

Rounded Slimness, Little Waist!



Being made only from the vital outer layers of the wheat, it is rich in certain "protective" food elements, such as iron, your body must have, diet or no diet.

Advertisement for Kellogg's All-Bran cereal, featuring a bowl of cereal and a box of the product. Text includes "For Reducing Diets" and "Made by Kellogg's in London, Ontario".

DUETS by Jo FISCHER

Comic strip panels with dialogue. One panel shows a man saying "NO DEAR, I COPIED IT FROM A BOOK! HOW DO YOU LIKE IT?" and another shows a woman saying "BUT IT'S FOR A SALARY OF \$75 A WEEK, I ONLY MAKE \$30!"

Yes! Sweeter, tastier bread with FLEISCHMANN'S FRESH ACTIVE YEAST

Advertisement for Fleischmann's Active Yeast, featuring a woman's face and a package of yeast. Text includes "This active fresh yeast goes right to work, gives you full value because it's full strength."

The Second Mrs. Draper By Noel Pierce

CHAPTER VIII Autumn came early with the first white frost of morning on silver fields, and through the dusk flights of black ducks went wheeling south. The Harvest Ball came on; Kitty gave her dinner for the club governors. After going on to the Ball she and George drove home early. She had invited the Ruthers and some of the younger people back for supper.

What is it, George? What is it? "I have a little time in which to say something to you, Kitty. It may be all the time I shall have."

HOW TO MAKE ROPE LAST MUCH LONGER Even though wartime demands for rope are over and rope fibre producing areas occupied by the enemy are now liberated, there still is a need for rope to meet the demands for it.

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Living & Leisure THE WOMAN'S REALM

Oh, there are moments for us here, who live in the world as we do, and whose lives are laid upon our mortal being. Seem heavier than the human heart can bear.

PERFUMING A ROOM If you pin or sew a tiny bag of lavender to the hem of your bedspread, the perfume of lavender will pervade the room.

HOUSE AND HOME More than one woman has been moved to give thanks that her closets have doors because hidden behind them is often a disarray of clothes and accessories.

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Advertisement for ARRID deodorant, featuring a woman's face and the product packaging. Text includes "A DEODORANT OF DOUBLE ACTION" and "HELPS PREVENT PERSPIRATION SPOTS AND ODOR".

SHOPPING TRIP AMAZES WRITER NEW YORK — Shopping in New York seems a high-powered business for one used to shopping in London. Nowhere in the world has salesmanship reached such a peak as in this wonderful city.

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Advertisement for Ideal Silver Polish, featuring a woman's face and the product. Text includes "Ideal SILVER POLISH" and "ANOTHER NEW PRODUCT".

Ellen's Diary By an Island Farmer's Wife (Continued from Page 2) first one of our family to meet her on the day the corner-stone is laid. I think now, I need have had no uneasiness in the long ago over losing James to any other girl.

What's In It? WELL, a food chemist would say... almost 8% butterfat, about 6% protein, about 10% milk sugar, about 2% minerals...

Large advertisement for Lipton's Tea with the headline "JIM IS A YES MAN NOW!". Text includes "Jim never says 'no' to brisk tasting Lipton's Tea because that lively, brisk Lipton flavour makes everyone say 'yes' and mean it."

How Can I!! By Anne Ashley Q. How can I treat perspiring feet? A. Powder the stockings with one part chlorinated lime, one part prepared chalk, and one part powdered starch. Bathe the feet daily in cold water.

Morning Smile Throughout the night her husband had been muttering "Florie," and as breakfast she tackled him. "Florie!" he echoed. "Oh, that's the horse I backed yesterday."

Advertisement for Fashion Horoscope by Colette, featuring a woman's face and the product. Text includes "Fashion Horoscope" and "by Colette".

Advertisement for Carnation Milk, featuring a woman's face and a can of milk. Text includes "What's In It?" and "WELL, a food chemist would say... almost 8% butterfat, about 6% protein, about 10% milk sugar, about 2% minerals..."

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