

University Professor Flays Kidd Report In Address At Armstrong Before Teachers

Report Unrepresentative of Labor, Agriculture, and Education, States Dr. Carrothers

ARMSTRONG, B.C., Oct. 29.—Over two hundred teachers from the public and high schools of the Okanagan Valley, and from still further afield, gathered at Armstrong during the latter days of last week, for the annual convention of the Okanagan Valley Teachers' Association. The convention was throughout a highly successful one; the three days' program, including several outstanding addresses by a number of others concerned with specific subjects in connection with education in the schools. Opportunity was found for these in the course of three general sessions to which the public were invited, and a long series of sectional gatherings for talks and round table discussions.

The purpose of the latter the convention was divided into nine sections, which met in the different classrooms at the Consolidated School, while the main sessions were held in the Recreation Hall, which afforded ample accommodation for these, as well as for the luncheons and suppers which were provided in the dining hall attached thereto by members of the Women's Institute.

Friday evening saw the convention banquet, served at the Armstrong Hotel, and this was followed by a grand dance at the Recreation Hall. The business sessions of the convention were held on Saturday, for the election of officers and the consideration of resolutions.

The central floor of the Recreation Hall was well filled, with a mixed gathering of teachers and townfolk; when the proceedings of the Convention were formally opened on Thursday evening. The very capable orchestra from the Vernon Public School, conducted by Miss E. Jamieson, led the singing of "O Canada," at the commencement.

Principal Aldworth, of Armstrong, president of the Association, who filled the chair at this and subsequent sessions, expressed his great pleasure at seeing such a fine turn-out both of members and of the public, and was glad that they had not abandoned their annual holding of the convention altogether for this year on account of the depression. But they had felt that such a course would not be fair to the children of the schools, in whose interests the convention was so largely held.

Welfare of the Child

It was quite erroneous to suppose that the object of such a gathering was mainly to discuss salaries and matters of professional interests, the main theme of their program was the welfare of the child, he declared. He called upon Mayor Wright, who was also chairman of the Consolidated School Board, to address the children had had so good a friend.

Mayor Wright had great pleasure in extending to the convention, on behalf of the citizens of Armstrong, a very hearty welcome. It was particularly pleasing to him to do so, as he had been a co-worker with the teachers in regard to education for so many years. When he first came to the district there were not, he thought, more than fifteen teachers in the whole Valley from Sicamous to Penticton. During his twenty-five years of service for education he had always had most pleasant relations with the teachers, and perhaps his happiest days had been those early ones when each teacher drew his salary monthly and all the trustees had to do was to provide a few sixty dollars for fuel and so on. Now the service of education was one of the largest spending departments in every city of the province, and of late it had been necessary to economize. He hoped that the result of the recent deliberations by the trustees and teachers would be that the government would arrive at a schedule of salaries satisfactory to both. At the request of the Chairman of the Okanagan Valley School Trustees' Association he conveyed to the Convention the best wishes of that body for its success.

Educational Service Allocated

Professor W. A. Carrothers, Ph.D., of the Department of Economics, U. B.C., spoke upon the problem of education as it presents itself in our present economic situation. He had been glad to hear it said that they did look upon the education of the young, in this part of the country, as the most important part of the public service, because that was not so in all parts of the province. There had been attacks upon educational service in the name of economy, though he believed that there was more than a question of economy underlying them. A few years ago it would have seemed unbelievable that in 1932 it would be necessary to defend education. At that time it was desirable.

Each new generation, with whatever inherited instincts it came, required that the teachings of the past experience of the race should be handed down to it, and such teaching was so much the more essential now, with the complexity of our present social problems and of the machinery which our new civilization had evolved. It was not true, as some said now, that the proper aim of education was merely utilitarian, the earning of a living. It was needed to widen the individual interest in life, and to enable a better use to be made of what was coming to be a much more abundant leisure. It was needed, too, to enable a proper appreciation and defence of our democratic institutions, which had not only been largely overthrown in Europe but were subject to attack here.

The implementing of the Kidd report, if it were carried to the extent that some of its supporters desired, would mean practically a delimitation of the purpose of putting the government upon what its authors considered to be proper lines. Professor Carrothers remarked. The electorate was not considered to have the knowledge, experience or intelligence for the job.

It was a truth that an ignorant people could not understand the proper direction of governmental forces; and there were those who thought that public affairs would be more easily managed if there were more general

ignorance. The Kidd committee was very unrepresentative of some important interests in the province, entirely so of labor, and as to agriculture, he would leave it to those before him to say. It was entrusted with two jobs, first to ascertain the amount of "an" most revenue that might be expected by the government in the future, and then to suggest its desirable apportionment between essential public services.

Of these assigned objectives it only dealt with one. It assumed that no further revenue was to be expected for the government in the future, and that Mr. Kidd was asked why was that. He said that somebody had told him so. It would have done valuable service if it had investigated the possibilities of increasing the revenue. Undoubtedly the position of the revenues of the province is serious, and must have careful handling for some time to come. But while there were many who could not at this time pay a cent more in taxes, there were thousands who could do so and were evading payment of their proper share. They had been told that if they try to enforce such payment, such was the patriotism of the defaulters that they would leave the province. But where would they go, with rising taxes, in a world over? Some of them had come here because our taxes in B.C. were comparatively low, and if they did go away again he did not think they would be a loss. But when it came to deal with the apportionment of the conceded revenue, then in regard to that which had hitherto been spent on social services, of which the Kidd committee had proclaimed that it was time to call a halt and see if the ideals of social service could not be achieved by less costly and what it would regard as more equitable methods. To emphasize this it made a comparison between the \$2,000,000 which it said was spent on education in 1910 and \$10,000,000 last year, apparently desiring to show that there had been extravagance. It disregarded the fact that the educational outlay in 1913, the last normal year before the War, was four and a half millions.

He asserted that the committee had missed, had indeed deliberately missed, to mislead the people of the province, because the cost per head of school population was actually less now than before the war. The people of the province were entitled to be told the truth.

To the teachers of the Province the Committee had been insulting, in suggesting that they were trying to improve methods of education they had been seeking not only the welfare of the children but of their own pockets. Such imputation upon the members of the most important profession in the province should be definitely resented, the speaker stated.

It is a mistake to contend upon this question with Professor Weir, a man whose report, in association with Dr. Putnam, upon the educational situation in the Province, had received international recognition. Mr. Kidd had accused him of bad economics and worse manners, but had had to confess to the meeting that he had been ignorant himself of the fact that Mr. Weir was professor of education, and had supposed him to be professor of economics.

The committee suggested that higher education should be checked because there was a limit to capacity of absorption in the province of students of professional, scholastic and administrative standards, yet apparently it was unaware of the limit which had been disclosed to the present power to absorb into agriculture and industries.

Pay or Drop Out

Application of their proposals to compel children passing the age of fourteen to pay a percentage of the cost of their further education, and the whole of it a little later, would exclude 75 per cent. of the young people seeking High School education from completing it. The further suggestion that such pupils should be compelled to pay or drop out upon reaching their actual birthdays was a singularly impractical one in regard to the routine working of classes and curriculums. Could they imagine these older boys lying idle around their homes by day to continue their courses at night schools, as the committee had suggested. The cost of that, and of the scholarship system which was also proposed, would be higher than that of the existing system, and it was obvious that the existing facilities could not be continued. Whether the present day tendency of wealth to accumulate in a few hands was in itself a good or a bad one he would not say, but it was a fact, and the extended system of taxation for social services very properly followed a principle of social justice to those who had less. The boys and girls now growing up were not responsible for the present depression, but rather those very business and social leaders who were responsible for the presentation of that report, who had been so foolish in the past, and had tried to grab too much. This fight on behalf of our youth that was now going on should be regarded as a crusade, in which we would not dare to tire or to falter.

R. M. Ecclestone, in moving a vote of thanks to the speaker, said they were indebted to the O. V. T. A. for giving them such a pleasant and instructive evening, speaking also of the musical entertainment which had been given and with especial admiration of the children's orchestra. There were no doubt some persons who thought that education must suffer to a certain extent under our present depressed conditions, and it was a special advantage to have such a speaker as Dr. Carrothers speak to them about it.

Alderman Parks, seconding the motion, said that the youth of today were specially privileged when they went to the University to be taught by a man like Dr. Carrothers.

The Chairman added his word of appreciation of the work of the artists in the program, and especially of the youthful orchestra from Vernon, which he wished the Armstrong boys would emulate.

At frequent intervals during the evening a fine program of music, song and recitation was carried out. The boys' orchestra under Miss Jamieson's leadership, took the leading part in this, with Mrs. Davidson accompanying, and were recalled each time. Mrs. Howard North gave piano solos; Mrs. J. Jamieson and Mrs. J. Phillips sang solos, accompanied by Mrs. Gardner; and Miss Fairley gave two of her imitatively humorous recitations. All of the performers were recalled.

FRIDAY, NOV. 11 (REMEMBRANCE DAY)

This Store will be closed all day. Open Thursday till 5.30



NOVEMBER SALE

INCORPORATED 2ND MAY 1670

Rexoleum Mats

In a variety of bright colorful patterns. Size 18 x 36 in. 2 for 35c
Nov. Sale ... 2 for 35c

Of Bed Outfits, Mattresses, Floor Coverings, Comforters

Blankets, Sheets, Pillow Slips and Sheeting

Day Couch

Heavy frame with durable cable spring; mattress covered in pretty art cretonne. \$11.95
Nov. Sale ... \$11.95

Save On Floor Covering

CONGOLEUM RUGS

A large and varied assortment of different patterns and bright colorings at special low prices.

Size 9ft.x6ft.	November Sale, \$5.95
Size 9ft.x7½ft.	November Sale, \$7.25
Size 9ft.x9ft.	November Sale, \$8.75
Size 9ft.x10½ft.	November Sale, \$10.25
Size 9ft.x12ft.	November Sale, \$11.95

DOWN FILLED COMFORTERS
Lovely floral designs in English art Paisley sateen with plain satin panel. Colors: Rose, blue and green. Size 66x72. November Sale, each \$9.50

WOOL FILLED COMFORTERS
From selected cleansed and purified coverings of plain color silks; reversible in mauve and gold, green and rose, green and gold. Size 66x72. November Sale, each \$7.95

BLANKETS
Fleecy cotton in soft close nap surface; attractive check designs on creamy white ground in rose, blue, gold or helio; whipped single. Size 70x84in. November Sale, pair \$2.25

HEMMED SHEETS
Extra quality in full bleached English make; neatly hemmed. Size 30x90. November Sale, pair \$2.95

UNBLEACHED TWEED SHEETING
Extra quality fine twill weave. 72in. wide. November Sale, yard 59c

PRINTED LINOLEUM
In a variety of block and tile patterns. Enamelled surface, sanitary and easily cleaned. November Sale, sq. yd. 89c

DOMINION FLOOR OILCLOTH
Hard enamelled surface—easy to polish and keep clean. Smart new patterns for kitchens, bathrooms, etc. 6 feet widths. November Sale, sq. yd. 49c

BED OUTFIT
Walnut finished steel bed fitted with centre panel. Complete with an all-steel cable spring, and a spring-filled mattress containing hundreds of small spiral springs, heavily padded on top and bottom with new white cotton. November Sale, complete \$36.95

BED OUTFIT
Two-inch continuous post bed, walnut finish, fitted with a cable spring and a cotton filled mattress. November Sale, complete \$22.95

SPRING FILLED MATTRESSES
Built by Simmons for long service. This fine inner spring contains hundreds of coil springs fully protected with high grade cotton felt to ensure the utmost in comfort and service. All sizes, November Sale, each \$19.95

MATTRESSES
An exceptional value; all cotton filled; covered with attractive and durable ticking. A wonderful opportunity. November Sale, each \$5.75

GREY WOOL BLANKETS
A durable quality for winter use. Size 58x76. Nov. Sale, pair \$4.95

HEMSTITCHED PILLOW SLIPS
Best quality English make; limited quantity. Nov. Sale, each 39c

BOUDOIR CUSHIONS
In plain color silk; triangle, octagon, square and oblong shapes, in rose, green, blue, mauve and gold. November Sale, each 49c

HEMMED PILLOW SLIPS
Made of close woven Canadian cotton; neatly hemmed. Nov. Sale 2 for 59c

GREY WOOL BLANKETS

A durable quality for winter use. Size 58x76. Nov. Sale, pair \$4.95

HEMSTITCHED PILLOW SLIPS

Best quality English make; limited quantity. Nov. Sale, each 39c

BOUDOIR CUSHIONS

In plain color silk; triangle, octagon, square and oblong shapes, in rose, green, blue, mauve and gold. November Sale, each 49c

HEMMED PILLOW SLIPS

Made of close woven Canadian cotton; neatly hemmed. Nov. Sale 2 for 59c

Baby Week November Sale

Baby Week at the Bay Cabinet Photograph

OF YOUR BABY FREE!
FOR ONE WEEK

We have made arrangements with LeBlonde's Photo Studio, Barnard Avenue, to take a Photo of your baby, free of charge, commencing FRIDAY, NOV. 4th. Children 18 months and under. All you have to do is to make a purchase in our Infants' Department to the value of \$2.00 or over and you will be entitled to have a cabinet photo of your baby FREE.

One Photo to each customer. Christmas is coming—this is a good time to have your baby's photo taken to send to your friends.

Men's Underwear

MEN'S WOOL COMBINATIONS
Fine quality, ribbed-knit, medium-weight lambs wool finish. A warm and comfortable garment; long sleeves, ankle length. Usual value \$1.75. November Sale, suit \$1.19

MEN'S SHIRTS AND DRAWERS
Ribbed knit of fine quality yarn, medium weight, lambs wool finish; shirts, long sleeves; drawers, ankle length. All sizes to 44. Ordinarily \$1.25. November Sale, garment 79c

Boys' Underwear

BOYS' COMBINATIONS
Fine quality ribbed knit of wool, cotton and silk yarns; splendid weight for present wear; long sleeves, ankle length. Sizes 22 to 34. Usually sold at \$1.50. November Sale, suit 79c

ODDMENTS IN BOYS' COMBINATIONS
Included in this lot are Mercury merino and cream 100 per cent. pure wool; all flat knit; sizes in this lot range from 22 to 32; long sleeves, ankle length. Reg. \$2.95. November Sale, suit \$1.69

MEN'S-BOYS' FOOTWEAR VALUES

MEN'S DRESS BOOTS
A medium weight boot with uppers of black or brown calf. Made on a full fitting last, giving ample toe room. These boots are fully leather lined, have leather insoles, and double weight Goodyear welted oak leather outsoles; half rubber heels. November Sale, pair \$4.95

MEN'S WORK BOOTS.
Light weight flexible boots, with brown Elkola leather uppers; half bellows tongues and moccasin style toes; outsoles are studded Panco rubber. As comfortable as a slipper. November Sale, pair \$2.75

BOYS' SCHOOL BOOTS
Made in B.C. to stand the B.C. climate; uppers are pliable black or brown Elkola leather, blucher style fronts with half bellows tongues, sturdy oak tanned inner and outer soles, and guaranteed solid leather throughout. Always a popular number. Sizes 1 to 5. November Sale, pair \$3.75

YOUTH'S BLACK OXFORDS
Sturdy little black leather Oxfords for little boys. Medium square toes, and uppers and toe caps neatly perforated; blucher style, medium weight solid leather outsoles and rubber heels. Sizes 11 to 13. November Sale, pair \$2.25

FUR COATS

just one more week

to buy a Fur Coat at our Special Sale prices. Furs have advanced recently and we do not anticipate being able again to offer Fur Coats at such low prices. Select your coat now, and for a reasonable deposit we will hold it for you until Christmas. All coats made from selected skins perfectly matched.

BEAUTIFUL MUSKRAT COATS— \$129.00

BROADTAIL COATS— \$129.00

HUDSON SEAL COATS— \$195.00
A man who knows furs was in our store last week and valued our \$129.00 Muskrat Coats at \$175.00.

McLaren's Spices 10c
Glass shaker, Each

CANABEK CHEESE 30c
Made by Trappist Monks, 1 lb.

CHATEAU CHEESE 25c
1 lb. pkg.

Dried Prunes 25c
50.00 3 lbs. for 25-lb. box \$2.00

GROCERIES at Special Prices!

Helping You to Save Pennies Every Day

Robin Hood Flour
The Flour that has stood the test of years and is still the best. Each sack guaranteed to give satisfaction or your money refunded.

40-lb. sack Special, \$1.25
90-lb. sack Special, \$2.40

Swandown—The real cake flour.
Per pkg. 29c

Eat HONEY
for breakfast. Orange blossom Honey in good for your complexion. 16-oz. jar 35c

ASSORTED TATTEYS—A real tasty biscuit.
Special, lb. 23c

Cove Oysters 15c
Per tin

Aylmer's Infant Foods
Peas, Carrots, Beans, Spinach, Soup, Asparagus, Tomato, Prunes.
Per tin 11c

Clark's Pork and Beans
(Home-made style)
Individual tins, 4 tins for 24c
No. 2 tin, per tin 8c
No. 3 tin, per tin 13c

CLARKE'S LUNCH TONGUE 38c
No. 1 tin, per tin

Herrings In Tomato Sauce 23c
Buchan Brand, Per tin

Cerebos Salt 11c
Carton

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Buchan Brand, Per tin

Cerebos Salt 11c
Carton

RUTLAND SHUTTLE CLUB EXECUTIVE

Badminton Society Re-elects Earl Hardie President—Finances In Good Shape

RUTLAND, B.C., Nov. 1.—With the gradual slackening of the rush in connection with harvesting the fruit crop, the various organizations in the community are beginning to get their activities under way. The Badminton Society held its annual meeting in the community hall on Tuesday evening last with an attendance of about twenty members.

Election of officers resulted as follows: President, Earl Hardie, re-elected; Secretary-Treasurer, Miss Claire Thompson; Committee, E. C. Stevens, F. L. Irwin and Miss D. D. Clements.

As in former winters the Society will have the use of the hall for badminton on Tuesday and Thursday nights and Thursday and Saturday afternoons. The finances of the organization are in good order, a small credit balance being on the books.

The Women's Association of the United Church, and the Dramatic Society have both commenced rehearsals for forthcoming plays to be produced in the course of the next month or two.

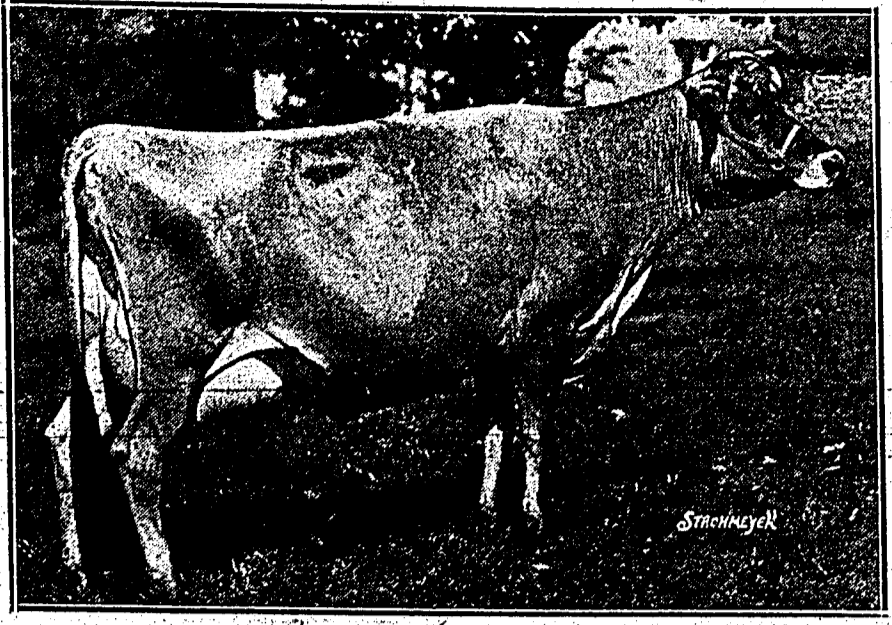
Armistice Day Service

The executive committee of the Boy Scouts Association at a meeting held here on Friday evening laid plans for the annual Armistice Day service, to be held on November 11 at the war memorial on the school lawn. Scouts, Guides, Cubs, Brownies and C.G.I.T. will be invited to attend.

All varieties of apples have been harvested and the most of them hauled to the packing houses. The local branch of the Kelowna Growers' Exchange expects to finish packing about the middle of this week. McLean and Fitzpatrick, the independent firm will be operating until about November 10. The home of Mr. and Mrs. Geo. Fletcher was the scene of a very pleasing "shower" in honor of Mrs. W. J. Ribelin, of Vernon, on Thursday evening last. The bride is well known to the young people of this district, being a granddaughter of Mrs. William Gay and although a resident of Vancouver was a frequent visitor to Rutland where she made many friends.

Friends of Rudolph Kitcher will regret to learn that he has been taken ill with typhoid fever and is an inmate of the Kelowna Hospital.

Many Points of Excellence



Splendid type of dairy cow especially suited for economical production of butterfat—cheapest cow in the world

Profitable Production Butterfat Is Possible at Present Price Levels by Scientific Dairying

Visitors Learn Methods Employed Where Feeding Rations Are Studied

For the purpose of investigating methods for the reduction of the cost of producing butterfat, T. E. Clarke, manager of the Okanagan Valley Co-operative Creamery, Vernon, his brother, Reid Clarke, in charge of the Didsbury Jersey Farms at Didsbury, Alta., and Romley Hassen, Armstrong, visited some noted dairy farms in Southern Oregon and Washington. They returned last week well satisfied that there are economies which when practiced make it possible for some scientific dairy farmers to produce butterfat at a small profit even at today's low levels.

At Independence, Ore., they visited the prosperous dairy farm owned and operated by Harry Iltf. The farm is said to be the holder of the record for the highest herd average of any dairy farm in the world.

It is Mr. Iltf's opinion that feeding is one of the most important items in the cost of production of butterfat. The world's records of which his animals hold four, were made with cows all but one of which were born on the farm where they are in production. And the farm is only 140 acres.

Mr. Iltf, who is not unduly disturbed by present price levels, has come to the conclusion that in the average feed ration there is a great deficiency of minerals—so he is feeding a mineral mixture with the rations given his cows which costs 15c per pound. This mineral ration is calculated to make up for deficiencies in the bodies and bones of the cow production machines he milks.

Serious Deficiency in Rations
Mr. Iltf's reason for concluding that there is a serious mineral deficiency in the average ration fed dairy cows, can be seen on his farm, in the body of one of his greatest producers. This cow is now a shapeless mass. The ligaments are torn away from her back bone and her stomach nearly trails the ground. If she walks, one of her hips is liable to go out of joint. Although she has been and is a heavy producer, and is only 9 years old, she has not reproduced for nearly 30 months. Her condition today is attributed to mineral deficiency. Mr. Iltf does not intend that animals he breeds from this time on shall be so deficient.

Profit at Low Prices
At the Carnation Stock Farms in Washington where 600 Holstein cows are milking, a profit is shown selling milk at 75c per 100 pounds for 3.5 milk. Extensive feeding experiments are carried on there. Because rabbits multiply so fast the feeding experiments which show certain results with them are tried on the dairy cows. The visiting dairymen spent a whole day with the feeding expert. He expressed himself as very much interested in the feeding of a meat ration which has been tried out so successfully at Didsbury and ventured the opinion that it

W. G. RENFREW IS APPOINTED RADIO LICENSE OFFICER

Government Has Inaugurated New Scheme For Collecting Radio Revenues

PEACHLAND, B.C., Oct. 31.—W. G. Renfrew has been appointed radio license inspector for the district of Peachland. The government has inaugurated a new scheme for collecting private radio licenses. A supervisor of radio licenses has been appointed for each federal electoral district. C. M. Fisher has been appointed supervisor for Yale. The vendors in each district will make a house to house canvass for the purpose of selling radio licenses. It is expected that Mr. Renfrew's district will extend from the Granta Ranch to north of Westbank.

Lantern slides illustrating the "Romance of the Bible" were shown in the United Church on Wednesday evening by the Rev. N. A. Harkness, B.A. Mr. Harkness is travelling in the interests of the British and Foreign Bible Society and gave a most interesting account of the activities of that organization.

R. Harrington and L. B. Pulks, of the Irrigation Board, accompanied by E. H. Pierce, consulting engineer, went up to the North Fork of Deep Creek yesterday to inspect the work on the new dam in progress. They reported that the work is progressing favorably, and it is expected that it will be finished by November 7.

It is reported that seven of Peachland's citizens have been summoned for jury duty at Vernon, November 7. These are: A. Ruffles, N. Bradbury, Ray Harrington, E. A. Baptist, G. Dell, R. E. Law and B. F. Gummow.

High School Inspector DeLong visited the local High School on Monday of last week.

E. Bowring, of the High School staff, left Friday morning for Armstrong in order to attend the teachers' convention held there.

Mr. and Mrs. C. C. Heighway left last Wednesday morning for a holiday trip to Seattle.

S. Baker left Monday morning for California where he plans to make a short stay before returning to his home in England. Mr. Baker was visiting here at the home of Mr. and Mrs. E. H. Pierce.

I. Sutherland returned to his home at Penticon early in the week, after spending a short holiday at the home of Dr. and Mrs. William Buchanan.

It was reported in error last week that Mrs. Wells had gone to Nelson for a trip. She went to Westbank to keep house for her parents who took a trip to Nelson.

SNOW SENDS THE HUNTERS AFTER DEER, LAVINGTON

Pheasants Protected When Snow Falls—Tracking Is Made Easier

LAVINGTON, B.C., Oct. 31.—The first snow of the season fell on Monday morning giving the pheasants a rest and the hunters turned their thoughts to the hills and tracking deer was quite an easy matter.

Dave Bros. closed down their packing house last week for the season. This particular part of the valley has been fortunate with good weather for getting in good crops. They hope to get good prices.

Mrs. Thomas Ward returned to Lavington on Sunday last, after spending a holiday at the home of her brother, H. W. Pritchard at Salmon Valley.

Clendon Jackson motored through to Sorrento on Wednesday last.

Dick Thomas and T. Keenan, of Coldstream, passed through on a hunting trip to Lake Aberdeen district last week end.

Bill Husband gave a jolly party and paper chase on Saturday afternoon, to several of his little school chums. This was great fun and quite a new form of amusement to them.

It has been suggested to try to raise funds for the School Christmas tree, by holding a dance in the near future. It is feared that owing to the depression there may be disappointment among the children, if something is not done in this way.

United Church Service was held at Lavington on Sunday afternoon.

OBITUARY

Douglas Steuart
SUMMERLAND, B.C., Oct. 31.—The death occurred in Penticon Hospital on Friday, of Douglas Steuart, son of Mr. and Mrs. John Steuart, of Summerland.

The deceased was thirty-eight years old, and moved from Summerland to White Lake after his marriage to Miss Edna Secret, and since that time has lived there and in Penticon, where he was employed in Johnston's Hardware at one time.

Mr. Steuart had not been well for about a year, until recently, when he had been much better, and the end came as a shock.

Surviving are his wife, one small daughter, his parents, Mr. and Mrs. John Steuart, a sister, Miss Dora Steuart, and two brothers, Allan and Roy Steuart, of Summerland.

No telephone

... so they were 'left out'

"Oh, John, isn't it just too dreadful for words!" said Mrs. Morley. "The Grahams had a party last night, and they didn't ask us."

"Yes, I know all about it, wifey," said John. "Tom Graham explained this morning. It's one of the many penalties we're paying for not having a telephone. Mrs. Graham invited everybody by telephone, and, as she couldn't reach us, we were left out."

"Of course, and it seems we're missing everything these days because we haven't a telephone. Really, John, we just can't get along without one any longer."

Nowadays most invitations come by telephone.

B.C. TELEPHONE CO.

MOST LIGHT for your money!




CHEAP lamps are often the most expensive—they burn out quickly and waste electric current. Be thrifty and choose EDISON MAZDA Lamps—tested to give you the utmost value in good light. Get a carton of 6 today.

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CANADIAN GENERAL ELECTRIC CO. LIMITED



GOVERNMENT OF THE DOMINION OF CANADA

4% LOAN—1932

The Minister of Finance offers for public subscription

\$80,000,000

Dominion of Canada 4% Bonds

Bearing interest from 15th October, 1932, and offered in two maturities, as follows:

\$25,000,000—3 YEAR 4% BONDS, DUE 15th OCTOBER, 1935

\$55,000,000—20 YEAR 4% BONDS, DUE 15th OCTOBER, 1952

Subject to redemption at par and interest on or after 15th October, 1947

Principal payable without charge, in lawful money of Canada, at the office of the Minister of Finance and Receiver General of Canada at Ottawa or at the office of the Assistant Receiver General at Halifax, Saint John, Charlottetown, Montreal, Toronto, Winnipeg, Regina, Calgary and Victoria.

Interest payable half-yearly, 15th April and 15th October, in lawful money of Canada, without charge, at any branch in Canada of any Chartered Bank.

Denominations:

3 YEAR BONDS, \$1,000

20 YEAR BONDS, \$500 AND \$1,000

The proceeds of this Loan will be used to retire \$34,449,950 of bonds maturing 1st November, 1932, and to provide for the general purposes of the Government and the Canadian National Railways.

The Loan is authorized under Act of the Parliament of Canada, and both principal and interest are a charge on the Consolidated Revenue Fund of Canada.

The amount of this issue is \$80,000,000. The Minister of Finance, however, reserves the right to allot or reject the whole or any part of subscriptions received, provided such allotments do not increase the principal amount of the issue by more than \$25,000,000.

Applications will not be valid on forms other than those printed by the King's Printer.

ISSUE PRICE: 3 Year Bonds, 99.20 and interest, yielding to maturity 4.28%
20 Year Bonds, 93.45 and interest, yielding to maturity 4.50%

Payment to be made in full at time of application or in the case of the 3-year bonds, on allotment.

Subscription lists will open on 31st October, 1932, and will close on or before 16th November, 1932, with or without notice, at the discretion of the Minister of Finance. Subscriptions will be received by any branch in Canada of any chartered bank and by recognized dealers from whom official application forms may be obtained.

DEPARTMENT OF FINANCE,
Ottawa, 31st October, 1932



One way in comfortable Chair Cars and Coaches. Daily until Dec. 31. \$65 to Chicago in Tourist Sleepers.

OTHER EXAMPLES OF LOW ONE-WAY FARES

Table with columns for destination, coach fare, and tourist sleeper fare. Destinations include Omaha, Kansas City, St. Louis, Cincinnati, Pittsburgh, Washington, and New York.

ROUTE OF THE PORTLAND ROSE

A Triumph in Train Comfort Lv. Portland 9:35 P.M. Daily

Union Station, Seattle, Wash.



CANADIAN PACIFIC MAIN LINE

Double daily service Eastbound and Westbound, via Sicamous. Making connections to all points in Canada and the United States.

Table of train schedules with columns for Read Down, Daily except Sunday, and Read Up. Includes destinations like Vernon, Larkin, Realm, Armstrong, Stepeny, Enderby, Grindrod, Mara, Fossett, and Sicamous.

THROUGH TRAINS DAILY

Across the Continent Close connections with double Daily Steamship Service at Vancouver for VICTORIA AND SEATTLE Daily service between VANCOUVER AND NANAIMO Frequent Sailing to Ocean Falls - Prince Rupert - Alaska Ports (Ask your Canadian Pacific Ticket Agent) TRAVEL CANADIAN PACIFIC

Professional and Lodges

Knights of Pythias Coldstream Lodge No. 18. Meets every Wednesday evening in the Oddfellows Hall, Barnard Avenue, Vernon, at 8 o'clock. R. G. STEELE, N. G.; DAVID HOWRIE, R. S.

P. DE BONO Contractor and Builder Free Estimates Given Phone 348 P.O. Box 34 E. W. PROWSE, D.C. Chiropractic Specialist Vernon News Bldg. Donald D. Harris D.C. Palmer Graduate Chiropractor Coldstream Hotel GILBERT C. TASSIE Civil Engineer - Land Surveyor Electrical Blue Prints - Drafting Vernon News Building Telephone 69

Canadian Woodmen of the World Meeting night, first and third Mondays in the month, 8:00 p.m. SOV. WHALLEY, Con. Com. A. RANKINE, Clerk, P.O. Box 924 J. E. BRIARD, Sr. Recording Secretary, P.O. Box 886 B. P. O. ELKS Meet fourth Tuesday of each month. H. W. GALBRAITH, Sec. J. MACASKILL, R. S.

BADMINTON CLUB ELECTS OFFICERS

Last Year's Committee Chosen - R. Wentworth, President, Mrs. J. Glead, Secretary. OKANAGAN CENTRE, B.C., Oct. 31. The annual meeting of the Centre Badminton Club was held in the Community Hall last Thursday evening when the majority of members were present.

CALGARY LIVESTOCK. BEET receipts were somewhat lighter last week, and the better quality stuff turned over at better prices. Steers, choice heavy, \$2.50 to \$3.75; choice light, \$2.75 to \$2.90; good, \$2.25 to \$2.50; medium, \$2.00 to \$2.25; common, \$1.50 to \$2.00. Choice heifers, \$2.75 to \$3.00; good, \$2.25 to \$2.50. Choice cows, \$1.50 to \$1.75; good, \$1.25 to \$1.50; medium, \$1.00 to \$1.25; common, 75 cents to \$1.00. Choice bulls, \$1.00 to \$1.25; medium, 75 cents to \$1.00. Choice light calves, \$3.00 to \$4.00; common, \$1.50 to \$2.00. Sheep, yearlings, \$2.00 to \$2.75; ewes, \$1.00 to \$1.75; lambs, \$3.00 to \$4.00. Hogs, all cars, bacon, \$3.25; select, \$3.75; butchers, \$2.75.

MINARD'S "KING OF PAIN" LINIMENT. Head Colds; Hot Mincard's and Inhaled. Real relief... quickly!

BANQUET ENJOYED BY TEACHERS AT ANNUAL GATHERING

Splendid Convention of Okanagan Association Concluded By Dinner and Dance. ARMSTRONG, B.C., Oct. 31.—The annual banquet of the Okanagan Valley Teachers' Association took place on Friday evening at the Armstrong Hotel, enjoyed by nearly ninety. Principal Bearsto, of the Vernon Elementary Schools, who acted as toastmaster, congratulated Tom Aldworth, the chairman, and his executive, upon the splendid convention.

Mosquito Control. The annual meeting of the Kelowna and District Mosquito Control Association was held last Wednesday at which the president, H. V. Craig, in his report outlined a much greater difficulty in control last year than is usual. Finances of the organization suffered severely and the year was especially suitable for the propagation of mosquitoes. The high level of the lake, and greater rainfall than usual aided successfully mosquito breeding.

Inspector Hall Praised. The toastmaster called attention to the fact that Inspector Hall was likely before long to be going elsewhere and he wanted to say that in him the teachers, and all in the Valley, would lose a great educationist. His kindness, his faithfulness and his helpfulness to the principals and teachers had been beyond any words of praise.

New Blood Needed. H. Charlesworth, secretary of the Federation, in responding to the toast, said that nobody felt more than he did the need for new blood in the Federation. He congratulated them upon the magnificent success of that Convention. He attended, he declared, most of those that were held in the province, and he had not known one anywhere that had surpassed it in the number of teachers attending and their enthusiasm, despite the bad roads and weather.

Seeing Abbotsford Farms. A Vernon woman who has returned home from a trip to the coast speaks of seeing our plant at Abbotsford in the midst of a "very wonderful farming district." She says it is now quite easy to understand why Pacific Milk is really the best in Canada. "While Vacuum cans have improved the flavor remarkably I cannot see any difference in the way it acts in baking," she says. NOTE.—Vacuum packing only improves flavor and vitamin content.

Pacific Milk "100% B.C." Owned and Controlled Plant at Abbotsford. SIMPLE GERMAN REMEDY FOR STOMACH TROUBLE. The Simple German remedy, Adlerka, reaches the UPPER bowels, washing out poisons which cause stomach trouble. One dose stops gas bloating. The Nolan Drug & Book Co. Ltd.

TAX PAYMENTS AT KELOWNA EXCEED THOSE OF 1931

Sum of Receipts \$7,740 Greater Than Last Year But Percentage Less. KELOWNA, B.C., Oct. 31.—Tax payments received at the City Hall on account of the 1932 assessment amount to \$7,740 greater than last year, though the percentage paid is slightly less being 1.84 per cent as against 1.85 per cent of 1931. The large amount paid has come almost as a surprise to the city fathers who were rather afraid that the increase in the mill rate from 45 to 46 mills and the lower wages being paid and lack of employment for many months of the year would result in a serious drop in tax collections.

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Ewing's Landing Names Delegates. M. V. Hickman and Mrs. M. M. Kay To Attend Farmers' Convention Here. EWING'S LANDING, B.C., Oct. 31.—The meeting of the Westside Okanagan Farmers' Institute held last week was very well attended, and the two delegates who will represent this institute at the forthcoming convention, to be held at the Court House, Vernon, on November 10, were elected by ballot with the following result: Mervin V. Hickman, President; and Mrs. M. M. Kay, Secretary.

Of Interest to Women. We are repeating, for a limited time only, the offer of a British-made, 13" aluminum cooking spoon for the return of only 30 Oxo Cube Red Wrappers. OXO Limited, St. Peter Street, Montreal.

Eveready Batteries. Good news for owners of battery powered sets! Eveready Layerbilt "B" batteries are now selling for 25 to 30% less than last year's prices. Put pep into your radio. There's nothing like Eveready Layerbilt to ginger up reception—there's no other battery packed so full of active, current making material. Every inch of space produces power. There's no waste space. It's all battery—all value. Look for the name Eveready.

Eveready Batteries. "LOWER PRICES LONGER LIFE!" Good news for owners of battery powered sets! Eveready Layerbilt "B" batteries are now selling for 25 to 30% less than last year's prices. Put pep into your radio. There's nothing like Eveready Layerbilt to ginger up reception—there's no other battery packed so full of active, current making material. Every inch of space produces power. There's no waste space. It's all battery—all value. Look for the name Eveready.

Radio Batteries. Canadian National Carbon Company Limited. Vancouver, Toronto, Montreal, Winnipeg. Selling and operating Radio Station CKNC, Toronto.

Coyle Batteries. More Power to Your Car. Wherever you are there's a good COYLE Dealer.

CORRESPONDENCE

Ivy on The Court House. Editor The Vernon News, Sir: I quite agree with what William Peters says in his letter which appeared in your last issue regarding the vines growing on the walls of the Court House, and I am also at one with Mr. Peters in thinking that the Vernon Court House is a fine building, well proportioned and of imposing aspect and if the people of the city and district are inclined to be proud of it they have reason to be. However as I am the guilty party, the one responsible for having these vines planted where they are, a word of explanation may be due from me.

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WHIST DRIVE TO AID FLOWER FUND

Falkland Ladies' Auxiliary Sponsors Pleasant Social Evening - Well Attended. FALKLAND, B.C., Oct. 31.—On Tuesday evening of last week a whist drive was held under the auspices of the Ladies' Auxiliary in aid of their flower fund. Quite a number were present and eight tables of whist were arranged. Prizes were awarded, those holding the highest scores, being Miss Prebi Phillips and Ted Churchill, while Mrs. W. J. Innes and J. D. Magee received the consolation prizes. Refreshments were served bringing to a close a pleasant evening.

Meteorological. Following are the temperatures taken at the Coldstream Station for October:

Meteorological table with columns for date, max, and min temperatures. Shows a range from 48 to 67 degrees.

In this climate you must drink OXO. OXO Maintains Resistance. OF INTEREST TO WOMEN—We are repeating, for a limited time only, the offer of a British-made, 13" aluminum cooking spoon for the return of only 30 Oxo Cube Red Wrappers. OXO Limited, St. Peter Street, Montreal.

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YORK HOTEL Vancouver, B.C.

Extremely Low New Winter Rates: WITHOUT BATH WITH BATH DAILY \$ 1.50 \$ 2.00 MONTHLY 25.00 30.00 ALL OUTSIDE ROOMS Free Garage In the centre of the city's attractions All rooms exceptionally large and noisy proof Write For Illustrated Folder THE YORK HOTEL Vancouver, B.C. H. G. Houshoun, Manager

Remembrance Day Fares. Week End Nov. 10-14 Between all points in Canada First Class Fare and One-quarter for Round Trip. Take advantage of the long-week-end. Good Going Return From noon Thur. Limit Nov. 10, until Midnight noon Sunday, Monday, Nov. 13, Nov. 14. Inquire from any ticket office. Canadian Pacific

Eveready Batteries. Good news for owners of battery powered sets! Eveready Layerbilt "B" batteries are now selling for 25 to 30% less than last year's prices. Put pep into your radio. There's nothing like Eveready Layerbilt to ginger up reception—there's no other battery packed so full of active, current making material. Every inch of space produces power. There's no waste space. It's all battery—all value. Look for the name Eveready.

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HONOR ROLL FOR OCTOBER, 1932

Grade 3
Division 15: Viola Ross, Madge Price, Neil Henderson, Pearl Cucheron, Beverly French.
Division 16: Mary Lommer, Charlotte McMechan, Eva Geiger, Thora Swanson, Norma Swéem.
Division 17: Myleen DeBeek, (Daphne Henderson, Joan Kerr).
Division 18: Ruby Tsurakawa, Stenlie Borzeska, Martha Krebs, Douglas Grant, Frances Billard.
Division 19: Margaret Joe, Lorne Dafeo, Ronald Dennis, Dennis Ker-shaw, Stanley Meeres.

CORRESPONDENCE

Re The Lower Water Diversion From Harris Creek
Editor The Vernon News, Sir:
After reading the articles in the last Vernon News about the latest water diversion from Harris Creek, it seems a sort of challenge to the man on the land.

Nothing in the nature of a hundred thousand dollar water diversion should be lightly undertaken at any time; much less under present conditions, when the man on the land cannot stand the taxes he is already assessed for, and when so many fruit growers are looking in any direction for a job which will keep the tax gatherer away.

Now the surplus does help a certain class of men, who can live nicely from handling the fruit and vegetables the farmers grow at less than the cost of production. Only a year ago the Government was induced to advance about \$46,000, or thereabouts, for a diversion of Harris-Creek water.

The V. I. D. directors let contracts for this diversion on the high levels of Harris Creek, and the works have been finished to divert about half the waters of Harris Creek into Haddo Lake.

This has not yet been tested over one season.
Would it not be wiser for our directors to wait and see for a season or two before making commitments, which will total \$100,000 or perhaps fifty thousand more to complete the works?

It remains then to adjust the land to be irrigated to that storage capacity, instead of trying to bring more land under water; to fix up, mend, replace pipe or generally repair the ditches and intakes we have, instead of expanding or neglecting the uptake.

Yours faithfully,
J. L. Webster.

ARRESTS MADE BY KELOWNA POLICE AFTER BURGLARIES

Two Face Charges of Burglary of Bestway Groceries On October 25

KELOWNA, B.C., Nov. 1.—Following arrests made here last week end by the Provincial Police it is expected that there will be a decided let up in burglaries in Kelowna. A few weeks ago Safeway Stores Ltd. was broken into and a sum of money taken. Shortly afterwards Mr. Waldron found a man in his grocery and meat store in the early hours of the morning, and the man escaped. Last week Bestway Groceries, which seemed to have been a favorite with some night prowlers, was again entered.

On Saturday, Frank Longstaff and Frank Buchanan were charged with the burglary of the Bestway Groceries during the night of October 25 and were remanded for one week. On Saturday, Frank Longstaff was committed for trial on two separate charges of retaining stolen property, particularly goods which had been stolen sometime ago from Glenmore and East Kelowna.

Hospital Assisted
Harvest Thanksgiving time is a time which particularly favors hospitals and it seems that almost every community turns its thoughts to its local hospital at this period.

The sprites of Halloween were in force at the Scout Hall on Monday evening where a large children's party was held for the youngsters who attended in great force.

Poppy Day Plans
Arrangements for the Poppy Day tag day which will take place throughout the district are now being concluded.

Thanking you for your space, I remain
Yours truly,
Ewart H. Bowering.

According to the statement of Vernon High School officials interested in the tournament referred to, held here on October 22, it was not their intention to attempt to exclude any teams from outside points, but on the other hand it was their desire that as many teams as possible should be represented in the competition.

It is unfortunate that Peachland's High School girls should have been unable to compete. Peachland officials, however, according to the statement of Vernon High School leaders, will not be disregarded in the future if Vernon has anything to do with the preliminary negotiations.

SCHOOL TEAMS IN TOURNAMENT PLAY SOCCER HONORS

Penticton and Summerland To Play Off For Title At Later Date

From 9 o'clock last Saturday morning until nearly 4:30 in the afternoon, High School boys' football teams from Kamloops, Kelowna, Summerland, Penticton and Vernon met at Polson Park to decide the Kamloops-Okanagan championship.

Toward the end of the day, in a game between Salmon Arm and Summerland, referee Nancollas, of Salmon Arm, granted Summerland a free kick instead of a penalty kick, according to the South Okanagan treaty, as a result of the denied privilege, they would have won the game instead of drawing at 1-1 and would have finished even with Penticton in the aggregate scoring.

Watching the score card throughout the day proved an exciting task for the officials. First one team and then another sprang into the lead. Summerland was the first favorite; tournament during the morning, each time by a 2-0 count. Kamloops had drawn 1-1 with both Armstrong and Penticton and it therefore came as something of a surprise when the main line-up of Summerland a stiff 2-0 reversal during the noon hour.

As the afternoon games continued it became apparent that the battle was narrowing down between Penticton, Summerland, Kamloops, and Vernon. Salmon Arm drew five times but never registered a victory. Armstrong, playing lastly, was greatly handicapped by the loss of their center-forward, Sudeen, who developed water on the knee shortly before the tournament, was never a dangerous contender for the championship, while Kelowna, although trouncing Kamloops 2-0 in the last game of the day, thus shutting out the main line aggregation from the with the leader, played so poorly in the earlier matches that their victory at the end was too late to do anything but boost them out of the cellar position.

The Vernon team's showing was a disappointment to its supporters, the boys appearing off color in the pinches, and not wanting on match until their last of the afternoon when they showed such a complete reversal of form as to beat the leading Pentictonites 2-0.

Although the locals won only one game, they also lost only one, the opener against Summerland. All their other fixtures were drawn, and it was this that disappointed the home supporters.

At 6 o'clock in the evening the Vernon team entertained the visitors at a banquet in the Scout Hall, Homer Cochrane, as captain, presiding. The captains of the visiting teams gave speeches, commenting particularly on the fine type of sportsmanship which had been evident, in the course of the day's games, and upon the hospitality displayed by Vernon people.

WEDDING BELLS

Campbell-Lott
SALMON VALLEY, B.C., Nov. 1.—A very pretty wedding was solemnized last Wednesday, October 28, at 2:45 p.m. at the home of Mr. and Mrs. S. A. Campbell, of Silver Creek, when their eldest son, Neil Murchison, and Miss Florence Naomi Lott, daughter of Mr. and Mrs. E. B. Lott, of Salmon Bench, were united in marriage.

The bride was charmingly attired in a dress of white satin, and wore a veil. She carried a shower bouquet of white chrysanthemums. She was attended by her sister, Edna, and Miss Alyss Welland, of Kelowna. The bridesmaids were dressed in pink and white, and carried white and pink chrysanthemums. The groom was supported by his brother John, and M. Branchflower, of Silver Creek. The arch and room were prettily decorated with white bells and pink and white streamers.

PICHEL NOW PLAYS HIS GREATEST ROLE
Trained For the Stage, He Has Attained Great Renown On Silver Screen

Irving Pichel, former Broadway stage star and director, and prominent screen actor, plays a pivotal role in Paramount's starting drama of modern life, "Forgotten Commandments."

The personnel of the various teams was as follows:
Vernon: F. Harris, L. Gallichan, Dick Swift, H. Shirley, E. Openshaw, H. Cochrane, R. Stark, O. Greeno, G. O'Keefe, F. Lefroy, D. French, R. Neil, T. Townrow.

Kelowna: Bowser, Madden, Knox, Lloyd-Jones, Graf, Claridge, McKay, Poole, Hayman, Morgan, Stubbs, Day.
Penticton: Chester Lyons, King, Miller, Hope, Gibbs, Donald, W. Dewdney, E. Dewdney, Thom, Meldrum, Rhodes, Woodburn, E. Lyons.
Summerland: Strachan, Gould, Butler, Walden, Beggs, K. Boothe, G. Boothe, Mackay, McKenzie, A. Beggs, Dunsdon, Sutherland.
Armstrong: Clayton, Mitchell, Aslin, Miller, Cook, P. Maundrell, Pellett, C. Maundrell, Hamilton, Hollingworth, Bradley, Mack Lynch.
Kamloops: Bordignon, McMorran, Davis, McArthur, Kendall, Henderson, Sufra, Collins, Hoadley, North, Hall, Querry, Cooper, Wright.

SAFEWAY STORES DISTRIBUTION WITHOUT WASTE

Start Saving Safeway Free Recipes

TEA
Safeway Orange Pekoe Lb. 42c
Excella Lb. 39c
Doughnuts
Made fresh every hour. Try them with Coffee. Dozen 19c

BUTTER HIGHWAY by 3 lbs. 69c

CANDY
Licorice All Sorts Large cello bag Each 25c
Gum Drops Lb. 19c

Coffee
AIRWAY BLEND Lb. 33c
3 lbs. 95c

Lettuce Onions Bananas
California Large heads Each 10c
Okanagan (Dry) 10 lbs. 25c
Golden Ripe 2 lbs. 19c

Extra Special!
FISH DAY - FRIDAY
FRESH SALMON Lb. 14c
FRESH HALIBUT Lb. 13c
FRESH COD FISH Lb. 13c

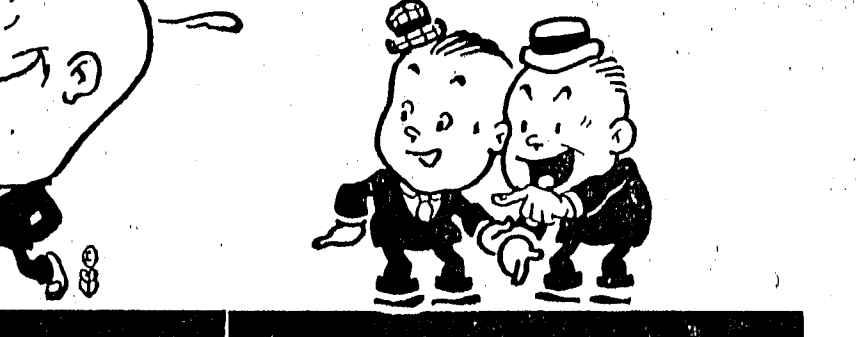
BURNS' COOKED HAM, sliced Lb. 29c
SWIFT'S BOLOGNA, sliced 2 lbs. for 25c
BRISKET BABY BEEF 4 lbs. for 25c

1/2 lb. packets of SIDE BACON, each 10c
SAFEWAY TOMATO SAUSAGE 2 lbs. 29c

POT ROAST BABY BEEF, small Lb. 12c
PORK SHOULDER, whole or half Lb. 9c
CHOICE LEG PORK, grain fed Lb. 12c

Side Bacon Whole or half slab, lb. 17c
SAFEWAY SAUSAGE, small 2 lbs. 23c

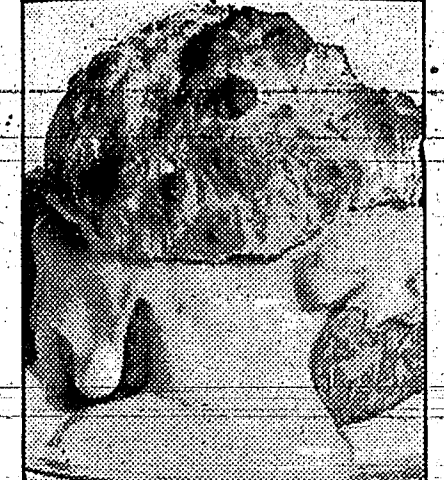
FRESH SIDE PORK Lb. 9c
CHOICE VEAL ROAST Lb. 12c
SHOULDER YOUNG LAMB Lb. 13c



"What's Jones So Puffed Up About?"
It's an old, old story mates. A few months ago, Jones was one of that shortsighted group that figured "Advertising just a waste of money."

The results were so gratifying that he's been ADVERTISING CONSISTENTLY ever since. No wonder he's smiling and content now.
Moral: He Profits most who Advertises Regularly!

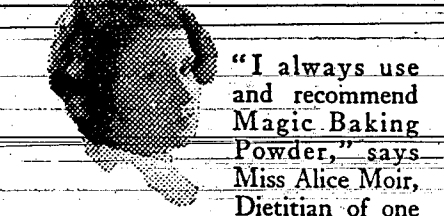
For the "Best Results" Use the Columns of THE VERNON NEWS "Canada's Premier Weekly Newspaper"



CHICKEN SHORTCAKE
2 cups pastry flour (or 1 1/4 cups of bread flour)
3 teaspoons Magic Baking Powder
1/2 teaspoon salt
4 tablespoons shortening
1 egg 1/4 cup water

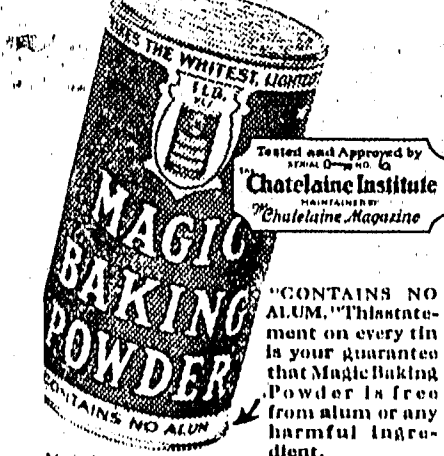
Try Miss Alice Moir's light, flaky

Chicken Shortcake



"I always use and recommend Magic Baking Powder," says Miss Alice Moir, Dietitian of one of Montreal's finest apartment-hotel restaurants.

Free Cook Book—When you bake at home, the new Magic Cook Book will give you dozens of recipes for delicious baked goods.



YARDLEY LAVENDER



THE LOVABLE FRAGRANCE
The Lovable Fragrance of the Yardley Lavender—Fashion's choice for the daily round of little social engagements and of Sport and Pastimes, when a heavy exotic perfume would be out of place.

YARDLEY - LONDON - TORONTO - NEW YORK - PARIS

THIS WARM TREAT FOR A FEW CENTS

Hot milk over two crisp Shredded Wheat biscuits. There's a delicious treat for chilly days! Shredded Wheat is the natural energy food, made in Canada, by Canadians, of Canadian wheat.

SHREDDED WHEAT

MADE IN CANADA • BY CANADIANS • OF CANADIAN WHEAT

