

Have YOU Tried

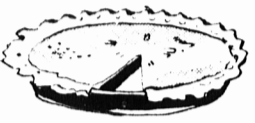
FIVE ROSES

VITAMIN ENRICHED FLOUR

Bake Better



CAKES



PIES



PASTRY



BREAD

with ONE flour



LAKE OF THE WOODS MILLING COMPANY LIMITED

AEROWAX SAVES RE-WAXING!

The **SHINE** COMES BACK AGAIN and AGAIN WITH EASY BUFFING!

and AEROWAX saves me 22¢ a pint!

You'll drink with delight

KING COLE COFFEE

Barbara Brent's BUYS AND WHYS

MONTREAL, October 15th — You'll get high praise from your husband when you buy him a B.V.D. NYLON TRICOT SHIRT. Made of always-comfortable, always-handsome nylon tricot that "breathes," this is a shirt he'll enjoy wearing in all seasons. He'll like the way the fused collar and cuffs never wilt, and stay good-looking for the life of the shirt. You'll like the easy laundering. Just a quick rinse — wait a while — and the shirt's ready to wear without ironing. You save the price of the shirt in laundry bills alone! What's more, a B.V.D. Nylon Tricot outwears an ordinary shirt several times over. Buy him one — \$12.95 — in white, blue, tan or grey.

Hooray For The Revolution! ... It's Easy To Win Fame as a good cook among your friends if you're clever with the flavour! And the cleverest way to do that, I think, is to keep a full supply of HEINZ CONDENSED SOUPS on your shelves. They bring the appetite-appeal of fresh garden vegetables — of delicate chicken — of perfect mushrooms — of creamy celery — or vitamin-rich tomatoes. (And a host of others!) Use them alone, or in combination, as a first course for dinner — or a main one for lunch. See how good they are as a base for sauces or dressings — and how they transform a dull casserole or omelet! Ingredients in Heinz Condensed Soups are all of top-notch quality.

I Like Savings That Are Passed On To Me! (Who doesn't?) That's one reason why I'm so keen on the new, improved, BIG 5 CLEANSER ... You see, a modern and most unique method of production brings a real saving that is actually passed on to us, the lower-priced Big 5 Cleanser which is tops in quality yet costs only half as much! You'll find it has just the right amount of sudsing action — and that it cleans, polishes and disinfects — just the way you want it to. You'll like its delicate fragrance. Big 5 Cleanser is top quality at half price! (Have your tried Big 5 ODORLESS Javel Powder? It's the latest! So soft it won't hurt even silk!)

Oh, My Pretty Hands! ... that's why we've got to remember that the very same chemicals in the new detergents ... which melt a way the grease and dirt from dishes or laundry — also melt away natural oils on the skin! But JERGENS LOTION can fix that problem for any woman, in a jiffy! Just make sure that after every use of a detergent you smooth a little of the pure, white Jergens Lotion into your hands. This way, two ingredients which doctors use for softening (both in Jergens Lotion) penetrate into your skin in seconds, and help to replace the softening moisture your hands need. Keep Jergens in the bathroom — the laundry — the kitchen! Use Jergens Lotion — avoid detergent hands. 15c, 37c, 65c and \$1.15.

Take The Chill Off The Morning With A Hot Breakfast. It's good for you, particularly when it's hot "CREAM OF WHEAT." What a delicious way to start a brisk Fall day! A good hearty breakfast of hot "Cream of Wheat" gives you enough quick-starting food energy to last right up to lunch time. Gives you iron for good red blood, and calcium and phosphorus for diets deficient in these elements. Lots of folks add tasty toppings to their "Cream of Wheat" ... brown sugar, for instance, is simply "scrumptious" according to my family. And I'm sure yours will feel the same way about it. Treat them tomorrow to tempting hot "Cream of Wheat", topped with brown sugar and cream or milk.

Yours For Years Of Happy Cooking ... the brand new GURNEY Gas Ranges. You should see them — and you can, right now, at your Gurney dealer's. I'm sure you'll be as thrilled as I was with the new "Deluxe Table Top" model with the divided top range. Such a host of wonderful "Deluxe" features to make a delight of cooking and baking! There's the Automatic Oven Clock Control that starts and stops baking or broiling at set times — and the separate Centre Simmer Top Burners with the keep-warm position. And, of course, there's the famous Gurney "Even-Heat" Oven that keeps the temperature exactly right, automatically. But you should see the new Gurney Ranges for yourself — soon!

GET 8 hrs. SLEEP

Nervous tension causes up to 75% of all sickness, particularly sleeplessness, jitteriness and irritability. Get a full night's sleep, calm the nerves during the day with safe non-opiate sedative. Sedatin tablets — over 1/2 million packages sold first 18 months on the market. No prescription necessary, but sold by druggists only. Money refunded if Sedatin fails to help you.

ANCIENT CHURCH

The original St. Giles Church at Reading, England, dates from before 1190.

GREAT PALACE

Buckingham Palace, built by the Duke of Buckingham in 1703, was purchased by George III in 1762.

Pisquid East And Vicinity

Mr. George Dever was a visitor in Charlottetown on October 8.

Mr. Edward E. Jay was a recent visitor to the City.

Mr. and Mrs. Russell Myers were guests of Mr. and Mrs. Wallace Woolridge on October 11.

Mrs. Fred Leard was a visitor in Montague during the Thanksgiving week-end.

Mr. Floyd Jay, accompanied by his mother, Mrs. Harold Jay, were visitors in Charlottetown on October 6.

Miss Shirley Jay left by plane for Moncton, N. B., on October 7, having spent the past few days visiting her parents, Mr. and Mrs. Harold Jay.

Mr. Guy Jay spent the Thanksgiving week-end at the home of his parents, Mr. and Mrs. Wendell Jay.

Miss Juanita Jay spent the Thanksgiving week-end with her parents, Mr. and Mrs. Edward Jay.

Among the sportsmen from Charlottetown that visited Pisquid Pond on October 10 were Mr. Milford Batchelder, Mr. Guy Dalling and Mr. Howard Douglas.

Mr. and Mrs. Harold Affleck Mount Stewart were guests at the home of Mr. and Mrs. Edward Jay on October 11.

Mr. and Mrs. Allison Huestes, Mr. and Mrs. Milford Batchelder and daughter, Marie, visited Pisquid East on October 11.

Mr. Wallace Woolridge spent the October 10 week-end with his family. Mr. Woolridge is employed on the government dredge.

Miss Mabel Jay, Charlottetown, spent the October 10 week-end with her parents, Mr. and Mrs. Levi Jay.

Mr. and Mrs. Earle MacDonald, Lorne Valley, were visitors at the home of Mrs. MacDonald's parents, Mr. and Mrs. George Jay Thanksgiving Day.

Miss Linda Leard, Charlottetown, spent the Thanksgiving week-end at the home of her parents, Mr. and Mrs. Fred Leard.

Most of the male residents of Pisquid East spent October 10 on the hunting grounds, especially at Pisquid Pond where gunners come from far and near. BA.

I. O. O. F. LODGE MEETING

The regular meeting of Wilder Lodge No. 27 was held on October 9, Brother Paul Hanson presiding. The Grand Master of the Grand Lodge of the Independent Order of Oddfellows, Brother C. D. Keenan has undergone two operations at the Queen Mary Memorial Hospital, Montreal, and is progressing favourably. All Oddfellows wish him a speedy recovery.

Several new committees are being formed for social entertainment, for the winter programs, and most of the programs are nearly complete. Brother Donald MacEachern from Edminton was a welcome visitor to the Lodge on Friday night.

NEW WAY Leads Again With

WASHER WEEK!

LOOK!

CHOOSE FROM THESE NEW, FAMOUS MAKES:

- * SIMPLICITY
- * DOMESTIC
- * INGLIS
- * MISS CANADA

from—

only

FREE

"Fleetwood"

4 Tube Mantel Radio

Our bonus gift to you! Smart plastic cabinet mantel model radio for your kitchen or den—

YOURS absolutely FREE when You Buy Your New Washer during Washer Week!

Here's value PLUS! A FREE mantel radio for you when you choose one of our new, streamlined, time-saving washing machines featuring—Improved agitator action!—Gleaming white enamel finish! Finger-tip, even pressure safety wringer! Large tub capacity for the whole family wash!

EACH WASHER BACKED BY A FULL GUARANTEE!!

NO DEPOSIT

OR DOWN PAYMENT

REQUIRED

UP TO 200 WEEKS TO PAY!

* FREE PROMPT SERVICE!

* Full 2-Year Replacement and 12-Year Rebuild Guarantee!

Before You Invest — COMPARE

One Glance tells the story!

NO ONE but NEW WAY can offer you so much in your new **REFRIGERATOR**

—these famous makes: —these easy terms:

- ADMIRAL!
- ROY DELUXE!
- SNOWDON!
- SERVEL!
- ALL SIZE MODELS! FULL 5-YEAR GUARANTEE!

from \$299.50 or **1.90** weekly

NEW WAY FURNITURE CO. LTD.

161 GREAT GEORGE ST., Charlottetown, P.E.I., DIAL 6211

CANNON 42 PIECE TOWEL & SHEET ENSEMBLE

- 4 solid color large size Cannon dish towels
- 4 matching face towels
- 8 matching wash cloths
- 6 colorful multi-striped line-free bath towels
- 8 multi-colored knitted dish cloths
- 8 multi-colored terry pot holders
- 2 double bed size Cannon muslin sheets in sparkling white
- 2 matching pillow cases

only 24.95 or 50¢ weekly! NO DEPOSIT!

Please send me () CANNON 42-PIECE TOWEL & SHEET ENSEMBLE(S)

I enclose \$ _____ Cash ()

M.O. () Check ()

Please send immediately to—

NAME _____

ADDRESS _____

(or) Nearest Post Office _____

RR _____

NEW WAY FURNITURE CO., LTD.