

REGULAR 93¢ JAR
NOW ONLY 79¢
 LIMITED TIME ONLY



TRY THIS AID TO NEW SKIN BEAUTY



Here's the Special Anniversary Offer that smart women all over Canada won't want to miss—a once-a-year bargain in beauty. It's the big 6-ounce 93¢ jar of Naxema Medicated Skin Cream—offered to you for a limited time only for just 79¢.

Scores of professional women, models and actresses use Naxema to help keep their complexions lovely. It's wonderful for rough, dry skin... for ugly blemishes... a delightful powder base... a grand night cream. Helps keep hands soft, smooth and white all year round.

If you've never tried Naxema—here's your chance to get the big 6-ounce 93¢ jar for only 79¢. Regular users—stock up now, while this Special Offer is on! At all drug and cosmetic counters. Remember—it's a limited offer, so don't delay!

Barbara Brent's BUYS AND WHYS
 A WEEKLY INFORMATION SERVICE



MONTREAL, Oct. 27th—Teach 'em young! . . . Yes, it's a good idea to teach your youngsters in their early years to keep their clothes in "ship-shape" order. And one important way is to show them how easy it is to remove grease stains from their clothes with ENERGINE Cleaning Fluid—so safe to use—so gentle with goodness of fabric. Just follow the simple directions for that "spoiled" look—and no tell-tale rings at all! EnerGINE is a real homemaker's helper, too. It cleans upholstery—refrigerators, bathtubs and washbasins sprinkle. You'll discover so many uses for this "magical" cleaning fluid! Buy it and try it! . . . You can get EnerGINE at your drug or department store for as little as 25c.

Special Offer—It's Yours! . . . a stainless steel carving knife for just 50¢! Here's all you do: Just print your name and address and send together with 50c in coin or postage stamps and 2 Libby's Evaporated Milk labels to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q. I'll send your carving knife to you—post-haste! With an 8 inch, razor-sharp blade, this wonderful knife is 12 1/2 inches in overall length, including its geranium red plastic handle. Use it for carving meats—slicing bread—or chopping vegetables. I'm sure you'll love it! And I'm sure you'll love Libby's Evaporated Milk, too! It's the truly economical milk for tea or coffee—cooking—or whipping!

It's A Pity that more mothers haven't heard about this wonderful way to make baby-hair curly and easy-to-manage! For babies are just twice as cute and cuddly with a heap of curls or ringlets! So write to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—for your copy of "Curls for Baby!" It tells you how to use NESTLE BABY HAIR TREATMENT and, truly, you'll find it wonderful in helping the straightest of baby-hair to be trained into natural looking curls! Nestle Baby Hair Treatment—tested and commended by "Parents' Magazine"—is a wonderfully gentle lotion. As soon as baby's hair is one inch or longer, Nestle can be used every time she has her bath. Directions according to instruction, a \$1.25 bottle of Nestle Baby Hair Treatment will last four months! You'll find it at your favourite drug-store!

Wishes Will Stir come Halloween—and the youngsters will love to have a party! They'll be particularly thrilled if their favourite dessert, JELLO, comes to the party dressed as these merry Jack-O-Lanterns. Make faces with currants on the rounded side of drained, canned peach halves. Mould each peach in a serving glass of Lemon Jell-O. Serve with hearty wedges of chocolate cake—there'll be lots of cries for second helpings! For Jell-O's fresh-fruit flavour and sparkling colour is always popular. There are seven delicious "locked-in" flavours of Jell-O Jelly Powders.

There's Something About a steaming bowl of savoury soup to make office-tired husbands sit up and take notice at dinner-time! That's why HEINZ CONDENSED SOUPS are so popular with so many wives who like to delight their husbands! For ALLI HEINZ Soups are savoury to the last sip—so when you serve them—Cream of Tomato, Vegetable, Chicken Noodle—better make the serving extra large! And did you know?—Heinz versatile soups add extra flavour to dozens of dishes—dressings, meat loaves, casseroles! Simply write to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q.—for your free copy of "57 Ways to Use Heinz Condensed Soups!"

When Guests Are Coming . . . or just when the family look specially hungry for a really good dessert . . . serve SHIRRIFF'S FRUIT PUDDING! M-mmm! It is delicious! It's a real, old-time fruit pudding—lavish with two kinds of raisins, dates, currants and mixed peel. 18 ingredients, all told, carefully blended and steam-cooked for HOURS in Shirriff's spotless kitchen! Simple to serve, too!—just heat the pudding in the can, in boiling water—open the can—slice and serve with your favourite sauce! And, by the way—you can make exceptionally good sauces when you add a touch of Shirriff's Rum, Butter-sauce or Almond Flavouring Extract to them!


A Cake To Delight Your Family . . . and you, too!—for it's so easy to make—so very delicious when you make it with FIVE ROSES FLOUR, the flour "for all-purpose baking" . . . Marianna's Cake

1 1/4 cup Five Roses Flour 2/3 cup milk
 1/4 tsp. salt 1/3 cup melted butter
 2 1/2 tps. baking powder 1 tsp. vanilla

Sift flour, salt, sugar and baking powder together. Mix milk and melted butter and pour into dry ingredients. Beat for 3 minutes. Pour into square, 8-inch pan and bake at 350 deg. F. for 20-30 minutes. Ice with 3 tablespoons melted butter, 2 tablespoons brown sugar, 2 tablespoons milk and 1/2 cup shredded coconut.


And, for expert answers to your baking questions, write to Pauline Harvey, Director, The Five Roses Kitchen, P.O. Box 6400, Montreal, P.Q.

HUSKY BABY?



Help Keep Young Bodies Strong and Well

Mothers—to help your baby to have sound teeth, strong bones and a more husky body, give him pleasant-tasting, easy to digest Scott's Emulsion. Scott's Emulsion contains the Natural Vitamins A and D with other essential elements that babies and children may need for proper growth. That's why so many recommend Scott's. Buy the large economy size today!



Old "New Look" Still Evident

PARIS, Oct. 26 (AP)—A lingering affection for the now-old "new look" silhouette was surprisingly evident today in the mid-season collection presented by Molynoux.

Although suits and woolen day dresses were slim and trim, dressier afternoon and cocktail frocks kept the small waist, tight, simple bodice and widely-flaring or fully-gathered skirts which made news as the new look.

The price range for some 40 models in the new full-winter collection is roughly \$200 to \$300. Molynoux has a weakness for what might be called the Indian-club, or—more flatteringly—the double-diamond silhouette, achieved by a pyramid shoulder line, sharply nipped-in-waist, and hips exaggerated by drapery, the skirt narrowing to a smath at the bottom.

October Clearance Sale
 BEGINNING TODAY CONTINUING FOR ONE WEEK ONLY
 Now Is Your Chance To Get Quality Merchandise For Less.

MISSSES' WEAR
 20 Wool and Gabardine DRESSES
 Sizes 12 to 18
HALF PRICE
 15 Wool Gabardine DRESSES
 Sizes 12 to 18
SPECIAL VALUE AT 1-3 OFF
 25 Ladies' CREPE DRESSES
 Reg. \$15.95 to \$21.95 for \$5.95 Each
 3 Doz. Misses' BLOUSES
 Clearing at \$2.00 Each
 GROUP BLOUSES
 Clearing at 1-3 OFF
 1 Doz. Misses' SKIRTS
 Sizes 12 to 18
 Clearing at \$3.00 Each
 Assortment Ladies' SWEATERS
 Clearing at \$2.69 Each

CHILDREN'S WEAR
 Last Year's COATS
 10 - 14x
 Clearing at \$7.95 Each
 6 GIRLS' COATS
 10 - 14x
 Clearing at 1-3 OFF
 12 GIRLS' COAT SETS
 4 - 6x
 Clearing at 1-3 OFF
 50 GIRLS' CREPE DRESSES
 Sizes 7-12 yrs.
 Reg. \$4.95 for \$2.49 Each
 All Last Season's FALL DRESSES
 7 - 14x
 Clearing at 1-3 OFF
 6 MIDDY SUITS
 Sizes 3-5 yrs.
 Reg. \$5.95 ea. for \$3.00 Each
SPECIAL LOT OF GIRLS' BLOUSES
 AT 1-3 OFF

THE MISSSES
Holmes and Bradley
 159 QUEEN ST. PHONE 92

EXPLORER FOUND LAKE
 The first white man on record to visit Lake Ontario was Etienne Brule, in 1615.

CAMPER'S TIP
 Hardwood makes better coals for a campfire than softwood.

TAX ON BUYING
 During this year Canadians will pay an estimated \$385,000,000 in Dominion sales tax.

COURTS' BEGINNING
 The Supreme Court of Canada and the Exchequer Court were constituted in 1875.

INDIA'S RAILWAYS
 Indian railways are today carrying more tonnage over miles than ever before.

Amazing BUY! Sensational TEA!

New Low Price

Finest Quality

Lipton Orange Pekoe Tea

now costs **10¢ less** per pound

Finest tea your money can buy! Now costs no more than everyday blends!



Look for the PURPLE LABEL!

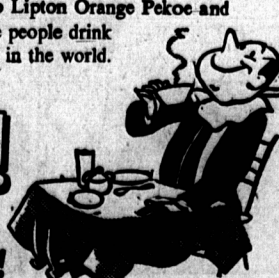
Now enjoy the luxury of the choicest, full-flavoured tea at an everyday price!

Sip a steaming, fragrant cup of Lipton Orange Pekoe and you'll agree that no other tea at the price can hold a candle to it!

Robust in flavour, deeply satisfying, it's a very special blend of the finest Orange Pekoe teas. Every cup means extra pleasure—with your meals or after.

Do it today! Switch to Lipton Orange Pekoe and see for yourself why more people drink Lipton than any other tea in the world.

Hurry!
 BIG LIPTON BARGAIN PARTY AT YOUR STORE!



Double Applause is what this wonderful tea deserves! . . . you'll feel like applauding its grand flavour—and its real economy! So much good taste for so little—and so very easy to serve!

That's the way lots of folks feel about TENDER LEAF TEA BAGS! Their flavour is superb! It must be those little top leaves that add that extra "something" to the flavour of this delicious tea! And—wonder of wonders!—just one of the Tender Leaf Tea Bags will give you two cups of delicious Orange Pekoe—at its tastiest!

There's No Doubt About It—we women want our curves to be in the right place! So to give your figure the lovely lines fashion demands—be expertly fitted in a GOSSARD foundation! The talented Gossard designers have created garments especially suited to your figure type and age group! There are glamorous Gossard step-in girdles in several lengths—lovely bras to mold and hold you—and wonderful, slimming, one-piece garments like the famed Gossard Midsimply! Look for Gossard garments at all leading stores . . . they're a "must have" item in every woman's Fall wardrobe! And so reasonable! You see, though they're designed in America they're made in Canada—for you—and you—and you!

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BREAKFAST... LUNCH... SUPPER!

FRESH! GOOD! QUICK!

Kellogg's CORN FLAKES

Mother Knows A Best!

5¢

Buys FOUR Delicious AUNT JEMIMA Pancakes!

Save Money on Meals - this Delightful Way



TEMPTING Lunch or Supper TREAT!

EASY as 1-2-3 to fix!

- 1 ADD MILK OR WATER
- 2 STIR
- 3 POP 'EM ON THE GRIDDLE

GET BOTH KINDS!
 The red box for full-flavor PANCAKES and WAFFLES; the yellow box for taste-tingling BUCK-WHEATS. Reg. Size or 3 1/2 lb. Economy Bag!

The Quaker Oats Company of Canada Limited

GOOD FOR YOU - DIGESTIBLE AS TOAST!

