

BIG SHOEMAKERS COLORFUL CITY
Brazil has about 1300 large Srinagar, the capital of the
factories making shoes and state of Kashmir, has been called
6700 smaller establishments. ed "The Venice of the East."

Barbara Brent's BUYS AND WHYS
A WEEKLY INFORMATION SERVICE



MONTREAL, Mar. 20th—Something to keep the family happy in this gloomy season between winter and spring? Good food will do the trick every time! That's why I make a point of serving extra-delicious, extra-nourishing JELL-O PUDDING desserts when I particularly want to please the folks. It's just like a party when you serve milk-rich Jell-O Puddings—they offer so much variety and they're so wonderfully tempting. The youngsters particularly will love all the flavours—Vanilla, Chocolate, Butter-Scotch and Caramel. And don't forget the three wonderful Jell-O Tapioca Puddings. Mmm—good and good for you! And a Jell-O Pudding is easily one of the most economical and simple-to-prepare desserts you could serve.

Your Husband Will Think You're Wonderful . . . "How do you get your my shirts so white?" he'll say. And, giving credit where credit's due, you'll tell him it's Blue. Yes, Blue does the best job of all in keeping clothes from turning yellow. Just a swish or two of Blue in the final rinsing—that's all there is to it. And it's so completely safe for the fine fabrics in your wash! Those wonderful sheets you got for your anniversary—the luscious set that's your pride and joy . . . don't take chances—use safe-as-assembly-line Blue to keep them snow-white. Costs just a few pennies a month—that's budget-wise, isn't it?

Yes, for the whitest wash, it's RECKITT'S Blue.

1 Praise-Winning Main-Course Dish

Yes, I've seen one! Yes, KRAFT DINNER is truly delicious—and so very economical. You see, one package of "Kraft Dinner" contains enough for a main dish for four . . . at less than 6¢ a serving. And in every package you'll find two mouth-watering ingredients—a special, fast-cooking macaroni and grated cheese for mellow, cheddar cheese flavour. Good all year 'round, "Kraft Dinner" is so handy in a "meal-getting emergency" . . . off the shelf—into the pot—onto the table! My suggestion . . . that you have several packages on hand for delicious Lenten meals!

So Busy doing housework that you've no time to live! Of course you like your home to look nice—and that's why I think DOMOLITE is such a wonderful discovery in living! It's an exceptionally strong, wear-resisting vinylite plastic fabric, which comes in a host of beautiful colours and patterns. Easy to wash (just wipe with a damp cloth and rinse). NO IRONING. Domolite (made by Dominion Oilcloth and Linoleum Company) repels moisture, oil and dirt. Buy it by the yard at department and variety stores everywhere. It's easy to sew. Use it to make curtains, drapes, bench bags, aprons, etc. Write to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—for free, illustrated literature on what you can do with this brand new, budget-wise fabric!

Because There's A Lightning For Every Sewing Need. I always insist on Lightning Slide Fasteners for my suits and dresses. They make a packet that fits beautifully, because there's a LIGHTNING FASTENER specially made in just the right size for every weight of material from heavy tweeds to featherlight chiffons. Choose the size according to the material, then see how your Lightning Fastener tucks away in the seam of your dress or suit—flows with the fabric so flexibly that no one knows it's there! And here's an exclusive Lightning feature—the unconditionally guaranteed Automatic Lock. You can be sure your Lightning will never slip down until you move it yourself. That's why a Lightning zipper is my choice for perfect wearing satisfaction in the clothes I make or buy!

There's No Trick To Saving Money when you use BLUE BONNET MARGARINE in all your cooking and as a spread for bread. This country-sweet, always-fresh margarine is so economical! Just compare it with any spread at any price . . . and I'm sure you'll agree that Blue Bonnet is "tops" in flavour, nutrition and economy! You'll like the handy, "Yellow Quik" bag it comes in. . . for easy, easy colouring. Just press the colour button and knead the bag gently. In just two minutes, your Blue Bonnet is golden-yellow—ready-to-use. So take my tip—when you're shopping tomorrow—look for the yellow package of Blue Bonnet Margarine—with Blue Bonnet SUE on the front.

Is The Old Washing Machine looking "weather-beaten"? Cheer up! . . . thanks to PRIGEN Enamel, your washing machine can have a brand new, gleaming white finish in just a few hours! Prigen is a special enamel to renew that factory-bright finish on stoves, refrigerators, washing machines, toilet seats, medicine cabinets and other household appliances. It's economical—it gives a hard, durable surface—it's quick and easy to apply—takes 3-4 hours to dry. The Prigen "Home Repair Kit" is especially handy because it comes complete with brush and all you need to do the job. So, when worn surfaces mar the beauty of expensive appliances—just ask for Prigen Enamel at your paint dealer—it's guaranteed!

THAT Was Quick Work . . . and to think you could barely crawl out of bed this morning! But a sparkling glass of SAL HEPATICA before breakfast has made a new woman of you. Yes, with speedy Sal Hepatica you avoid "Laxative Lag"—that feeling of stomach discomfort that often goes on for hours 'til ordinary, slow-acting laxatives bring relief. It's pleasant to take too—sparkling clear and gentle as can be. So take my tip—when you feel sluggish or headachey—remember this easy, pleasant-tasting remedy that leaves you feeling like a million in no time at all! Effective and safe for all members of your family, Sal Hepatica is a product of Bristol-Myers who also make BUFFERIN pain relief tablets.

Are You Letting a lack of knowledge about feminine hygiene cast a shadow over your marriage? Married women who want a completely satisfactory method of feminine hygiene use ZONITORS. Zonitors are effective, greaseless, stainless, snow-white vaginal suppositories that are powerfully germicidal, yet absolutely safe to delicate tissues. And they're so very handy and convenient to use! Ask your druggist for Zonitors tomorrow . . . and write to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—for a free booklet giving important-to-know facts on feminine hygiene. It will be sent to you in a plain wrapper.

Folks Will Say you're a "natural-born cook" when you know how to cook with shortcuts on time and longests in flavour! And it's easy to do when you have SUNKIST CALIFORNIA LEMONS to add excitement to dozens of dishes. Yes, one of the most exciting flavours you can use in your cooking is the flavour of fresh, juicy lemons. And Sunkist Lemons are the finest, juiciest grown . . . I know you'll agree once you've cooked with them. Try them with vegetables—with baked beans—with fish—in pies and icings and in your baking. A supply of Sunkist Lemons is a "must" in a good cook's kitchen!

Hearty And Wholesome . . . a wonderful, meal-less main-course dish—HEINZ OVEN-BAKED BEANS. Yes, "Finer of the Week" may easily be your family's verdict when you bring on a whopping big bean pot filled to the brim with Heinz Beans. Mmm! Just taste that real, baked-in savour. Heinz Beans are steamed to the heart in spicy tomato sauce made from sun-ripened "Aristocrat" tomatoes. There are lots of delicious ways to serve them—do it often. And treat your family to Heinz Cooked Spaghetti, too. It's every bit as economical as Heinz Beans—and good! Made from semolina flour cooked to tantalizing tenderness, this creamy spaghetti is drenched in a zesty tomato sauce that will bring plates back for more!

Another Beautiful Woodbury bride, Diana Gaze Griffin, of grand-daughter of Lady Gaze, was married recently. Diana's wedding gown was a family heirloom . . . but her beauty secret can be anyone's. WOODBURY FACIAL SOAP with its famous beauty-cream ingredient keeps Diana's complexion gloriously radiant—always. While some soaps tend to dry sensitive skin, Woodbury actually softens it! You see, to every rake of Woodbury, skin scientists add a beauty-cream ingredient—the same softening oil used in fine face creams. It's intended to help replace the natural oils you wash away. Try Woodbury yourself. See how long your complexion can be! And try the Woodbury big Beauty Bath Size, too—for all-over loveliness.

Lizbeth Likes English Men

By BOB THOMAS

HOLLYWOOD (AP) — Sultry Lizbeth Scott has returned from a European jaunt and blimey if she doesn't think British men are top-notch, romantically speaking.

The actress was subject to some international wooing while touring Europe. She was escorted by English, French, Italian and Swiss men, and she decided that the English are the most adept in the matters of the heart.

"Englishmen are so youthful in their manner," she enthused. "It's not true that Englishmen are sober and unemotional all the time. They have delightful senses of humor."

"And they can become quite poetic, too."

I asked if she implied that American men don't get poetic. "Not as readily," she admitted. "But American men are able to

get poetic over a girl if they really get serious about her. I have letters to prove it."

Miss Scott was in London several weeks making a picture with Paul Henreid.

She also did some touring on the continent, but her romantic findings were not quite so satisfactory.

"The Frenchman is wonderful in his suavity and charm," she remarked, "and is very quick with the compliments. But sometimes you wonder if perhaps this isn't a veneer. It wasn't encouraging to see how the French treat their wives. The women are held in very low regard; the man is king."

"The Italian is also full of charm . . . but seems cynical and pessimistic."

"As for the Swiss, he is very impressive. He is strong and silent and can say more with a few words than most nationalities can with sentences."

Classified advertisements in the News pay big dividends.

BLACKWOOD on Bridge

By EASLEY BLACKWOOD

Make Sure You Have Convenient Rebid

"Except for your bidding and play, you were a star on this hand, New," remarked Mr. Champion acidly. Mr. New had gone set one trick at his five-club contract.

The opening lead was a club by Mr. Dale. Mrs. Keen took the ace and returned a club. Mr. New then took the diamond finesse, losing to the king. Later, he had to lose a spade. Although he could throw one of dummy's spades on a third round of hearts, there was only one trump in dummy to ruff his two spade losers.

"You could have made it, New," Mr. Champion grumbled. "All you had to do was to forget about finessing the queen of diamonds. Just go up with the ace and led a little one back."

BIDDING TO BLAME

"All!" said Mr. New. "That's asking a lot, isn't it? Neither opponent bid. How could I know Mrs. Keen had the king doubleton?"

"Well, anyway, you could have made it," answered Mr. Champion, who cares less about being logical than about making his point.

Certainly the play Mr. Champion suggested was double-dummy. He had no grounds for criticizing his partner's play. But the bidding was something else again.

Mr. New's first rebid was at the three level. Surely his bidding suggested a different type of distribution from what he had actually had. In addition, it required more in high cards.

REQUIRES PLANNING

The trouble goes back to the opening bid itself. Mr. New should have opened one club rather than one heart. Then, over partner's one diamond response he could have bid one heart.

Far from making his first rebid at the three level, he actually could have shown both of his suits at the one level. And this sequence would not have promised any bigger hand than he had. The much easier contract of three no trump undoubtedly would have been reached.

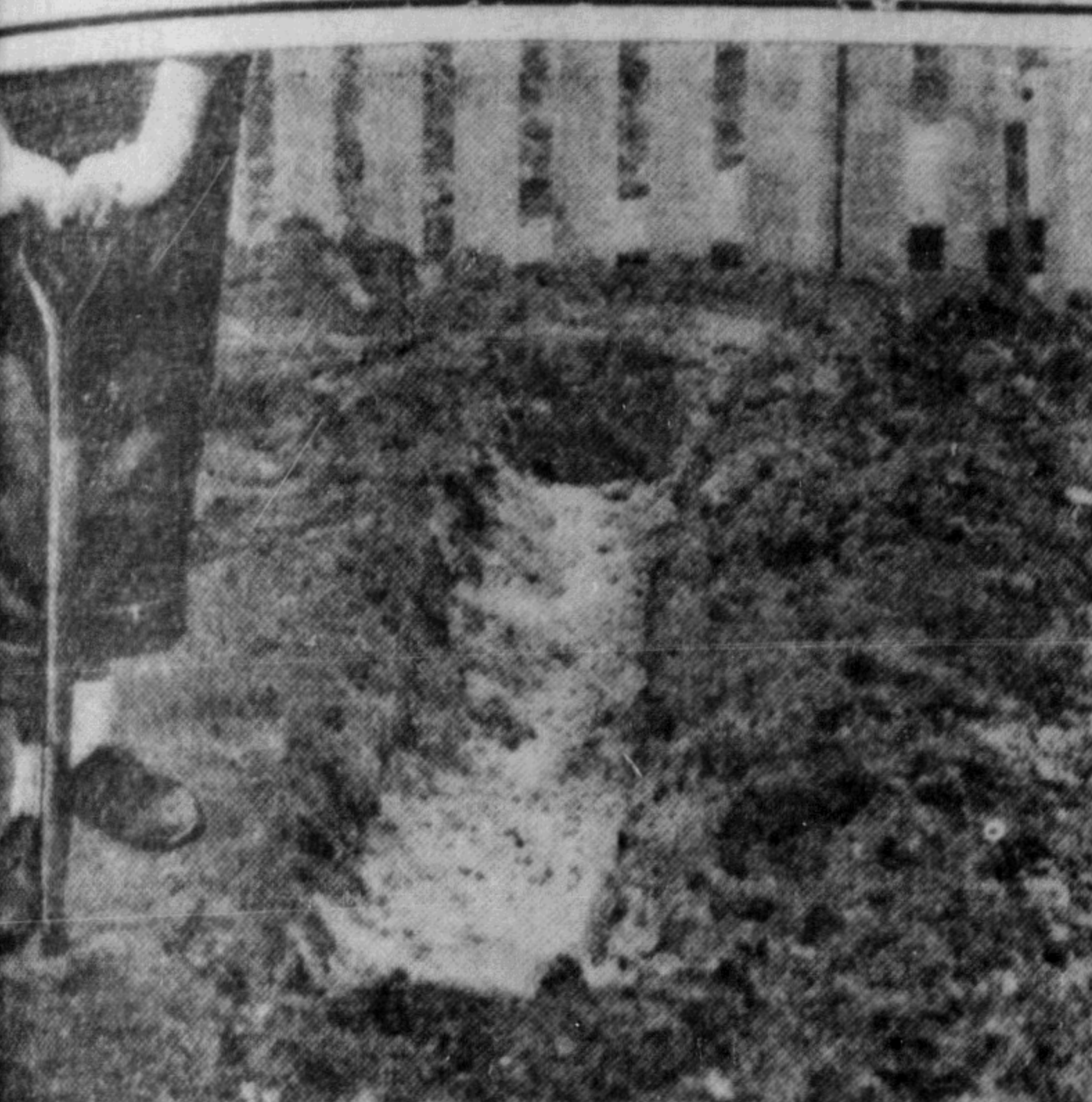
As Mr. Champion pointed out, good bidding requires good planning. Before selecting your open-

South dealer			
Both sides vulnerable			
North			
(Mr. Champion)			
S-Q 5			
H-K 4			
D-J 9 8 5			
C-Q 7 6 5			
West			
(Mr. Dale)			
S-9 3 2			
H-J 10 9 3			
D-J 9 8 5			
C-9 2			
East			
(Mrs. Keen)			
S-K J 8 7 6			
H-8 7 2			
D-K 10			
C-A 8 4			
South			
(Mr. New)			
S-A 10 4			
H-A Q 6 5			
D-4 3			
C-K J 10 3			
The bidding:			
South	West	North	East
1 H	Pass	2 D	Pass
3 C	Pass	4 C	Pass
5 C	All pass		



C. L. WALKER, whose appointment as Assistant General Manager of The Royal Bank of Canada is announced. Mr. Walker has had a wide banking experience in Canada, having served as inspector at the Supervisor's Department, Vancouver and at Head Office, Montreal, and more recently as Manager of Toronto Branch. He is a native of Clinton, Ont. and entered the bank in 1928.

Gardening . . .



SPADE HOME GARDEN THIS EASY WAY BEFORE PLANTING

what you may read practices in horticultural spring most garden spaded, before seed the home gardener thousand feet or less space, spading can be enjoyable and beneficial. is to take it easy. not hard work if done time. A space of 1,000 can be spaded in a way in eight hours. One for eight days, and one.

When Soil Crumbles Easily in Your Hand, It's Time to Spade

and deposit it in the trench. The spade should be driven down, not on a slant, but perpendicularly to its full depth. Take a small slice of the soil so your back is not strained. Lift it up, turn the spade over, so that the top soil falls underneath and bottom soil on top. In filling the first trench, you have opened a second.

If you wish to spade under manure, spread it evenly over the area, except for the top of your initial trench. When this first trench has been dug, clean the manure from the top of the next trench and throw it into the bottom of the first; then proceed with your spading, piling the soil on top of the manure.

When you have finished your day's quota, you will have an empty trench, which should be filled with the soil you removed from the initial trench.

Classified advertising in the "DAILY NEWS" bring results.

Harvest Important

(CP) — Economists worry too much about world population and soil fertility. Beatty, director of Fisheries Experiment here, says the soil's fertility, can be improved for minerals, animals. covered from the sea, and industrial operations in extractive and potassium. and other aquatic now are commonly, cosmetic and plas-. the last war helped land fish markets otherwise would have to develop. Meat increased the demand at many developed a in foods. generation methods, he a boon to the fresh. A load of Atlan- it here recently for Texas, in a refrigera-

Get Carnation... IT NEVER VARIES

Use the evaporated milk that never varies—even a little. Never varies in color, consistency, flavor. The milk in every can of Carnation is the same as that in every other can.

Every time you use Carnation Milk in a recipe—every time you use it in coffee—you get the same fine results. And uniformity of quality is one of the reasons more babies are fed Carnation than any other brand. Get Carnation! It never varies.

MAKE THIS SEVEN DAY TEST—for just one week use Carnation Milk in place of your present brand. Once you've used Carnation we are sure that no other brand will satisfy you.

MORE PEOPLE IN CANADA USE CARNATION THAN ALL OTHER BRANDS COMBINED



A sterling silver coffee pot by Thomas Moore, England, 1757. A valued piece, now in the O. B. Allan collection, Vancouver.

Sterling
LONDON DRY GIN
the Hallmark of Quality

A distinguished product of THE BRITISH COLUMBIA DISTILLERY CO. LTD. New Westminster, B.C.

Out of this world!

CROWN BRAND CORN SYRUP

on Ice cream!

a sundae treat for the whole family!

Effective and safe for all members of your family, Sal Hepatica is a product of Bristol-Myers who also make BUFFERIN pain relief tablets.

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