

MONTREAL, November 11th—Moments of relaxation . . . with a son or daughter . . . often mean friendly confidences that build understanding in family life. Nothing nicer for these moments than a cup of INSTANT CHASE & SANBORN COFFEE . . . because it's fragrant, fresh, 100% coffee—yet prepared so quickly that the precious moment for relaxation isn't disturbed. Serve it to your family—just the way they want it—mild, medium or strong. Have it—jiffy-quick—when friends drop in—no fuss or bother! That's why Instant Chase & Sanborn Coffee has come to stay in so many, many homes. And you can serve it at a saving of up to 40c a pound over regular coffee!

No Doubt About It . . . A Hot Cereal For Breakfast is the best way to start the day . . . for grown-ups and youngsters! Wise mothers are serving BREX . . . the whole grain cereal with extra Wheat Germ added. They find the youngsters enjoy BREX for its pleasant, nut-like taste . . . no trouble coaxing them to eat it! They know, too, that Wheat Germ is an important source of thiamine, iron and other valuable vitamins and minerals. Brex takes only three minutes to cook. So serve it to your lucky family tomorrow morning . . . and I'll wager it will become a family favorite. (There are many other ways to use Brex as the recipes on the package will show you.)

Most Treasured Of Gifts! What Would You Give Anything to get rid of painful corns and calluses? Well, you don't have to! The inexpensive answer is Phenylum—the new wonder-working BLUE-JAY Corn Plasters. It gets under your corn and helps push it out from underneath . . . the first really new medication for corns and calluses in over seventy years! In actual tests, it went to work 33% faster, worked 35% more surely than any other leading remedy. Truly, once you've used new Blue-Jays, you'll never go back to the old-style remedies. Your favourite drug counter has new Blue-Jays with Phenylum. Get some today.

There's Nothing Better . . . for chapped, sore, or roughened hands than the wonder-working CAMPANA'S ITALIAN BALM. And there's nothing better to keep your hands soft and pretty, however much housework you do than this long-time favorite! It's a wise woman who keeps a bottle upstairs, downstairs—yes and in the laundry too—for every member of the family to use after exposure to work . . . weather . . . water! Just one drop smoothed quickly into your hands will protect them . . . and keep them pretty! Italian Balm is the lotion for busy hands . . . Thousands of men, women and children have proved how good it is over the years! At 37c, 50c and \$1.00.

Isn't It The Truth? . . . it's easier to save for the important things you want by paying for them regularly, out of earned income . . . than to try and make an amount with no definite obligation! Over a million Canadians have proved this truth during the past decades with the help of the IAC MERIT PLAN . . . This, our most-used financial plan, develops a thrifty habit of planned buying out of income . . . and so gives your family a higher standard of living. You'll learn more about the IAC Merit Plan in a FREE BOOKLET I'll send you: "A Tale of Two Families". Write Confidentially Yours, 1411 Crescent St., Montreal. It's gay—and helpful!

I Think That All Teen-agers . . . as well as their parents . . . should be taught the facts of life regarding underarm odor . . . don't you? It's sad how many give offense without the faintest idea they are doing it! Best way I know for keeping free of any possibility of offense is through the regular, daily use of the new FRESH CREAM DEODORANT. This fine product contains the exclusive "Moisture-Shield" formula, which keeps the underarms dry—and dry underarms have no odor—you can feel safe all day. Fresh Cream Deodorant is safe, too, for your finest fabrics, your heaviest woolsens, your every day clothes. It's really effective!

Strange But True

By F. H. MacArthur

Unless he gets spliced by November 12th next, Johnny Coughlin, of Cork, Ireland will lose out on a nice farm and 3,000 pounds. Her lone accident happened in 1963 when she was driving stock cars at a Vancouver speedway, and a mechanical defect caused the car to skid and overturn. She wasn't frightened. "I just reached up, the car was resting on its roof, and turned off the ignition so there would be no fire."

driving, she has had only one accident on the track, and none on the road. No traffic tickets, either. Her lone accident happened in 1963 when she was driving stock cars at a Vancouver speedway, and a mechanical defect caused the car to skid and overturn. She wasn't frightened. "I just reached up, the car was resting on its roof, and turned off the ignition so there would be no fire."

Kajja the other day climbed into the cab of a three-ton truck, executed some skilful manoeuvres before a panel of judges and placed 26th in a field of 76 top truck drivers in the annual B. C. Roadster. She has plans for the future, but they do not include marriage. "I have so many ideas I do not know what to do," she confessed. "I would like to drive big cars again, but it would have to be a big car."

PRINCE ALBERT, Sask. (CP)—James G. Adams, 70, pedals his bicycle into Prince Albert once a week from Meridian, 18 miles distant. He does it for his health.

WINS MINING MEDAL
NEW YORK (CP)—Dr. Lloyd M. Pidgeon of the University of Toronto has been named recipient of the first Amrose Monell medal for distinguished achievement in mineral technology. It was announced Tuesday. Dr. Pidgeon is discoverer of the "Pidgeon process" for production of metallic magnesium.

HISTORIC ISLAND
Jamaica in the West Indies was discovered by Columbus in 1494 and came into British possession in 1655.

Do you know?

ONE POUND OF TEA MAKES OVER 200 CUPS!

(PACKAGE TEA OR TEA BAGS)

You get over 3 TIMES the number of cups for your money!

Think what that means to your budget! Start serving Tea more frequently in place of more expensive beverages. TEA saves you money . . . but more important—TEA makes you feel better . . .

Relax with TEA

When you sip the warming goodness of a fragrant cup of TEA you can actually feel those tired nerves and muscles relaxing. And TEA is so much kinder to your digestion.

Start Drinking TEA FOR BREAKFAST!

During recent months thousands have switched to Tea for breakfast and are very glad they did. A refreshing cup of Tea gives you a sm-o-a-th pick-up . . . you start the day fully relaxed—ready to do your best work. And notice what a clean, fresh taste TEA leaves you with!

This announcement made in the public interest by THE TEA COUNCIL OF CANADA



TEA is Canada's National Beverage
Canadians drink more Tea than all other meal-time beverages combined

Finland Born Girl Can Drive Any Car

VANCOUVER, (CP) — Blonde Kajja Kalevala can drive any type of motor vehicle.

She's equally at home behind the wheel of a racing car, a diesel truck or a purring family car. Proof of her driving ability is a room lined with 25 cups and awards won on the professional car racing circuit in her native Finland.

Her work here, of course, is driving. She drives a delivery truck for an automobile parts firm.

Kajja came to Vancouver from Finland in 1951, but has done little racing since.

Some of Kajja's more memorable races were during the Finland winters. She won several of these races, using ordinary automobile tires, besting some of the top men drivers in Finland.

STARTED AT 13

Kajja, who admits reluctantly to being 30 years old, started driving when she was 13, but didn't enter her first race until she was 24. She owned a "family" car then, and entered a track race with several experienced drivers. She won the meet, and till has the cup.

But during her many miles of



In humble homage to the memory of our departed heroes we bow in deep humility this day.

The GREENDAL Co. Ltd.

LADIES' STORE MEN'S STORE
150 Great Geo. 144 Great Geo.



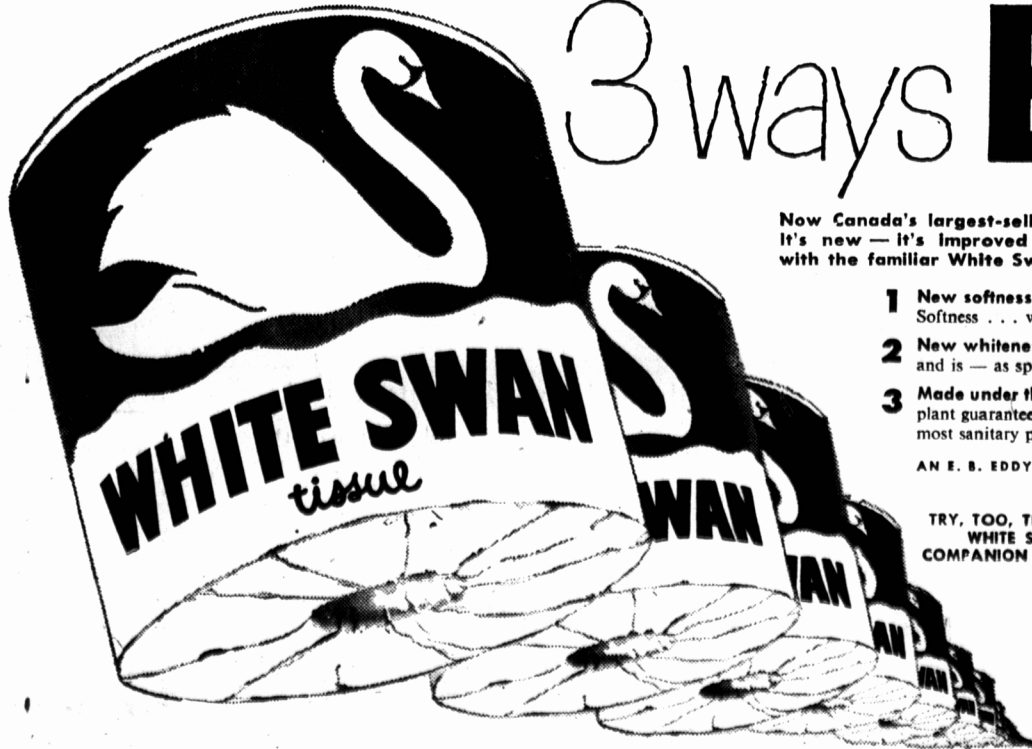
REMEMBRANCE DAY

— November 11th, 1954 —

In Memory Revered we Tribute Pay to those Our Sons who gave their all in Freedom's cause.

STERN'S LIMITED LAUNDERERS

new WHITE SWAN is 3 ways BETTER



New Canada's largest-selling tissue becomes an even better buy. It's new — it's improved — it comes in a smart new package with the familiar White Swan trademark — and it's 3 ways better!

- 1 New softness! New White Swan brings you a different kind of texture. Softness . . . without flimsiness . . . wonderfully gentle and absorbent, yet strong.
- 2 New whiteness! New White Swan is the whitest tissue ever made. Looks — and is — as sparkling-white . . . as immaculate as a tissue can be.
- 3 Made under the most hygienic conditions! New \$4,500,000 White Swan plant guarantees that your White Swan is made in the most modern, most sanitary paper mill anywhere. Get New White Swan today!

AN F. B. EDDY PRODUCT

TRY, TOO, THESE NEW WHITE SWAN COMPANION PRODUCTS

