

Woman's Realm Social and Personal Fashions Literature

FOR 3 GENERATIONS The Secret of Light fluffy Cakes! MAGIC BAKING POWDER

Lenten Meditations

O God, thou art my God; early will I seek Thee; my soul thirsteth for Thee, my flesh longeth for Thee in a dry and thirsty land where no water is...

Your Individual HOROSCOPE By Frances Drake

For Thursday, April 10th

MARCH 21 to APRIL 20 (Aries) - Difficult tasks, military affairs, activities that require nerve, courage and endurance are in front line favor today. Don't pussyfoot with those unwilling to do their duty; don't compromise with wrong. Shun unsavory companions.

APRIL 21 to MAY 20 (Taurus) - Your duty and mine; emotional restraint and willingness to sacrifice some pleasure or privilege. Four out your fine ability and talents to help in the worthy jobs that are being done by conscientious citizens these trying days.

Set a watch, O Lord, before my mouth; keep the door of my lips. Order my sins in Thy word, and let not any iniquity have dominion over me.

Let the words of my mouth, and the meditation of my heart, be acceptable in Thy sight, O Lord, my strength, and my redeemer. Amen.—John Ballile, D. D.

WHY NOT HAVE BABY SLEEP THROUGH NIGHT

YOU and your baby both need sleep. There is a sure and easy way to get it. Let Mrs. B., Jr., of Windsor, Ontario, tell you in her own words: "Night after night, as soon as we would get settled in bed, 'Baby' would start crying. 'Baby's Own' tablets changed all this. What a blessed relief!

NOISE VALUED FOR DECORATIVE USE The psychological effect of first impressions is as true of a house as it is of people. Naturally the first impression of a house is gained from the entrance hall, and equally in the entrance hall the first impression of the woman who lives in the house.



I SUFFERED TORTURE ON WASHDAY... until... ALL THAT HARD SCRUBBING MADE ME SO DIZZY FOR A MINUTE I THOUGHT I WAS GOING TO FAINT!

THE minute you switch to new High-Test OXYDOL, you'll join the thousands of women who, with Mrs. Annes, have said good-bye forever to washday torture.

Comic strip panels showing a woman washing clothes and her husband's reactions. Includes dialogue like 'I FINISHED THAT WHOLE BIG WASH BY 11 O'CLOCK BECAUSE OF A NEW SOAP, OXYDOL...'

"WASHED CLOTHES SO WHITE I could scarcely believe it... and it's grand to get rid of all that hard scrubbing!"

DAYS OF THE OLD SOUTH ARE RECAPTURED IN FIESTA

Period of Ante-Bellum Days To Be Brought Back In Costume And On Famous Old Plantations At New Orleans

Every year I receive letters from friends asking me about the romance of the Deep South. This year, when our minds and hearts are so full of sympathy for those in war-ridden countries, the desire to be on the move and "go places" where one can forget temporarily the tragedy and misery which is befalling others, is more prevalent than ever.

DESIGNERS PLAN GOWNS FOR SPRING WEDDINGS

NEW YORK—This spring's bride can have a formal wedding complete with veil flowers and several bridesmaids—without wrecking dad's budget and leaving in his bank almost no money for summer clothes for mother and the kidd sisters.

MUSCLES SORE STIFF AND ACHING When you're as stiff as a crutch and muscles aching from unaccustomed exercise or hard work, a brisk massage with Baskin's White Rub must liberate you up and take out the pain or double your money back. 30c and 50c.

ADDS FLAVOUR AND GOODNESS TO ANY COFFEE

perfectly handsome creations at reasonable prices. While remains No. 1 choice for brides' dresses for formal weddings. White silk marquisette, lace, chiffon, taffeta and silk satin as well as organza, dotted Swiss and other filmy cottons are favoured fabrics.

RECREATION SPACE IS BOON FOR PARENTS Cold and wet winter days accentuate the need in the house of more room for the children. With the children spending long noisy hours indoors, many parents will often wish they had more room in the house.

STAND OUT FROM THE CROWD ENJOY THE RADIANT HEALTH OF INNER FITNESS TAKE ENO'S "FRUIT SALT" FIRST THING EVERY MORNING

Needlecraft—For The Home

Simple dressmaker lines make the smartest suit of the season. You can wear this becoming style anywhere, any time, in perfect ease. The four eared skirt is comfortable for walking and the jacket is easy to make. You have a choice of a plain, high neckline, a V-neckline or a becoming round collar. Interesting pockets add a new note to a classic style. Choose a light-weight tweed or smooth woolen for your suit and make it now so as to be ready for the first warm days of Spring.

WOMEN WANTED 38 to 52 years old. Women who are restless, moody, NERVOUS—who fear hot flashes, dizzy spells—do take Lydia E. Pinkham's Vegetable Compound. Pinkham's Compound is effective to help women during these "trying times" due to functional irregularities. Made in Canada. WORTH TRYING!

Harvest of Praise

When You Bake Swans Down White Cake TRY THIS CAKE—so delicate and tempting it almost melts in your mouth. It is Swans Down White Cake and the recipe is on the Swans Down package. Swans Down Cake Flour is an extra fine, high quality flour which reacts quickly and efficiently to leavening. That's why it's so easy to make fluffier, more luscious cakes with Swans Down. There's real pleasure and extra lightness in every piece of Swans Down Cake.

BABY'S SKIN

GIVE THIS IMPORTANT CARE TO BABY'S SKIN... PURE, SOOTHING, MILDLY MEDICATED... EUCALYPTI, COTTONURA OINTMENT - TALCUM - SOAP

THE INSURANCE POLICY FOR BETTER CAKES SWANS DOWN CAKE FLOUR

Knowing Bright Phrases You'll Never at a Loss

You can Avoid Panicky Silences Tongue-tied the minute she's alone with an attractive man! It's times like this when you MUST know bright conversation-starters like "Wonderful party!" "Isn't the room glamorous with these colored lights?"

Send 20c in coins for your copy of Effective Phrases For All Occasions to The Guardian Home Service. Be sure to write plainly your Name, Address and the Name of booklet.

NEW LOWER PRICES!

PERFECTION COCOA 1 lb. now 27c 1/2 lb. now 15c Quality Unchanged!

THIS COUPON WORTH FIVE CENTS on the purchase of a 1 lb. tin of Perfection Cocoa at your grocer's advertised price, if presented by June 30, 1941. Clip, fill in and cash at your grocer's today.