

**Now!**  
perfect tea  
made  
**INSTANTLY**  
with  
**NESTEA**  
FASTER than tea bags  
BETTER than brewed tea



Make clear, golden-amber tea in a twinkling. Enjoy the refreshing 'lift' of a steaming cup the minute you feel the need. Just a spoonful of Nestea in your cup and add boiling water. Then relax. Tea's ready.

- NO SOGGY BAGS
- NO MESSY LEAVES
- NO STEEPING
- NO WAITING

made by the makers of NESCAFÉ

Nestea is the exclusive registered trademark of Nestlé (Canada) Ltd. In preparation of soluble tea product which is composed of natural pure tea pure soluble tea and added carbohydrates (sugars, maltose and dextrose) added solely to protect the flavor.

"You'll jump with joy!"



— because the NEW delicious flavour makes

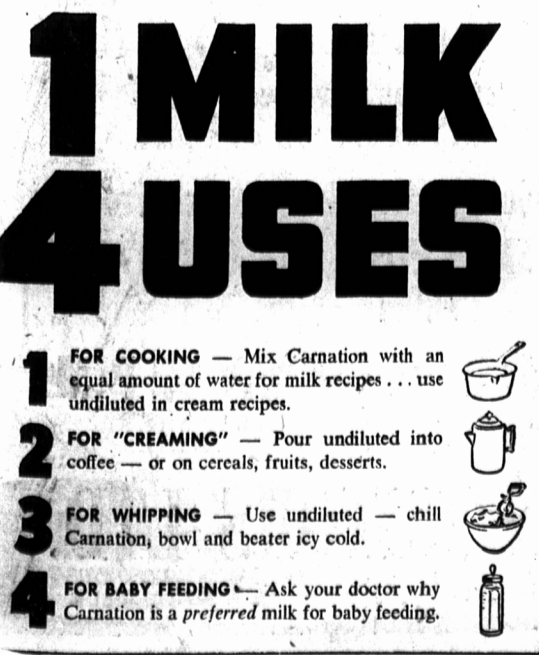
**Shreddies**  
a breakfast sensation

And Shreddies are extra nourishing, too — they're made from pure 100% whole wheat! Then, oven-baked into wonderful bite-size biscuits. Try Shreddies for a tempting breakfast tomorrow!

Twice as many people are eating **NEW Shreddies!**

**1 MILK 4 USES**

- 1 FOR COOKING — Mix Carnation with an equal amount of water for milk recipes... use undiluted in cream recipes.
- 2 FOR "CREAMING" — Pour undiluted into coffee — or on cereals, fruits, desserts.
- 3 FOR WHIPPING — Use undiluted — chill Carnation, bowl and beater icy cold.
- 4 FOR BABY FEEDING — Ask your doctor why Carnation is a preferred milk for baby feeding.



**Carnation**  
EVAPORATED MILK  
VITAMIN D INCREASED - HOMOGENIZED

"From Contented Cows"

SPECIALLY HEAT-REFINED AND HOMOGENIZED

For smoother consistency... creamier flavor... absolute uniformity

**Barbara Brent's BUYS AND WHYS**  
A WEEKLY INFORMATION SERVICE

MONTREAL, November 12th—Care-free cooking and certain triumph... is the happy lot of a woman who owns one of the new GURNEY Gas Ranges. Her work is care-free because the designers of this beautifully constructed stove have taken infinite pains to think of everything that could make cooking easier and more successful. Ask your dealer to show you the "Even-Heat" oven—which automatically keeps the heat at the temperature you need—on the sides, the top, the bottom and even the corners! Look at the automatic clock... the interior oven light... the glass panel door. But this is only the beginning—the more you know about Gurney stoves the more enthusiastic you'll be!

**Positively Your Last Chance! To Earn Christmas Money** — and to get the big Christmas bonus of one thousand dollars—in the BLUE BONNET MARGARINE Christmas cash contest! One more week we award prizes of \$500—\$200—\$100—\$50 and \$18 of \$25. With a Christmas bonus of one thousand dollars! Write in 30 words, or less, why you prefer Blue Bonnet Margarine. Send in as many entries as you want. Enclose with each one TWO END FLAPS (with Good Housekeeping Seal of Approval) from Blue Bonnet, or reasonable facsimile. For a chance at the Christmas Bonus, write how many units of Vitamin A are in each package of Blue Bonnet. Mail to Blue Bonnet Sue, Box 2160, Toronto, Ontario.

**Prescription for beautifully soft hands:** use three times a day after washing dishes! JERGENS LOTION... is the world's best-known baby's skin routine for lovely hands — and is more important than ever now, with the new detergents. For these same detergents tend to take away the natural oils and youthful softness of your hands while they're cutting into grease and grime so swiftly. Jergens Lotion contains two ingredients which doctors recommend for softening. It doesn't just "coat" your hands—Jergens penetrates deeply and helps to replace the precious softening moisture your hands need. Costs just 15c, 37c, 65c and \$1.15.

**Wonders Will Never Cease**... and here's a new one to dazzle you—NEW INSTANT CHASE & SANBORN COFFEE. As a result of endless work by its scientists, this product has all the rich aromatic qualities of the coffee bean — concentrated in granules that dissolve like magic, the moment boiling water touches them. All the flavor, color, body and heart-cheering lift of coffee at its 100% best... can now be spooned into your cup... ready in an instant! Across the country thousands of families have done away with the bothersome details of making coffee the old-fashioned way — and use Instant Chase & Sanborn's coffee. You'll find that it's coffee at its best!

**Want A Wonderful Recipe To Save Work?**... guaranteed to keep your sinks sparkling clean and do it without a lot of rubbing! MIZE equal parts of BIG FIVE odorless JAVEL POWDER... and BIG 5 CLEANSER! Sprinkle in the usual way a minute or two—then clean in the usual way with a damp cloth—and rinse. Presto! Your sink will be gleaming white and sparkling. It's not a magician's trick—it's the water-softening qualities of Big Five Odorless Javel Powder which, when mixed with Big 5 Cleanser, increases the latter's grease-cutting action. All this—plus the bleaching and disinfecting action of Big 5 Javel Powder—does the trick!

**That Body Of Yours**  
Continued from page 2

medical and "social" care of persons who have been home-bound for long periods, who probably sometimes feel deserted. Patients with adequate medical and social care at home are not nearly so anxious to enter a hospital which means a saving of hospital beds. Nothing is done without orders from the patient's physician.

What has been the reaction of the patients and their families? "Almost all hospitalized patients want to return home as soon as possible, and they are most grateful when they can get home sooner than would otherwise be possible. Many patients who are sullen and rebellious in the hospital become happy and cooperative at home."

Many patients who have been home for a long time, bedfast or partially helpless, feel that they are being forgotten. These patients have received an uplift by this new home plan when cared for by a whole team of "specialists" headed by the family physician. The fact that persons come in to give them care, show interest in them, and teach them something, raises them from despondency.

And the well members of the family, seeing the loved one receiving necessary care right at home, get a new lease on life because, formerly, they did not know what to do for the patient.

Dr. Udell believes that this plan can be repeated in a wide variety of communities.

**NO TEETH**  
BEDFORD, England (CP)—A local committee ruled that a man who lost his artificial teeth during a spell of seasickness is not entitled to have them replaced under the "free" national health service.

**WAMPOLE'S Extract of Cod Liver**  
\$1.25

The all-round tonic with Sunshine Vitamin D

IT'S EFFECTIVE IT'S EASY TO TAKE NO FISHY OILY TASTE

I don't let winter get ME down.

I'm a regular user of



aluminum foil to help distribute the heat more evenly. Cakes and cookies will not dry out or overcook on the bottom this way. They will also brown evenly.

13: If you've had trouble with meringues and macaroons breaking or sticking to paper, try using foil: it peels off so easily. Just be sure to anchor the foil by crimping it slightly around the edges of the cookie sheet.

14: To retain the delicate flavor of melons and to keep other food flavors from affecting them, wrap in aluminum foil before storing in the refrigerator.

15: Use a sheet of aluminum foil under pie plates when baking juicy pies. If they boil over, just gather up the foil and dispose of it. It will save the big job of cleaning the oven.

16: If you're taking the baby on a trip, wrap warm bottles in aluminum foil. You'll be surprised at how long they'll stay warm.

**SENSATIONAL NEW "INSTANT" STARTS BREAKFAST VOGUE FOR "CUSTOM-MADE" COFFEE**

Marvellous 100% Real Coffee Made "Strong, Medium or Mild" Right in the Cup

At breakfast you could always get your toast light or dark—your bacon medium or well-done—your eggs 2, 3 or 4-minute boiled. But your coffee? Well, you just got coffee!

The coffee might be too strong for you—it tasted bitter. Or too mild for you—it tasted weak. But if you were in the minority—too bad! After all, one pot of coffee can't satisfy everybody's taste.

But then came the revolution—the "Coffee Revolution!" Now the most forgotten "little man" can get just the cup of coffee he likes! (No matter if the mother-in-law can't stand such strong coffee. Or if Cousin Joe from New Jersey demands it "blacker than your hat!")

Seriously, though, it's the women who make the coffee who brought on the revolution! It was they who discovered the wonderful new Instant Chase & Sanborn, and started serving it for breakfast.

First of all, here's 100% real coffee that really tastes like it. Chase & Sanborn scientists saw to that! They took on the job of producing an "instant" worthy of Chase & Sanborn's 100-year-old coffee reputation. They never relaxed till they had succeeded in extracting from the finest coffee beans the color and texture—the rich robust flavor and aroma of freshly ground coffee.

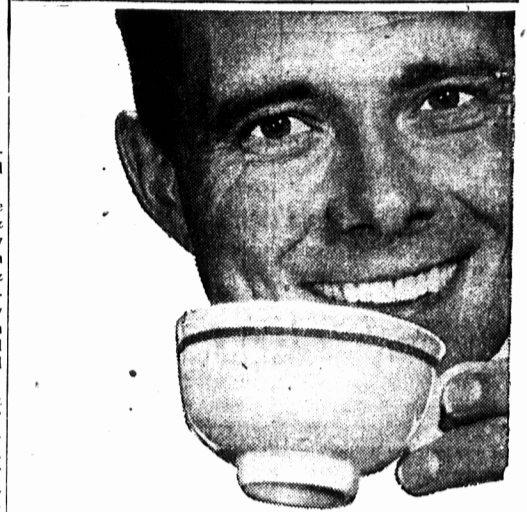
Next, housewives decided that this definitely superior "instant" plainly belongs whenever and wherever coffee is served. And then, everybody caught on to the other important benefit. Cups of Instant Chase & Sanborn can be "custom-made" to each person's taste. Good-bye to the old one-pot handicap!



Now it's "How do you like your COFFEE?" Made just the right strength for each individual taste, "custom-made" cups of new Instant Chase & Sanborn are fast becoming a breakfast vogue among Canadian families.

**Farewell to Grounds** **Big Savings, Too**

Budgeteers are excited about the savings on Instant Chase & Sanborn too. The regular size jar makes about the same number of cups as a pound of regular ground coffee. Yet it sells up to 40¢ less than a pound of regular coffee.



**THIS REALLY IS MY COFFEE!**



New Instant Chase & Sanborn is 100% real coffee—and tastes like it. Rousing, rich-flavored coffee—ready with its magical lift the moment you add the hot water.

It's your kind of coffee—made by people with nearly 100 years of coffee experience.

One sip and you'll agree—it's so good you'll make it your regular coffee!

Now!..the Flavor and Aroma of Freshly Ground Coffee Instantly!

**WHAT'S MY NAME?**  
ENTER THE NEW Burns Contest!  
YOU MAY WIN THIS 1953 Mercury —



**MANY OTHER VALUABLE PRIZES**  
IT COSTS NOTHING TO ENTER  
Just Submit Your Choice of a Name for the Burns Cowgirl.  
GET FULL PARTICULARS AT THIS STORE

|  |  |   |   |
|--|--|---|---|
| <b>JAVEX</b><br>16 oz. & TEA TOWEL 29c<br>32 oz. & TEA TOWEL 42c | <b>FREE Ball Point PEN</b><br>With PEPSODENT DENTAL CREAM 59c<br>Kraft Cheez Whiz ... 36c<br>Red Rose Instant COFFEE ..... 55c<br>Nescafe ..... 65c<br>Chase & Sanborn 65c | <b>OGILVIE</b> Chocolate 35c<br>Orange 35c<br>White 35c<br>Ogilvie Oats, 5 lb. bag 45c<br>Ogilvie Household Flour, 7 lb. .... 55c<br><b>PALMOLIVE</b> Bath Size 2 for 19c | <b>KEN-L-RATION</b><br>2 for ..... 25c<br>Puss & Boots Cat Food, 6 for 69c<br>Icing Sugar, 2 for ... 27c<br>Aylmer Fruit Cocktail, reg. 30c, 2 for 49c<br>Buttermilk, 2 qts. 25c<br>Cottage Cheese, 2 pkgs. 42c<br>Large Heinz KETCHUP, 15 oz. 33c<br>Heinz 20 oz. tin Tomato JUICE, 2 for .. 29c |
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