



Satisfaction
... in a better cup of tea!



MORSE'S
Standard
TEA

Shine Silver
with
SODA

Cover bottom of large enameled pan with aluminum foil. Add 1 teaspoon soda to each quart of water, heat to boiling. Immerse silver so it touches foil. Tarnish disappears quickly. Rinse thoroughly and dry with soft cloth. For a high lustre, polish with a thin paste of soda and milk applied with soft cloth.

COW BRAND
BAKING SODA

CONFIDENTIALLY YOURS
by *Byron Hope Sanders*

MONTREAL, September 30th—That dream of tomorrow... for the home equipment that builds fine family living... can be a reality of today... through the medium of the IAC MERIT PLAN. It's so wise to have the satisfaction of important pieces of household equipment when your family is young—that's when you need them most! Industrial Acceptance Corporation helps you to plan your buying and pay for your major purchases out-of-income as you enjoy their use. The IAC Merit Plan is Canada's most used instalment buying plan. When you are considering major purchases—electric refrigerator—automatic washing machine—other essential, up-to-date equipment for the home—or a family car... ask your dealer to tell you about this time-tested, thrifty buying plan—used and approved by so many Canadian families.

With a Happy Hint Of Autumn In The Air, it's just the right kind of a day for a walk. But walking's no fun when a painful corn (or callus) has you tense and frowning. So take my advice... try new BLUE-JAY Corn Plasters with Phenylum. That's the new medication that gets under your corn and helps push it out from underneath... the first really new medication for corns and calluses in over seventy years. In actual tests, Phenylum went to work 33% faster, worked 35% more surely than any other leading remedy. Easy to see why three out of four corn sufferers say it's the best news in years! You'll agree!—ask for Blue-Jays with Phenylum at your favourite drug counter today.

Every Woman Likes To Share... interesting cooking tips. I've made a discovery which I believe will help you too—you can cut down on your food budget by using DAINTY RICE almost daily... as a vegetable, in stews, as a stuffing for chicken with Phenylum. That's the new medication that gets under your corn and helps push it out from underneath... the first really new medication for corns and calluses in over seventy years. In actual tests, Phenylum went to work 33% faster, worked 35% more surely than any other leading remedy. Easy to see why three out of four corn sufferers say it's the best news in years! You'll agree!—ask for Blue-Jays with Phenylum at your favourite drug counter today.

Another Freedom! Oh, Happy Day... with beautiful new holiday this year? Or, like so many of us, did you find there just wasn't enough money to go away on? Wouldn't it be a good idea to open a savings account at your nearest branch of the BANK OF MONTREAL and make sure of a healthful holiday next year? If you make up your mind to follow through on such a plan—to put aside a few dollars every pay day then, oh, happy day!—you'll have the money next year! People who know the facts tell me that there's nothing more important than a good holiday for general health and welfare. So—call on your B of M now... Open a Sunshine Account and start to save for that Holiday Ahead!

Does Your Husband Have A Special, sort of distinguished look when he puts on a fresh white shirt? He can, you know. The secret is as simple as this—Laundry Blue. Laundry Blue works differently than other products. Soaps and detergents—regardless of their colour—take out dirt. Bleach takes out stains. But Laundry Blue actually adds whiteness to your white clothes. In your rinse water, Laundry Blue becomes millions of tiny particles that weave through your clean clothes, catching light like miniature sequins—to give them new, brilliant whiteness. It works in an instant. Get RECKITT'S BLUE.

It's Such A Satisfaction... to have absolute certainty that whatever type of dress you're wearing—there's no possibility of underarm offense when you use the new FRESH CREAM DEODORANT. Your most fragile frocks are protected with Fresh—because this really effective deodorant not only keeps the underarms dry—but stops any odor, too. New Fresh has the exclusive "Moisture-Shield" formula which is your assurance of immaculate daintiness. As you head into the busy days of Autumn, with many activities in over-heated centers—do know this satisfaction which Fresh brings you. New Fresh is so light and fluffy—never gritty and simple to use—so use it every day and be certain of your freshness!

Accidents Through Home Hazards

By ELEANOR ROSS

YOU can be hurt in more ways than by falling off a stepladder! In case this is any news to you, here are a few favorite methods by which the housewife manages to injure life and limb: falling to light stairs properly, sprinkling the unmarked poison that looks just like flour into the stew; washing windows outside while sitting on the sill without any protection from falls; touching electrical equipment with wet hands—well, that's just a starter—there are lots of ways.

Little Known Dangers
Even less well known are the hazards which occur because of unsanitary conditions in the home. These include dishes and other kitchen utensils which are not quite clean; hands that have not been washed frequently enough, and the refrigerator or stove which harbors contaminated food. Not dramatic perhaps, but quite dangerous.

Difficult to Achieve
Real cleanliness is hard to come by. It takes constant vigilance. Yet, without becoming a nervous wreck over the matter, the housewife can maintain a reasonable degree of sanitation in her home. She should begin with scrupulously clean hands. Scrub them with a nailbrush and fairly hot water and soap. Act as though you're a surgeon. In a sense you are, if you have youngsters to clean, feed and inspire. Colds and other ailments are frequently transmitted to other members of the family by Mother!

Spotless Kitchen
Equally important are spotless kitchenware, well washed dishes

and clean working areas. The kitchen floor should be well scrubbed, too. Dust and germs magnify with traffic. Just walking around is enough to stir up a soupcon of dust, you know. For thorough dishwashing, scrape and stack dishes, then fill dishpan or sink with plenty of hot, thick suds, as hot as the hands can stand. If you use one of the modern dishwashing hose attachments, equipped with brush end and soap dispenser, you can use hotter suds. For a really professional job, rinse your kitchen gear with even hotter water than your hands find comfortable, pouring the rinse from a kettle or spray. See that the dishpan suds don't become too cool.

Cracked and chipped ware should be tossed out unless you can make use of it in an ornamental way to hold plants or the like. Such surfaces are likely to hold food particles and bacteria, so it's a wise precaution to eliminate them.

Other Precautions
After stove surfaces have cooled, go over the top with a soapy cloth. Keep the oven free from crusted food and grease. Wash your refrigerator once a week. The bathroom should always be kept immaculate. Don't leave an assortment of scrubbing rags dangling from pipes under the sink. Scrub out your cleaning cloths and let them dry out on the line before further use.

Most important of all, perhaps, is nursery cleanliness. Children love to play on the floor. Make sure it is not a place where germs may lurk. Washable floors, walls, furnishings and toys are, in reality, good health insurance, because they can be kept scoured without much expense or effort.

Baked Ham Steak

1 - 1 inch slice uncooked smoked ham (about 1 1/2 lbs.)
2 tsp. dry mustard
1/4 cup brown sugar
2 tsp. vinegar
10 whole cloves
1/4 cup apple juice.
Trim the rind off ham and place in shallow baking dish. Mix mustard, sugar and vinegar together and spread over ham; stick with cloves. Pour fruit juice around meat. Bake, uncovered, in a moderately slow oven, 325 degrees F. until tender—50 to 55 minutes. Yield: three servings.

Rice & Cabbage Casserole

2 lbs. butter or margarine
1/4 cup chopped onion
1 tsp. salt
1/4 tsp. pepper
1 cup uncooked rice
2 1/2 cups water
3 lbs. catsup
4 liberal cups coarsely shredded or thinly sliced cabbage.
1 cup grated American cheese.
Method: In a 2-quart baking-serving casserole, place the butter or margarine, onion, salt, pepper, rice, water and catsup. Top with

cabbage. Sprinkle the salt over the cabbage. Cover the baking dish and place in a 350 degree F. oven for about 50 minutes or until the rice has absorbed most of the water and is moist and tender but not dry. Uncover. Sprinkle the cheese over the cabbage. Place under the broiler and broil until the cheese melts and browns. Serve immediately. This recipe makes 10 servings.

TOPS in tangy taste!
Barbour's
PREPARED
MUSTARD

Continued from page 8

ELLEN'S DIARY

now bears that name. "We're narrowing it down, Ellen," James said of the harvest this evening. "A few days more of good weather... There's that bit of late grain out Home to be cut, a little more to thresh here and at the other farm; and that will straighten the harvest away... I hope, Ellen," a new thought came to mind, "you are not carrying grain to the fowl these days? No, I didn't think you would, with so much from the threshing for them to pick up about..." What plenty there is now for beast and bird as Autumn gives of her stores.

An autumn night now, graced with quiet stars and a little musical wind and solemn, to sing we think

Perfection ICE CREAM
IN BULK
GALLONS
HALF GALLONS

THERE'S EXTRA NOURISHMENT IN BUTTER-NUT BREAD AT YOUR GROCER'S TODAY

For Healthy Growth Butter-Nut Bread Supplies...

Protein Energy
Calcium Iron
Vitamin B Phosphorus
Vitamin B Nicotin

Ask your Grocer for FREE Growth Chart and Growth Record.

Whee! Surf's BLUE!

Saves Bluing...
soaking and bleaching, too

At last a really new kind of blue detergent! A truly scientific detergent with powerful anti-yellowing, anti-graying action that gives you whitest washes ever, without adding a drop of bluing or bleach. Saves soaking, too. Sky-Blue Surf bursts into oceans of white suds that let you just wash and hang up white!



Yes, it's goodbye and good riddance to three time-wasters—soaking, bleaching and bluing! And "Welcome" to the most dazzling sheets, towels and shirts you've ever laid eyes on. Even old bluejeans and work-clothes come clean clear-through... and sweet-smelling.

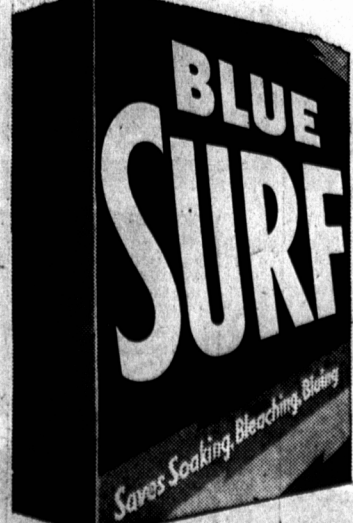


Extra money for the piggy bank when you don't need to spend it on bleaches, bluing. Spend less for linens, too. They wear far longer without bleach to weaken fibres. Next washday why work overtime? Take on the greatest time-saving helper yet—new Blue Surf.



New BLUE SURF

just wash and hang up **WHITE**



BIG Food Buys
FOR THE BUDGET-WISE!

- SHOULDER ROAST BEEF Lb. 39c
- BACON, lb. 55c
- SWEET PICKLED PORK HOCKS 19c
- Palmolive Soap, 4 bars 33c
- York Peaches, 20 oz., 2 for . 45c
- Purex Tissue, 2 for 25c
- Kleenex, 2 for 35c
- "HEINZ" KETCHUP 29c
- VINEGAR, gal. 95c
- York Tumbler PEANUT BUTTER 29c

- SOUP'S ON! Campbell's**
- TOMATO, 2 for 25c
- CHICKEN with RICE, 2 for . 35c
- CHICKEN GUMBO, 2 for .. 35c
- VEGETABLE BEEF, 2 for ... 35c
- NEW DOMESTIC 2 LBS. 55c
- "GRAVE'S THRIFTY PACK"
- Wax Beans, 20 oz., 6 for .. 98c
- PEAS, 20 oz. 5 for 98c
- Pork & Beans, 20 oz., 5 for . 98c
- KAM, tin 45c
- Small ONIONS, 10 lbs. 39c
- 50 lb. bag 1.75
- Dog and Cat Food CHUM, 2 for 23c



Now in Stock! Year Old "CHEESE"



2 for 65c
69c

SHOP AND SAVE

FREE DELIVERY DIAL 8589
AJ.ZAKEM'S
THE BEST SHOP TO SHOP BEST!