

"It tops 'em all!...this famous coffee flavor!"



You get more of everything from a GOOD cup of coffee!

There are so many things to prize and enjoy in a good cup of coffee...

That sense-stirring fragrance that comes pulsing from the pot... those first gratifying sips of mingled mellowness and zest...

Yes, it's more of all these things that makes the difference with Chase & Sanborn. And it's the reason why more and more people are turning to that "famous coffee flavor" — Canada's favorite for 85 years!

So get your money's worth when you buy coffee! Get Chase & Sanborn — it has more of everything you buy coffee for!

ALL THE FLAVOR YOUR CUP CAN HOLD!

They're Marven's! They're Good!



PLAIN OR SALTED



The TASTIEST Sodas ever made!

Marven's IN YOUR FAVOURITE VARIETY OF BISCUITS

IRISH DIVISION

DICKENS' HOME

BIG COUNCIL

The Republic of Eire has an area of 26,601 square miles, compared to 5,233 for Northern Ireland.

The house in London where Charles Dickens lived from 1837 to 1859 now is headquarters of the Dickens Fellowship.

The city of Glasgow is Governed by a council of 113 members, and sends 15 members to Parliament.

Barbara Brents BUYS WHYS

MONTREAL, Nov. 15th — If you plan your menus to please a man, here's a must for your shopping list... JELL-O JELLY POWDERS. He'll gobble up your Jell-O desserts in no time and ask for more! Well, that's no problem, for Jell-O Jelly Powder desserts are so economical... they actually cost less than 2c a serving. Easy to make, too. You can whip one up in a matter of minutes — just as sparkling and beautiful as you please. And if it's variety he likes... those seven, exciting locked-in flavours make Jell-O one of the most versatile dishes ever! Keep several packages of Jell-O on hand.

Waterman's Ink Contest Winners! The Major Prize Winners are: First Prize \$500.00 — O. Rideout, Harland, N.B. (entry qualified with one Waterman's Ink box top). Second Prize \$400.00 — A. St. Jean, Montreal, P.Q. (entry qualified with two Waterman's Ink box tops). Third Prize \$300.00 — V. McKay, Toronto, Ont. (entry qualified with two Waterman's Ink box tops). A complete list of winners furnished on request to L. E. Waterman Co., Ltd., 600 Dorchester St. W., Montreal.

Feel Poised And Lovely in your cocktail and evening dresses this season. For, no matter how bare they are "up top", they'll fit you to perfection when you use LIGHTNING SLIDE FASTENERS. These are the one-and-only fasteners with the self-locking, automatic slider that won't slip. It's not necessary to push the tab down to lock your Lightning. Just z-zip up the fastener and it will "stay put" where you leave it! Gives you a graceful feeling of security and poise that will stay with you through all your partying. But better be sure it's a Lightning Slide Fastener you buy! Refuse all substitutes!

P.S.—For the snug-fitting bodice of your newest formal, I'd suggest you ask for the longer, 12" Lightning Slide Fastener.

It's Nursery News when baby gets that first shiny tooth... such thrilling news for you!

And it's as thrilling news for baby when he first tasted those good Heinz Baby Foods! Before that tooth came, baby grew happy and healthy on Heinz Pre-Cooked Cereals. Then he graduated to HEINZ STRAINED BABY FOODS. M-mmm! — yummy meat food products, soups, vegetables and desserts — expertly blended to give baby needed nourishment — and pre-cooked to baby-ready digestibility. (All you do, mother — is take them from the tin — warm them up — and serve!) And, when baby's a little older, he's ready for those good HEINZ JUNIOR FOODS. Ask your dealer for Heinz Baby and Junior Foods. You know they're good because they're Heinz!

All Across Canada — in hotels, in hospitals, in your own kitchen — aluminum is a reliable friend. Friendly to food, friendly to health... aluminum bottle caps and butter wraps — aluminum pails, foil wrappers, candy wrappers and cooking utensils assure wholesome and cleanliness. And I don't need to tell you how efficient aluminum cooking utensils are in your kitchen. Light, durable and clean — they protect food purity and flavour... distribute heat evenly and quickly, therefore economically. An hour bright and smart aluminum always looks! Happy the cook who's the proud possessor of a gleaming "treasure trove" of aluminum cooking utensils!

She Was Official Pin-Up Girl of the Regiment.

Sgt. Robert Walker first saw lovely Lauta Averett's picture in a little town in Germany. He put it in his wallet and it was still there three years later when he returned home. There, at a party, he met the girl next door... Lauta Averett, who soon became his bride. Lauta is as lovely as ever, thanks to skin-smoothing WOODBURY FACIAL SOAP! To every cake of Woodbury, skin scientists add a rich beauty-cream ingredient — the same beauty oil used in fine face creams. While some soaps dry, Woodbury smooths. Its beauty oil is intended to help replace the natural oils you wash away. Try Woodbury! In big Beauty Bath Size, too, for all-over loveliness!

Good News Everybody! ... A SPECIAL OFFER of genuine pieces of high quality Tudor Plate for only 85c each! (Regular value is 95c each, so that's less than half price!)

How do you get your Tudor Plate knives, forks and spoons? By simply sending three QUAKER PUFFED WHEAT or QUAKER PUFFED RICE box tops to the address given on every Quaker Puffed Wheat and Puffed Rice package. So ask your grocer for Quaker Puffed Wheat or Puffed Rice today... and send for your first piece of Tudor Plate. Each beautiful piece is skillfully fashioned in Quaker's exclusive "June" pattern by Onida Community Silversmiths and there's a full replacement guarantee!

Are You Busy On Christmas Lists — gifts and cards you've yet to get? Then make a Christmas Food Shopping list, too. You'll be amazed what a time-saver this is!

And there's a good choice at your grocer's now. So start your list with such traditional Christmas treats as imported WAGSTAFFE Crystalized Ginger and fine quality Wagstaffe Cut Mixed Peel and Orange Fruits. You'll want Wagstaffe, too. It's so handy, as each tin is an exact 2-oz. size. And don't forget decorative items, like Wagstaffe Maraschino Cherries for fruit cocktails, fancy puddings or sauce — and those luscious-looking twin fritters of Glace Pineapple which Wagstaffe makes!

What A Relief... for only 75c! A small price to pay for your peace of mind when it comes to relieving the family's aches and colds during the long winter months.

There's nothing like BEN-GAY (Baume Bengue) to chase away head and chest cold discomforts — it helps to break up congestion... to make breathing easier. Rub it on chest, neck and throat... mmm, how it soothes, warms... how quickly it gives relief. I agree, "Peter Pain" strikes often during cold weather... that's why it pays to keep this generous tube of Ben-Gay always on hand — 'cause when Ben-Gay is rubbed in... "Peter Pain" is rubbed out! Chest aches and headaches feel better quickly.

Just Look At Those Dishes Sparkle... that's what detergents do for them! But ever noticed how dry your hands get when you use detergents? Well, don't worry! Just use JERGENS LOTION after dishes are done and your hands will stay beautifully smooth and white. You see, because Jergens Lotion is liquid, it quickly supplies the softening moisture that dry, thirsty skin needs. Yes, you'll find that when you use Jergens after every house-cleaning chore, your hands won't show the work they've done. Beautiful, lady-of-leisure hands for you — at very little cost! Keep Jergens Lotion handy in both kitchen and bathroom — just 15c, 37c, 65c and \$1.15.

The Season Of Parties and family gatherings is just around the corner — so I'd like to tell you about one of the friendliest customs I know... relaxing over cheering cups of INSTANT CHASE & SANBORN COFFEE.

Yes, Instant Chase & Sanborn is a friendly treat. It's always ready — so easy to make... and you can make one cup or ten with no waste. And for friendliness of flavour, this instant coffee isn't equalled. You see, it's made by real coffee people with 85 years of coffee-making experience. The body's there — and the flavour — and the real lift! Just taste! I know you'll join the brand new "Fan Club" of Instant Chase & Sanborn Coffee-lovers!

Now's The Time when store ads start saying "so many shopping days before Christmas"... so better whisper in Santa's ear soon that you want a new FRIGIDAIRE REFRIGERATOR. And if you'll give me when you tell him how much refrigerator you get for the money... and how a new Frigidaire saves so much food and electricity. To catch the deal, take your Santa to your Frigidaire Dealer's to see for himself why Frigidaire is Canada's No. 1 Refrigerator... and the five different models that offer one that is just right for your family, your kitchen, your budget. Once you see the roomy storage space, the matchless perfection of Frigidaire's Meter-Mixer mechanism, Frigidaire's Quickcube Ice Trays, and all its other features... you're practically sure of a new Frigidaire for Christmas!

TEEN AGERS ONLY BAD COMPLEXION

pimples, acne, rash, blackheads can be quickly relieved with scientifically medicated Cuticura Soap and Ointment. Buy Cuticura at your drugist today.

don't be DULL

CHAMBERLAIN'S TABLETS A PLEASANT PHYSIC. PRICE 35c

COULDN'T EAT or SLEEP

Miss Kay Beattie, 3138 East 27th St., Vancouver, B. C., writes: "For 12 years I haven't been able to eat or sleep properly due to nervousness. Nothing helped me until I tried SARNAK. Now I eat better and sleep better."

Yes, you should try SARNAK... as have thousands of others in Canada who suffer from rheumatic, neuritic and arthritic pain, sciatica, backache, lumbago or neuralgia, some minor forms of kidney and liver upsets, bilious dizziness, spells, nutritional anemia, lack of vitality and nervousness caused by these symptoms. SARNAK is so effective for aches and pains and general run-down condition that you usually get results within the first few days. \$1.35 a bottle at all Drug Stores.

KING COLE TEA Fragrant and Delicious

Here for you today... the stocking of tomorrow!

Chatelaine nylotwists



RUN-RESISTANT! SNAG-RESISTANT! SHEEREST YET! new powdery sheerness, longer wear, contour fit, slimming heel designs, glamour without gleam. GET YOUR CHATELAINE NYLOTWISTS TODAY AT— Kennedy's Ladies' Wear 166 Queen St.

That's What I Call SAVING MONEY!



Plenty of good food on the table... and EXTRA CASH SAVINGS in the wallet—that's the kind of shopping idea men go for in a big way. And that's the kind of shopping you enjoy at CO-OP SUPER MARKET where every price is a low price every day. That's why you're bound to save on the total cost of the food order... and the longer the shopping list—the larger the savings. So, for man-sized meals at a budget-wise cost — do all your food buying here.

- Rins White—Always Whiter RINSO, 1ge. pkgs., each 37c Toilet Soap—For Your Complexion— LUX, 3 bars 25c Star of the Sea CHICKEN HADDIE, per tin . 19c Star of the Sea LOBSTER, 1ge. tins, each, . . 69c Try With Weiners SAUER KRAUT, 1ge. tins, 2 for 35c New Crop — Fancy DATES, 2 lsb. for 33c Try The Best— Carnation MILK, 2 tall tins . 33c

- Grocery Dept. All Flavours Jelly Powders, 3 pks. 25c Cupswell—Any Grind Coffee, lb. . . . 99c Co-op Orange Pekoe Tea, per lb. . . 89c Co-op White or Brown Bread, loaf . . . 15c Smart's Pure—Lge. Strawberry Jam, each . . . 49c Christie's Ritz Biscuits, pkg. . 21c Maple Leaf Roll Cheese, pkg. . 33c

- SPECIALS Thrifty Pack PEAS, 15 oz. tins, 2 for 27c Bright's Choice — 15 oz. PEACHES (per case \$4.50), 2 for 39c Best Quality GLOBE CHOCOLATES, per lb. . . 49c

- FRESH EGGS GRADE "A" Pullet EGGS Per Doz. 49c

- Quality Meats Fresh Pork BOSTON BUTTS, lb. . . . 55c Sweet Pickled PORK HOCKS, lb. . . . 30c Fresh or Pickled BEEF TONGUES, lb. . . . 55c Fresh Tasty PORK LIVER, lb. 40c Fresh Haddock FILLETS, lb. 45c Fresh Cod FILLETS, lb. 35c

- Farm-Fresh Produce Outdoor Grown — Cello TOMATOES, per pkg. . . 25c Red Emperor GRAPES, 2 lbs. 35c Juicy Florida ORANGES, 3 doz. for . \$1.00 Choice Island CARROTS, 3 lbs. for . . 17c Large Cello Bag ISLAND APPLES, each . . 49c

SHOP CO-OP Super Market FREE DELIVERY PHONE 2807-2808 THE ONE STOP MARKET