

**Do you need**

A FURNACE? A WATER HEATER?  
POPPING? NEW TOILET FACILITIES?  
A COMPLETE PLUMBING SYSTEM?

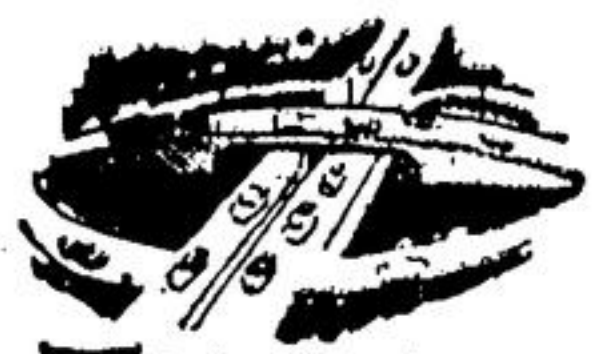
FEEL is installing these in the homes of thousands of Canadian farmers every year. Think over a Farm Improvement Loan, with your nearest B of M manager. Why not do it now while it's on your mind?



**BANK OF MONTREAL**  
*Canada's First Bank*

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

*What do millions of people own that...*



**1** helps break traffic bottlenecks?

Life insurance — because a large part of the money that people put aside in life insurance is invested in ways that help provide new roads and bridges... as well as new houses, stores, waterworks, power plants, other aids to better living.



**2** aids science's battle against disease?

Life insurance — through several important medical research projects which are supported wholly or in part by funds contributed by life insurance companies. As a result, chances of living longer, healthier lives are being increased for all Canadians.



**3** helps keep Canada strong?

Again — life insurance! The money set aside by millions of policyholders plays an important part in financing Canada's industrial economy. And this, in turn, strengthens the nation's defence program.



**4** sends boys and girls to college?

This is another important job that life insurance does — while also providing money for family emergencies. Some other important uses: retirement income, mortgage repayment, business insurance.

A trained life underwriter — representing one of the more than 50 Canadian, British and United States life insurance companies in Canada — will gladly help you plan for your family's security and your own needs in later years. Rely on him!

**THE LIFE INSURANCE COMPANIES IN CANADA**  
*"It is Good Citizenship to own Life Insurance"*

**C.B.L.T. TV STATION**  
**TORONTO**  
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**Admiral**



**Admiral**

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**Milton Electric**  
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Hello Home-makers! An ideal picnic lunch is one that does not involve a lot of baking or mixing, don't you agree? For a pleasant picnic just pack a few things on the spur of the moment to eat at a distant location. Roadside picnics are becoming more popular to-day and in many instances it's only courteous to eat lunch on the way to visit friends. By the way, do you know that the Ontario Department of Highways placed more than 22,000 tables along the wayside for picnickers.

The menu that often fills the bill and the picnickers too, may be wieners in rolls with relish or mustard, potato chips, small tomatoes, fresh melon and spoons for each, along with a thermos of cold fruit juice or hot coffee and paper cups.

A second helping lunch may be sandwiches of cold meat, peanut butter and egg salad, radishes, green onions and carrot slivers (a salt shaker for greens), cheese and crackers and fruit juice or milk with plastic tumblers.

Everyone expects pick-up items on a picnic. We like eggs cooked in shell, fried chicken pieces, cubes of cooked ham, wedges of cheese, buttered bread, raw fruit and tarts or cookies.

Don't fuss too much but pack the necessities such as a mixture of salt and pepper, spoons or forks, paper serviettes and a damp face cloth in an alumin bag for greasy fingers. It's fun to eat picnic style, once in awhile.

**TAKE A TIP**

1. Our doctor points out that D.D.T. is a poison which kills insect pests such as mosquitoes or flies. Also, it can be harmful to man if it is used so that even small concentrated amounts are allowed to contaminate food dishes and cooking utensils. This spray may be used in other rooms except the kitchen.

2. When you spray other rooms except the kitchen for flies and mosquitoes close all windows and doors, then point the sprayer toward the juncture of wall and ceiling. Do not aim directly at the wall. Spray until the room is filled with a fine floating mist and leave the room closed for at least 15 minutes. Then sweep up dead and paralyzed insects; burn or wrap tightly for outside garbage pail.

3. Select a durable sprayer that does not squirt or drip. Unfortunately a good one costs twice as much as a cheap one. If you use the spraying attachment with a vacuum cleaner you will have excellent results.

4. Poisons should not be kept in the kitchen, where they may be used by mistake in food preparation or in the bathroom where they may be mistaken for medicine. Neither should they be used or stored where there is the slightest danger of children or pets getting at them.

5. The label on poisonous materials should be read carefully and the antidote noted before poison is used.

6. Garbage pails need a good scrubbing once a week with soapy water and a stiff brush. Scald with boiling water and washing soda or a disinfectant. Dry pull and brush in the sun.

7. Bread and cake boxes should be washed and aired once a week. Before refilling, line with wax paper. Keep that extra loaf of bread in the freezing unit of refrigerator and toast slices if you forget to remove it in time to thaw.

8. Wooden top counters and tables should be scrubbed with a brush dipped in water, wiped with a cloth wrung out of clear water and then a dry cloth. If the wood becomes soaking wet it will swell and open at the seams.

9. Cover all food and store in a cool place.

10. Wash food to be served raw before it is cut or served. Even berries should be rinsed by placing them in a sieve, cover, then submerge in a bowl of cool water. This prevents crushing the berries.

11. Wash your hands in soapy water more often than you think is necessary.

**THE SUGGESTION BOX**

1. To carry milk without a thermos pour it into a sealer, place on the rubber ring and seal securely. Immerse in a pail containing cold water and cover.

**Poet's Corner**  
NEIGHBORS

How well I remember my neighbor,  
Back in the old home town  
How we loved to sit in an evening  
And watch the sun go down.

I'd note how well his politeness  
Had stood the afternoon's heat,  
And he'd gallantly swear that my  
shirts  
Were the finest of all on our street.

His iris had need of dividing—  
"Perhaps I would care for a fringe"  
I'd admire my newest garment  
So I'd gratefully give him a shout.

We'd look at the roses, and argue  
Of Tullman, Druskil and Hill;  
And stubbornly sound forth on  
methods  
How best to prevent "wider kill."

He talked, when I felt like talking;  
How well he assessed my mood—  
And whenever I felt like sulking  
He was careful not to intrude.

While others with talents undoubt-  
ed  
To solve world problems still try,  
I'm sure that we had the secret,  
My home town neighbor and I.  
M. Z. B. Ladd  
Toronto

2. To keep sandwiches moist wrap in wax paper, then a dampened towel.

3. Transport cookies in a box so they do not break.

4. If you build a fire to make tea or coffee at a picnic, notice which way the wind is blowing and light on the leeward side.

5. If you picnic near sand, clean the dishes and utensils with clear sand.

6. If you sit in the sun to eat, keep your hat on so that it protects the back of the neck.

7. Never go swimming for an hour after eating.

8. Be sure to clear away all your debris before leaving picnic site.

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FOR LIGHT AND HEAVY TRUCKS

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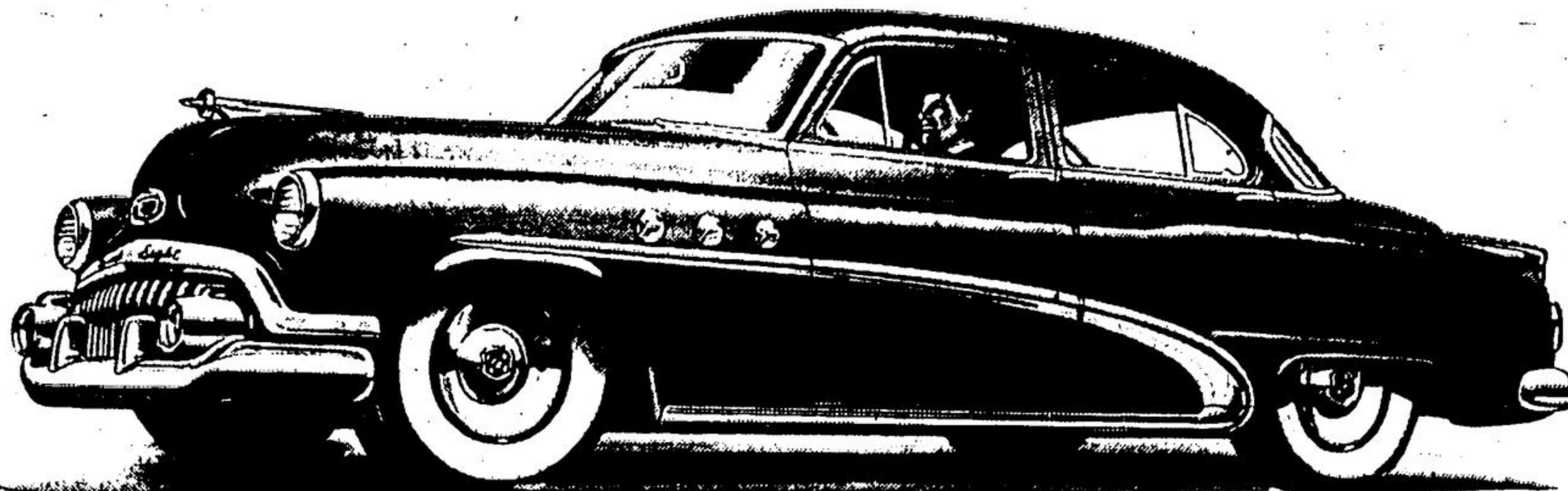
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A General Motors Value

BUICK CUSTOM 4-DOOR TOURBACK SEDAN

**It makes each drop of gas say uncle**

ACCORDING to combustion experts, there's as much energy locked in a drop of gasoline as there is in a drop of nitroglycerine.

But the problem is to put that energy to work.

So Buick engineers aren't content just to mix that drop with air and touch it off. They've designed an engine that brings it catapulting into a cylinder head where it strikes a turbo-top piston—gets whipped into a churning, swirling ball of tight-packed energy.

Then it's fired. And when that happens, a drop of gasoline certainly lets loose power.

This isn't something that happens in a "car of the future."

It happens in a Buick Fireball 8 Engine today. It's a high compression engine. It's a valve-in-head engine. But it's also a Fireball in performance as well as name.

And it puts extra power under the hood—and extra miles in the fuel back in the gas tank:

The Fireball Engine powers an automobile as sweet-handling, eager and willing as anything that ever made your pulse leap to a faster beat.

It's a car that seems to know what you want it to do—true and sure in its course on a straight-away—beautifully balanced on curves.

It's a car with Dynaflo Drive\* to feed power with infinite smoothness and a road-hugging levelness of ride.

And it is, with all this, very reasonably priced. Why not come in soon, and see and drive a Buick ROADMASTER, SUPER or CUSTOM for yourself?

Equipment, accessories, trim and models are subject to change without notice. Wheel covers standard on Roadmaster, optional at extra cost on other Series. \*Standard on Roadmaster, optional at extra cost on other Series.



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