

How much will you keep of your first \$100,000?

Believe it or not, you'll likely earn more than that during your working years.

So the big question is: **How much of this will still be yours when you retire?**

You owe it to yourself to make sure you keep enough.

Bank a regular amount from each pay from now on... at the B of M.

And hold on to a worthwhile share of the fortune you will earn.



BANK OF MONTREAL
Canada's First Bank

Charlottetown Branch, 105-107 Grafton Street
BEN ROGERS, Manager

Barbara Brent's BUYS AND WHYS
A WEEKLY INFORMATION SERVICE



MONTREAL, November 5th—A breakfast revolution... and all to the good!... lies in the fact that thousands of families have done away with the old-fashioned way of making coffee. They are using the amazing NEW INSTANT CHASE & SANBORN COFFEE. We've joined the revolution ourselves... and find that the fragrant granules dissolve like magic the moment boiling water touches them. In your cup is 100% real coffee—with all the flavor, color, body and heart-cheering lift of coffee at its best! We used to think of Instant Chase & Sanborn Coffee as one for the occasional cup... but not any more! We've streamlined our breakfast with coffee that everyone likes—Instant Chase & Sanborn!

This is What We're All Wanted—a safe, gentle, yet completely effective bleach that won't harm the sheerest fabrics. And we've got it now—BIG 5 JAVEL POWDER! It can be used for nylons, silks, even wools, without any harm at all... because it is NOT based on a chlorine bleach (like javel water)... but on an entirely different product—This wonder-worker is a disinfectant—and a water softener too! It's economical as can be—one can of Big 5 Javel Powder will do as much as 12 pints of javel water. And it's odorless! (Made by Big 5 Cleanser, the top quality product at the low price—made possible by a unique production method.)



Foods Made Specially For your baby? Yes, HEINZ BABY FOODS are specially made for up-and-coming youngsters—from high chair to proud walking-talking age. What's more, babies love these nourishing, wholesome Heinz foods. And mothers like them so well that they have become the best-selling baby foods in Canada! Heinz is now offering a plastic baby tumbler which will help your baby learn to drink from a cup without spilling a drop. Send 25¢ with labels from any 6 tins of Heinz Strained Baby Foods or from 3 Heinz Cereals. (Enclose money in coin or stamps)—Barbara Brent, 1411 Crescent St., Montreal, P.Q.



No Breakfast Blues... for anyone when you serve a piping hot bowl of 5 Minute "CREAM OF WHEAT" these chilly November mornings. So easy to do—because it cooks to delicious smoothness in just five minutes of boiling. So good to eat—with rich milk—or brown sugar; with strawberry jam—or bananas. So good for you, too, since "Cream of Wheat" contains iron for red blood, and calcium and phosphorus for diets deficient in these elements. This hot cereal gets your whole family off to a quick start—and it's even excellent for anyone on a diet. Authorities on losing weight say that a good hot breakfast cereal prevents you getting too hungry and over-eating during the day.



There are Lots of Things, Goodness Knows... that we just have to put up with. But, thanks to MENTHOLATUM... we don't have to put up with the unpleasant symptoms of a head cold. Spread Mentholatum inside each nostril—generously—and sniff well back. See how the medicated, fast-acting ingredients, in a bland, smooth base... cool and soothe irritated nasal membranes! Feel how Mentholatum loosens clogging mucus and relieves local congestion and swelling! Just watch how soreness eases, head starts to clear—and presto! you can breathe easily again. Send for a GENEROUS FREE SAMPLE and see for yourself! Write Barbara Brent, 1411 Crescent St., Montreal.



"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 Vitamins 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

IT'S NEW! IT'S BLUE!
And it makes oceans of rich, white suds!

NO MORE BLUING or BLEACHING!

Avoid 2 tiresome washday chores

New CHEER is really different... with a difference you notice the moment you open the box. It's BLUE!

New CHEER, the Blue-Magic Suds has not just an added bluing but a new whitening agent so effective you never need blue again! No need to bleach either, except for stubborn spots.

And because you need no bluing or bleaching Cheer is a one-step washing product for everything you wash—from heaviest, dirtiest clothes to the most delicate washable colors. Double your money back if you don't agree CHEER gives you the cleanest, whitest washes possible... without bluing, without bleaching.

P.S. You'll love CHEER for dishes. Gives oceans of white suds in a jiffy... gets glassware and dishes sparkling clean without wiping. Delightfully scented... and so gentle to your hands!

cheer
THE ONE AND ONLY
BLUE-MAGIC SUDS

CHEER GUARANTEES YOU THE CLEANEST, WHITEST WASHES POSSIBLE—WITHOUT BLUING or BLEACHING!

Free China

During this great 20th (China) Anniversary Sale, with each cash purchase of \$10 worth of goods in our store, excluding specials listed in this ad; also flour, tobacco, gas and oil, we will give absolutely FREE one china cup and saucer, your choice, from a wide selection of genuine English Bone China, including Ainsley, Sherwood, etc., worth up to \$1.95.

So here is your opportunity to stock up on your Fall requirements of Groceries, Footwear, Underwear, Radio Batteries, Hardware, etc. You will find our price right and at the same time get these lovely cups and saucers FREE.

Dry Goods

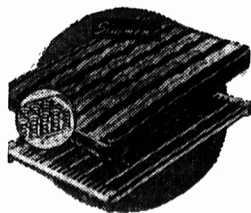
- LADIES' 51 GAUGE NYLONS 79c
- MEN'S HEATHER — Reg. 89c DRESS SOCKS 69c
- ENGLISH LISLE LADIES' STOCKINGS 49c
- IBEX QUALITY — 70 x 90 BLANKETS \$5.49
- PINK or WHITE PLAIN 36" FLANNELETTE, yd. 33c
- 1 Oz. BALLS KNITTING YARN 27c
- CHILDREN'S CORDUROY OVERALLS \$1.49
- GOOD ASSORTMENT LADIES' SLIPS \$1.49

McGuigan & Boyle

20th Anniversary

CELEBRATION

On this our Twentieth Anniversary we again express our appreciation for the generous patronage accorded us during the past twenty years. It is our aim and endeavour to continue to supply Quality goods at as reasonable a price as you will find anywhere.



MATTRESS

Simmons Spring-Filled (220 Springs)
Regular Value \$36.95
Anniversary Special \$28.95

Hardware

- Flowered Cups & Saucers, 6 for \$1.49
- 36 Pc. White—Reg. \$5.95 Sets Dishes, set \$4.75
- Burgess & Eveready Flashlight Batteries, 2 for 29c
- Enamel White & Red Reg. \$2.95 Kettles \$ 1.99



FOR BETTER HEALTH
Tops in FRESH FRUITS

- Sunkist 3 Doz. Oranges ... 69c
- Good Size Eating 2 Doz. APPLES ... 59c
- New Emperor 2 Lbs. GRAPES ... 33c

SALE LASTS ONE FULL WEEK--STARTS THUR. NOV. 5

STANFIELD'S
Unshrinkable UNDERWEAR



Stock Up On These Now
Cold Weather Ahead

EXTRA SPECIAL MEN'S DRESS SHOES

COLOR BLACK
Reg. value \$6.95 For Only \$3.69 Pair

Sizes 6 1/2 to 8 1/2 Only

McGUIGAN & BOYLE

PHONE 5

Hunter River

PHONE 5

Groceries

- WHITE OR BROWN SUGAR, 10 lbs. 85c
- NO. 1 SMALL ONIONS, 10 lbs. 29c
- NEW CROP WHITE OR YELLOW EYE BEANS, 5 lbs. 57c
- ROBIN HOOD WHITE CAKE MIX, 2 pkgs. 49c
- SHINOLA — Reg. 43c WAX, 2 tins 69c
- FRESH — 16 Oz. — FREE-O-SEED RAISINS, 2 pkgs. 53c
- NEW CROP SEEDLESS RAISINS, 2 pkgs. 39c
- CHOICE — 20 Oz. — TOMATO JUICE, 2 tins 23c
- CHOICE — Large 28 Oz. Tins TOMATOES, 2 tins 37c
- CREAM STYLE — 20 oz. CORN, 2 tins 27c
- CHRISTIE'S or MARVEN'S SODAS, 2 pkgs. 53c
- PERSONAL IVORY TOILET SOAP, 4 bars 27c
- FRESH SHREDDED COCOANUT, lb. 39c
- JUST IN — FRENCH HALVES WALNUTS, 1-2 lb. 43c



only 33c

2 lbs. 55c