

PERSONALS

Mrs. C. A. Clegg and son David, 537 Seventh Avenue East, have returned home from eastern Canada. While in the east they spent six weeks visiting Mrs. Clegg's mother in Toronto.

Mr. and Mrs. Arthur Ryder of Princeton, B. C., visited in the city briefly this morning, in the course of a north coast cruise aboard the Princess Louise. During their two-hour stop-over here, they visited with former friends from the south.

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CONFIDENTIALLY YOURS

By Byrne Hope Sanders

MONTREAL, August 20th—Had a frantic telephone call last night from a friend of mine. She returned from a glorious holiday—only to find that thieves had broken into her home. She blames herself bitterly for the loss of valuable and important documents which can never be replaced. How sad, when she could so easily have rented her own personal Safety Deposit Box at the BANK OF MONTREAL! A B of M Safety Deposit Box—less than the price of your daily newspaper—yet perfect protection against fire or theft. Have you got any jewellery lying around in a desk or drawer in your home? Why not place them in a Safety Deposit Box at "My

Safe Found, Is Fun... if it's successful! You'll find the key stress-free in pastries... cakes... etc. It's simply sweet. BLUE BONNET. This fine quality margarine is made from pure vegetable oils and pasteurized. All Marine oils are never used. Comes with a spread at any price. Understand why it's so popular? It's good cooks, but with their families, it's good for sandwiches; makes vegetables taste better; wrapped quarters are so convenient to keep on hand as the handy package shows you just how much you need. Won't you try it?

then Freedom... Chalk up another victory for our side in saving time and money—and credit it to FRENCH'S INSTANT POTATO. This really wonderful product is made from the best quality potatoes. I find that I can prepare it in one minute—saving exactly the amount I need. French's Instant Potato gives me complete freedom from the messy bother of potato peeling; and more time to enjoy life. Best of all, it helps me in a dozen different ways. Try it as a topping for your favorite dish to the kitchen gravies or cream soups. Add it to your meal extender—and your family will call

Ever Lounged For A Moment... Think For A Moment... of the wonderful boon we have in a product such as INSTANT CHASE & SANBORN COFFEE. Lucky us! We buy it at a saving of up to 50% over regular coffee... We can make it in the time it takes to read about it—for the granules melt into full-bodied, truly delicious coffee the moment hot water touches them. There's no bother with coffee pots or grinders! And you can serve each cup just the way it's wanted—mild, medium or strong. So—while you're enjoying a fragrant, relaxing cup of perfect coffee—you have saved money—and time... "Boon" is the right word for Instant Chase & Sanborn—isn't it?

Our RECKITT'S BLUE... Your Credit... Your Moral Integrity, are of the utmost importance in building a way of life which brings the comfort of essential family needs to your home. That is why the IAC MERIT PLAN has become so important in the Canadian economy. Through its friendly, helpful services, men and women across the country are able to invest in such essential things as an automobile and home equipment and buy them out of income.

Today, really, the true value of Thrift—to be honest, giving you pleasure-giving essentials of modern living—can be had systematically while you are enjoying them. Today, today, the IAC Merit Plan,

...to risk lack of freshness... especially when there's no Fresh Cream Deodorant. Only Fresh Cream Deodorant formula to keep you dry there's no stain on clothes... no loss of colour. New Fresh Cream Deodorant will never leave a trace of stickiness... or grit... yet so effective! Your underarm is completely dry when you use Fresh Cream Deodorant every day. You can trust your loyal

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