



Prize winners... "with Gro-Pup"

These English sheep dogs, shown with Mr. Robert Williams, are Manitoba-bred prize winners of Mrs. Alice Williams, Winnipeg. She writes: "I've had splendid results with Gro-Pup, as you can see here. Both these dogs have been fed Gro-Pup since they were pups. I recommend it highly."



—feed your dog as famous kennels do...

BUYS AND WHYS BY Barbara Brent

MONTREAL, Nov. 4th—Imagine a house full of "early morning angels" That's what you'll have when you serve steaming cups of CHASE & SANBORN COFFEE to gloomy early risers!

Beauty On A Budget!... the cost of beauty is truly not high when you buy it in this wonderful Peggy Sage Fashion Pink Set! It's at a new, purse-wise price...

Why Not Make That Dreamed-Of Holiday In Bermuda a wonderful reality? It takes less than five non-stop hours by T.C.A. "North Star" from Montreal, slightly more from Toronto!

"Keep It In The Family" is a good motto for successful saving! Why not open a Joint Account at the new BANK OF MONTREAL branch and find out for yourself how very handy it can be?

A Scrumptious Cake Deserves A Luscious Icing. So when your "Shiraz" cake comes light and fluffy from the oven... here's how to make the icing to top it off!

Dear Those Socks! Is there a man in your family who always gets holes in the toes and feet? Then maybe you should hint to him that perspiration ruins socks!

A Happy Ending To Every Cake Story... a gloriously happy ending... when you use SWANS DOWN CAKE FLOUR. For Swans Down assures the delicate crust...

When Your Family Clamors For Something Different on the breakfast table... at lunch time... or for after-school snacks... try E. D. Smith's Pure Gooseberry Jam—and revel in their enthusiastic appreciation of its tempting goodness!

Smart's Definitely! Smart's to look smart in ski clothes and, of course, you must have a hat. That's why these ski jackets of C-I-L nylon are simply unbeatable!

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Only 1 Egg - But You Need Cake Flour Made By Specialists



YOU can make wonderful, delicious economical cakes—if you use the one flour made by Cake Flour specialists. All the experience and resources of this company are centred on Swans Down... Cake flour is not something new with us. We've been specializing in it for over fifty years.

- For Real Honey Goodness APPEL SAUCE LOAF CAKE... Sift flour once, measure, add baking powder, soda, salt, spices; sift three times. Cream butter thoroughly, add sugar gradually; cream until light. Add eggs, raisins and nuts; beat well. Add flour mixture, alternately with applesauce, a small amount at a time. Beat smooth after each x 3 inches, in moderate oven (350° F.) about 1 hour. Good with a white frosting and light sprinkle of cinnamon. Or cake may be decorated with candied fruits and nuts, before it is baked.

Brought to you by exclusive makers of cake flour Swans Down CAKE FLOUR A Product of General Foods

New Recipe Book "LEARN TO BAKE—YOU'LL LOVE IT!" 12 illustrated baking lessons—155 tested recipes for cakes, desserts, cookies, pastries, 80 pies. Fine color photographs. Send 20¢ in coin or stamps to Dept. 275, General Foods, Limited, Cobourg, Ontario.

The United Emergency Fund For Britain

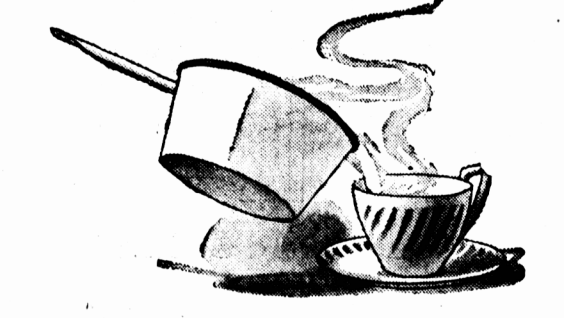
The idea and structure of the United Emergency Fund for Britain was conceived by a group of prominent Canadians... The need for co-ordinating the work of Canadian overseas relief societies, so far as Britain is concerned, had been felt for quite some time.

3. To be really effective, the strength of such voluntary assistance must be united and concentrated as a national effort. Nowhere in the world has the individual response to Britain's plight been more spontaneous than in our own Dominion. In every province, every city, every town, every village and every township—aid to Britain efforts have been organized and maintained on varying levels of continuity.

Organization 1. A strong Board of Directors has been formed—men and women whose names are a byword of sincerity and endeavour. 2. Honorary Officers are leaders in Canadian business life.

A Jiffy Meal with taste appeal! Tasty meals are quickly planned with Kosher Corned Beef Loaf at hand.

NEW! CADBURY'S Instant DRINKING CHOCOLATE

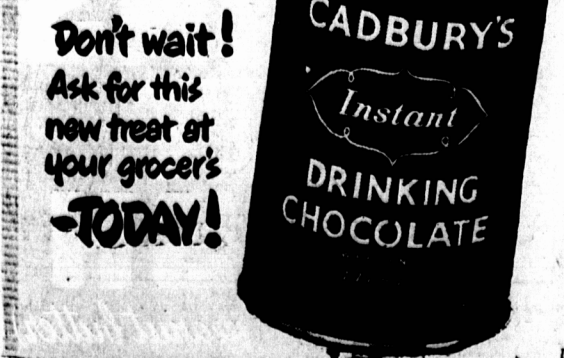


Made right in the cup!

HERE'S ALL YOU DO! Place 3 rounded teaspoons Instant Chocolate in cup. Pour on hot milk (or hot milk and water) and stir.

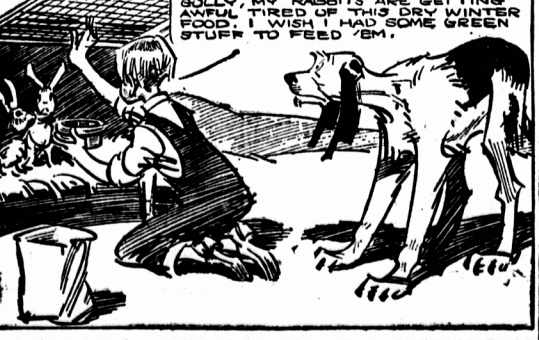
- OTHER GRAND USES • MAKES AN INSTANT CHOCOLATE SYRUP • A QUICK CHOCOLATE ICING! • A CREAMY FUDGE!

YOU'LL FIND THESE RECIPES ON THE TIN!



Don't wait! Ask for this new treat at your grocer's TODAY!

Napoleon and Uncle Elby By Clifford MacBride



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NOW! NOXZEMA'S Anniversary Special 93¢ JAR ONLY 69¢



DON'T MISS THIS "BUY"—DISCOVER THE MANY DIFFERENT WAYS THIS MEDICATED CREAM CAN HELP YOU AND YOUR FAMILY!

- PROFESSIONAL WOMEN in leading hospitals were among the first to discover NOXZEMA as a grand skin aid. Now, millions everywhere use it regularly. POOR COMPLEXION—Helps heal unsightly blemishes, smooths and softens rough, dry skin. CHAPPED HANDS, LIPS—Medicated NOXZEMA soothes—helps heal the tiny cracks in chapped skin. SUPERFICIAL BURNS—NOXZEMA soothes "kitchen" burns, helps promote quick healing. BABIES' SKIN—Brings wonderful soothing relief to babies' tender skin; helps heal "diaper rash."

WHY IT HELPS SO MANY WAYS! Professional women in hospital work were among the first to discover that NOXZEMA is more than a cosmetic cream. It's MEDICATED, soothing, and an aid to healing! 25,000,000 jars now used yearly! Get NOXZEMA today while offer lasts!