

**SMALL FRY . . .** by Steig

Poor kid! She thinks he's got a crush on her! Wait 'till she finds it's Kellogg's Corn Flakes.

**Again in 1948, 4 out of 5 vote Kellogg's FIRST FOR FLAVOUR!**

• You don't need to see independent research reports to know why your family goes for Kellogg's Corn Flakes! Still, for the record, again, 4 out of 5 chose Kellogg's Corn Flakes first for flavour. If your last package of Kellogg's Corn Flakes has been opened, order more tomorrow. Made by Kellogg's in London, Canada.

**HOUSEHOLD HINTS**

If you add two tablespoons full of vinegar to the last rinse water, your sweaters will come out light and fluffy—good as new.

Always rinse your cut glass and best crystal pieces in a little blueing water to give them an extra sparkle.

To keep bronze articles from the tarnishing which spoils their appearance and creates additional work, coat them with transparent lacquer, which is available at any paint store. First wash with warm, soapy water, followed by a coat of denatured alcohol to take away any traces of grease and soap. Then apply the lacquer.

Unslightly marks on woodwork can be removed by rubbing a shelled walnut carefully into the wood grain.

You don't have to use a commercial preparation if the kitchen sink is stopped up. Just place some soda on the drain and pour vinegar over it.

**A Radiant, Beautiful Selection**

**Flawless Quality DIAMONDS** From WELLNER'S

Your fall bride will be delighted with these exciting designs—created by skilled craftsmen. The diamonds are exquisitely cut for the ultimate in brilliance and beauty. She will cherish a diamond from this selection.

Radiant, six-diamond ensemble—flawlessly matched in gleaming 14 kt. gold.

A sparkling solitaire diamond ring—with a dainty, matching wedding ring.

**Bulova WATCHES** 29.75 up

Famous for their smart styling and complete dependability.

**WELLNER'S** JEWELERS SINCE 1868

**Living & Leisure**  
THE WOMAN'S REALM

**HERE'S HOPING**

Tired little fellow with the weary feet  
Trudging slowly homeward down the busy street.

Bat upon your shoulder, glove held in your hand,  
Grime on shirt and sleeve, trousers streaked with sand.

Showing as you walk, from a rearward view,  
A tear across the seat revealing hints of you—

I hope you argue well that in a game of ball  
Dirt and tears just can't be helped—they happen, that is all.

But as you turn the door of home,  
I trust you will not find  
You need to argue to defend the fun you left behind.

I hope you'll find your mother is, eyes gay with sympathy,  
As good a sport as mine was once in years that used to be!

—Arthur Wallace Peach in New York Times.

**SUITS ARE SLIM WITH SOFT LINE**

**NEW YORK**—Between the new fitted coat silhouette and the newly-placed fullness at the sides of the popular loose coat, big collars of fur and small collars of velvet, capped coats and full length capes, Molly's 1949 fall collection is packed with news. Her suits, all of Miron gabardine, reflect her preference for the slim-skirted, softly flared little suit-to-be-lived-in-for years, regardless of seasonal changes. In its stress on the tunic line, in underplayed detail, such as Gibson Girl braidings, bias scroll encrustations, shirtwaist sleeves and interesting yokes, this series also has new value.

The gradual shift from the loose, voluminous coat to the svelte fitted line, often with a shapely collar to cuddle the chin and ears is emphasized by Molly in a number of coats of either princess or wrapped outline. Several give a woman two choices of silhouette by detachable half belts which can be worn to pull in the back or allowed to hang loose. Loose coats are given a flat front and back, but have deep flares set in at the sides around the moderately-deep armholes—a new shape which seems headed for great popularity.

Lavish masses of silver fox form an elbow-length cape on a coat of dark grey wool and encircle the shoulders of a black broadcloth coat with wrapped lining. A luxurious full-length black cape has a deep collar of silver fox. Persian lamb, American broadtail sheared and mink are used for both large and small coats. Sometimes full linings to give discreet richness to coats of black colors. A navy blue wool princess coat has a sailor collar of mink, and another of the same shade has a mink ascot.

**SELF-CENTEREDNESS PERSONALITY STIGMA**

Every once in a while a young girl shows by her behavior that she is almost completely self-centered.

Whether she knows it or not, she is put down as "selfish" by her gang, which is a personality stigma. If a selfish girl is extremely pretty, or talented, or well-to-do, her selfishness may be tolerated by her pals. But the chances are, unless she rids herself of this trait, that she will never win any real friends.

"The time for a girl to curb any tendency toward selfishness is when she is young. Here are some typical traits which should be scathed. One is a lack of thoughtfulness of people. Another is an unwillingness to make generous overtures to others. A refusal to go out of one's way to help people, of course, is another glaring indication of selfishness. Even if unselfish behavior must be worked at, the effort should be made. What is certain to happen, even if the effort is forced, is that the emotional satisfaction which comes from being generous to others will be so rewarding that soon unselfish impulses are apt to replace the usual self-centered reactions.

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**GIVE JEWELRY VELVET BACKING**

By Lois Leeds

The very latest idea is to give your necklace a real background so that the jewels will sparkle and shimmer to good advantage. You know how gorgeous jewels look on dark velvet in a jeweler's showcase. Well, now a famous designer creates round, oval, yoke-like collars of crimson or madonna blue velvet and on them you show off your necklace. The ones that I saw were worn by a bride and the bride and her mother wore the collars, plus gorgeous diamond necklaces.

The bride's gown was white and her collar was of blue velvet. The brides of honor wore crimson velvet cuffs, the better to show their diamond bracelets. Young and chic, the mother's gown was in black and her collar was of crimson velvet, her necklace was of emeralds and diamonds. A cocky crimson beret was topped by diamonds and ruby "feathers." And the bride's mother didn't shed a tear—she was too beautiful!

A delightful fad is to pin sprays of real flowers on the sleeves of your evening jacket or evening dress, on the right sleeve only. And another fad is to pin a huge, sparkling ornament on the sleeve of your street suit, just above the elbow. One clever girl pinned a huge jeweled heart on hers and said gaily, "I am wearing my heart on my sleeve," with a meaningful glance at her latest heart interest. Buckles, big and bright, are worn on simple opera pumps and they look just right with the longer hemline.

**TWO CAN'T LIVE CHEAPLY AS ONE**

"I can't understand Dorothy and her friends," a mother recently confided to me. "When they talk about getting married, they all just assume that, of course they'll have to get a job and help the boy they marry earn a living.

"And the strangest thing of all to me is that the boys seem perfectly willing to let them count on doing just that."

What seems strange to that mother, and probably to a good many other women of her age, isn't strange at all when you look at the facts.

It's an exceptionally lucky young man today who can completely support a wife his first few years out of school.

Sure, there are good job opportunities. And young men today start out at salaries that look good too—until you put the salary on one side of a sheet of paper and add up the living costs for a couple

**LITTLE TASKS PART OF PICTURE**

The young woman was saying how much she hated housework; what dull, uninspiring drudgery most of it is.

**THE OLDER WOMAN HEARD HER OUT**

The older woman heard her out sympathetically, and then said, "Any woman hates housework if she looks on it as a series of dull, time-consuming jobs, each unrelated to the other and all of them just ends in themselves.

"But if you never let yourself forget that what you are trying to do is to make a pleasant home, where your family will be happy, then you realize that you're doing a job worth your while, and that the hated little tasks are just part of the big job.

"Homemaking is like flower gardening, she went on to explain. "Most of the effort that goes into creating a lovely flower garden is back-breaking work. It isn't in itself, glamorous or inspiring. But when the hard work pays off in a beautiful garden, it's well worth the effort.

"The same is true of homemaking. You've got to carry in your mind a picture of a gracious, happy home to make the hard work worth while."

There is something for dissatisfied frustrated housewives to think about in that woman's philosophy. If they don't like their job and don't find it worthy of their brains and ability, it is probably because they aren't viewing it as a whole. They aren't keeping a picture of what they are trying to accomplish always in their minds.

**NOW! FOR LIMITED TIME ONLY!**

**93¢ NOXZEMA** for **69¢**

NOXZEMA'S ANNIVERSARY OFFER SAVES YOU 24¢!

**Try this effective aid to natural skin beauty**

• Don't just cover up a blemished skin! Do as millions of smart women do—let Noxzema help your skin back to natural beauty. Nurses first discovered how medicated Noxzema helps heal unattractive blemishes, how it smooths and softens red, rough skin. Over 25 million jars used yearly!

Use Noxzema as a night cream, and as a long-lasting powder base. See how it helps you to a lovelier complexion! Buy this big 93¢ Boudoir Jar at any drug or cosmetic counter—plus as much Noxzema for your money as in the smallest size! Your money back if not delighted with results!

**WASHDAY MIRACLE**

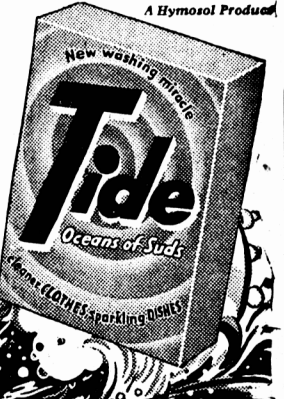
for your whole family wash!



**IT'S TIDE**  
... Procter & Gamble's amazing discovery!

Out of the vast knowledge gained in wartime research comes Tide, an amazing new product made to do the whole family wash. Tide does what's never been done before—washes clothes cleaner than any soap, yet leaves colors brighter! And wait till you see Tide's wonder suds! They billow up like magic even in hardest water!

- ONLY Tide DOES ALL FOUR!**
- 1. Washes clothes CLEANER!**  
Yes, cleaner than any soap! Nothing's too dirty for Tide! Even grease-stained overalls come cleaner than with any soap, because Tide not only leaves clothes free from ordinary dirt, but actually removes dingy soap film as well!
  - 2. Gets clothes dazzling white—they're CLEANER!**  
Good news for shirts, sheets, towels and other white things! Tide gets them dazzling white... keeps them dazzling white, week after week! It's a modern miracle!
  - 3. Actually brightens colors—they're CLEANER!**  
Tide combines the cleaning power you need for heavy work clothes with the safety you need for your gay print dresses! And all your washable colors actually come brighter!
  - 4. Gives more suds—prove it in your dishpan!**  
Kind-to-hands suds! Longer-lasting suds than any soap in hardest water! Tide cuts grease like magic... washes dishes cleaner than any soap! No suds in the water! No cloudy film! Dishes and glasses rinse and dry sparkling clear—even without wiping!



**TIDE'S IN-DIRT'S OUT!**

Made in Canada

**TIDE WORKS EXTRA MIRACLES IN HARD WATER! OCEANS OF SUDS! NO WATER SOFTENERS NEEDED!**

**Talking About Tomatoes**

Every store is overflowing with big red tomatoes so the time has come to speak fluently about them. Tomatoes have won a definite place in the menus of Canadians and no other food can compete. Tomatoes may be on the table three meals a day and welcome at each one. Tomato juice is served at breakfast, soup or salad at lunch may appear again at dinner. Served raw or canned they are equally good. They also make a delectable jam and various spicy relishes.

If this indispensable vegetable is to be ready for use during the winter months it must be canned or made into relishes now.

The home economists of the Consumer Section, Dominion Department of Agriculture, suggest a quick, easy way to can tomatoes and a couple of recipes that are a bit out of the ordinary.

**SOLID PACK TOMATOES**

Blanch tomatoes 15 to 30 seconds, cold dip, remove stem end and peel. Quarter or leave whole. Pack, pressing down until tomatoes are covered with their own juice. Leave 1-2 inch headspace in glass sealers or 1-4 inch in tin cans. Add 1 teaspoon salt per quart. Process in boiling water bath, pints or 20-oz. cans 30 minutes, quarts or 28-oz. cans 35 minutes.

**TOMATO CONSERVE**

4 cups tomatoes (about 10 medium tomatoes)  
3 cups sugar  
1 lemon  
1 cup raisins  
1-4 cup preserved ginger.

Wash, remove core, peel and cut tomatoes in quarters before measuring. Cook 10 minutes, add sugar, thinly-sliced lemon and raisins, cook 10 minutes. Add preserved ginger, cut in small pieces, and continue cooking 5 minutes, or to jam consistency. Pour into hot sterilized glasses, cool and seal.

**FRUIT TAMALE**

8 large or 12 medium-sized, ripe tomatoes (3 lbs.)  
1 1/2 cups coarsely chopped peaches  
1 1/2 cups chopped pears  
2 cups chopped apples  
1 1/2 cups chopped onions  
1 cup chopped celery  
2 tablespoons whole mixed pickling spice

are covered with their own juice. Leave 1-2 inch headspace in glass sealers or 1-4 inch in tin cans. Add 1 teaspoon salt per quart. Process in boiling water bath, pints or 20-oz. cans 30 minutes, quarts or 28-oz. cans 35 minutes.

Combine chopped vegetables and fruits. The spices (including dried chili peppers, if used) loosely in a cheesecloth bag. Add spice bag, sugar and salt to vinegar, bring to boiling point and add other ingredients. Cook, uncovered, until thickened—about 45 minutes, stirring occasionally. Remove spice bag, pack in hot sterilized jars, cool and seal. Yield: about 4 pints.

**STARTS TO work in 2 seconds**

**STOP A HEADACHE ASPIRIN**

LOWEST PRICES  
12 tablets... 15¢  
24 tablets... 29¢  
100 tablets... 75¢

GENUINE ASPIRIN IS MARKED THIS WAY

By J. R. Williams

WHAT HAPPENED? IT SOUNDED LIKE SOMEBODY GITTIN' AN AWFUL SLAPPIN' OUT HERE!

WHUT A RAT THAT DOG TURNED UNDER BE! HE WENT UNDER TH' FENCE JIS AS I WAS GOIN' OVER, AN' LEFT ME IN TH' BEST POSITION HE COULD FER THAT GUY!

THE WORRY WART

J.R. WILLIAMS  
9-30  
U.S. PAT. OFF.  
COPY, 1948 BY WEA SERVICE, INC.

**Quickies** By Ken Reynolds

"When I think of the price I got for my car I sold with a Guardian Want Ad—I feel like I committed grand larceny!"