

KING COLE
COFFEE
First in Flavour

AGED EMIGRANT
RAMSGATE, England (CP)—As a farewell committee sang "Let the Rest of the World Go By," a train steamed out of Ramsgate Station. On board was 81-year-old Tom Miles, emigrating to Australia, after working in coal mines for 53 years.

The Yangtze River in China, the longest in Asia is navigable for 1,500 miles.



- a cup of Fry's fortifies!

- and look, a free cookbook!

Use Fry's Cocoa in delicious cakes, cookies, pies, frostings, desserts! For Recipe Book, send name and address to: Fry-Cadbury Ltd., Dept. M-3, Montreal.



- the cocoa with the richer chocolate flavor

They're Marven's!

They're Good!



The FINEST Sodas ever made!

ALWAYS ASK FOR **Marven's** IN YOUR FAVOURITE VARIETY OF BISCUITS

Barbara Brent's BUYS AND WHYS
A WEEKLY INFORMATION SERVICE



MONTREAL, Oct. 11th—Exercise is good for all of us... an evening of bowling or ballet or badminton. But most of us don't get enough of it to avoid the aches 'n' pains of sore muscles afterwards. That's why I always like to have a bottle of SLOAN'S LINIMENT in the house. It does offer the most wonderful relief from pain caused by strains, sprains or stiffness. It eases the aches of neuralgia and rheumatism, too. There's no rubbing with Sloan's. Just pat it on and its gentle warmth quickly sinks deep down and relieves the pain. Sloan's Liniment is very reasonable in price—just 50c for the small-sized bottle—90c for the large. Pick up a bottle next time you're in your drugstore.

It's The Greatest Sale Of The Year... and it starts next Monday night in your neighbourhood branch of the Bof M. It's the new issue of *Canada Savings Bonds*... and, believe me, with the new interest rates, these savings bonds are a better bargain than ever before. As my BANK OF MONTREAL manager explained to me yesterday, by holding on to your bonds till maturity you earn the very healthy interest rate of 3.21%... and the instalment plan makes them so much easier to buy. Imagine, only 5% down is required, with the balance over a year. For as little as \$2.50 you can make the down-payment on an attractive investment and help to keep the lid on inflation. Needless to say, most of the money earmarked in my Personal Planning programme for savings will go straight into *Canada Savings Bonds*. Next Monday give a helping hand to yourself and your country... buy *Canada Savings Bonds* at "My Bank."

Over Phones and garden fences... no wonder women are talking about this instant coffee! As Mary said to me the other day, "I get a real kick out of Chase & Sanborn's Instant!" Yes, INSTANT CHASE & SANBORN COFFEE is good! That's because it's the instant coffee made by real coffee people... the only instant backed by over 55 years of coffee experience. M-mmm—just taste! You'll see!... the flavour's there—and the body—and the real lift! So for your between-chores cup of coffee tomorrow—try Instant Chase & Sanborn. S-o-o good—and you can make one cup at a time so there's no waste of this good, good coffee! I'd suggest you get a jar of Instant Chase & Sanborn today!

Tomorrow Morning at breakfast it won't take you a second longer to cook as much "Cream of Wheat" as you usually do—then set half of it aside to cool after cooking and have this luscious 5 Minute "CREAM OF WHEAT" treat for lunch... (mmm-m!) can't get enough of that satin smooth—"Cream of Wheat" goodness—and so good for you, too!... Fried "Cream of Wheat" Cut cooked, cold, firm "Cream of Wheat" in a "french" slice. If desired, dip into beaten egg. Place 2 tablespoons salad oil in a frying pan or griddle and fry until a golden brown on both sides. Serve at once with maple or corn syrup.

No Wonder they call it "Canada's Wonder Paint!" Even I can do a smooth—as-satin paint job—with G. I. D. E. N. SPREAD SATIN! You see, Spread Satin has a synthetic rubber emulsion base that gives it a smooth, velvety finish no matter what you do... and also makes it completely washable—(such a good thing in an indoor paint!) What's more, Spread Satin dries in 20 minutes and actually has a pleasant odour when drying! The colours are wonderful, too—you'll find the very one you want! Be sure to order early from your Glidden dealer!

Be A Christmas "Fairy"—by packing an Overcast Food Parcel now. This way, you can give your friends or relatives the real joy of making their own Christmas cake this year. And what a thrill they'll get when they see those wonderful, colourful WAGSTAFFE Glace Cherries and Glace Pineapple, packed in twin fritters or diced—and the exciting packages of Wagstaffe Cut Mixed Peel you get when they'll dream as they mix their own favourite light or dark fruit cake! So ask your grocer today for Wagstaffe Cut Mixed Peel and Glace Fruits. Remember, you can always depend on Wagstaffe for quality.

It's A Funny Thing how habit gets us into the groove when it comes to shopping. And it works both ways. It's a good habit to keep on buying a satisfactory product... but only if it isn't a "blindfold" that keeps you from buying something better! Take tissue handkerchiefs for example—I was happy enough with my old familiar brand until I tried FACE-ELLE. What a difference! Yet it's not costing me a cent more per box to enjoy the extra comfort and goes with Face-Elle's exquisite softness and absorbency. You'll like the extra strength too when you get 3-ply cushioned Face-Elle in the pink box. So make it a habit to ask for Face-Elle and enjoy the luxury of better tissue handkerchiefs as your reward for think-before-you-buy shopping!

Is Your Welcome Mat Always Out... your home always bright 'n' shining—ready for even unexpected guests? You'll never be caught with a home in need of cleaning when you houseclean the wonder-working way—with C-I-L SPONGES! Yes, C-I-L Cellulose Sponges do just about every job you can think of... from washing walls, windows and woodwork—to waxing floors and polishing furniture. Soft as velvet when wet, C-I-L Sponges are kind to your hands and the finest finishes. They're long-lasting—and so easy to keep clean. Ask for C-I-L Sponges—there's a handy size for every purpose—at grocery, drug, variety, hardware and department stores. The C-I-L label is your assurance of quality!

When I See folks walking as though their feet hurt them, I want to tell them all about that new wonder-working remedy for corns and calluses... Phenyltium! That's the "magic" ingredient in BLUE JAY Corn and Callus Plasters that banishes these twin miseries in record time! It took Blue Jay ten years of scientific research to perfect Phenyltium. Now tests prove that it works 33% faster and is effective in 95% of the cases tested. So for your corn or callus worries, just buy Blue-Jay Corn and Callus Plasters with Phenyltium and end your troubles!

Sue Takes Over in the kitchen when any one of the luscious HEINZ SOUPS is scheduled for dinner. Yes, young Sue's so eager to eat 'em, she wants to get in on the cooking part, too, to hurry it up! So easy to prepare Heinz Condensed Soups as a first course!—just add water or milk and heat. But don't serve these "flavour-ites" as a first course only. Serve them in casseroles—meat loaves—dressings or rarebits. There's such a versatile variety to choose from! I've proved to myself time and time again that Heinz Condensed Soups are the perfect bases for so many tempting, time-saving dishes! And, of course, I know they're good because they're Heinz!

No Wonder Everyone's Talking about that delicious main-course dish—KRAFT DINNER. It's a nutritious macaroni-n-cheese combination that cooks to tasty lightness in only 7 minutes! Yes, it's certainly easy to prepare—ideal for unexpected guests and before-the-movies dinners. But one of the things I like most about it is its real economy. One package of "Kraft Dinner" contains enough for a main dish for four... at just a few pennies a serving. You'll find several helpful suggestions for delicious main dishes on the "Kraft Dinner" package—and my suggestion is... ask your grocer for "Kraft Dinner" next time you shop!

There's Twenty-four Years difference between Mrs. Harold D. Baker and her daughter, Betty. But to look at them you'd think they were sisters! What is Mrs. Baker's secret? She would tell you that it's her most valuable cosmetic—WOODBURY FACIAL SOAP. For Woodbury is more than a cleanser. It's made by skin scientists who add an emollient face cream ingredient to every cake of Woodbury. Woodbury softens delicate skins. Its rich cream ingredient is intended to help replace the natural oils you wash away! So take a tip from Mrs. Baker and her fair-skinned daughter... start Woodbury Facials today! Get the big Beauty-Bath Size for all-over loveliness.

Something To Be Proud Of!... this scrumptious *Chocolate Fudge Cake*—richly, satisfyingly flavoured with BAKER'S UNSWEETENED CHOCOLATE! That wonderful flavour is because Baker's is all pure chocolate with nothing added, nothing taken away.

CHOCOLATE FUDGE CAKE (1 cake)

3/4 cups sifted Swans Down Cake Flour	1 cup sugar
1/2 tsp. salt	2 squares Baker's Unsweetened Chocolate, melted
1/2 cup butter or other shortening	3/4 cup milk
Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter, add sugar gradually, and cream together until light and fluffy. Add egg and beat well. Then add chocolate and flour, alternately with milk, small amount at a time, beating after each addition until smooth. Add vanilla. Bake in greased pan, 8 x 8 x 2-inches, in slow oven (325° F.) 1 hour, or until done.	

Army Issues Casualty List

OTTAWA, Oct. 11—(CP)—The army today issued its 59th casualty list of the Korean war, reporting two men killed in action and one officer and six men wounded.

All were members of the Royal Canadian Infantry Corps.

The list brought to 294 the number of Canadian casualties so far suffered by Canadian troops in Korean action, including 69 dead, 203 wounded, 21 injured in action and one missing.

The list:

Killed in Action
Dumas, Jean Berchmans, Pte.;

Mrs. Denisse Dumas (wife), Montreal.
Patterson, Garland Lorraine, Pte.; Hamilton, Ont.; Mrs. Nellie Patterson (mother), Beaver Harbor, N.B.

Wounded in Action
MacAulay, James Archibald, Lieut.; Dr. A. F. MacAulay (father), Ottawa.
Bertrand, Marcel Thomas, Pte.; St. Therese, Que.; Mrs. Evelyn Bertrand (wife), Mascouche, Que.
Daigle, Leo Normand Joseph, Pte.; Mrs. Hubert Daigle (father), R.R. No. 1, Sherbrooke, Que.
Mowat, Clayton William, Pte.; Mrs. Lulu Mowat (mother), Toronto.
Nicol, Albert, Pte.; James Nicol (father), 350 Edwards Ave., The Pas, Man.
Ross, John William, Pte.; Ham-

ilton, Ont.; Mrs. Beda Ross (mother), Holloway, Ont.
Kefalas, George Peter, Pte.; Mrs. Catherine Kefalas (mother), Guelph, Ont.

LAKE PIONEER
The Griffin, built nearly 300 years ago, was the first large cargo schooner on the Great Lakes.

ANCIENT ART
The first book purporting to explain dreams was written more than 2,000 years ago.

FAMOUS EDIFICE
The name "Taj Mahal" for the great shrine in Agra, India means "Gem of Buildings."



LOW-PRICES-CALL-THE-TUNE

FALL FOOD FESTIVAL

Here's a food sale that will have the customers "dancing in the aisles" because low prices call the tune at our **FALL FOOD FESTIVAL**—a storewide bargain jamboree featuring a vast variety of deliciously good foods to thrill and fill healthy fall appetites. So swing to savings at **CO-OP SUPER MARKET** this week. Fill your basket. Stock your pantry. You've never seen so many low prices in one place before!

The Economical Dish—
CHICKEN HADDIE, 2 tins for 39c

Mayfair — 12 oz. tins
SPICED BEEF, tin 37c

Bluebird Quality
TOILET TISSUE, 3 rolls for 29c

Maritime—iodized
SALT, reg. round box, 2 for 19c

Quality — 8 oz.
WET MOPS, each 69c

Red California Tokay
GRAPES, 2 lbs. for 29c

Young Green
CABBAGE, each 15c

New Island
CRANBERRIES, per lb. 18c

Giant Table
ORANGES, 6 for 35c

Sweet
POTATOES, 2 lbs. 25c

Planters—16 oz. Jars
PEANUT BUTTER, each 47c

FREE—3 Planters Peanut 7c Bars with every Jar.

Quality Meats

Grocery Dept.

Fluffo
Shortening, 3 lbs. \$1

Silver Seal
Molasses, qt. ... 33c

Thrifty Pak — 15 oz.
Peas, 2 for ... 25c

Robin Hood
Cake Mix, pkg. . 28c

Maple Leaf
Pure Lard, 2 lbs. 49c

3 Lb. Tins
Crisco, tin ... \$1.49

Machine Sliced
Bacon, lb. 69c

Sweet Pickled
Cottage Rolls, lb. 69c

D. & F. Style
Sausages, lb. 55c

Fresh Tasty Island
Salmon, lb. 69c

Fresh Ground
Hamburg, lb. 71c

Household Supplies

Consumers — 12 oz.
Cranberry Jelly, ea. 19c

For the Laundry—Sunlight
Soap, 2 for 21c

Cupswell — Fresh
Coffee, lb. 99c

Best Quality
Co-Op Tea, lb. . 89c

White or Brown — Loaf
Co-Op Bread .. 15c

1 lb. Baby Roll
Cheese, each .. 49c

1¢ SALE

MEDIUM

IVORY SOAP 1¢

WHEN YOU BUY

OXYDOL AT REGULAR PRICE

YOUR CO-OP STORE

"SHOP CO-OP"

FREE DELIVERY CHARLOTTETOWN PHONES 2807 - 2808 FREE DELIVERY