

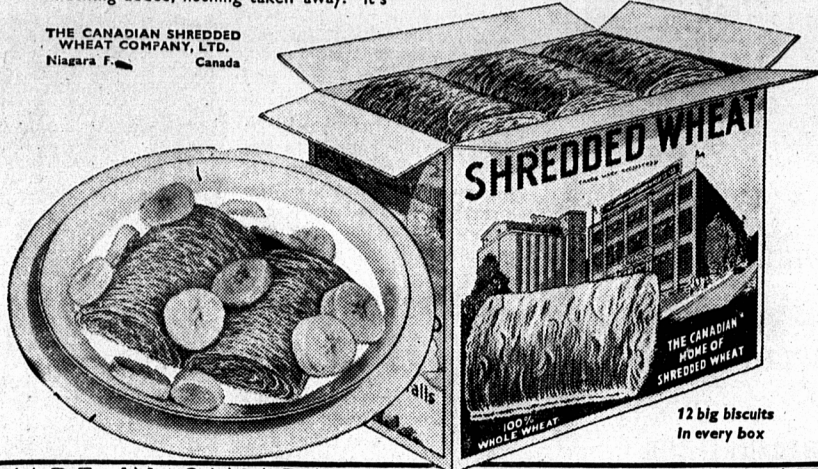
# Woman's Realm / Social and Personal / Fashions / Literature

## Here's Real Food Energy

SHREDDED WHEAT is rich in the vital food essentials that promote growth, vigor and energy—because it's made of whole wheat, Nature's perfect cereal grain—nothing added, nothing taken away. It's

delicious, nutritious, easily digested, ready-cooked, ready-to-eat. Serve Shredded Wheat with milk or cream and your favorite fruits or berries—it makes a special treat for any meal.

THE CANADIAN SHREDDED WHEAT COMPANY, LTD.  
Niagara Falls, Canada



12 big biscuits in every box

MADE IN CANADA - OF CANADIAN WHEAT

### A Morning Smile

**WHY THE HASTE?**  
Telephone-Subscriber—I have been dialing "Operator" for four minutes. Suppose my house had been on fire?  
Operator—Is it?  
Subscriber—No.  
Operator—Then what are you bothering about?

**ON THE BORDER OF TRUTH.**  
Husband (reprovingly)—Didn't I hear you tell your friends that your pretty dress came from abroad?  
Wife—Not exactly, dear. You see it's last year's dress which I turned inside out. I simply said, "It's from the other side."

**POOR FISH**  
A motorist proceeding along a country road offered a pedestrian a lift. Shortly afterwards the motorist noticed that his watch was missing. Stopping the car, he poked up a large spanner and, raising it above his head, exclaimed: "Hand over that watch!" The stranger meekly complied, then allowed himself to be booted out of the car. When the motorist returned home he was greeted by his wife. "How did you get along without your watch?" she asked. "I suppose you know that you left it on your dressing-table."

ning the count was further decreased to 5 grains. Thus, an air-cooled and filtered room, during repeated tests, constantly averaged more than 99 per cent air filtration. The smaller grains of house dust, molds and scales were reduced during these same tests to less than 5 per cent.  
Prof. Hodgson's experiments indicate that air-conditioning and air filtration offer a supplementary aid to sound medical treatment. He calls attention to the increasing number of hay fever and asthma patients who are immune to permanent relief by medical treatment and points to conditioning of the air as a real means of relief for these patients.  
Results prove that rooms may be well purified by operating the air-conditioning daily, but patients should bear in mind that a machine with condenser as well as fan is essential to correct hay fever conditions.

**FASHION TIP**  
Bead trim for evening costumes in Vionnet's collection of winter fashion is fashion tip.

**MISTY SHADES OF MORN**  
Soft, pale colors, pale as the mist of the early morn, go hand in hand with blue-grays and blue-greens, tones that are shown on autumn foliage before the frost has killed the glories of the tree's leafage. Blues are given a wide range as well as greens and among the novelty colors of the season are a violine range which are dyed just like the dahlias tones that burn their way and achieve deeper beauty in their depth of coloring.

**DESIGNER'S DARLING**  
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Actual tests over a period of weeks showed a removal of more than 99 per cent of natural pollen from the test rooms. Operating under severe conditions, an actual count was made of the pollen grains per square centimeter, and in three hours of continuous operation, the count dropped from 1,058 to 35 grains.  
In an additional three-hour run,

Now, when the leaves have fallen, and the days are chill, do your spirits droop? Let your favorite poems remind you, there's much to live for.  
There's patriotism, as Scott tells us in:  
"Breathes there the man with soul so dead,  
Who never to himself hath said,  
This is my own, my native land!"  
And inspiration in the vision of Abou Ben Adhem who:  
"... saw, within the moonlight in his room,  
Making it rich and like a lily in bloom.  
An angel writing in a book of gold,  
Longfellow recalls happy childhood in his familiar "Children's Hour."  
"Between the dark and the daylight,  
When the night is beginning to lower,  
Comes a pause in the day's occupations,  
That is known as the Children's Hour."  
Our 32-page booklet gives you these cherished poems and others by James Whitcomb Riley, Browning, Tennyson, Poe, Burns and others.

Send 20c in coins for your copy of world's best-loved poems to the Guardian, Home Service, Address. Be sure to write plainly your Name, Address, and the name of booklet.  
Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Province \_\_\_\_\_

**"CHIROPODY"**  
"With Electric Treatment"  
Phone 612  
MAE SMITH  
LILY A. FAIRCLOUGH

## FREE LUXURY CRUISE TO BERMUDA! OR \$500 IN CASH!



7 Luxury Cruises...  
76 other prizes in this \$3,000 Contest!

HERE'S your chance to win a FREE glorious holiday in Bermuda—out of the cold, bleak winter weather, into the sunshine and gaiety of the picturesque Isles of Rest! At our expense!  
We'll give 7 marvellous cruises and 76 cash prizes FREE for the best statements of not more than 35 words on why the makers of Magic Baking Powder print a list of its ingredients on the label.  
Write or print your statement on any Magic Baking Powder label—Mail to Magic Baking Powder, Dominion Square Building, Montreal.  
Magic, you know, is the only nationally advertised baking powder in Canada that tells you what its ingredients are. Three out of four Canadian women use Magic, because it is safe and wholesome, free from alum or any harmful ingredient. Buy a tin today! And be sure to write your 35-word statement. It may mean a Bermuda luxury cruise FREE!

**RULES OF CONTEST**  
1. On the back of any Magic Baking Powder label write a statement, not more than 35 words, telling why the makers of Magic Baking Powder print its ingredients on the label. Here's a sample statement:  
"The list of ingredients printed clearly on every tin of Magic Baking Powder assures the housewife that it contains no alum or any harmful ingredient."  
Contestants may submit as many entries as desired. Entries will be judged for clearness, sincerity and originality.  
2. Mark label with your name and address and mail to Magic Baking Powder, Dominion Square Building, Montreal.  
3. Contest closes midnight, December 31, 1937. Winners will be announced shortly thereafter. You can take the trip whenever you wish.  
4. Anyone in Canada may compete except employees of Magic Baking Powder and their families.

**PRIZES**  
1st prize - \$500 Bermuda cruise or \$500 cash  
2nd prize - \$400 Bermuda cruise or \$400 cash  
Next 5 prizes - \$300 Bermuda cruise or \$300 cash  
Next 6 prizes - Six \$25 cash awards  
Next 20 prizes - Twenty \$10 cash awards  
Next 50 prizes - Fifty \$5 cash awards



**CONTAINS NO ALUM**  
• Complete list of ingredients on every tin is your guarantee that Magic Baking Powder is free from alum or any harmful ingredient.

### The Housewife And Her Activities

**DOERS OF LITTLE THINGS**  
The great of the earth have their need of praise—  
Heroes and bards and kings;  
But the ones whom the world loves best always  
Are the doers of little things.  
The ones who with loyal word and deed  
Make homecoming always sweet;  
The ones who answer our call of need  
With willing, swift-coming feet.  
Their names are not of fame's scroll a part,  
Their glory no poet sings.  
But the one's who are near to the world's great heart  
Are the doers of little things  
—Mary Stuart Payton.

**TO CLEAN A CARPET**  
A soiled carpet may be cleaned by washing with a cloth dipped into a bucket of warm water and ammonia. Having wrung it out fairly dry, wash over the carpet with it, giving particular attention to any very dirty spots. Have the ammonia water fairly strong, and do only a small piece of carpet at a time, rinsing or changing the cloth very frequently. You will be surprised at the dirt which comes out, and at the new and fresh look of the carpet afterwards. There is no need to make the carpet very wet.

**CLEAN WOODEN TOAST RACK WITH OLIVE OIL**  
Wooden table accessories and implements of all sorts are fashionable at the moment, but they sometimes present a cleaning problem.  
For instance, toast-racks of light wood are difficult to keep clean in use unless one knows the tip of rubbing olive oil on to them and leaving it to soak well in before using them at all. All the light woods respond well to the old trick of applying warm water with a little vinegar in it if they get dirty.

**TILT TOP WILL SOLVE YOUR TABLE PROBLEMS**  
If you need an extra table in your living room, yet feel that the room would perhaps appear crowded, try not consider a tilt top table? They are excellent for games, puzzles, cards, and some may be used for a fire screen, and when not in use, fold back neatly against the wall. A beautifully grained and polished wood is handsome, but if you like a bright dash of color, look at tables with tops showing painted rural scenes or bouquets of splashy flowers.

**PUT THEM IN THE SUDS!**  
"A pair of stockings a day, keeps the runs away." This is a slogan for the business girl if she wishes to stress economy in her monthly budget. A smart woman of business ability has proven that this maxim is something to consider. She puts it into practice daily and into the soap suds she plunges her silk stockings with regularity.

**Bon Ami**  
gives SINKS and BATHTUBS gleaming beauty... and leaves no musty odour

Cleaning sinks and bathtubs every day is a big job. That's why it takes a high grade cleanser to give your fixtures gleaming beauty quickly and easily. Try Bon Ami! You'll like it. It's economical, too, for a little does such a lot of work!

**PURPLE HOSE!**  
One outstandingly new thing about stockings is the color they're turning! Wine and purplish tones for daytime, bluish tones for formal wear. For general daytime wear these are best blended with the new costume colors: subdued light browns such as Taupe and Andes; medium neutral beiges such as Malaga and Avenue; Medium taupe greys such as Wood-smoke, and Smoketone; warm gold-coppers with rosy cast, such as Tara, Incatan and Carib; and livelier light browns, such as Partridge and Cafe Clair. It's easier to shop for stockings when you know the color types to ask for.

**SIX WAYS OF USING VINEGAR**  
Vinegar should be one of your best friends in the kitchen. It will:  
1. Revive tired salad stuff if a few drops are added to the water in which it is soaking.  
2. Remove every speck of dirt and grease from windows and make them dry easily and quickly if a little is added to the water with which they are cleaned.  
3. Clean furniture if the furniture is rubbed over with a cloth wrung out of vinegar and water. Polish afterwards.  
4. Take the shine out of serge if applied hot on a sponge. The material should then be pressed on the wrong side with a hot iron.  
5. Clean badly tarnished brass if added to salt and applied vigorously. The brass should then be rinsed in cold water and dried.  
6. Prevent the white of a poached egg from spreading if a few drops of it are added to the boiling water.

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**Sunnyside Beauty and Chiropody Parlor**  
109 Grafton St. (Over Canadian Stores)  
Reduced prices on all our Permanents for the remainder of November. (With or without machine). Hair tinting a specialty.

**"CHIROPODY"**  
"With Electric Treatment"  
Phone 612  
MAE SMITH  
LILY A. FAIRCLOUGH

### Home Service

Your Favorite Poems Will Lighten Dreary Day



Now, when the leaves have fallen, and the days are chill, do your spirits droop? Let your favorite poems remind you, there's much to live for.  
There's patriotism, as Scott tells us in:  
"Breathes there the man with soul so dead,  
Who never to himself hath said,  
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Name \_\_\_\_\_  
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City \_\_\_\_\_ Province \_\_\_\_\_

### Read the experiences of 6 of the many Maritime Baking Contests First Prize Winners who used Quaker Flour...

**PICTOU Exhibition**  
"To assure perfect success in every baking and to avoid expensive baking failures, I always use Quaker Flour. And to make baking much easier, saving time and work, I recommend The Quaker Method of Easy Bread Baking. This new and simple method assures me delicious bread and rolls every baking."  
Miss Belle Morash, Pictou, N.S.

**PORT ELGIN Exhibition**  
"I credit Quaker Flour with helping me to win First Prize at the Port Elgin Exhibition baking contest. No other flour can give my bread such superior flavour, even texture, good colour, shape, etc. The Quaker Method of Easy Bread Baking is the greatest work and time-saver ever. It's so simple I'm sure anyone using it can make prize-winning bread every baking."  
Mrs. Adelbert A. Allen, Melrose, N.B.

**KESWICK Exhibition**  
"Using Quaker Flour and following The Quaker Method of Easy Bread Baking assisted me greatly in winning first prize in the Keswick Exhibition. It is my firm belief that any woman can have perfect baking results and always avoid expensive failures if she will use Quaker Flour and only use The Quaker Method of Easy Bread Baking."  
Mrs. Roy Holyoke, Keswick, N.B.

**STEWIACKE Exhibition**  
"Using Quaker Flour, I find that I can get constantly bread that I can get constantly, bread and rolls of perfect flavour, even texture, ideal colour, lightness and shape. The Quaker Method of Easy Bread Baking reduces the work to one-quarter of that required for ordinary baking methods."  
Mrs. M. J. Barkhouse, Stewiacke, N.S.

**WOODSTOCK Exhibition**  
"My advice to every woman if she wants to get perfect results every baking is that she should use Quaker Flour. The bread with which I won first prize at the Woodstock Exhibition was made with Quaker Flour. And the greatest time and labour saver I know of is the Quaker Method of Easy Bread Baking. It also is assured against expensive baking failures."  
Mrs. Wilbur Kidney, Weston Settlement, N.B.

**CUMBERLAND COUNTY Exhibition**  
"Prize-winning bread can be a regular habit of any woman if she follows my practice of using Quaker Flour and The Quaker Method of Easy Bread Baking. This method eliminates kneading and overnight setting. Simple and quick, it is a great work and time-saver. What's more, it saves me money because I never have a failure."  
Mrs. E. Lamming, Pugwash, N.S.

**WINNERS OF BREAD BAKING Contests IN EVERY PART OF THE MARITIMES Acclaim Quaker Flour**  
MORE THAN 20 PRIZE WINNERS USED QUAKER FLOUR IN THEIR BAKING!

Time after time, place after place, Quaker Flour has played its important part in helping winners to first awards in bread baking contests. And these winners are enthusiastic in their praise of Quaker Flour and the new Quaker Method of Easy Bread Baking. Never before has a flour demonstrated so conclusively its superiority as has Quaker Flour.  
Using Quaker Flour these winners can look back on expensive baking failures as things of the past. They are sure of constant baking success... of bread and rolls with new and perfect flavour and goodness.

### ... YOU, TOO, CAN BAKE "PRIZE-WINNING" BREAD AND ROLLS EVERY DAY!

What's more, you can do it in half the time, one-quarter the work. Just follow this amazing new and easy way.

FREE This famous book "The Quaker Method of Easy Bread Baking" reveals marvellous new method that saves time and work. Send for your free copy today.  
The Quaker Oats Company, Dept. A1, Peterborough, Ont.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Province \_\_\_\_\_

