

Next time Try

FIVE ROSES

VITAMIN ENRICHED FLOUR

On Sale at your Grocer

For Over 50 Years
Canada's Favourite
ALL-PURPOSE FLOUR

IT'S OVEN TESTED

it's OVEN TESTED

BETTER IN COFFEE

...3 ways

- 1 RICHER FLAVORED**
Because it is milk double concentrated... homogenized... and specially heat refined, Carnation gives coffee a richer, more tempting flavor. A flavor that millions prefer to cream in coffee.
- 2 SMOOTHER, CREAMIER TEXTURED**
Carnation's strictly controlled methods of processing produce evaporated milk that looks like heavy cream... pours like heavy cream... whips like cream. Naturally Carnation gives smoother consistency and better flavor to coffee.
- 3 HALF THE PRICE OF CREAM**
Though it makes coffee so smooth and creamy—though it gives coffee such wonderful flavor—Carnation costs only half as much as cream. Try it! Discover why more Canadians use Carnation in coffee than all other brands of evaporated milk combined.

"I SAY MY WIFE SERVES THE BEST COFFEE IN TOWN— SHE SAYS IT'S THANKS TO CARNATION"

"from Contented Cows"

"How about You Mom?"

... you want your youngsters to be full of life, strong, healthy? Then give 'em Scott's Emulsion daily, and watch! Yes, Scott's helps your children grow up strong, develop sound teeth, strong bones. It contains natural Vitamin A & D, plus oil and added minerals! Acts fast, tastes better. 148,000,000 bottles sold—Scott's Emulsion is dependable.

SCOTT'S EMULSION
HIGH ENERGY TONIC

Barbara Brent's **BUYS AND WHYS**
A WEEKLY INFORMATION SERVICE

MONTREAL, December 3rd—I call it a "streamlined" cereal... it's so quick and easy—yet so right in every way! Yes... 5 Minute "CREAM OF WHEAT" streamlines your figure—because as dieting authorities say, a good cereal at breakfast gives you energy and keeps you from getting over-hungry during the day—and thus over-eating!

Streamlines getting breakfast—because it cooks to perfect smoothness in five minutes of boiling. And "Cream of Wheat" streamlines your problem of getting the whole family to eat a good hot breakfast—everyone enjoys it so much. Look for the package with the familiar trademark "Cream of Wheat" and the smiling chef—both trademarks of Cream of Wheat (Canada), Ltd. and Reg. Canadian and U.S. Pat. Off.

Did You Ever Stop To Think how much color harmony adds to our modern standards of gracious living? The FACE-ELLE people must have known this when they introduced tissue handkerchiefs in dainty pastel colors. These tissues are beautifully boxed in a smart tweed design and with a cellophane window showing the color inside. (You ask for "Face-elle en Pastels.") And I've also discovered a wonderful bathroom tissue that comes in a variety of tints to match the color scheme of your bathroom. It's Nancy Triple-Soft Tissue—"Triple Soft" refers to the 3-ply thickness of this deluxe facial quality tissue. You can identify Nancy Tissue by the wrapper with the distinctive red ends.

Let A Famous Chef do your cooking for you. Let the Heinz chef take over in your kitchen these busy December days. Serve HEINZ OVEN-BAKED BEANS as a main dish or an ingredient—in dozens of different ways. Heinz chefs take no short-cuts with their famous beans. They're delicious. Baked until every golden-brown morsel is ready to burst with tenderness—then steeped in spicy sauces. No wonder Heinz Oven-Baked Beans are such a family favourite... all five varieties—Heinz Beans with Pork, Beans in Tomato Sauce, Boston Style Beans, Beans with Sliced Wieners or Red Kidney Beans with Pork.

Hit Of The Year... at many thousands of breakfast tables, is the spectacular new INSTANT CHASÉ & SANBORN COFFEE. Mothers are pleased as punch—because there's no more of the bothersome details of making coffee the old-fashioned way. The family's happy—because each member can have "coffee" (custom-made) as they like it—strong, medium or mild—and 100% superb coffee in each case! Everybody is happy because of the money saved. Out of a regular jar of Instant Chase & Sanborn Coffee—you make about the same number of cups as from a pound of regular ground coffee—saving up to 40¢ a pound! See why it's such a hit?

It's What The Well-Dressed Man will be wearing in '54... so do be sure to Christmas-gift your husband with a B.V.D. NYLON TRICOT SHIRT. He'll be proud to wear it just what he wants for Christmas! Made of comfortable, good-looking nylon tricot—with fused nylon collars and cuffs that never wilt—B.V.D. Nylon Shirts always look neat and trim—without ironing. Just think of the time and money you'll save! Laundering's no problem at all... just a quick rinse, wait awhile, and the shirt is ready to wear. So take my tip. Get your husband a handsome, long-wearing B.V.D. Nylon Tricot Shirt for Christmas (\$12.95 in blue, tan, grey or white).

Chest Colds Can Be Treacherous! That's why there's no argument in our family! Whichever member of the family gets one, is put to bed, and the ever-comforting, ever-reliable MENTHOL-ATUM taken from its star position in the medicine cabinet. Smoothed liberally on throat, chest and back—it's massaged in until the skin is glowing. Then a well-warmed flannel cloth... and soon, soon, Mentholum's fast-acting ingredients are helping to loosen tightness and ease soreness. Inflamed bronchial passages are soothed by its medicated vapors. Send for a GENEROUS FREE SAMPLE yourself—right now! Write Barbara Brent, 1411 Crescent St., Montreal, P.Q.

Isn't It A Pleasure To Count On A Product—and never be disappointed? The new, improved BIG FIVE CLEANSER is in that class for thousands of homemakers. Its soft fragrance leaves sinks and tubs wholesomely clean... Big 5 cleans, disinfects and polishes, as well as cleansers which sell for almost twice the price. The wonderful economy of this new Big 5 Cleanser is due to unique manufacturing methods. I find the ready-punched holes a great convenience, too, under the blue disc at the top of the can. (Have you tried Big 5 odorless JAVEL POWDER? It softens the hardest water and is safe for delicate silks and nylons too.)

"Dressed For A Party" means the same thing for a little girl, a teenager, a business girl, or you yourself—everything must be perfect! Yet I've seen the smartest outfits ruined by poor zippers. That's why it's so all-important to use LIGHTNING FASTENERS in your party costumes. They come in a range of colours to match all the lovely new shades—and in styles to suit delicate silks, velvets and satins. Every Lightning Fastener has the famed "automatic lock"—it stops just where you want it—yet slides easily under the touch of your fingers. For Party Perfection—use Lightning Fasteners, every time!

TUFFY

MAGIC AID TO DISHWASHING

Aide magique au lavage de vaisselle

let

TUFFY

help to do your dishes!

Tuffy, the new non-metallic "wonder-mesh" can help you do your dishes faster, easier. Tuffy removes baked-on hardened food in next to no time. It removes sticky, gummy foods with ease. And it won't scratch fine china or silverware. It makes dishwashing simpler!

TUFFY rinses clean under the top, stays clean.

TUFFY gets rid of mossy old-fashioned dish rags, mops, scrubbers, brushes.

TUFFY is immensely strong, yet kind to your hands. Its patented mesh construction removes greasy, sticky, or hardened foods, easily.

for help with the dishes—try TUFFY!

TUFFY WONDER-MESH—TRADE MARK REG. PATENTED 1952—TUFFY OF CANADA LIMITED

ORDERED REST

LONDON, (AP)—Brig. Sir John Hunt, who led the party that conquered Mt. Everest last June, has been ordered by his doctors to cancel all engagements and take a complete rest. The 42-year-old soldier has been on a lecture tour since returning home from the Himalayas.

Stanhope W. I. Mark 25th Anniversary

Seaside Inn at Stanhope was the scene of a banquet when Stanhope Women's Institute celebrated their 25th anniversary on October 2. The dining-room was tastefully decorated with the Institute colors, blue and gold. After president Mrs. Patrick Horgan presented a white carnation corsage to each of the 11 chartered members, they were escorted by the non-chartered members to their respective places at the head table, beautifully decorated and centered with a three-tier birthday cake in blue and gold. After all had feasted sumptuously, Mrs. Alvin MacLauchlan, toastmistress, called for a toast to "The Queen", responded to by singing "The Queen". Mrs. Horace Marshall was then called on to give the toast to the chartered members which was responded to by Mrs. Thomas McCabe who spoke of her happy association with the Institute for the past 25 years and felt assured that the next 25 years would be just as happy and successful.

Mrs. Harry MacLauchlan proposed a mirth-provoking toast to the men, responded to by Mr. Patrick Horgan who spoke of the good work the Institute was doing and has done, especially through the war years, and wished them many more successful years. A two-minute silence followed in honor of departed members.

The birthday cake was cut by the 1928 vice-president, Mrs. Aeneas MacDonald, and the 1953 president, Mrs. Horgan. Music was later provided and a social time enjoyed.

ST. MARGARET'S W. I.

The annual meeting of St. Margaret's Institute, was held on Nov. 17, at the home of president, Mrs. John J. MacDonald.

There was an attendance of seven members and two visitors. Members answered the roll call by paying annual fees.

All officers were re-elected. The financial report showed an amount

KING COLE TEA

ALWAYS at flavour peak!

CUT YOUR FOOD COSTS

FOWL, GRADE "A", lb.	39c
ROASTING PORK, lb.	47c
WIENERS, lb.	39c
PET FOOD, 6 tins	35c
Fresh Pitted DATES, 2 lbs.	29c
Seedless RAISINS, 2 lbs.	39c
Seeded RAISINS, 15 oz., 2 pkgs.	55c
COLGATE SOAP, 4 cakes	29c
NYLONS, 45 gauge, 15 denier, pr.	99c
SUGAR, 10 lbs.	89c
BROKEN PEKOE TEA, lb.	65c
CARNATION MILK, 6 tins	87c
New ISLAND HONEY, lb. ctn.	25c
Choice Quality TOMATO JUICE, 2 tins	25c
Choice Quality CORN, 20 oz., 2 tins	33c
Choice Quality PEARS, 20 oz., 2 tins	43c

VATCHER'S GROCERY

38 ELM AVE. DIAL 6583 6584

CANDY Over 25 Varieties priced from 35c per lb. and up

CHOCOLATES Boxed, Top Quality, priced from 95c per lb. and up

Large Florida ORANGES, 2 doz. 75c

Large FRESH GREEN BEANS, lb. 25c

Large GRAPEFRUIT, 3 for 25c

Large PEARS, doz. 59c

To aid you with your Christmas Shopping we carry an assortment of Christmas Cards, Wrapping Tissue, String, Christmas Scotch Tape, Gift Suggestions, Toys, Tree Lights and Decorations.

FREE When ordering your groceries or at our store ask how you can "Build A Set" of Sterling Flatware at no extra cost to you. See this beautiful Silverware on display here now.

Surface Softened

750 SHEETS

WHITE SWAN

tissue

Surface Softened means a softer, gentler, more absorbent tissue

LISTEN! YOU CAN HEAR IT'S SOFTER!

SHOUTS "HARSH"

WHISPERS "SO SOFT"

You can hear the difference! Take two sheets of any ordinary tissue, grasp between thumb and forefinger and rub together. Hear that scratchy sound? That means this tissue is far from soft. You can actually hear its harshness.

Now listen to New White Swan! Because it's "Surface Softened" you can scarcely hear it. Just a mere whisper that seems to say, "so soft, so soft"... and proves that New White Swan is so much softer... a better buy than ever!

GET "SURFACE SOFTENED" WHITE SWAN TODAY—AN'E. B. EDDY PRODUCT