

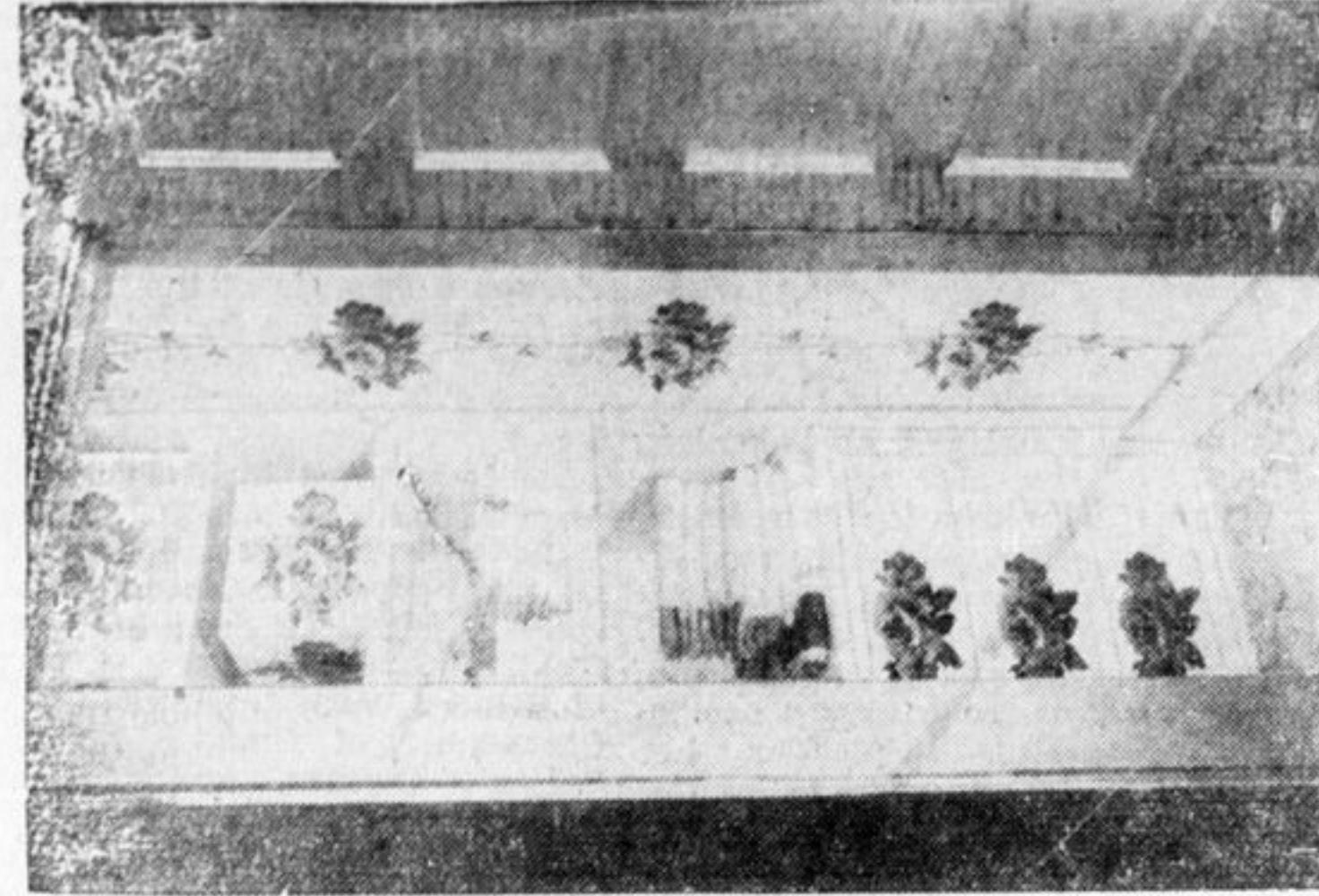


PLEASANT HOMES

by Elizabeth MacRea Boykin

CLOSETS AND STORAGE FOR CONSERVATION OF OUR POSSESSIONS AND RESOURCES

Woollens, Linens and All Belongings Deserve Good Care in Chests and Closets That Really Protect Them.



An over-scale flower design wall paper is used attractively in this linen closet. One length of the paper has been hung down each side wall. The boxes on the upper shelves are covered with the same wall paper, while cut-outs of it are applied on the drawer fronts below, then shellacked. The design is of red peonies on a white ground.

Half of the battle on the civilian front will be won by salvaging and conserving. It will not be enough to produce more if we continue to use up and waste with peacetime profligacy. Now on the eve of summer, when many of our most treasured household possessions are going to be put away in storage, this question is of rather desperate importance. If those woollens don't survive the summer, somebody will be colder. If those household linens are squandered by careless laundries or neglected rips, somewhere somebody may have to go without needed materials.

Our Sudden Flurry

Learning how to organize our storage space for best conservations of our possessions is something like our sudden flurry ever first aid and nutrition....these are things all women should have known anyway, should have "kept up" on. These are subjects that should have been in club curricula all along. One lesson that will come out of this war will be that there are certain basic subjects in connection with our jobs

YEAR-'ROUND PROTECTION



YEAR after year, the lighthouse sends out its nightly beacon providing protection to sailors and fishermen.

Those on land need protection too, and thousands of Canadian home owners have selected Brantford Asphalt Slates to withstand the attacks of sun, rain, snow and sleet.

That Brantford Roofing has been selected in ever-increasing quantities for the past 37 years shows the high regard this superior roofing has won for itself in Canadian communities.

Brantford Asphalt Slates will not curl, warp, or split. They can be applied over your old roof and require no repair or upkeep expense. A Brantford Roof will add new charm and dignity to your home, for the soft colours of a Brantford Roof harmonize with Nature's own. A Brantford Roof assures you of long-lasting beauty, rugged wear and dependable protection.

Ask your local dealer for information and prices.
Asphalt Slates—Insulated Siding—Roll Roofings.

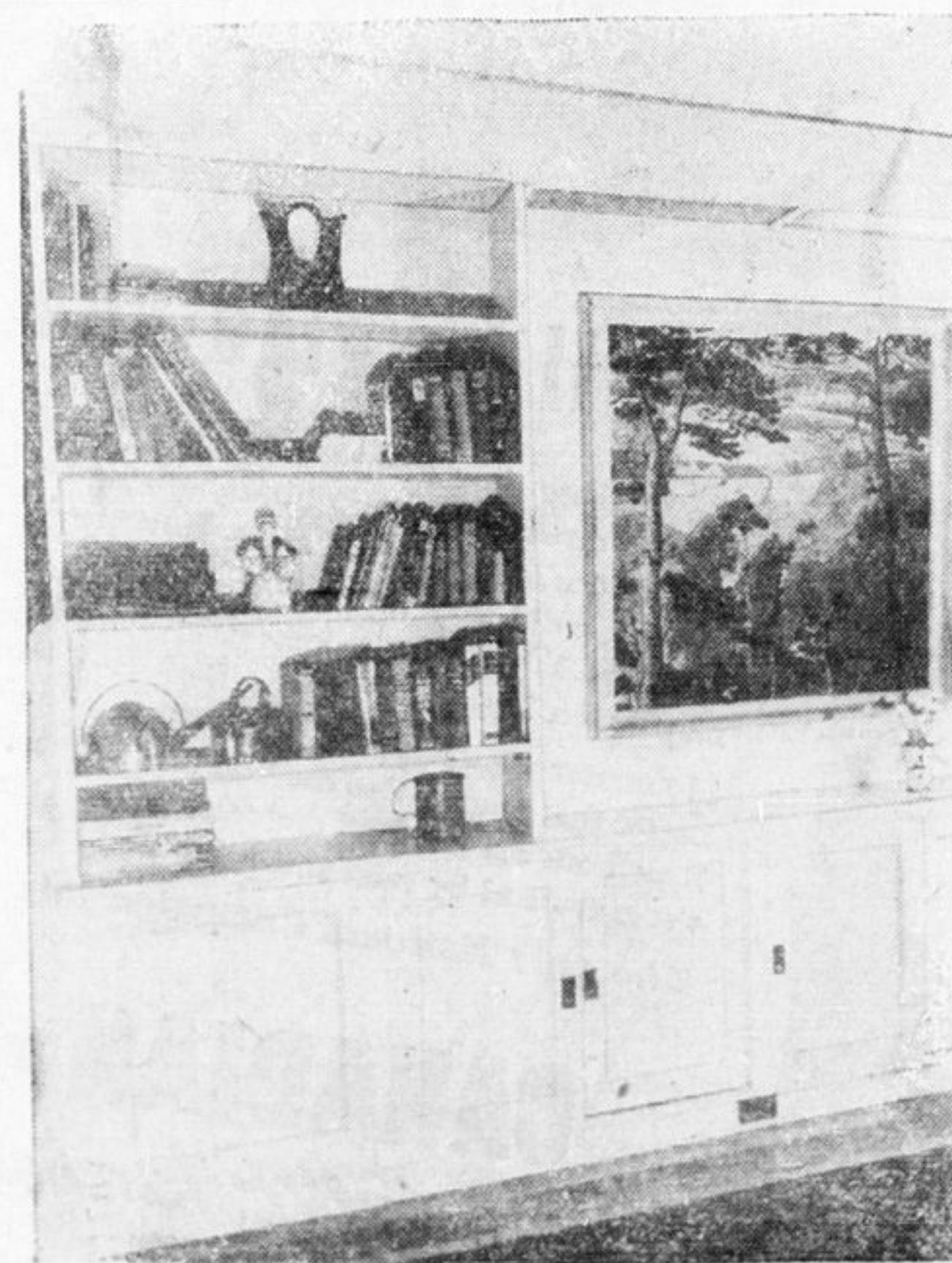
Brantford ROOFS

Brantford Roofing Company, Limited
BRANTFORD, ONTARIO

For Sale by

BR3-42

Hill-Clark-Francis Limited



Extra closet space has been achieved in this small hallway by having sliding door sections underneath the book shelves.

pling repertoire of fittings to help keep your things fresh and fragrant. Hangers, clothes bags and boxes, shoe cupboards and racks, all aid in protecting your possessions. Transparent bags and boxes are particularly recommended for things not in constant use. We also find squares of chintz useful for making folding envelopes to hold crisp neckware and such like that gets mussed just lying on shelves or in drawers when infrequently used.

Camouflage

Heavy boxes of corrugated cardboard are perfectly grand for closet if you wall paper them. Then they look gay and pretty, yet hold many things that don't look very ornamental on the shelves. A deep wall papered box on the top linen closet shelf is fine for extra supplies of light gloves, hand soap and household paper. A box like this in your own closet is a good place to keep knitting of quilt scraps or such like that is "in work".

We hope you have an electric sewing machine at hand to sew rips and to do miscellaneous mending. Because that will add long wear to household linens as well as to family wearing apparel. We like to have a sewing machine open for use any minute, . . . then we can mend things in a jiffy.

Bureau drawers to be really efficient should have partitions and if you don't have, there are dividers you can buy and set in your drawers. Knife boxes from the five and ten can be painted and used for the purpose. And the notion counters of most big stores have alluring sectional boxes for bureau drawers. You can get lining materials for drawers or you can wall paper them to match your walls or else paste chintz on the insides.

Sports things for golf, tennis and such like are a special problem in the summer. If yours is a seriously athletic family, you may find it essential to turn over an old closet or build in a new one near the entrance hall for the paraphernalia of sports. This can be a very shallow closet but it should have racks and cubby holes to fit the various gadgets that will be dumped there.

And in this season a garden closet or cupboard of some kind is a "must" for gardeners. This can be on the back porch or in the garage, but the more orderly it is the more help it will be in conserving gardening supplies and keeping track of tools that may soon be irreplaceable.

(Released by Consolidated News Features, Inc.)

Reduction of Sugar Can be Painless, Says Director

From the Director of Public Information at Ottawa comes a memorandum with the heading, "Reduction of Sugar Can Be Painless," with some hints on how to help to make it so. This memorandum says:—

Sugar rationing won't hurt anyone. According to nutritionists, sugar does nothing more than supply quick energy and create an appetite for more sugar. Here are "painless" ways to cut down on sugar:

Gradually reduce amounts in tea,



Take good care of your terry towels, and they'll last a long time. Have the best quality and an adequate supply for family needs, emergencies, extra guests and possible late laundry. A leading towel manufacturer points out that by rotating your towels in use and laundering them properly, you are making your household goods last longer, thus doing your share toward victory. Keep them in trim piles with quilted adjustable bands.

Ceiling Prices on All Pulpwood in All Parts of Canada

Cochrane in District No. 2, Prices Range from \$6.50 Up.

Ottawa, May 13—In an order issued last week by the Timber Administration of the Wartime Prices and Trade Board, the maximum prices for pulpwood produced in all parts of Ontario, excepting the Kenora and Rainy River Districts, by any farmer, settler or operator for use in Canada have been fixed, and regulations defining legitimate charges by operators, licensed brokers or dealers in pulpwood laid down.

District Number One includes all sections of the province south of a line drawn due east from the town of Capreol to the Ottawa River, and to the east of a line due south from Capreol to the shore of Georgian Bay. The maximum price f.o.b. cars, in this area for rough spruce is set at \$7.50 per cord, peeled spruce \$10 and for peeled poplar \$7.

District Number Two covers the districts of Algoma, Temiskaming and Cochrane, and those sections of the districts of Sudbury and Nipissing not included in District Number One. Ceiling prices, f.o.b. cars, for peeled poplar are set at \$8.50 per cord, for rough spruce \$6.75 and peeled spruce \$9.25. The highest lawful price for rough spruce delivered to pulp mill storages is \$7.75 per cord and afloat in main streams \$6.75. The ceiling for peeled spruce is \$2.50 per cord extra in each case.

Thunder Bay is District No. Three with the ceiling price for popular at \$5.50 per cord, f.o.b. cars or afloat in main streams, and \$7 delivered to storages at pulp mills. Rough spruce is set at \$6.75 f.o.b. cars, \$7 afloat in main streams and \$8.50 delivered to storages at mills, whilst the ceiling on peeled spruce is \$2.50 per cord more in each case.

Spruce pulpwood is defined in the

coffee and on cereals. Make ices thinner, or eliminate entirely. Serve fruits in season in their natural state instead of cakes, pies and puddings.

When stewing fruit, add sugar towards the end of the cooking period when it takes less to sweeten. A pinch of salt added will bring out the flavor. Avoid using soda as this destroys vitamins.

Substitute honey, corn syrup, maple products or molasses when available. Remember if you have to buy these substitutes that they cost more than sugar. Save this money to serve more of the protective foods—fruits, vegetables, milk, eggs, cheese, meat, butter and bread made from Canada Approved flour. When the family becomes accustomed to the natural food flavor, they will in all likelihood prefer it.

If dried fruits are used in muffins or cookies the amount of sugar called for in the recipe may be cut down.

order as "a mixture of spruce and balsam content permitted being that as established over the years by local trade practice."

Prices for jack pine are set at \$1 per cord less than the price for spruce in all cases.

Celling prices for large operators who are described in the order as "any person carrying on regular timber operations on timber licenses or leases, or on freehold lands in Ontario, and who produces in excess of 200 cords of pulpwood per annum" may not be more than 15 per cent, above the prices in the schedules. In every instance such increases must be approved by the Timber Administrator.

Licensed brokers or dealers are entitled to add to the maximum prices the usual brokerage or fees established by trade practice in the different districts for financing and handling pulpwood for resale.

Similar orders were issued last week covering pulpwood production in Quebec, New Brunswick and Nova Scotia.

Red Cross Blood Donor Service Saves Many Lives

One of the Many Special Activities for Which the Red Cross Needs Funds.

Toronto, May 13—In blood donor clinics stretching clear across Canada, thousands of loyal Canadians are giving their blood to help save the lives of the men in the fighting forces and civilian victims of the blitz.

Last year 30,000 donations of blood were given with many donors giving regularly every eight weeks. Since that time the war has spread and grown in intensity. More clinics must be opened, and the objective for this year is 5,000 donations a week which will require 75,000 donors. Connaught La-

batories in Toronto where the whole blood is processed has increased its facilities to take care of additional donations. The blood of five donors is needed for one average transfusion, so the need is great. A reserve of serum must be built up for the hazardous days ahead.

One of the great medical discoveries of this war has been the method of processing whole blood into dried serum, by a freezing and de-watering process which converts the blood plasma into a powdered serum which can be stored on ships, at the scene of battle or in hospitals indefinitely.

The development of dried serum has simplified transfusion. Mixed with a little sterilized water this powder plasma can be transferred into the vein of an injured person regardless of blood type. The procedure of giving a donation is painless, and a man in average good health between the ages of twenty-one and fifty will have practically no possibility of ill effect.

Blood is being collected in some twenty-five cities across the Dominion. Soldiers, sailors and airmen—men and children of the blitz areas, need this restorative whenever disaster strikes. It takes only a few minutes of the donor's time, but it means life itself to a gravely wounded person.

Part of the \$9,000,000 asked by the Canadian Red Cross in a nation-wide drive opening May 11th, will go to help finance this great humanitarian service.

Geraldton Times—They may take the cuffs, the collars and the pocket flaps off men's clothing to aid the war effort, but where can they cut down on the ladies clothes?

Exchange—The average quick lunch stand is the place where you can usually be served after waiting for about a half an hour.

Exchange—A cynic is the one who thinks that happiness is so scarce that it should be rationed.

Low Round Trip Rail Fares

FOR VICTORIA DAY

(MAY 24th) WEEK-END FARE AND ONE-QUARTER

Good going noon Friday, May 22, until 2 P.M. Monday, May 25.

Returning: leave destination up to midnight Tuesday, May 26. Times shown are Standard

For fares and full information apply to your nearest ticket agent.

CANADIAN NATIONAL

~~\$10,000~~ ~~\$5,000~~
~~Now \$6,920~~ ~~Now \$4,000~~
~~\$2,500~~ ~~Now \$2,225~~

Getting Along On Smaller Incomes

The Family Man's Position:

"I have no kick on what the Government needs of my income to win the war. My problem is to get along on what is left without neglecting the future welfare of my family. Since I've been forced to revise my budget, I'm more dependent on life insurance than ever."

The London Life meets the needs of those who have to get along on smaller incomes by low premium plans containing special Interchange privileges. For example, a man age 30 could purchase \$10,000 Earning Power 15 Year Term insurance for a yearly premium of \$96.50 (less annual dividends). Five years later he could use the Interchange privilege to advantage and obtain Ordinary Life or Endowment insurance.

Ask one of our representatives for full information.

The reduced income figures at the top are based on Dominion Income Tax rates and National Defence Tax for married men with no dependents.

London Life
ESTABLISHED 1874
Insurance Company
Head Office - London, Canada

District Offices—Bank of Commerce Bldg., Timmins