

A GREAT FOOD BARGAIN

and a great chance to
HELP CANADA



Canadian farmers produce the wheat from which Shredded Wheat is made. Help Canada's greatest industry by treating yourself to this great food bargain at least once a day—You'll profit: so will Canada.

12 BIG
BISCUITS IN
EVERY BOX

SHREDDED WHEAT

MADE IN CANADA • BY CANADIANS • OF CANADIAN WHEAT

New Issue

COUNTY OF CAPE BRETON

5 1-2% Bonds

Due June 1, 1942

PRICE: 95.50 and interest,
to yield 6.12%

Denominations: \$500. Principal and
half-yearly interest payable in Halifax
and Sydney, N. S.

Eastern Securities Company Limited

JAMES MACMURRAY—President
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HALIFAX CHARLOTTETOWN
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HOLLANDIA'S WORLD-FAMED FLOWER-BULBS

Order your Bulbs direct from Holland's best Bulb Farm

Encouraged by numerous orders lately received from your country, we have decided to expand our business and maintain a permanent market for our world-famed collections of Dutch Flower Bulbs for home and garden.

We are therefore making the following attractive offer of a new selection of varieties, made with special regard to suitability to your climatic conditions by professional experts. The collection will be found to be unique for its skilful combination of rich colourings with delightful scents.

By taking advantage of this supreme "HOLLANDIA" collection, you can make your home and garden a Flower-Paradise for \$6. —

In view of the large number of orders which come in daily, we kindly advise you to order early. Please write your name and address clearly on every order. All Correspondence, orders, etc. must be strictly addressed to:

**HARRY BRUHL, Managing Director of the
BULB-NURSERIES "HOLLANDIA"**
Voorhout by Hillegom - Holland - Europe

Our magnificent collection consist of:—

- 6 dozens of Darwin Tulips, in 6 Fine Colors
- 2 dozen of Cottage Tulips, in 4 Fine Colors
- 1 dozen of Lily Flowering Tulips
- 1 dozen of Double Tulips
- 1 dozen of Hyacinths For Pots, all colors
- 1 dozen of Hyacinths For Bedding, all colors
- 5 dozen of Crocus in various fine colors
- 3 dozen of Snowdrops, the "Queen" of Spring-flowers
- 2 dozens of Iris in various fine colors
- 2 dozens of Muscari (Grape Hyacinths)
- 2 dozens of Scillas, sweet little flower
- 2 dozens of Narcissus (Daffodils) all kinds

your own
choice
of colors
can always
be considered

336 Flower-Bulbs
14 "Hollandia Novelty Bulbs" FREE

350 Flower-Bulbs
for \$6.—

DOUBLE THIS COLLECTION
(700 Flower-Bulbs) for \$10.—

Prompt service; delivery never later than one week before planting-time. Delivery FREE of charge at destination. A certificate of health is furnished with every order by the Phytopathological Service of Holland. All varieties are packed and labelled separately. Illustrated Cultural Directions in English, French, or German are sent free with orders. All orders must be accompanied by remittance, for the full amount and should be addressed as above. Special terms for wholesale orders.

The Leading Firm in the Bulb-Industry

RIGHT THERE
Uncle was visiting little Betty, who had been ill.
"Well, my dear," he said, "and how did you find yourself this morning?"
Betty opened her big, innocent blue eyes.
"Oh, uncle, I just opened my eyes—and there I was!"

Chesterfield Suites

\$58.50

Real Values

Horse for Sale Cheap, 1300 lbs.

A. Henderson Furniture Co., Limited

Phone 7

J. H. DeWITT
FUNERAL DIRECTORS and EMBALMERS

Night Phone 347

IN THE AUTOMOTIVE WORLD

WHEAT AND MOTOR CARS

The tremendous influence of a good wheat crop on Canada's morale, beginning now to be felt as the golden stream starts to flow from the prairies, is easily understood from a study of economic effects. First of all, a man who grows a "section" of wheat at 25 bushels to the acre has 16,000 bushels of wheat, which is a very tidy fortune and an important factor in local business revival. Then the effects of the crop extend down through railway, storage and harbor organization and ultimately to industries generally throughout the country. The handling of the wheat crop is a big item both for domestic use and for export. Exports of Canadian wheat in the month of July this year were nearly 20,000,000 bushels, compared with 12,000,000 bushels in July, 1931.

The city of Vancouver is an example of a community benefiting from grain activity. The total shipments of grain from Vancouver for the crop year ending July, 1932 were over 84,000,000 bushels as compared to 74,000,000 bushels for the previous crop year.

Every cent added to the price of grain means several million dollars additional for the revival of Canadian business. Automobile manufacturers are confident that this year's good crop will mean increased demand for cars, especially in the Western provinces.

DEMAND PILING UP

C. E. McTavish, general sales manager, General Motors Products of Canada, Limited, estimates that the demand for replacements of passenger cars in Canada has been dammed up by conditions, and, in a recent statement, gave it as his belief that there would be an inevitable reaction on the market. It is a fact, he said, that more and more cars which were due to be scrapped, have been retained in service. Normally, seven per cent of the number of licenses issued in any year are withdrawn from use the following year. At this rate, withdrawals in the current year would be 71,000 cars. If registration totals are to remain at their present level, or climb higher as one might expect, then it simply means a wonderful opportunity for automobile salesmen when the upturn takes place.

NOW IT IS NARCOLEPSY

Of all the genuine excuses given for traffic accidents, one of the most interesting is the irresistible impulse to sleep, which has often ended in disaster for the unlucky driver so afflicted. To this ailment, Science has given the name of Narcolepsy. Doses of ephedrine, a drug used in Chinese medicine as long ago as 4,000 years, are now said to be effective in cases of this kind, and one New York doctor had a case respond instantly to treatment after recurring attacks over a period of twelve years, in which the patient had several automobile accidents.

POLISH RESTORES BRILLIANCY

Do not be concerned about the color appearing on the sponge or polishing cloth when your car is being washed. It is not an indication that an excessive amount of duco is being removed. The polishing cloth first must remove traffic film, which is the dull, sticky coating picked up by every car in service. The cloth may also remove a touch of the actual finish of the car, but it is infinitesimally thin and does not mean that the duco surface is weathering unduly. Removal of this thin film simply exposes the depth of color and lustre underneath. However, strong cleaning compounds, some of which contain abrasives, must be used very sparingly.

Kaye Don, English challenger, ran into a streak of hard luck in his attempt to lift the Harmsworth Trophy at Detroit. His boat, Miss England III from which great things had been expected because of the wonderful speed shown in trials on home waters, proved a bad actor and lost both heats of the race. The result is the Harmsworth Trophy was retained by Gar Wood, its defender and remains in the United States.

The bright metal package preserves the FRESHNESS as nothing else can... Big value - Modest price.

BROWN-BETTY TEA

35¢ PER POUND

From the House of KING COLE

AN IDEAL COMBINATION

Colour is often a fairly reliable guide in choosing fruits and vegetables which are complementary to each other. Dietitians also claim that a dish which is pleasing to look at is more easily digested and more useful to the body than one which lacks "eye appeal".

That is why, the popular summer combination of tomatoes and lettuce is ideal. The very appearance of the dish is enough to tempt the most backward appetite, and as a source of minerals and vitamins its importance can hardly be exaggerated.

Yet in spite of their health promoting properties and attractive flavour, the popularity of tomatoes are considered by physicians one of the most economical and rich sources of vitamins known, containing greater quantities of these essential elements than even oranges. Lettuce also, in addition to being one of the most palatable and refreshing of all summer greens, also contains many food elements which are important in maintaining normal health.—Dominion Fruit Branch.

A REAL INDIAN FEAST

If Canada's national festival is the Maple Sugar Camp, the big event of the late summer season is the "Corn Roast". And corn roasts should be the vogue, now that Canada's own sweet corn, sun-ripened in the fields, is available and just begging to be eaten.

The Chief ingredients of a successful corn roast are a group of congenial people; a suitable location, preferably a beach; a roaring bonfire; plenty of corn, butter, salt and a good appetite.

There are two ways of cooking the corn. The simplest, and the method preferred by most people, is to peel off the husks, transfix the ear with pointed sticks and hang them in the flame of the fire until cooked. Another way is to take along a boiling kettle or cauldron, or even an empty gasoline tin with a wire handle, and boil the ears all together. Strictly speaking, this is not a corn "roast", but it has the advantage that all the ears are ready for eating at the same time, so that those in charge of operations may sit down and enjoy the feed with the other members of the party.—Dept., of Agriculture, Ottawa.

SUNFLOWERS AS ENSILAGE

That under the climatic conditions which exist in the Eastern Townships of Quebec sunflowers are superior for ensilage purposes to corn, is shown by the latest report of the Superintendent of the Dominion Experimental Station at Lennoxville, who writes as follows:

"During eleven of the twelve years that sunflowers have been grown at this station as a field crop, they have produced higher yields of dry matter per acre than corn. Under normal climatic conditions throughout this district, they have proven a very dependable crop and seem well suited to a great variety of soils. Although the ensilage made from sunflowers is seldom equal in quality and palatability to that made from corn, there are large areas of the Eastern Townships where corn is a very uncertain crop. On such areas, sunflowers are more likely to produce a profitable crop."

FORCING RHUBARB IN WINTER

Forcing rhubarb, for sale or home use, may be considered a profitable undertaking. There is a good demand for this product from late fall until early spring, at remunerative prices.

For this purpose it is important that a good supply of roots of some vigorous variety be available. A cheap method of producing roots for this work is by growing the plants from seed. At the Experimental Station, Charlottetown, it was found that many of the plants raised in this way were ready for forcing at the end of the second year.

Just before winter sets in, lift the roots required and allow them to remain on the ground until the soil adhering to them is frozen through. Once frozen, the plants are ready at any time to be brought in for forcing. A cool, dark cellar is excellent for this work. Heated sheds, from which the light is excluded, may also be used. In any case it must be pos-

ADVERTISING INCREASES CONSUMPTION OF BASIC PRODUCTS

An instance of how advertising can help to increase the Canadian consumption of Canadian basic products is provided by the experience of the Canadian Shredded Wheat Co. Ltd. This Company has just issued a series of advertisements to newspapers from coast to coast, urging the public to use their product—"Shredded Wheat"—not only because of the food value but also because by eating Shredded Wheat being made from the finest Western grain with nothing added or taken away.

Some idea of what this appeal to patriotism has meant in the domestic consumption of Canadian wheat is given by an official of the Company.

"Since 1928 we have, in one way or another, been urging the public to use our product because by doing so, it is directly helping the Canadian farmer and our records show the results," he said. "Several hundred thousand more Canadian families are using

daily at least one ounce more of prepared Canadian wheat in the form of our biscuits than was the case five years ago. That represents a consumption of about 2,000,000 pounds more Canadian wheat weekly from this source alone. (Work that out in terms of yearly consumption and you will find that it is a total which is worth considering). We want to sell our product but we do feel that our success shows how industrial firms with the right sort of product can advertise to increase the country's consumption of basic products."

NOT ENOUGH HORSES

Her car had broken down on the road opposite a field where a farmer was plowing with a four-horse team. The farmer came over and offered to pull the car to the nearest garage with his team. "I appreciate your kind offer more than I can tell you," the lady in distress told the farmer, "but, unfortunately, you would need 12 more horses. You see, my car has a 16-horsepower motor."—Cappers.

10c a fig

Golden Rod
CHEWING TOBACCO



Patronize the
M.-M.-A.
Blue and Red Stores



The Red & Blue Home-Owned M.M.A. Stores in Woodstock and Fredericton vicinities are keeping 180 clerks working every day. The support you give your M.M.A. Store means prosperity in your town—THINK IT OVER.

Cash Specials ON SALE SEPTEMBER 8-9-10

Yellow Eye or White Beans . 5 lbs 14c
Onions No. 2 . 10 lbs 19c
Shredded Wheat 2 pkgs 23c
Sliced PINEAPPLE Singapore 2 tins 23c
Pink Salmon Tall Tin . each 10c

Add These to Your Order

Aeraxon Fly Catchers
2 for 5c

Clams Cap'n John 6 oz.
each 15c

Calay Soap 3 for 23c

Acme Gloss Starch per pkg 11c

Rankine's Sodas 1 lb Bag
2 pkgs. 25c

Campbell's Chicken Soup
per tin 13c

Extra Special Saturday Only Cash & Carry
Mayflower Vanilla 8 oz. Jug 21c

Patronize the M. M. A. Stores