Five Roses original all purpose Flour is economical and dependable

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FIVE ROSES—HOUSEHOLD FAVORITE FOR SIXTY YEARS

For over sixty years, now, grandmothers, mothers and daughters across Canada have *depended* on FIVE ROSES ALL PURPOSE FLOUR for reliable home-baking results. Years and years of fine-milling experience with choice Canadian Hard Wheat make for tempting, fragrant and economical home-baking . . . for added nutrition. Your own home-baking will taste more tempting, be more nourishing, if you bake with FIVE ROSES ALL PURPOSE FLOUR . . . Canada's original all purpose flour!

LAKE OF THE WOODS MILLING COMPANY LIMITED

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-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

Barbara Brent's BUYS and WHYS

A WEEKLY INFORMATION SERVICE

MONTREAL, March 13th—On a real "howler" of a day in March . . . here's a thought that always cheers me up. It takes just *seconds* to make a delicious cup of INSTANT CHASE & SANBORN COFFEE. Yes, it takes no longer than boiling the water to make one cup—or ten—of this good instant coffee. M-mmm! Instant Chase & Sanborn Coffee is a real pick-me-up. I'll wager it's the *best* instant coffee you've ever tasted. Know why? It's made by coffee experts . . . folks with over 85 years coffee experience. No wonder *this* instant coffee is so extra-good. The flavour's there—and there's a real lift to it. And the economy, too! You see, there's no waste. I'd like you to try it soon . . . Instant Chase & Sanborn Coffee with the heart-warming flavour.

"I'm Sitting On Top Of The World" when I see my cakes coming out of the oven so beautifully light, so tender and delicious-looking. And though I may seem smug, it's plain to see that anyone can have cakes just wonderful. Just use SWANS DOWN CAKE FLOUR. You see, Swans Down is made for just that purpose . . . to give you better baking results, to assure you of beautiful, moist, melt-in-your mouth cakes . . . *every* time. Bake with confidence, the way I do. Bake with Swans Down Cake Flour—the flour that is sifted again and again until it is 27 times as fine as ordinary flour. Remember men *love* Swans Down Cakes . . . and the girls who bake them!

Like Colour In Your Home? Then let me tell you about DOMOLITE . . . that wonderful vinylite plastic fabric. It's *so* easy to sew. You can make kitchen and bathroom curtains and drapes, food covers, garment bags, bibs, aprons and dressing table skirts with it. And Domolite is so easy to clean . . . just wipe with a damp cloth . . . and no ironing. See the beautiful colours and patterns at your department or variety store. Domolite, made by Dominion Oilcloth and Linoleum Company, just wears and wears . . . repels moisture, oil and dirt . . . and is inexpensive. ***Write to me***—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—*for free, illustrated literature on what you can do with this brand new, budget-wise fabric!*

A Favourite Lenten Menu of mine is Vegetable Soup—Buttered Toast Strips—Tossed Green Salad—and delicious KRAFT DINNER. Yes, there's many a Lenten meal that can be planned so *economically* around "Kraft Dinner". You see, it's a wonderful macaroni-'n'-cheese dish that makes a main dish for four at *less than 6c a serving*. And it's a real compliment-getter for the gal who does the cooking! In every package of "Kraft Dinner" is a special, fast-cooking macaroni that cooks to fluffy lightness in only 7 minutes. And, in the same package, there's grated cheddar cheese to sprinkle in for good cheese flavour. And so *easy* to prepare! "Kraft Dinner" is *off the shelf — into the pot — onto the table!*

I Feel Like Saying "Thanks a Million" to the Blue-Jay Folks for giving us wonderful *Phenylium*. It's the greatest scientific discovery in years for people who suffer from corns and calluses. And Blue-Jay have put it in their famous Corn and Callus Plasters to give us *comfortable* feet. It took ten years of scientific research for Blue-Jay to develop this wonder-working medication. Now scientific tests show that it *ends* 95% of corns and calluses in record time . . . *quicker than any other treatment*. Ask your druggist today for BLUE-JAY Corn Plasters with *Phenylium* and end your foot-worries forever.

More Beautiful Women use Woodbury Face Powder — why don't you? Did you know that Hollywood stars chose WOODBURY POWDER 6 to 1? The makers of this wonderful face powder say it's preferred because of the special blending process and exclusive foundation-cream ingredient. It's so satin-smooth, so fabulously fine and velvety, clings so beautifully for hours. And the superb Woodbury Powder shades are *wonderfully* flattering. See what Woodbury Powder can do for *you*—costs just 23c, 45c and 75c. And thrill to the vivid excitement of Woodbury lipstick — creamy, clinging—in 7 tempting shades . . . 23c and 55c.

Don't Look Now, but baby's just finished a second helping of his favourite food — yummy 5 Minute "CREAM OF WHEAT". And that's good — because it's so *good* for babies. Yes, tots and toddlers grow and glow with the goodness provided by this delicious hot cereal. For satin-smooth, good-to-eat 5 Minute "Cream of Wheat" provides Iron, Calcium and Phosphorus for diets deficient in these elements. So enjoy it yourself and treat your toddler to "Cream of Wheat" often. (To make it extra-exciting . . . make a funny raisin-face on top.) 5 Minute "Cream of Wheat" takes just five minutes of boiling to cook to full digestibility . . . so you'll enjoy having it often for a *family* treat.

What A Wonderful Difference those grand new chemical soaps make at dishwashing time. Dishes wash sparkling clean in no time at all. And what a wonderful difference gentle JERGENS LOTION makes to hands dried and roughened by these new soaps. (They *are* hard on hands, aren't they?) That's why I use Jergens after every watery chore. Because Jergens is liquid, it quickly supplies the softening moisture that dry, thirsty skin needs. Keep a bottle of Jergens Lotion handy in both kitchen and bathroom. Make a hand-care habit of it—to keep your hands always soft, smooth and lovely—with that cared-for, lady-of-leisure look. Jergens Lotion is *not* expensive . . . just 15c, 37c, 65c and $1.15.

Do You Often Wish someone would step out of the blue and manage your money for you? Such wishing calls for a "Fairy Godmother", and they're in very short supply, I've found! But there are many BANK OF MONTREAL branches—over 570—and any one of these will gladly help you manage your money like an expert. There's no need for a magic wand, when you can count on B of M *Savings Accounts* to help you save for a rainy day . . . *Sunshine Accounts* to help you save for a sunny day (that *real* vacation you've promised yourself) . . . *Travellers Cheques* to help you enjoy your vacation without worry . . . and *Personal Planning*—the know-how of a wonderful money-management system that makes every dollar out-do itself for you. So why not visit your neighbourhood B of M branch today and ask for your free copy of "Personal Planning". Pick up a copy of "21 Ways A Million Canadians Use the B of M" at the same time . . . and discover just how many B of M services are specially designed to help you!

He'll Smack Your Lips over this delicious main-course dish. Ever noticed how enthusiastic the men-folks are about HEINZ OVEN-BAKED BEANS? Just serve 'em some evening soon and see. Heinz Beans make a wonderfully good, wonderfully economical meatless meal. Mellow, mealy and mouth-watering . . . they're one of the most versatile foods in your kitchen. For there are *dozens* of delicious ways to serve them. So keep a supply on hand to please the family—and for a "quickie" meal when unexpected guests drop in. And keep a supply of Heinz Cooked Spaghetti, too. It's hearty, wholesome and rich in taste appeal . . . an ever-welcome dish if ever I've seen one!

Aaa-Choo! This is certainly the month for sneezes and wheezes . . . so what better time to give you my favourite cure for a cold? Here it is for all of you to keep handy during these sniffly March days. Drink the juice of one lemon in a glass of water with a half teaspoon of bicarbonate soda . . . added very slowly. Drink as the foaming quiets. Do this every three or four hours at the first signs of a cold and see how quickly it alkalinizes your system and you feel better. Do be sure to use SUNKIST CALIFORNIA LEMONS . . . they're the finest, juiciest grown. It's a good idea, I've found, to keep a supply always on hand.

Have You Heard About The Travelling Salesman who switched to BVD NYLON SHIRTS? Now he's carefree as the day is long. No more worries about shirts lost in the laundry . . . no suitcase jammed to the brim with a shirt supply. *One* BVD Nylon Shirt is all he needs to keep him looking smart as a whip. He just rinses it out at night—puts it on fresh and clean in the morning . . . *no ironing*. Made of good-looking nylon tricot that's comfortable in all kinds of weather . . . with fused collars and cuffs that *never* wilt—BVD Nylon Shirts practically take care of themselves! Definitely—if your husband travels—get him a BVD Nylon Shirt. A real "bargain" in good-looks and economy at $12.95. Available in blue, tan, grey and white.

Out Of The Blue . . . the whitest wash you've ever seen! Sounds easy and wonderful, doesn't it? And believe me it *is* easy to get *sparkling* white sheets, towels, pillow cases, shirts and table linen . . . when you use Blue! Just swish a little Blue in the final rinsing and that does the trick! Blue is kind to your finest fabrics—so you're not taking chances when you use it to get your washings snowy white! And the cost? Think nothing of it! . . . A few pennies a month, that's all. Yes, Blue prevents yellow tinge. And it's marvelous for rinsing white hair, too!

Yes, for the whitest wash, it's RECKITT'S Blue.

McNeill's Mills and Vicinity

Mr. William Phillips was in Summerside on Saturday, March 8, on business.

—Mr. and Mrs. Orrin MacDonald were visitors at the home of Mr. and Mrs. Charles MacLean, Coleman, on Sunday, March 9.

Mr. Crawford Ramsey, Conway, is spending a few days at the home of Mr. and Mrs. Austin Phillips.

Miss Greta MacDonald, Summerside, spent the weekend of March 9 with her parents, Mr. and Mrs. Orrin MacDonald.

Mr. Clarence Ellands was a visitor at the home of Mr. and Mrs. Peter Millar, Ellerslie, on Saturday evening, March 8.

Mr. Orrin MacDonald and son Stanley were in Summerside on Saturday, March 8, on business.

Miss Grace Murphy, Freetown, spent the weekend of March 9, with her parents, Mr. and Mrs. James Murphy.

Masters Keith and Wesley Banks and Miss Lorraine Banks, Bideford, were visitors at the home of Mr. and Mrs. James Murphy, on Sunday, March 9.

Mr. and Mrs. Lawrence Milligan were visitors at the home of Mr. Milligan's parents, Mr. and Mrs. Robert Milligan on Saturday evening, March 8.

Mr. Raymond Milligan and son Leeland, were visitors at the home of Mr. Milligan's parents, Mr. and Mrs. David Milligan, on Sunday, March 9.

Mr. Thomas MacCaull, Ellerslie, spent a few days recently at the home of his daughter, Mrs. Stanley Hutchinson and Mr. Hutchinson.

Mr. and Mrs. Harold Phillips, Conway, were recent visitors at the home of Mr. and Mrs. Orrin MacDonald.

Miss Verna Ellands, teacher of Victoria West School, spent the weekend of March 9, with her parents, Mr. and Mrs. Ralph Ellands.

The McNeill's Mills Women's Institute held their regular monthly meeting at the home of Mrs. Lawrence Milligan on Tuesday evening, March 4.

Mr. Edgar Williams, Mount Pleasant, was a recent visitor at the home of Mr. and Mrs. James Noye.

Mr. and Mrs. Gerald Milligan and daughter Geraldine, Poplar Grove, were visitors at the home of Mr. and Mrs. Lawrence Milligan on Sunday, March 9.

Mrs. Eldon Grigg and son Carman and Master Wilfred MacArthur, Poplar Grove, were visitors at the home of Mr. and Mrs. James Williams on Sunday, March 9.

Mr. and Mrs. Peter Millar and children, Ronald and Rowena, Ellerslie, were visitors at the home of Mrs. Millar's parents, Mr. and Mrs. Ralph Ellands, on Sunday, March 9.

—AP.

BRITISH ATOMIC EXPERT ON VISIT

NEW YORK, March 12—(AP)—Sir John Cockcroft, director of Britain's atomic research plant at Harwell, arrived on the liner Queen Mary yesterday to visit atomic installations in Canada and the United States. He will go to Ottawa and then to Chalk River before visiting the U. S. installations.

WE PAY FOR YOUR FIRST JAR OF NOXZEMA (65¢ SIZE)

if you don't agree it makes your complexion look lovelier in 10 days!

"Blemishes were a real problem," says Carmen Lister of **Montreal.** "Then a friend advised Noxzema. I used it as my powder base and in no time my skin looked so much softer and smoother."

Dry Skin. "I had very dry skin until I used Noxzema as my night cream," says June Tarlier of **Victoria.** "My complexion looks much softer and smoother. Now Noxzema is my daily beauty aid."

Blotchy Skin. Marion Brown of **Halifax** says, "In a short time, Noxzema helped clear up blotchy skin and improved the appearance of my complexion. Now I'm never without Noxzema."

Sensitive Skin. Lovely Vern Williams, **Rockhaven, Sask., says,** "I had sensitive, dry skin. I used Noxzema as my powder base and night cream. Now I'm never troubled with dry skin."

Here's Our Sincere Offer to Every Canadian Woman Who Wants Lovelier Looking Skin.

Do you long for skin that wins compliments—that's younger, softer, smoother?

We urge you to try Noxzema's new Home Beauty Routine. It was developed by a skin specialist. In clinical tests, this *medicated* cream helped 4 out of 5 women to new skin loveliness. Thousands of Canadian women now use Noxzema's Home Facial with remarkable results.

Get Your Jar of Noxzema today! We're so sure that Noxzema can help you look lovelier, we'll pay for your first jar if results don't delight you. Follow *faithfully* these simple directions.

CLEANSING—Apply Noxzema over face and neck. Using a damp cloth, "cream-wash" your skin. Noxzema is *greaseless*—you can actually wash it off with water! And no dry, drawn feeling.

POWDER BASE—Smooth on *greaseless* Noxzema for a long-lasting powder base.

NIGHT CREAM—"Creamwash" again. Removes make-up, dirt. Now apply *medicated* Noxzema to soften, smooth; help heal any blemishes.

WE PAY FOR YOUR FIRST 65¢ JAR

Made in Canada

Buy 65¢ jar of Noxzema at any drug or cosmetic counter. Try Noxzema's beauty routine for 10 days. If you are not delighted with results, Noxzema will pay you 65¢. Just write your reasons in a few words and return 65¢ jar to Noxzema, Toronto. Offer good for limited time only.

Hamilton's NEW DAINTY CREAM SODAS

CRISPY CRISP OVEN FRESH TASTIER

Made with pure vegetable shortening

Try Hamilton's NEW DAINTY CREAM SODAS with

SOUP

SALADS

SPREADS

MADE IN THE MARITIMES

...they go well together!