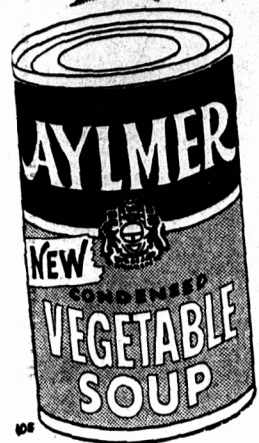


Have you tried the **NEW AYLMEER VEGETABLE SOUP?**



- More Vegetables
 - Rich Beef Stock
 - Really Delicious
- Your Family Deserves AYLMEER Quality!

Can't think of anything but **CROWN BRAND n' Pancakes**



Jane Ashley's Crown Brand Recipes FREE
Write Jane Ashley, The Canada Starch Company Limited,
P. O. Box 129, Montreal, P. Q. C837

FRESH? "You bet!"
CRISP? "M-M-M!"
TASTY? "Definitely!"



Barbara Brent's BUYS AND WHYS
A WEEKLY INFORMATION SERVICE



MONTREAL, February 8th—"Benefit performance" that's what a FRIGIDAIRE DE LUXE REFRIGERATOR gives you. And these are the benefits: Beauty... that every girl longs for, in the gleaming-white, gold-accented cabinet with luscious interior trim. Convenience... you cherish in the full-width Super-Freezer Chest—in the Lifetime Porcelain food compartment with its 3 zones of safe cold; in its extra-deep, twin Hydrators, its adjustable and sliding aluminum shelves. Dependability, for your peace of mind, is built into Frigidaire's famous Meter-Miser—simplest cold-making mechanism ever made. General Motors' dependability is in every Frigidaire Refrigerator. Visit your Frigidaire Dealer soon.

My Favourite Menu For A Lenten Meal is this:—
Cream of Celery Soup
Baked Fish with Lemon
Scalloped Potatoes
Green Salad with French Dressing
Muffins
Peppermint Stick Ice Cream
Small Cakes
Beverages

And my favourite recipe for Baked Fish with Lemon: Rub Sunkist lemon juice over fish to be baked, covering the inside as well as outside. Salt and stuff as desired. Put in well-greased pan, dot with butter and bake at moderate temperature until done (about 22 minutes to the pound). Serve garnished with parsley and Sunkist lemon wedges or quarters. These should be large enough, and plentiful enough, to provide ample juice for flavour.

Yes, we use lots and lots of luscious SUNKIST CALIFORNIA LEMONS in our house during Lent! They're so ideal with fish... and with meats and in cooking, generally! And no wonder! For Sunkist California Lemons are the finest, juiciest lemons grown!

I Overheard A Perfect Description of Personal Planning the other day... it was described as a "blue-print to real peace of mind". Personal Planning, you know, is the BANK OF MONTREAL'S new, personal budget-planning system for helping you to get the most out of your money and who doesn't want that these days, with living costs squeezing us at every turn? Personal Planning is a highly flexible system that helps you to sort out your budget to suit your particular needs and wants. There's a booklet about it called "PERSONAL PLANNING" that every woman should read and discuss with the menfolk in her family. It points out that the important thing is not how much your income is, but how you use it... and it lays down really practical rules for getting the most out of your money. Where can you find this booklet?... at your neighborhood branch of the B of M. Take my advice and get your free copy without delay. I'm sure you'll be anxious to work out your own Personal Planning program for happier living within your income.

Have You Ever Noticed how folks just can't stay out of the kitchen when you're making AUNT JEMIMA READY-MIX PANCAKES? They're afraid they'll miss something!... and, certainly, anyone who has never tasted golden-brown, melt-in-your-mouth Aunt Jemima just doesn't know what they're missing! M-mmm! Crisp and luscious as you please... and Aunt Jemimas are easy as 1-2-3 to prepare! Just add milk or water—stir—and pop 'em on the griddle. Off they come—golden brown and ready for butter and syrup. Serve them at any meal of the day—and all year 'round. They're a forever-popular—and such an economical treat!

Ever Ache All Over after a strenuous day of housecleaning? That's when to reach for SLOAN'S LINIMENT! For, truly, Sloan's is the most relief-bringing treatment I know for sore muscles! Just pat it on and it works wonderfully quickly to bring you welcome relief from pain! Yes, if you're suffering from stiff neck—sprains—rheumatism or neuralgia, you'll find that the soothing, penetrating heat of Sloan's Liniment gets right to the heart of the hurt... makes you feel so much better! Ask for Sloan's Liniment at any drugstore—just 50¢ for the small-sized bottle—90¢ for the large.

Easter's Early This Year, so it's not too soon to plan your Easter Suit. And here's a tip before you begin cutting 'n' sewing... LIGHTNING SLIDE FASTENERS are a must for that smart, trim look! Yes, Lightning Fasteners are the best zippers you can buy. They give you a wonderful range of colours, lengths and sizes. And they have an exclusive, automatic locking device. All Lightning Fasteners lock where they stop! For your Easter Suit—ask for Lightning Style No. 805—available in 18 colours. Or, if your suit is lightweight, use the feather-weight Style No. 702. Yes, there's an automatic-locking Lightning Fastener for every fashion-wise costume you make.

Want To Do Something Special for your Special Valentine? Then I'd suggest you bake him a cake... but be sure it's a cake made with SWANS DOWN CAKE FLOUR! That's the flour milled by specialists in making cake flour... flour that's made from the choicest of soft wheat and sifted over and over again 'til it's 27 times as fine as ordinary flour. I've found that Swans Down makes consistently finer, fluffier cakes... cakes you'll love to serve to your friends, and family. And—need I say?... there's no surer way to delight the heart of your Valentine!

Until Red Hands Are The Fashion, the soap for me is DUS! Dus does such a marvelous job of getting my washes snowy white... yet leaving my hands white, too! Such a relief after some of those no-rinse chemicals I'd been experimenting with! You see, Dus combines great quantities of rich, real soap with two active detergents—gives you white, white washes and marvelous care for your hands! There isn't a soap I know that gives me a cleaner, sweeter-smelling wash—yet Dus is wonderfully safe for colours and ever so kind to your hands! Once you've tried it, you'll join the Dus "Fans" everywhere who are saying "Dus does Everything—so beautifully!"

Whoops! ... such enthusiasm! Baby's all agog when he sees that big bowlful of yummy-looking food! It's one of the delicious varieties of HEINZ STRAINED BABY FOODS and just right for your tiny mite! Yes, babies love those luscious Heinz Cereals and the appetizing varieties of strained meats, soups, vegetables and desserts. And, mother!—they're so easy for you to prepare—so easy for baby to digest. For every one of the Heinz Baby Foods are cooked to baby-ready digestibility in Heinz' special kitchens. And for your three-to-five-year-old, there are the good HEINZ JUNIOR FOODS. Ask your dealer for Heinz Baby Cereals, Baby Foods and Junior Foods next time you're shopping!

Here's A Very Nice Letter from a reader, who says:—"I'm so glad I read about Zonitors in your column. It's difficult to find out about the best method of feminine hygiene as it's not a widely discussed subject. I'd just like to say that Zonitors are as effective as I'd hoped they'd be!" Yes, thousands of women find ZONITORS the most satisfactory method of feminine hygiene. These greaseless—stainless—snow-white vaginal suppositories are daintier, more convenient—powerfully germicidal—yet absolutely safe to delicate tissues. For frank facts about the important subject of feminine hygiene—simply write to me—1411 Crescent St., Montreal, P.Q.—and I'll send you a free booklet in a plain wrapper.

York Highlights

Miss Mary Watts, Charlottetown, was a week-end guest in York at the home of her parents Mr. and Mrs. George Watts.

Misses Olga Proude, Charlottetown, and Christine Proude, Pleasant Grove were week-end guests of Mr. and Mrs. Peter Proude, York.

Mrs. Melvin Jay was a recent visitor to the city the guest of her daughter and son-in-law Mr. and Mrs. Clifford White.

Mrs. James MacLauchlan Stanhope is a visitor to York, the welcome guest of Mr. and Mrs. Walter Mallett.

The Trail Rangers of York United Church held their regular weekly meeting in York Hall on Friday evening Feb. 2nd. Nearly a perfect attendance of members was recorded.

York Indoor Rifle club held their weekly shoot in the school house on Thursday evening with about forty shooters enjoying this sport along with many fans. Fairly good scores were reported.

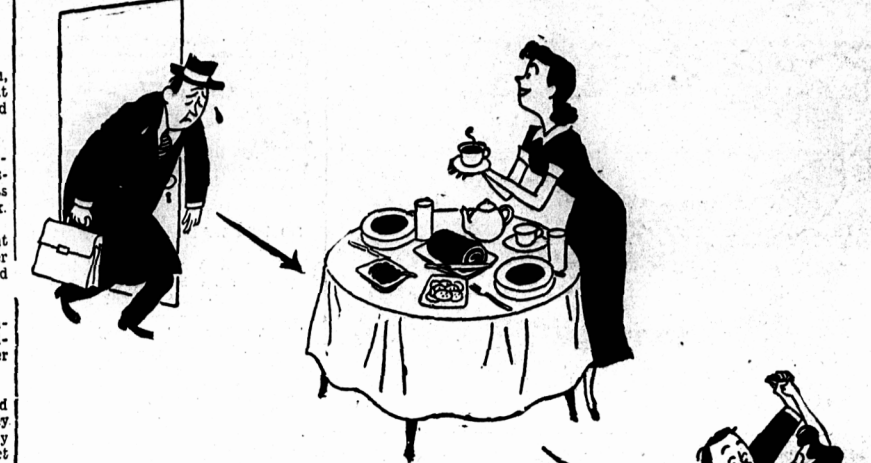
The many friends of Mrs. Harry Lewis, York who underwent a severe operation in the Prince Edward Island Hospital last week will be pleased to learn she is doing as well as can be expected and all wish Florence a speedy and complete recovery.

Friends and neighbors in York and Bedford are all wishing for Mrs. Louis Court, formerly Beulah Vessey of York, a speedy recovery and they hope to see Beulah home again after an operation in the Prince Edward Island Hospital, Charlottetown.

Mr. and Mrs. Earl Ling, York, accompanied by Messrs Victor of Charlottetown and Emer Ling of Halifax, N. S. also Mrs. William Ling and Mrs. Beatrice MacDonald, Charlottetown motored to Wheatley to attend the funeral of their sister-in-law, Mrs. Raymond Ling on Sunday.

Mr. and Mrs. Lloyd Shaw of Stanhope after the storm on Sunday motored to Charlottetown Monday a distance of over fifteen miles as this distance was made by car even before the Government road ploughs were able to go through the roads. This is indeed a record on the 5th of February. Illustrating the mild winter P. E. Islanders have enjoyed.

The school chums of Grade IV and V were guests of Miss Erma Watts at her home when Mrs. Harold Watts entertained at a birthday party on Jan 31st for her daughter Erma. Many games and jolly good fun whirled away the afternoon hours and then the guests were seated for a lovely supper. The table was



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IT SOOTHES AND REVIVES YOU AS NO OTHER TEA DOES!

Enjoy a bracing cup of the new Lipton Tea and you'll agree that no other blend of tea in Canada ever was so downright delightful!

Why is this? Because Lipton today, is a brand-new delicious blend of finer, costlier Orange Pekoe teas... and tastes it! Its bracing strength and freshness seem to seep into your bones. Your spirits rise. Food tastes more tempting. You come to life!

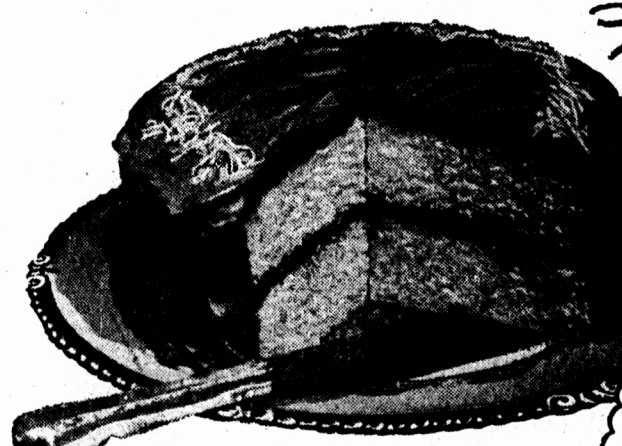
Don't put it off! Hurry to your store today and buy the new Lipton Tea—the finest blend Lipton has ever brought you. In packages or tea bags, you'll find no better tea anywhere at any price!

NO WONDER MORE PEOPLE DRINK **Lipton Tea** THAN ANY OTHER TEA IN THE WORLD!



- | | |
|--|--|
| Grade IX.—1, Joyce MacLeod; 2, Gordon MacDonald; 3, Ariene MacSwain. | Grade IV.—1, Helen MacAulay; 2, Mary Curran. |
| Grade VII.—1, Joe Curran; 2, Margaret MacLeod; 3, Viola Shephard. | Grade II.—1, Junior Shephard. Grade I.—1, Barbara Curran. Teacher—Mary Wilson. |
| Grade VI.—1, Teresa MacAulay; 2, Preston MacSwain. | NOBLE HOME
Chatsworth House, home of the Duke of Devonshire, was built in 1553. |
| Grade V.—1, Marguerite MacDonald; 2, George Curran; 3, Joyce Shephard. | |

Oh Gee! It's OGILVIE!



Try these quick recipes
Chopped nuts, shredded coconut or chocolate chips sprinkled on top of any Ogilvie Mix in the pan before baking make a delectable topping for any cake... or mix 3 tablespoons white sugar with 1/4 cup orange juice and one tablespoon grated orange rind. Brush on a fresh Ogilvie Gold Cake, warm from the oven. It's crusty sweetness at its best.

Of course it is — a high, fluffy, silvery white cake made in no time at all with Ogilvie Silver-Cake Mix! For every Ogilvie Ready Mix is an ALL-Ready Mix. Everything is in when you buy it — except water. Pure egg whites, milk and pure vegetable shortening are homogenized, then combined with the flour, sugar, baking powder and other dry ingredients in this Silver-Cake Mix.

All you have to do is add water, stir and bake. That's all! And you get a finer, fresher cake every time... because the eggs, milk and shortening in every Ogilvie Mix can't lose their freshness. Combined by this new process, exclusive to Ogilvie, they stay refrigerator-fresh right in the package!

Ogilvie Silver-Cake Mix... Gold-Cake Mix...
Chocolate-Cake Mix... Gingerbread-Mix... T-Biscuit-Mix
Listen to your Women's Editor, *Kate Aitken*
Consult your local newspaper for time and station.
Only OGILVIE MIXES have the fresh magic of EGGANENE!

