

Alice Brooks Designs

JIFFY-KNIT!



ANY TIME—it's time for KING COLE TEA

At Your Dealer's NOW

Sunkist

Summer Refreshment SALE!

See Market Ads for Prices

TREE-FRESH Sweet Juicy VALENCIAS!

Delicious golden fruit... just arrived from the orange groves of California and Arizona! Your favorite Sunkist Valencia—with that wonderful sunny flavour Canadians prefer. Hurry down to your dealer's now, and buy a big bag full!

for delicious EATING

When you eat the whole orange, you get the valuable Protophytes as well as Vitamin C. Keep the fruit bowl full, and put a Sunkist Orange in every lunch box.

for tasty SALADS

Flavourful Sunkist Valencias can be served in so many tempting ways. So easy to slice and handle, they are just right for cooling salads and desserts.

for refreshing JUICE

Tangy, home-squeezed juice, with lots of the meaty solids left in it, gives you greater nutritive value.

EXCELLENT SOURCE OF VITAMIN C

Fresh California Oranges are an excellent source of the important Vitamin C... plus other values.

Sunkist VALENCIAS

Trade-Mark Registered

TREE-FRESH from California and Arizona

The finest oranges grown carry the Sunkist Trade Mark on the skin of the orange. Accept no others.

Remarried Woman Finds Husband Cold

misfit in double harness. Maybe he is compulsively indisposed to permit a free flow of shared happiness in settled intimacy. Perhaps he throws up a barrier of gruffness, to perpetuate a pattern of emotional solitude that was rigidly fixed in him long ago.

Check Own Errors First

Because of such considerations, you must have first-hand help— from a psychologist or family relations counsellor — to shed light on why your first marriage failed, and why this marriage is failing too. To improve your experience, with John or without him, you must become savingly self-aware — in terms of knowing what ingrained errors of your own have been contributing to the defeat of your hopes.

For example, your self-styled incurably romantic attitude towards marriage — your theory that love and loveliness are synonymous, and that a wife is the recipient and not the giver of married grace — certainly ought to be looked into. It is a critically limited, immature concept of how to promote satisfactory marriage — at your age.

At this writing you are miffed, discouraged, and in a punitive mood — somewhat like a child whose supply of expected candy has been cut off. You haven't grasped the serious implications of your dwindling faith in this second venture. To gain some notion of why marriage fails, read Dr. Edmund Bergler's book "Divorce Won't Help" (Harpers) — which stresses the all-importance of recognizing and righting one's own mistakes, before taking other steps.

Mary Haworth counsels through her column not by mail or personal interview. Write her in care of The Guardian, Charlotte-town.

CONFIDENTIALLY YOURS

by Byrne Hope Sanders



MONTREAL, June 9th.—Be professional—the easy way! Use "SCOTCH" Masking Tape in your home decorating—with wonderful results! It sticks perfectly and peels off in an instant. So use it to paint stripes, or two-tone chairs, cupboards, walls, floors, recreation room or nursery! Use it to get a clean edge to your painting... to protect the unpainted surface from brush marks or dripping paint. Use it to mask off glass when painting with freezer or locker packages... for sealing bulk packages! "Scotch" Brand Masking Tape comes in two lengths, at 39c and 98c—at variety and hardware stores everywhere!

Did A Stupid Thing... the other day, and rammed the garden fork into the edge of my foot. Nothing serious, luckily, so that when the cut was cleaned I could cover it with a CURAD Plastic Bandage. Fine now, thank you! Curads have that wonderful "Stick-Quick" adhesive, and a new polyethylene facing that whisks off clean! Curads have an exclusive new medication, too... the germ-killer is right in the pad! Won't get red from... and is completely waterproof! In this summer-time... when lots of cuts and scratches are part of any family's life—do keep a supply of Curads on hand, ready for that emergency!

I've Just Come In From The Garden... pulling weeds and admiring the rose-buds! And now, oh joy!... for a cup of refreshing Instant Chase & Sanborn Coffee... I put away the tools I imagine the argument between those two charming gentlemen, Mr. Chase and Mr. Sanborn... as to how the superb flavor was achieved. "It's the top quality coffee beans!" says Mr. Sanborn. "that makes the difference!" "But you're wrong!" cries Mr. Chase. "it's my matchless skill in brewing which has perfected INSTANT CHASE & SANBORN COFFEE!" As I sip in enjoyment... I realize both are right! Do try a jar yourself—and taste how good it is!

Life Has So Many Irritations... It's Such A Comfort—to be sure! That's the way you can feel when you use ARRID—the pure, white vanishing cream deodorant. Just rub Arrid in—rub odour out. Use the quick cure — Perstop—the really effective, exclusive new ingredient that makes this such a safe deodorant! Arrid stops perspiration 1 to 3 days. It keeps the underarms really dry... deodorizes instantly! You'll be out from underneath the armpits from unsightly stains, and that, as guaranteed, it will not dry out in the jar! All this adds up to the reason why more Canadians use Arrid than any other deodorant—stops both perspiration and odour.

Blue-Jay Corn Plasters. They get rid of corns fast! — because of an exclusive medication called Phenylum... which gets down under your corn and helps push it out from underneath. The makers of Blue-Jay put their Corn Plasters to careful tests — and proved that, with Phenylum, Blue-Jay went to work faster and more surely than other leading remedies. Get rid of your irritating foot troubles — today!

Lucky Baby!... if Mother is wise, and uses FARMER'S WIFE! You'll find that your baby really loves this formula milk. And you can get just the right type for your own baby's needs! Ask your doctor about Farmer's Wife baby's formula — Whole Milk (Red Label) or Partly Skimmed Milk (Blue Label) or Skimmed Milk (Yellow Label)... Farmer's Wife Partly Skimmed Milk was originally prepared at the request of pediatricians — and is a high protein, low-fat concentrated milk with Vitamin D content increased. Vacuum packed in a golden lined tin — to protect the fresh natural flavor and wholesome nourishment!

Summer Cottons are Lovelier Than Ever This Year — gay, good-looking and money-saving. And, as most of us are finding out, they're much more good-looking and long-wearing if we follow the simple trick of using GLIDE LIQUID STARCH. And oh! But it's so easy! 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... You'll find your cottons so much easier to iron — and looking so professional — that you'll have that glow of pride we all enjoy. Use Glide for your children's clothes — your own house-dresses — for shirts and linens. In two sizes — 32 oz. and 64 oz. giant economy size.

Partner In Good Living — that's what I feel about the BANK OF MONTREAL... for whether it's in our work-a-day world, or our holiday one—the B of M has a service to fit our every financial need. Here we are, for instance... with the peak holiday season coming next month. We've found the best and safest way to carry our holiday funds is a B of M Travelers' Cheques. Travellers' Cheques are readily turned into cash, yet only you can cash them. And they are refundable if lost or stolen... Another thing — while you're away, why not take advantage of a B of M Safety Deposit Box for the protection of your valuable papers and trinkets. See for yourself how "MY BANK" can be a real partner in good living.

Instant Pudding... it's the easiest, quickest way there is to make ice cream cones! They can have this pleasure with B. O. Y. A. L. every financial need. Here we are, for instance... with the peak holiday season coming next month. We've found the best and safest way to carry our holiday funds is a B of M Travelers' Cheques. Travellers' Cheques are readily turned into cash, yet only you can cash them. And they are refundable if lost or stolen... Another thing — while you're away, why not take advantage of a B of M Safety Deposit Box for the protection of your valuable papers and trinkets. See for yourself how "MY BANK" can be a real partner in good living.

Seems To Me — I reach for my package of BENSON'S or CANADA CORN STARCH time after time, day after day! There are so many things I need it for. It makes the creamiest sauces for vegetables; the smoothest cream soups. The flavour and texture of gravy is tops with this ever-popular product — and it's ideal for the clear, sweet sauces we serve with cottage pudding or ice cream. Pie fillings are light and delicately textured with BENSON'S or CANADA CORN STARCH... and it's tops for those creamy puddings which taste so good after hot weather salads. Take my word for it — you can depend upon it for many economical and wholesome dishes.

A Comfy Baby... is a Happy Baby. And, as you know, one of the greatest comforts to any baby is a soft, absorbent diaper. CURITY DIAPERS, you'll find, are made of full-weight gauze, and are comfy-soft after endless washings. They won't shrink, and won't wrinkle. And they're full-size with pinked edges that do away with cumbersome hems or thick edges which can chafe a little one so painfully. Across the land, wise mothers ask for Curity! Get your sample diaper. Just send 25c with your name and address to Curity Diapers, Box 123N, Toronto 16.

I'm So Grateful... as a homemaker, for the new liquid detergent GAY — because it has so many virtues, it really makes dishwashing much less of a chore than it used to be! I'm grateful because it's so gentle on the hands — I can feel the difference. Then it has a delightful fragrance — and the nicest side. You, too, will find that Gay has an extra grease-cutting power that cleans the toughest grease on pots and pans... while china, silver and glass sparkle with a new beauty. It's very economical, too — one bottle of Gay does fifty washings — more than any two boxes of powder detergent. Hooray for Gay!

I EW McCULLOUGH twin-action power lawn mower
Here's the mower for you. See it today.

Island Co-Operative Service Ltd.
CHARLOTTETOWN, P.E.I.

The Register Figure PROVES SAVINGS are BIGGER!

You get BIGGER SAVINGS every time you shop at CO-OP SUPER MARKET! That's because we make every price a low price every day—and it stands for reason, MORE LOW PRICES MEAN MORE SAVINGS FOR YOU! Come in and see for yourself. Fill your entire shopping list from our vast displays of top-quality foods — then check-up at the check-out! The tape's tale will tell you—TOTAL SAVINGS ARE ALWAYS BIGGER at CO-OP SUPER MARKET!

GRADE "A" YEAR OLD FOWL They Roast or Boil
LB 39c

- Fresh PORK BUTTS LB 55c
- FRESH PORK SHOULDERS LB 45c
- Fresh PORK LIVER LB 19c
- Maple Leaf Bologna LB 27c
- Devon SIDE BACON LB 57c
- Bulk SAUSAGES LB 37c
- BONELESS DIGBY HERRING LB 35c

EXTRA SPECIAL!
ROBIN HOOD FLOUR
98 LB BAG 5.59

DELICIOUS WITH SPAGHETTI HEINZ KETCHUP
PER BOTTLE 27c

Try this meal in a minute HEINZ cooked SPAGHETTI
2 for 31c
15 FL. OZ. SIZE

NO. 1 TABLE		
POTATOES	75 LB. BAG	2.29
NEW BEETS	2 BUNCHES FOR	29c
GARDEN SPINACH	LB	19c
NO. 1		
COOKING ONIONS	2 LBS. FOR	25c
EATING APPLES	3 LBS. FOR	49c
Fresh Leaf LETTUCE	EA.	15c
ISLAND RHUBARB	2 LBS. FOR	25c

FOAMS AS IT CLEANS
BUY A BIG SUPPLY FOR KITCHEN AND BATHROOM
2 TINS FOR 29c

THE TOILET SOAP OF DISTINCTION
Colgate
SPECIAL 4 BARS FOR 29c

INSURES YOUR BAKING
35c LB
Crisco

- Chicken Spread 2 FOR 19c
- LOBSTER PASTE 2 FOR 29c
- APPLE JUICE LARGE 48 OZ. TINS. EA. 25c
- Boneless BEEF 14 OZ. TIN 33c
- STRAWBERRY 14 OZ. TIN PRESERVE 27c
- GIANT SIZE TIDE Box 59c
- White Napkins FRONTENAC PKG. OF 70 15c
- Island Honey 4 L.B. TIN 99c
- MILK PERFECTION TALL TINS 6 FOR 87c

THE ONE AND ONLY MIRACLE WHIP
The safest dressing that millions prefer. Lgs. 16 oz. Jar 49c

EXTRA SPECIAL BUY STOCK UP! LARGE SIZE 29c

PERFECT COFFEE EVERY TIME 2 OZ. JAR 67c

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