

Dairy Industry Plans Advertising

TORONTO, May 21—(CP)—Canada's dairy industry expects to spend more than \$300,000 this year in advertising to promote domestic interest in its product.

the Dairy Farmers of Canada, said the promotion program, expanded from last year, is necessary to the survival and growth of the industry.

"Even if we get a price that permits profitable production, we must also have the outlet for the sale of all we can produce," he said in an interview. "It is these factors that will encourage the producer to remain in business."

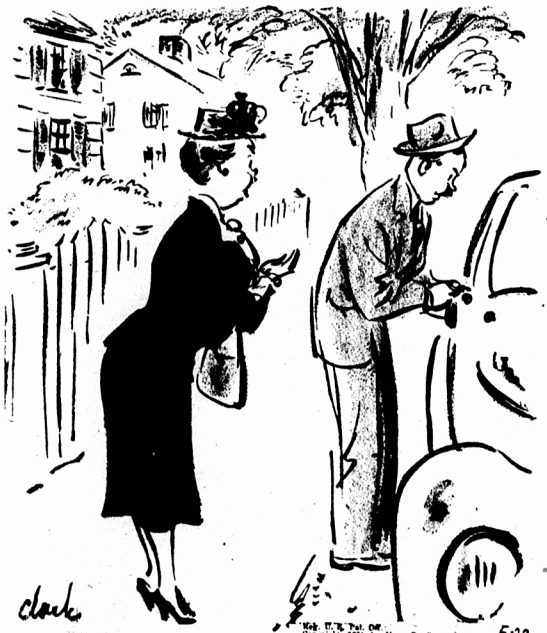
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Remember—only the BEST California oranges bear the Sunkist Trade Mark. Sunkist CALIFORNIA ORANGES Only the Best of the Best are stamped Sunkist

The Neighbors

By George Clark



"You could have agreed with them on the Truman-MacArthur thing. I'm always willing to listen to your views later."

...for sheer beauty plus complete weather and fire protection choose JOHNS-MANVILLE Durabestos Roof Shingles

You buy "freedom from worry" when you choose Johns-Manville Durabestos Shingles. Year in and year out, you'll have the comfort of knowing that they're absolutely fireproof and completely weatherproof. In over 40 years of actual use, not one J-M asbestos shingle has ever burned or worn out.



FREE! For colour folder on J-M Durabestos Shingles, see your J-M dealer or write Canadian Johns-Manville, Dept. N-12, 199 Bay St., Toronto.

M.F. SCHURMAN CO., LTD.

Kensington — Summerside — Charlottetown A COMPLETE BUILDING SERVICE

WHITE ROSE QUIZ

If you're average, how many hours a week do you work to pay Income Tax?

About 5 hours a week. But why worry? You can stretch your income by using heavy duty



WHITE ROSE MOTOR OIL because it KEEPS MOTORS CLEAN!

Barbara Brent's BUYS AND WHYS



MONTREAL, May 22nd—'I'll admit, I've experimented with some of those no-rinse chemicals on washday—but more often than not I had a pair of rough, red hands to show for it! That's why my experimenting days are over... I switched to DUS the day I discovered that it gave me such dazzling clean, white washes—and left my hands so soft and white, too! You see, Dus is a wise 'n' wonderful combination of rich, real soap and two active detergents. That's why it has such terrific cleaning power—yet is so marvelously kind to hands. That's why I urge you to change to Dus—for white, white washes without red hands! Get a Giant Economy-Size package of Dus next time you're shopping—see for yourself how Dus does everything!

Ever Have The Insecure Feeling that your money starts to sprout wings as soon as you get it? Dollars 'n' cents, these days seem to want to go soaring off into the blue—just like prices. You can't do much to keep prices from rising... but you can— with care—clip the wings of a few dollars each payday. How? Well, there's really no trick to it. It's mainly a matter of approaching your money in the right way—before it has a chance to take off. And the "right way" is the Personal Planning way. This BANK OF MONTREAL personalized-finance system keeps those fly-away dollars earthbound where they will do you the most good. Ask at your neighborhood branch of the B of M for your free copy of the booklet "PERSONAL PLANNING." That's the best start I know toward beating today's high costs.

Poor Husbands Are Bewildered In The Flurry on days when you clean house. But the poor dears won't really feel so neglected if your meals are always up to par. And I don't know of anything to give meals a festive air as quickly and easily as "Jell-O." No, the family won't cry "hard done by" when tempting, tangy Jell-O desserts that you've whipped up in minutes, are set before them. Serve Jell-O often... in salads or in desserts. There are seven wonderful "locked-in" flavors of JELL-O JELLY POWDERS to choose from. Send for the free Jell-O booklet of exciting recipes "Dessert Magic." Mail your request with your name and address to: General Foods Limited, Dept. A, Cobourg, Ont.

Yes, It's Fun To Experiment with the ingredients of salads—but not such a good idea to "experiment" with what goes into the dressing. I've found that salad dressings taste best when they're made with HEINZ VINEGARS—White, Malt and Cider. Try them! I'm sure you'll agree with me that they're just what you need in any salad. They have just enough vitality to heighten the flavour of each good salad ingredient—without dominating it. You choose the best fruits and vegetables for your salads—make sure that the dressing will do them justice—make it with Heinz Vinegars. They mean salads right out of this world for the year's favourite salad season!

M-m-m-m!... Such a lovely shade of nail lacquer! Yes, I agree with Jane—I'm thrilled with my PERLE DURA-GLOSS NAIL LACQUER! It's so sleek and colourful, so long-lasting and as fragrant as a June garden. Just try it! You'll notice that its perfume is excitingly evident when the lacquer is dry on your nails. And you'll love those ten lovely salon shades—one for every summer mood. Truly, for summertime glamour, I can think of nothing lovelier than this exciting new nail lacquer. It goes on so smoothly with its fine nylon brush. Ask for it at drug, chain and department stores—Perfumed Dura-Gloss Nail Lacquer (just 45c)—and Dura-Gloss Nail Polish (just 20c).

When It Comes To Moth-Proofing (and now's the time of year!)—I do just what the big woollen mills do... mothproof with LARVEX. No need to wrap and store winter clothes out of reach of moths. One Larvex spraying actually mothproofs the cloth for a whole year. And Larvex is "certain-sure". Moths will starve to death rather than eat anything treated with it! It's so quick—just spray the garment with Larvex and hang it in its usual place—ready for immediate wear—for there's no tell-tale odour at all! Larvex is inexpensive, too. Costs no more to "Larvex" a suit than to have it dry-cleaned!

Something Well-Dressed Women Should Know... the secret of keeping your wardrobe daisy-fresh—inexpensively. Here's how! Use ENERGINE CLEANING FLUID to remove grease spots—even fresh paint, tar or chewing gum—from fabrics of every kind. It's quick—it's easy—and it's so safe. For Enengine contains no acids nor caustics whatsoever... won't harm the most delicate fabrics or affect the colour of fast-dyed materials—leaves no tell-tale ring or clinging odor. Yes, Enengine is a real investment because it saves cleaner's bills—saves time and bother, too. For jiffy-quick, satisfying results, just follow simple directions. At drug and department stores for as little as 25c.

Is Your Family the kind that "skips" breakfast? Well, you can make breakfast a meal they won't want to miss—by serving luscious, smooth-as-satin 5 Minute "CREAM OF WHEAT"! It's so easy to prepare. Just five minutes of boiling and it's ready to eat—the delicious reason for coming to breakfast! And "Cream of Wheat" gives you Iron, Calcium and Phosphorus for diets deficient in these elements. No wonder the "Cream of Wheat" habit is such a good family habit—such a wonderful way to begin the day! Remember, the words "Cream of Wheat" and the smiling chef on the package are registered trade marks of The Cream of Wheat Corp. and Reg. U.S. Pat. Off.

Advertisement for St. Michael's Motor Oil, featuring a woman in a dress and the slogan 'The Best of British'.

Murder Is Forgetful

By WILLIAM BOGART

(Continued) CHAPTER IX

Who could have frightened Irene Smith that way? Certainly not someone she knew... Then he remembered that she didn't know these people. Because of her condition, members of her own family were total strangers!

Grinly, Johnny went forward until he reached the right angle leading into this wing. He preferred not to run up against his quarry in complete darkness. Given some light, Johnny Saxon was not afraid to tackle an opponent. In emergencies, he could be swift and agile and fearless.

He saw light glowing midway across the main hall. But he saw no person ahead of him. Of course the prowler, evidently familiar with the surroundings—more so than Johnny—had now had time to disappear into a bedroom or perhaps down the stairs. He realized that it could even be someone staying at the Smith place.

Reaching the top of the wide front staircase, Johnny almost crashed into Nick Walker, who was coming up. The big, shaggy-looking sportsman looked disturbed. Ice tinkled in the tall glass which he carried in his hand.

Johnny demanded, "Did anyone come down these stairs just now?" The man frowned, shook his head. "I got tired waiting for you, Saxon." He indicated the drink in his hand. "So I fixed myself a refill. I was just coming out of the pantry when I thought I heard someone running along the hall up here." He eyed Johnny curiously. "But it couldn't have been you. It was before you had reached these stairs."

"No," Johnny agreed. "I wasn't running."

"Then what?" "Where's Nancy?" "Out on the terrace, the last time I saw her. I've been down in the kitchen for about ten minutes. Incidentally, here's your drink. It got warm, so I freshened it up a bit."

Prince of Wales College Alumni ANNUAL MEETING

FRIDAY, MAY 25th, 1951 AT 7 P. M.

Following the business meeting, a reception for all Alumni will be held in the Auditorium and refreshments will be served.

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Registration form with fields for Name, Maiden name, Present address, Occupation, Years in attendance, Home address, and Enclosed amount.

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P. O. BOX 307 Charlottetown, P. E. I.

Johnny grabbed the proffered drink and gulped it down. "Thanks, and I could go another in a little while. Also, you'd better stay close to Nancy." "Why, what's wrong?" The big man looked worried. "Someone's prowling around. I don't know." Johnny swung away from the newel post and moved along the hall again. Without ceremony, he started flinging open bedroom doors and snapping on lights. The first two rooms were in darkness. He searched them swiftly, found nothing. The next room was one from which light had angled onto the long outside balcony. A white-gowned figure was on its hands and knees on the floor. Johnny quickly recognized the thatch of bushy white hair. It was elderly Grandpoppa Smith. The old fellow was kneeling down like a Moslem facing the East at prayer time. He was using a big magnifying glass to scrutinize something on the rug. "Hey," said Johnny curtly. Grandpoppa Smith looked over his shoulder. Then Johnny saw several large brightly colored stamps spread out on the rug. The old man was examining them carefully. Another one of his hobbies, obviously! (To Be Continued)

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