

CONFIDENTIALLY YOURS
—By Byrne Hope Sanders



MONTREAL, September 29th—Bless his darling heart! ... Don't you sometimes find yourself spell-bound with the delight of your small baby? I know they can be difficult at times—but I know, too, that babies love **CERTIFIED AYLIMER BABY ORANGE JUICE**. This orange juice is very, very finely strained—so it will cause no feeding disturbance. It's made from sun-ripened oranges—and is very rich in Vitamin C. As we all know—babies must have orange juice—and it's a pleasure to urge you to buy this fine Aylimer product—one of a wide range of baby foods that are favorites everywhere, very low in cost, too!

Friends Of Mine ... who have new babies are telling me how much it means to be able to buy **FARMER'S WIFE**—the milk formulas prepared especially for infant feeding. Each baby can have just the right type of formula to suit each baby's special need. There's the **Whole Milk (Red Label)**, **Skimmed Milk (Yellow Label)**, or **Partly Skimmed Milk (Blue Label)**. ... Partly Skimmed Milk is a high protein, low-fat concentrate; milk with Vitamin D content increased and is used by practically all hospitals and pediatricians. Make sure that your baby gets the best—your baby's own result!

One Of The Joys ... in life, seems to me, is a piping-hot cup of coffee, and good talk shared with people one loves. ... And—seems to me also! ... there's nothing like **INSTANT CHASE & SANBORN COFFEE**, made with the unique know-how of 100 years coffee experience. "Aren't you enjoying Mr. Chase's 'Know-how plus my matchless brewing—that's the secret'?" ... "Come now," says the gentle Mr. Sanborn, "You can't forget the **top-quality beans** we use! It's **house-roasted**—the way we can buy! That's the secret!" ... Right, Sirs—to both of you, I think. For it's fine brewing and fine beans and fine experience that has made **Instant Chase & Sanborn** so very popular.

Ready For The Winter Months? They're coming—fast! Only a few more weeks to do those outside repairs or improvements to the house. And there's no need to let them slide because you lack the ready hand ... get the man of the house to go with you to your **BANK OF MONTREAL** about a **Home Improvement Loan**. H.I.L.s at the B of M are inexpensive—only 5 1/2% interest per annum—and you can pay them back in monthly installments. So, if your roof or chimney needs a repairing, if you want insulation to protect your family, and save on your fuel bill—if a garage is in your plans—in fact, for any worthwhile home improvement—a B of M Home Improvement Loan is the practical, low-cost answer.

Nothing So Satisfying, seems to me, as a sense of pride in the housework we've done. When laundry is snowy-white and beautifully ironed, there's a pride in our skill that's priceless! One way to be sure of this pleasure in ironing, is to use **GLIDE LIQUID STARCH** week by week. It's so simple—just add water to Glide, hot or cold. That's all! There's blue in Glide to add whiteness, and wax to smooth your ironing. ... As the days darken into Autumn—you'll find that Glide makes a wonderful difference in your laundry! Use it for cottons, curtains, house dresses, youngsters' clothes. Buy it in the 32 oz. or 64 oz. giant economy size—today!

Do Take My Advice! ... Just try the delicious whole grain cereal with the extra wheat germ added—**BREX**. I'm sure your family will like its pleasant, nutty flavor. It's good to know that while you're appreciating its taste—you're getting the precious B vitamins ... and other essential nutrients which **Brex** contains. You can cook this fine cereal in only three minutes—so there's no problem at all to serving to your family however rushed your breakfast is. Look for the attractive blue package—which gives many, many attractive ways for serving **Brex**—in meat loaf, or muffins, for instance.

French's MUSTARD
does something Wonderful for sandwiches!*



***HERE'S THE SECRET!**
CANNED MEAT SANDWICH SPECIAL!
1 can luncheon meat, chopped. 2 1/2 cups chopped sweet pickle. 3 tablespoons French's Mustard. 3 tablespoons mayonnaise in a bowl and combine ingredients in a bowl and mix thoroughly. Yield: Filling for 4-8 sandwiches.
French's Mustard makes many other sandwich fillings extra tasty. Creamy golden French's is the spicy tang that hungry families go for!

HOME-SQUEEZED ORANGE JUICE IS better for baby...
You know it is absolutely pure and fresh ... with all the goodness—all the Vitamin C that nature put there.

Sunkist
TREE-FRESH VALENCIAS from California and Arizona

SPRINGFIELD W.I.
For their Sept. meeting the members of Springfield Women's Institute met at the home of Mrs. Andrew Hughes. Following the singing of "Believe Me if All Those Endeavouring Young Charms" and repeating the Mary Stewart Collect in unison nine members answered Roll call by displaying and giving a short sketch of a famous painting. Five visitors were welcomed.

Routine business was discussed, reports from various committees and correspondence read. This included a receipt from the Red Shield Drive acknowledging \$41.50 which was collected by the district by W. I. members. The sum of \$5 was voted to be paid to the Cancer Society, \$2 for membership in the Historical Society and \$1.00 for purchase of Dent's Atlas for the school.

Mrs. George Dunning and Mrs. Keith Mayne, delegates to the Annual Convention, gave interesting reports of the two day's sessions. Mrs. Geritt Loo, Art Conventor, conducted the program in a most interesting manner, taking as her subject, "Art from Pre-historic Days to the Present." An entertaining contest "Draw your Own House" was won by Mrs. Ivan Lambe. A display of antiques revealed many treasurers and of special mention was a sampler worked in 1830 by Louisa Strong aged 7 years, great grandmother of the secretary, Mrs. John Hickox.

The next meeting is to be held at the home of Mrs. William Haslam. Following the singing of the National Anthem, lunch was served by the hostess and committee in charge.

Alma
Mrs. Hattie Cunningham of Boston, Mass., is visiting relatives in Alma and Elmsdale. Sympathy of this community is extended to the widow and family of the late Peter Gavin, whose death occurred in the Western Hospital on Monday, September 19. Miss Eva Jeffrey invited the members to her home for the

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and whose funeral took place from St. Simon and St. Jude Church, Tignish on Thursday, September 22. The September meeting of the Alma Women's Institute took place at the home of Mrs. Waldron Barbour on Thursday, Sept. 22. Miss Eva Jeffrey invited the members to her home for the October meeting. Miss Ethel Barbour, Montrose is attending business college at Charlottetown. Mr. and Mrs. Dan Horne have returned to their home in Worcester, Mass. after visiting Mr. Horne's sister, Mrs. John E. Mountain, Alma, and other relatives in Elmsdale.

BIG FOOD SAVINGS!

Retail Merchants Association Limited
List Of Independent Dealers
PRINCE

- *Arsenault, J. Harold ... Summerside
- *Bernard, E. B. ... St. Eleanors
- *Brown & Baglole ... Richmond
- *Burleigh, L. A. ... Ellerslie
- *Burns, Ralph R. ... Freetown
- *Brown and Meek ... French River
- *Cossain, Alvin ... Cape Wolfe
- *Cotton & Rogers ... Kensington
- *Dixon, S. D. ... Tryon
- *Doucette, Aylre ... Summerside
- *Ellis, W. G. ... Springfield West
- *Foley, Alfred ... Alberton
- *Foley, John ... Bloomfield
- *Gaudet, J. P. ... Richmond
- *Gaudet, Alfred ... Miscouche
- *Gaudet & Son, Mark ... Summerside
- *Hardy, Edgar ... Cape Traverse
- *Jenkins Groceries ... Summerside
- *MacCaull, P. M. ... Ellerslie
- *MacCaull, Ralph ... Carleton
- *MacNeill, Carmen ... Tyne Valley
- *MacNeill, Claude ... O'Leary
- *Matthews, K. R. ... Elmsdale
- *Myricks Alberton Ltd. ... Alberton
- *Nisbet, Thomas ... Tyne Valley
- *Noonan, J. A. ... Alberton
- *Phillips, H. E. ... Freland
- *Palmer, H. L. ... Roseville
- *Platts, F. L. ... Scarletown
- *Richard Antoine ... Mt. Carmel
- *Shea & Son, F. J. ... St. Louis
- *McLean, W. S. ... Kensington
- *Malpeque Trading Co. ... Malpeque

QUEEN'S

- *Bowman, W. I. ... Hunter River
- *Court & Son ... Bedford
- *Cummings, D. R. ... Vernon
- *Cudmore, E. M. ... Oyster Bed Bridge
- *Dickieson, R. L. ... New Glasgow
- *Ellis Brothers ... Central Royalty
- *MacEwen, W. M. ... New London
- *MacLean Grocery ... Winsloe
- *MacKay, K. R. ... Stanley Bridge
- *Canfield, Parker ... Crapaud

KING'S

- *Dingwell & Rossiter ... Morell
- *Francis, John H. ... Bay Fortune
- *MacDonald & Co., J. A. ... Cardigan
- *Matthew & McLean Ltd. ... Souris
- *Mathew & McLean ... Bridgetown
- *Poole, P. G. ... Souris
- *Stewart & Beck ... Montague
- *J. A. MacLean ... Montague

Customers of General Stores (R.M.A.) are advised to watch for "unadvertised specials". Dry goods, Footwear, Hardware, etc.

COLLECTIVE PURCHASING INDEPENDENT MERCHANDISING BUY AT YOUR R. M. A. STORE

Thursday - Friday - Saturday
September 29th, 30th October 1st



KAM Superior Sausages lb. 43c
TIN 43c Maple Leaf Bologna lb. 28c

Maple Leaf Bacon rindless lb. 65c
Crispy Crust Lard 2 lbs. 39c

NO COOKING — HOMOGENIZED NEW ROYAL INSTANT PUDDING
6 FLAVORS
3 for 39c

Crimson Gravenstein APPLES
2 doz. 65c

PURE BARBADOS "SILVER LASSES" MOLASSES
Quart 33c

Reg. SIZE 3 cakes 25c

Campbell's TOMATO SOUP
2 Tins 25c

PROCTOR & GAMBLE

cheer **BONUS**

WITH FACE CLOTH

Reg. pkg. 39c Reg. pkg. 42c

Sunlight
2 cakes 25c

KRAFT CHEEZ WHIZ
8 OZ. JAR 37c

EXTRA 24 OZ. 65c

MAPLE LEAF DETERGENT

24 LB. PAPER BAG 1.67

Robin Hood
ALL-PURPOSE FLOUR

MONARCH Cake Mix DEAL
1 Chocolate and 1 Golden 57c

York PORK & BEANS 20 OZ. 2 tins 37c
McCready's CHOW NEW PACK 24 OZ. 37c
SALMON, Fancy Keta lb. tin 39c
Kellogg's CORN FLAKES Large 2 pkgs. 49c
ZIP DOG FOOD 2 tins 23c

32 OZ. 29c

Oak Leaf Tomato Juice 20 OZ. 2 tins 29c
Oak Leaf Tomatoes NEW PACK 28 OZ. tin 21c

GRAPEFRUIT
large 4 for 29c

ORANGES
288's cello 2 doz. 65c

BANANAS
2 Lbs. 37c

Johnston's PASTE WAX 1-3 extra 59c
Christies PikNik Cookies ASSORTED PACKAGE 37c
Tasty Pak Peas, ls. Grown 20 OZ. 2 tins 31c

SHIRRIFF'S ORANGE Marmalade
24 OZ. JAR 47c

Sodas or Milk Lunch Lb. Pkg. 31c

Lipton's Chicken Noodle Soup 2 PKGS. 25c