen for details on CFCY and CJRW every evening at 5:30.

These items also on sale at the following Co-op Stores:

**MORELL TRACADIE VERNON RIVER ST. PETERS CHERRY VALLEY**

SHOP CO-OP

**Super Market**

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Delicious

**Women know...**  
how essential is quality in toilet tissue... and discriminating women choose Purex that special kind of softness...

*You're so right... when you choose Purex*

