

Popularity of Quince Continues Each Year

The Quince is a Favourite Preserve With Many Housewives. It Also Makes a Fine-Flavoured Jelly. Recipes for Quince Jelly and for Preserved Quinces.

The quince is one of the few members of the fruit family that needs beauty treatment to improve its natural attributes. There is nothing attractive about the nobby, hard fruit with its dun-colored, coarse skin.



By EDITH M. BARBER

The color of its flesh is interesting. The flavor is insipid, and yet after it has been pared, carefully cored and cooked with sugar it acquires a lovely red color and a distinctive flavor which makes it the favorite preserve of many persons. In fact, it has given its Spanish name to that division of preserved fruits which we call marmalades.

three pounds. Do not peel. Remove cores and blossoms and stem ends. Put through food chopper. Add 4 1/2 cups of water and simmer, covered for fifteen minutes. Drip through a jelly bag. Measure juice and sugar into large saucepan, stir and bring to a boil. Add bottled pectin, stirring constantly and yet boil hard for one-half minute. Remove from fire, skim, pour into clean, hot jars and seal.

Preserved Quinces
4 pounds prepared fruit
4 pounds sugar
Wash, pare, core and quarter quinces. Put into a preserving kettle and add enough water to prevent fruit from burning. Cook until the fruit is tender. Add sugar and cook slowly until syrup is thick and fruit is red. Pour into clean, hot jars and seal.
(Released by The Bell Syndicate, Inc.)

Organizations of United Church to Help in War Work

Societies of the Church to Co-operate With the Red Cross and Other Patriotic Activities.

Toronto, Sept. 27.—Two thousand groups of women and young people of The United Church of Canada will be sought by the War Service Committee of the United Church to assist in providing material aid for the comfort of Canadian soldiers, it was announced this week.

Woman's Missionary Societies, Women's Auxiliaries and Young People's Societies will be urged to consolidate their efforts as church units, and to co-operate with the Red Cross Society in the task of securing materials and distribution of same. Instructions regarding what kind of materials will be required, what standard of work is necessary and where materials might be secured will be sent to every church unit registering for war service.

War Service Clubs will be organized in many large United Churches to enlist the services of church members not associated with existing organizations within the church. Aid of men's groups will be sought in many instances. Local churches will be urged to render whatever assistance they can to soldiers in training in their neighbourhood.

A sub-committee was appointed to give further consideration to the matter of chaplaincy service. Seven members were appointed to that committee with power to add to their numbers. The War Service Committee was advised by the Right Rev. Dr. John W. Woodside, Moderator, that the matter of chaplaincy appointments was already receiving serious attention of the Canadian Department of National Defence. He expressed the hope that the closest co-operation between religious communions would exist. Efforts will be made to obtain a high standard of chaplains.

Rev. Dr. Gordon A. Sisco and Rev. J. R. Mutchmore are joint secretaries of the War Service Committee. The Chairman is Rev. Dr. W. Harold Young.

To Show Quintuplets in Mornings During Winter

North Bay, Sept. 27.—The 50 to 100 tourists who daily, all winter long, trek out to the nursery, will be able to view the Dionne quintuplets between 10.00 and 10.30 a.m., it was announced this week by Dr. Allan Roy Dafeo.

It will be on October 1 that the quintuplets go off their two-a-day schedule of showings, and will appear in the play-yard daily for a half-hour until the growing tourist crowds next spring make it necessary to restore the afternoon display.

Up to last week, said Dr. Dafeo, crowds at the nursery averaged between 900 and 1,000, but within the past few days the average has ranged between 400 and 500. From now until the snow flies, the size of the tourist crowds will daily dwindle, until the cold weather average of between 50 and 100 is struck.

In deciding on a morning showing, Dr. Dafeo considered two things... the welfare of the girls themselves, and the benefit to the Callander-North Bay district.

TO-DAY'S FASHIONS



Soft Tweed Reefer

THE MOST popular coat with the younger woman this season is the reefer in some adaptation or other of the classic. Here it is in a soft, diagonal weave tweed of bluish-green with brown stripes. Brown Persian lamb makes the collar and revers, which are bordered in tweed. Fur buttons mark the double-breasted closing, and fur cuffs are on the pockets which curve over the hips. This is a coat that can be worn for dress or casual wear. It is smart without being fussy, luxurious looking and yet very tailored.

Out of 10¢ that the consumer pays for a package of a well-known brand of crackers, the advertising expense is less than 1-10 of 1¢.

The cost of advertising a 12c can of soup is 35-1000 of 1¢.

When the consumer buys a 5c glass of what is probably the best know of all soft drinks, the sum of 1576-100,000 of 1c goes for advertising.

The advertising expenditure on a loaf of bread costs less than the wrapper which keeps it clean.

Balanced against the slight cost of advertising in the distributed product is the fact that advertising has stimulated consumer demand, created buyer awareness of the new or improved, increased the velocity of money in trade, put additional men to work manufacturing the advertised product, and given employment in advertising as well.

A by-product of advertising, of course, is the modern newspaper or magazine, produced at great expense and sold to readers at very much less than the cost of production. Advertising makes these publications available to the masses.

Economic reformers will have to look somewhere else than to advertising for a whipping boy. Advertising is the basis of much of our advancement in the past 30 years. It has benefited the rank and file of the public immeasurably. How else than by advertising can we hope to keep pace with invention? Its cost is a negligible factor on the consumer's budget.

Two Truckloads of Loot Found in Liskeard Bush

This week police at New Liskeard suggested that they had smashed a theft ring here with the week-end arrest of Bruce Honsberger, 24, New Liskeard, and discovery of a large cache in an old barn. Honsberger was charged with theft and was removed to Haileybury jail to appear in police court Friday.

Two trips by a truck were required to move contents of the cache to the jail. Included were quantities of vegetables, prepared foodstuffs, including canned goods; bush clothing, meat cleavers, guns, ammunition and snowshoes.

Huntingdon Gleaner: — People throughout Bulgaria earned extra pocket money during the spring by killing flies. As part of a nation-wide campaign against flies the authorities in Sofia offered one cent for every 50 dead flies delivered to them before hot weather. Some swatters turned in several thousand flies.

Advertising Costs in Relation to Consumer

(From Financial News, Vancouver)
Let us see what advertising actually costs on some really well-known products, when reduced to terms of cost per individual item.

The advertising expenditure on a nationally advertised sheet that retails for \$1.75 is 1c.

On a shirt costing \$1.95 the advertising expense is 6-100 of 1c.

A company selling a nationally known breakfast food spends 3-10 of 1c per 15 c package for advertising.

It costs 1-5 of 1c to advertise a well-known soap costing 7c per cake.

Beauty and You

by PATRICIA LINDSAY



The soft levelness of healthy hair is a beauty asset women should strive for. MARGARET LOCKWOOD'S brunette beauty is envied by many of her careless sisters

If You Run Around Hatless Protect Hair Scientifically

Many girls seem to get great pleasure in running around without any head covering during the summer time. If you feel more carefree without a hat, by all means go without one, but you must then take the precaution to protect your scalp and hair in the proper manner.

The sun, you know, robs your hair and scalp of natural lubrication just as it does your skin. Your hair can get parched and sunburned too. And if you dislike protecting it from excess heat by wearing a hat, then you must anoint it with a tonic, oil or ointment.

How to Do It

A little sun is good for your scalp providing your hair is brushed free so the air can blow through it, but too much sun is disastrous. Select a tonic for your specific scalp condition—normal, dry or oily. By parting your hair in sections apply this tonic to your scalp with a bit of absorbent cotton every day you plan to be hours out of doors. Massage it well into your scalp and then brush your hair thoroughly, and at frequent intervals wipe off your brush on a clean towel.

If your hair is not oily, and is either

KLEEREX FOR SKIN DISEASES

A Quick-Healing Salve for Cyanide Rash, Eczema, Psoriasis, Impetigo, Salt Rheum, Itch, Chaps, and most skin ailments. 50¢; 61¢; \$2.00 sizes. (Medium and strong). At all Timmins, Schumacher and South Porcupine Drug Stores.

dry or normal, you will need the added protection of an ointment brushed on the entire hair length, or the twice-weekly application of an oil. As oil is quite likely to turn a bit rancid during the hotter weather I think the scientifically prepared ointments are to be desired.

You simply rub a bit on your brush and quickly brush the length of your hair paying particular attention to the ends. Ends should be brushed separately and well, for it takes a goodly supply of natural or artificial lubrication to run down the entire length of the hair.

Precaution Adds Beauty to Hair

This scalp care takes little time and it gives you the great satisfaction of adding beauty to your hair. If you brush diligently you may go two or three weeks without a shampoo providing you are not swimming daily and getting lake or salt water in your hair.

By shampooing at home with a liquid shampoo and soft water, and drying your hair in the sun as you brush it, you will be pleasantly surprised at the lovely lustre it will acquire. During the summer your hair should be dried thoroughly and brushed well before it is set—and, if you can get away with it—have it set with water only. Give your scalp a chance to take on new beauty!

When Head Covering Is Necessary

It is perfectly all right not to wear a hat when you rush around here and there during the day—or when you go to the movies. But if you like to spend hours on the beach or on the water, you simply must cover your hair unless you do not care at all about its beauty. Hair can be so burned during the summer and so robbed of its color, that it is impossible to restore it to natural loveliness.

So do not be a silly lassie and think you can get away with what others cannot. Of course very oily hair can take much more sun than dry or normal, but few of us have such a scalp condition. It is very easy and very chic to tie a bandanna or two chiffon scarfs around your head, or to slip on a fine mesh snood. Around shore places those white duck fishermen's cap with or without visor, are considered smart for all ages and they look well with summer cottons and sports clothes.
(Released by The Bell Syndicate, Inc.)

POTS and PANS KEPT CLEAN

this EASY way

NO more rubbing and scrubbing to get grease and hard-baked food off pots and pans—Gillett's Lye cuts right through dirt of any kind!

Use Gillett's Lye, too, to keep drains clean and running freely. Doesn't harm enamel or plumbing. Keep a tin handy.

FREE BOOKLET—The Gillett's Lye Booklet tells how this powerful cleaner clears clogged drains... keeps out-houses clean and odorless by destroying the contents of the closet... how it performs dozens of tasks. Send for a free copy to Standard Brands Ltd., Fraser Ave. and Liberty Street, Toronto, Ont.



*Never dissolve lye in hot water. The action of the lye itself heats the water.

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You'll have a complete laundry right in your own home; more leisure time to yourself, and a better looking washing than ever before. Your linens, dresses, shirts, clothing, everything will have that expert custom finish so prized by particular housewives and all with less effort and expense on your part. This is too big an opportunity to miss! Buy NOW.



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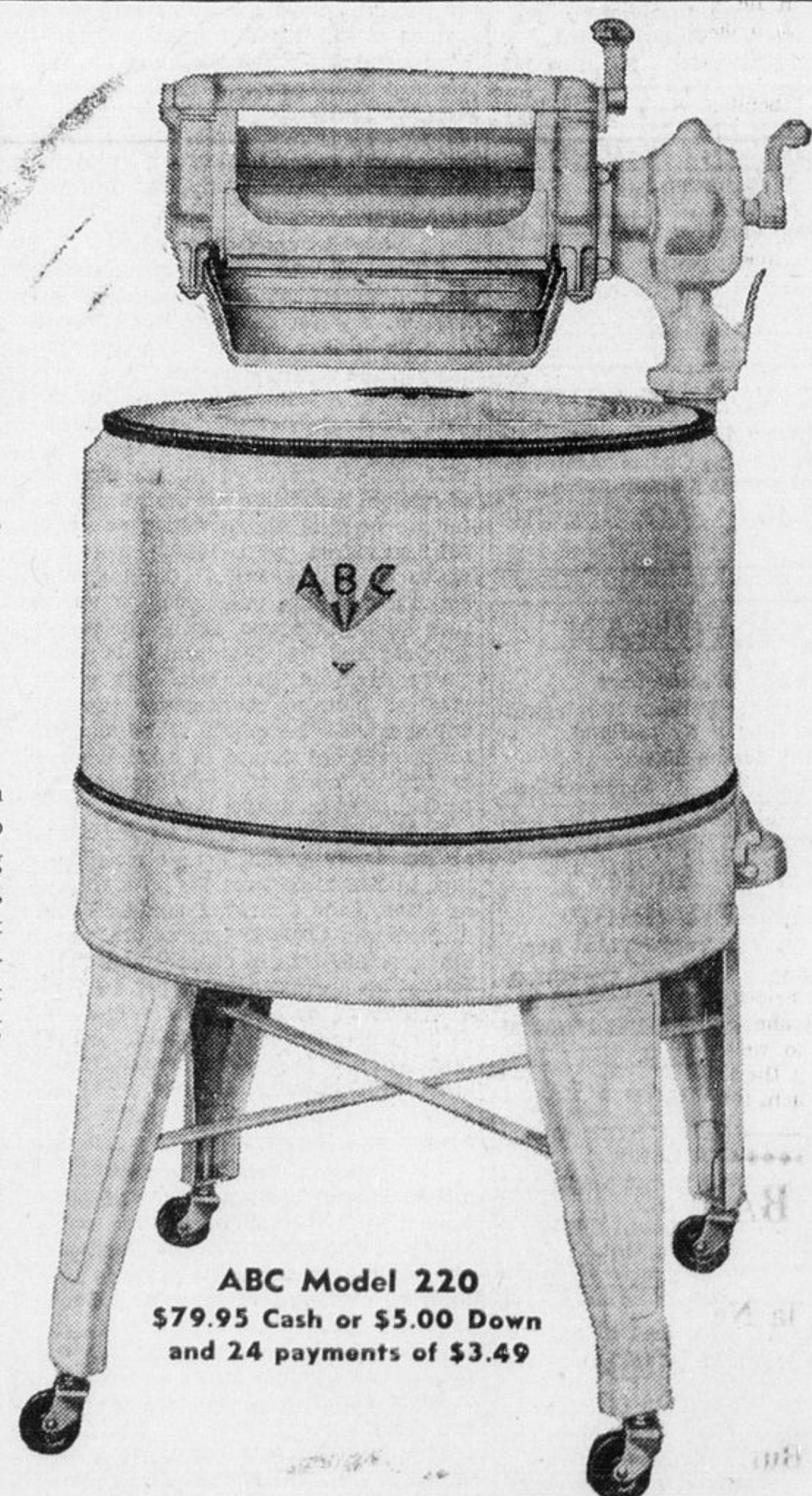
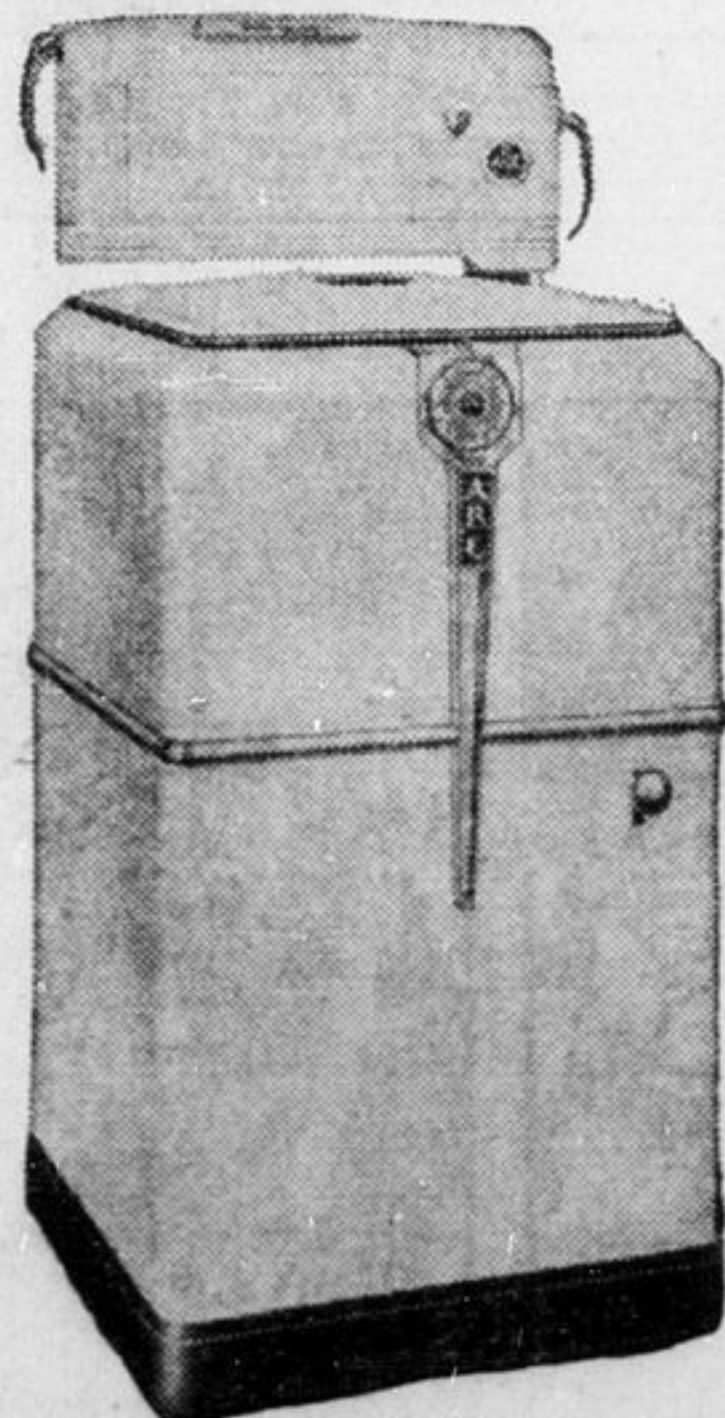
Every purchaser of a new electric washer during this sale will receive absolutely FREE, 24 big packages of Rinso — enough to last the average family a whole year.

The Aristocrat of ABC Washers

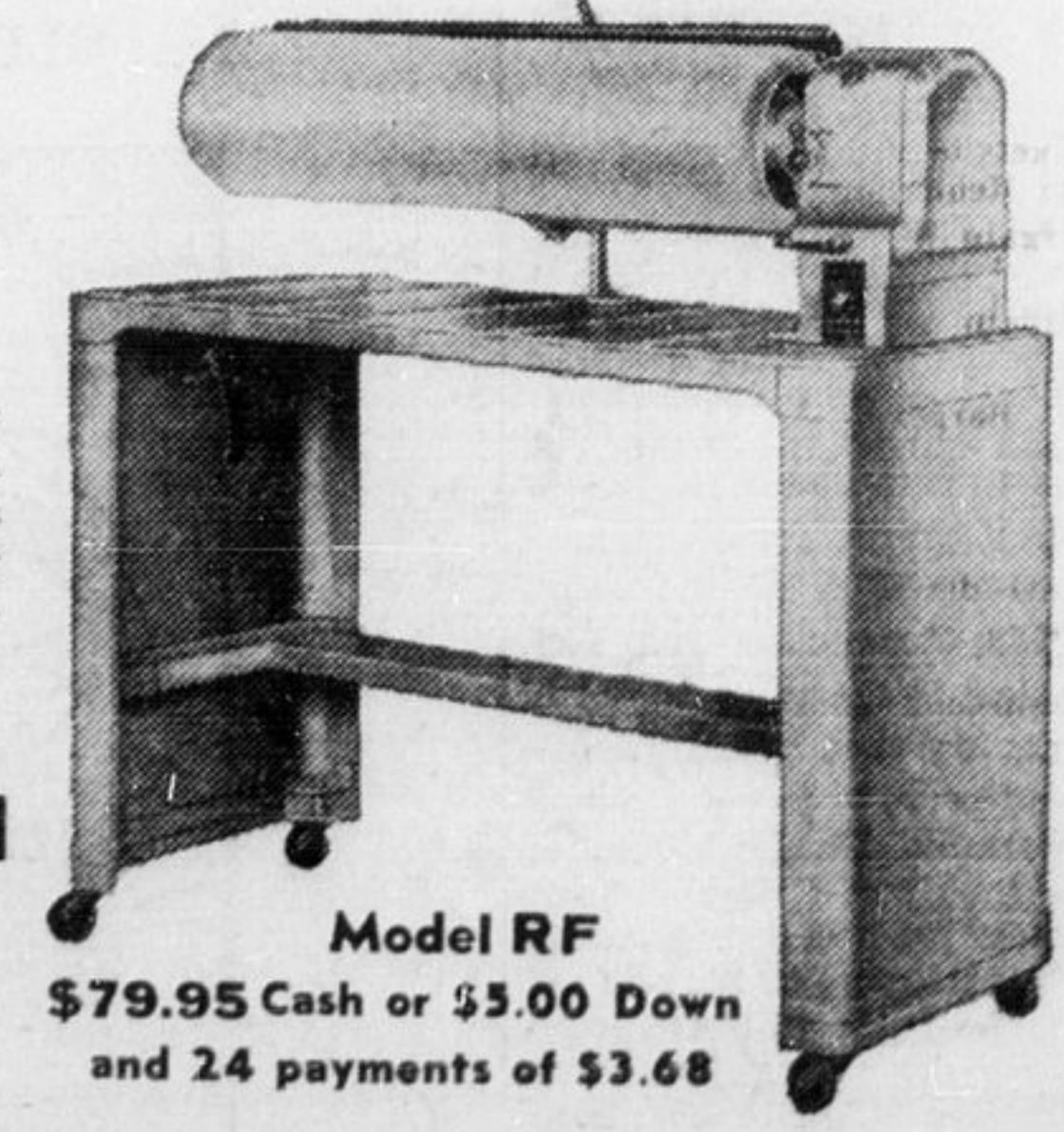
The ABC Model "400" is the biggest time and labour-saver ever built. It includes the most amazing invention in washing machine history — the automatic time control. This time control prolongs the life of your clothes too, because you set the dial for the correct washing time, and when the clothes are washed, it shuts itself off. The washer of to-morrow is yours TO-DAY for only \$129.95 cash.

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This amazing ironer duplicates hand ironing action — automatically — while you are restfully seated. You get an expert custom finish on all your washing — fine linens and clothes, including shirts and pleated garments. Think of the satisfaction of ironing everything in your laundry at home, faster and better, just in your spare moments. TO-DAY it costs only \$79.95 cash.



ABC Model 220 \$79.95 Cash or \$5.00 Down and 24 payments of \$3.49



Model RF \$79.95 Cash or \$5.00 Down and 24 payments of \$3.68

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