BUYS AND WHYS BY Barbara

A weekly shopping and information service for today's woman

MONTREAL. Oct. 28th-Decorator's Dream!

this colourfully patterned VINYLITE Plastic to

your kitchen-shower curtains for your bathroom

and you'll be delighted with the way it resist

after hanging and it cleans easily with a damp,

soapy cloth. Be sure to ask your sales clerk for

Dash of salt.

2 tablespoons butter.

With The Cost

of Eggs Going

Up - Up - Up!

big item on your

cakes you make

raste of precious ingredients when

ith SHIRRIFF'S TRUE VAN-

you flavour your cakes deliciously

ILLA . . . best way I know to

make sure your cakes are abso-

lutely flavour-right! You see,

Shirriff's True Vanilla is made

from genuine vanilla beans. Its

mellow, full-bodied richness does

full justice to the finest of ingre-

dients. That's why I urge you to

time you bake a cake . . . and

write to me-Barbara Brent, 1411

Crescent St., Montreal, P.Q.—for

this free booklet . . . "FLAVOUR

ARTISTRY". It's "chuck-ful"

A Reader Writes:--" Before

get in and chew the shoes to bits!

Now when a closet gets stuffy I

simply uncap a bottle of Vapair,

place it inside—and when I open

the door in a few minutes, the

closet is fresh and sweet-smell-

ing!" Yes, VAPAIR is a wonder-

worker! It's the instantly effective

room deodorant that banishes all

kinds of unpleasant odors-from

stale cooking to bird-cage smells

What's more—it costs less than

cent each time to use! You'll finc

it-(best buy is the big-value

ten-ounce bottle)-at your fav-

ourite drug or department store!

discovered GILLETT'S DRAIN

CLEANER . . . it saves me the

chore of tinkering with clogged

and slow-running drains. Just two

tablespoons a week of Gillett's

Drain Cleaner in your drains pre-

vents trouble . . . keeps drains

Lazybones in Luck!

admit I'm a lazy-

comes to doing

household chores.

That's why I know

I'm lucky to have

For a Delicious Hurry-Up Stew, clip and treasure this

recipe. (Its taste-secret is HEINZ TOMATO KET-

BEEF RAGOUT SUPREME

Cut 2 lbs. round steak into inch cubes. Brown in 1/2

cup fat. Stir in 2 thspns. flour. Add 3 cups hot water, 3 cut-up carrots, 1 onion sliced, 1 thspn. salt, 1/2

tbspn. Heinz Cider Vinegar, 1/3 cup Heinz Tomato Ketchup. Simmer

about 30 min. Add 4 diced potatoes—cook till tender. This quick, substantial skillet-stew is so delectably seasoned, so full-bodied that it tastes as if it had been cooked for hours. Serves 4.

Crescent St., Montreal, P.Q. And fast-running and sediment-free!

remember - Mazola makes deli- Simply follow the directions on

cious salad dressings-makes fried the tin for truly "magical" re-

and Nail Polish . . . originally 1.75-is now only 1.35! Ask for it . . .

It's That Smoo-oth Breakfast Cereal that thousands of

happy "breakfasters" vote "Most Popular". I mean

smoothly delicious "CREAM OF WHEAT"

Minute "Cream of Wheat" that cooks to luscious

digestibility in only 5 minutes of boiling. It's good

and good for you, for it contains blood-enriching Iron

and flavour perfect!

read about Vapair

in your column, I

had trouble with

stuffy clothes clos-

doors open to air

them the dog would

ets. If I left the

of flavour tricks both budget-wise

Shirriff's True Vanilla next

just have to be

. and butter a

d teaspoon vanilla.

Yes, it will add sparkling gaiety to your home.

the yard! One look at it-and you'll be inspired

to make it into curtains and table covers for

MAY CRUISE TO ALASKA

Instead of annual trainees from H.M.C.S. Chath- already preparing for Christam going south to take sea mas. Now 81, she has for 30 training out of Esquimalt, nav- years dressed more than 3,000 al authorities are considering dolls and given them to childsending one of the Canadian ren in the poorer districts of warships stationed on the Pa- London. "There are grown cific Coast to Prince Rupert to men with families of their own take them north to Alaska, it is in Limehouse who still have learned from Lt. Cdr. J. D. Mc- dolls I gave them when they Rae, commanding officer of were kiddies," Miss Eveling Catham. The idea is looked on said. "My eyesight is not what with favor at Ottawa whence it was and I always get some-Lt. Cdr. McRae returned recent- one to thread the needles for ly. Calls would be made at such me-but I still dress the dolls ports as Ketchikan and Juneau myself." Unable to go to school in the course of such a cruise, because of ill-health in child-

whether or not the strength of less, became a nurse and has Chatham is brought up to the travelled throughout the world. level necessary to it being retained as a division at Prince Rupert.

printed Vinylite Plastic by the yard.

2 squares Baker's Unsweetened

Sand For This Generous Free Offer

red by more women than any

other hand cream in the world.

Just a little smoothed on your

hands after dishes or the weekly

wash are done-and your hands

will, magically, have that "lady

of leisure" look. Originally made

for doctors and nurses who wash

their hands thirty to forty times

a day, Pacquins is now yours for

the asking! Simply write to me--

Barbara Brent, 1411 Crescent St.,

Montreal, P.Q.-for your free

sample and when it's done, just

ask for Pacquins Hand Cream at

your nearest drug or department

fares that can save you up to

\$158.60 for a thirty-day visit!

These new low fares are in effect

T.C.A.'s spacious, comfortab

"North Star" Skyliners whisk

you overseas overnight from

Montreal, allowing you to spend

your time in Britain, not in get-

ting there. You save valuable

time and money when you go

T.C.A., the "North Star" way,

to Britain. T.C.A. gives you every

plimentary meals served aloft . . .

roomy, club-like accommodations

. courteous, considerate steward

it's a real cooking

discovery, for Maz-

You'll Wear It Constantly! . . . this gorgeous shade

it looks beautiful with everything from suits to silks

-with almost any colour you can think of! Peggy

Sage brings it to you in Fashion Pink "Shimmer"

Lipstick with "Sheer" or "Regular" Nail Polish

to match. At a new, budget-right price . . . too!-

for the Peggy Sage Fashion Pink Set with Lipstick

called FASHION PINK. Such a versatile shade

ola Salad Oil makes lighter, fluf-

der, more delicious cake every

time. Tasting is believing! Simply

try the scrumptious Mazola Cake

Recipes you'll find in Mazola Re-

cipe Sheet MA2. It's yours for the

asking . . . Barbara Brent 1411

at better stores all across Canada!

foods taste better, too!

travel comfort . . . delicious com-

ad stewardess service.

For Pleasure or

For Business,

here's that long-

awaited oppor-

tunity for that

long dreamed-of

trip to Britain!

of PACQUINS

HAND CREAM

and you'll not be

bothered by chap-

2 cups sugar.

Pumpkins Will Glow . . . witches will ride their

CHOCOLATE. Every bite is full of true, deep chocolate-y goodness

GLOSSY CHOCOLATE FUDGE

Add chocolate to milk; place over low heat. Cook until mixture is smooth and blended, stirring constantly. Add sugar and salt; stir

until mixture boils. Continue boiling, without stirring, until a small

amount of mixture forms a very soft ball in cold water (232 deg. F.).

Remove from heat. Add butter and vanilla. Cool to lukewarm (110

deg. F.); beat until mixture begins to thicken and loses its gloss.

Turn at once into greased pan, 8 x 4 inches. When cold, cut in squares.

when you use Baker's-the chocolate that's all pure chocolate.

broomsticks . . . on Hallowe'en, the children's night

for adventure! And of course you'll be making candy!

Why not this gorgeous Chocolate Fudge? Perfect for

a party or for a children's "handout"-but be sure

you make it with BAKER'S UNSWEETENED

CHRISTMAS DOLLS FOR POOR TOTS

WINNERSH, Berkshire, England (P)-Ruth Eveling, known cruise here as "Mrs. Santa Claus," is All, of course, is dependent hood, Miss Eveling neverthe-

Classified Advertising Pays!



CANADIAN PREMIERE— Madelaine Carroll, English stage and screen star, is being seen in her first stage performance in North America at London, Ontario, this week. Miss Carroll has the leading role in "Goodbye, My Fancy," first full-length play by Fay Kanin, also being premiered in London. Shown here shortly after Miss Carroll's arrival in London Monday are leading members of the cast: Conrad Nagel, left, featured actor; Miss Kanin, author of the play; Miss Carroll; and Sam Wanamaker, leading man and director.

Deasonable Ideas for Housekeepers

QUICK, MAKE-EASY MEALS DREAM OF in top of double Foiler. Blend BUSY WOMEN, SOCIAL SEASON NEARS flour with remaining 1/4 cup cold a greased baking dish. Sprinkle

Every homemaker wish for a several dishes which may be pre-

the twinkling of an eye. Meals, either simple of elabor-

ate, require careful planing beforehand and often much time and labor in preparation. It is, however, possible to cut down last minute, time-consuming details if some of the preparation is done ahead of time. This may be accomplished by buying cooked or partially cooked foods, or by pre-cooking the food at home so that it requires only re-heating, or the addition of a special sauce or garnish to make an appetizing dish.

As the winter season opens, there are many meetings, church and civic, which the publicspirited woman will attend in the afternoon, as well as social occasions such as teas and her bridge club, which means rushing home to start dinner before her husband gets there.

The main course is always the big problem under these circumstances. Meat loaves are one answer, as they have two advantages. They are excellent meat stretchers and are a readyto-serve meat, cold or reheated. Canned meat loaves, already cooked, may also be served cold or reheated and served in many ways. Casserole dishes or onedish meals are also a great help, as they may be prepared in the morning and reheated just before meal time.

these hurry-up meals.

a valuable utensil in preparing over low heat until tender and

Utopia where delicious meals pared early and finished cooking could be prepared and served in in the last half-hour before din-

FIVE-LAYER DINNER

pound ground beef 2 tablespoons fat

4 medium potatoes, sliced

medium onion, sliced 3 cups canned tomatoes 1 small green pepper, cut into

rings

cuttered flat baking dish. Season utes. Yield: six servings. each layer with salt and pepper. Cover and bake 3/4 of an hour in a moderate oven, 350 degrees F. Remove cover. Continue baking 1/4 of an hour, or the bedroom apartment advertised casserole may be removed from at \$3.50 weekly here. the oven after 3/4 of an hour and returned to the oven for 20 minutes just before serving. Yield:

LUNCHEON CASSEROLE 11/4 cups dried lima or navy

beans

4 cups boiling water

six servings.

small onion, sliced 11/4 teaspoon salt

1/8 teaspoon pepper

11/4 cups milk 2½ tablespoons flour

1 cup grated cheese

2 tablespoons catsup or chili

sauce 2 hard-cooked eggs

½ cup soft bread crumbs Soak beans overnight in water to cover. Drain. Add boiling The pressure saucepan is also water and onion. Cover and cook very little liquid remains. Add Home economists recommend salt and pepper. Heat 1 cup milk

melted. Add the catsup or chili per and add the cooked beans. Pour half this mixture into a garnished with sections of greased baking dish, cover with glazed apples. Serves six. sliced hard-cooked eggs and add remaining bean mixture. Sprinkle top with bread crumbs which have been mixed with the remaining 1/2 cup of cheese. Bake of ways in which this older bird Brown beef in fat. Arrange in a moderate oven, 250 degrees layers of meat, potatoes, onion, F., until the cheese is melted and tomatoes and green pepper in a mixture is heated, about 20 min-

were 3,500 applicants for a two- toes or tomato juice; one cup

The Experts Say

duce a chicken dinner as the to taste. big meal of the week-end. The Cook onion slowly in butter family will love it.

beyond the humdrum of roast lents. Season to taste. Bring chicken she might try baking to boiling point and simmer for the bird for a change.

For a five to six-pound chick- Chicken a La King-Ingreden she will require milk, flour ients: three tablespoons butter: or fine crumbs, one-half cup three tablespoons flour; onebutter or other fat, one-half half cup chicken stock; 11/4

chicken in pieces for serving, and pepper; two egg yolks. Dip each piece in milk and Melt butter. Blend in flour. seasoned flour or crumbs. Fry Add liquid. Stir constantly unin butter in skillet until nicely til mixture thickens. Add browned. Arrange chicken in chicken, mushrooms, chopped covered casserole or baking pimento and seasonings. Heat dish. Pour hot water and fat thoroughly. Pour some of mixover chicken and bake in mod- ture over beaten egg yolks. Add erate oven at 325 degrees Fahr- to mixture and cook two minenheit for about 11/2 hours or utes. Serve on hot toast or until chicken is tender.

The chicken may also be cooked on top of the stove over a low heat in a pan with a tight fitting cover. Allow same time as for baked chicken.

Chicken-Virginia Style-Reserving. Wrap each portions in thin slice of uncooked smoked ham. Tie well or fasten with toothpicks or small skewers and stick a few Cook, stirring constantly, until lightly with one tablespoon mixture thickens. Add 1/2 cup flour. Pour one-half cup maple grated cheese and stir until syrup (or one-quarter cup) brown sugar) in pan. Bake in sauce, season with salt and pep- Fahrenheit for one hour, bastmoderate oven at 350 degrees ing every 19 minutes. Serve

> Fowl is Cheaper-The housewife finds she pays less money for fowl, and there are plenty can be turned into a tasty dish.

Chicken Gumbo - Ingredients: one small onion, finely chopped; two tablespoons butter (or chicken fat); two tablespoons flour; one quart chicken BLACKPOOL, Eng., (P)—There stock; two cups canned tomacooked chicken (fowl) chopped; one-half cup canned corn; salt,

CHICKEN DINNERS-Intro-, pepper, and other seasonings

five minutes. Blend in flour. If the housewife wants to get Add stock and other ingred-30 minutes. Serves eight.

cup hot water, salt and pepper. cups rich milk; two tablespoons Cut breast, thighs and legs of pimento, or green pepper; salt

waffles. Serves six.

ELECTRICITY FROM GAS UNITY, Sask., (P)-Towns and villages in this central Saskatchewan district near the Alberta border are using electricity supplied here by natural



Procter & Gamble's new TIDE makes washday's most

AMATINE PRIME FEETING BELLINE

No soap—no other "suds"—no other washing product known—will get your family wash as CLEAN as Tide!





THE WORLD'S CLEANEST, BRIGHTEST, WHITEST WASH

· · · only Tide gives you all this. Tide promises you a cleaner wash than any other washday product will give you. Tide leaves even your heaviest family wash free from dirt, and actually removes soap film, too. Yet with all that cleaning power; Tide is truly safe for washable colors! What's more, Tide actually brightens soap-dulled colors. And white things? In hardest water, Tide gets them whiter than any soap or any other washing product known! These are amazing promises, but Tide-and only Tide-will keep them every washday.



NO FINER MILK





Your grocer has a fresh supply right now!

Your tea or coffee will taste better with Borden's Evaporated Milk. And your cereals, and your fruits

ENJOY BORDEN'S QUALITY EVERY DAY!

- Borden's Evaporated Milk is concentrated from only fine quality, fresh, whole milk.
- Borden's is irradiated for extra sunshine vitamin D. Borden's is homogenized to make every drop equally rich and nourishing.
- Borden's is sterilized to make it completely safe. Borden's is specially easy to digest, even for infants.
- Borden's pours like cream.

YOUR GROCER HAS A FRESH SUPPLY TODAY.

Borden's EVAPORATED MILK

and provides extra Calcium and Phosphorus for diets deficient in these elements. Ask your grocer for 6 Minute "Cream of Wheat" the very next time you're shopping . . . and get that good "Cream of Wheat" habit! If it's Borden's, it's GOT to be good! TIDE WORKS EXTRA MIRACLES IN HARD WATER! OCEANS OF SUDS! NO WATER SOFTENERS NEE

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OF

New miraci