

Car Loadings
 OTTAWA, (CP)—Railway car loadings during the week Oct. 1-7 totalled 3,105,535 cars compared with 2,799,419 cars last year.
 Iron ore, coal, cement, lumber, pulpwood and automobiles were carried in greater quantities. Grain loadings were down.

CONFIDENTIALLY YOURS
 —By Byrne Hope Sanders
 MONTREAL, October 20th — One friend of mine has a cup of superb INSTANT CHASE & SANBORN COFFEE every morning in bed before she starts her day's work. Another serves it to her family every morning full-flavored and stimulating. "I love a cup last thing at night — with a fire in the grate, now that November's round the corner! So many people enjoy the perfection of this fine coffee. "It's my matchless skill in brewing!" whispers Mr. Chase, cheery and confident. "That's as may be," suggests suave Mr. Sanborn. "But you have to have my top quality beans . . . before you get such truly delicious coffee!" Of course — both of them are right!

Wonderful News! . . . You'll find that your baby really loves FARMER'S WIFE . . . Vacuum packed in a golden-lined tin to preserve the fresh, natural flavor and wholesome nourishment. Ask your doctor to advise you on which of the three formulae you should use for your baby. There's Whole Milk (Red Label); Skimmed Milk (Yellow Label) or Partly Skimmed Milk (Blue Label). The latter — Partly Skimmed Milk — was prepared by Farmer's Wife especially at the request of pediatricians. It's a high-protein, low fat concentrated milk with Vitamin D content increased. You'll find your lovely baby thrives on Farmer's Wife!

Bad Weather Ahead! So — will you join me in resolving to keep our hands soft and pretty through the wintry days with a faithful use of Campana's ITALIAN BALM? We can get it now, in the 60c household size — with the dispenser — to give us just the right amount for hand care. You need only a drop rubbed firmly into your skin to have lovely hands — if you use it always . . . after exposure to water . . . weather — work. There's no twisting no turning to seal the bottle, when you use the thumb-pressure dispenser. No leaking — no fuss! Get the 60c bottle with this dispenser — and have hands you're proud of — however busy you are!

Lovely Moments . . . with you and your baby, when he chuckles and gurgles with pleasure over his meals! Lovely moments made possible with AYLMER Custards — either Apricot or Banana! They are prepared just for babies . . . are very finely strained and so bland and smooth in texture and flavor that your darling will enjoy every spoonful! That means you can get meal-time over quickly — and have more time for those things you want to do. Certified Aylmer Baby Foods are purely Canadian products and the best you can buy. So do pick up some tins of Apricot and Banana Custard today — and see how baby enjoys them!

Last Call . . . for getting storm windows up before the weather becomes really bad! Of course, you'll want them sparkling clean. Use WIND EX Spray in the handy six oz. bottle with sprayer. It's so easy to use. And just a little bit goes a long way. I know by experience that this is the fastest and best way to make windows, mirrors and all glass surfaces sparkle! Brush! Spray it on. Wipe it off. So easy — no waxy film on the glass; no gritty dust on the sills; no harm to your hands. Get the handy 6-oz. size — or the large economy refill 20-oz. size at grocery, drug, or hardware stores.

I Truly Believe . . . that one of the most important things you can do for your child's well being, is to keep him regular. That's why CASTORIA, the child's laxative, is so important to you. Your child's well being. It is clinically approved — contains no harsh drugs to gripe or cramp. Castoria is made with a mild, gentle laxative that gently coaxes, never forces. You'll find Castoria will help clear many childish troubles — often caused by irregularity. Large bottle 66c, Economy Family size 76c.

Who'll Help With The Dishes? . . . Believe me, the best help any of us can have is the new Liquid Detergent GAY! You'll find that Gay makes the nicest suds — and has a delightful fragrance. But of special importance to us all — Gay washes glassware, dishes and silver so sparkling clean — that it's a delight to tuck them away in their shelves and drawers. And, you'll find Gay has extra grease-cutting powers as Gay makes your pots and pans gleam with cleanliness — yet Gay is gentle on your hands! Economical too — you get more dishwashing satisfaction in Gay than in any other liquid or powder detergent!

Amazing Discovery Tightens Plates Like "Living Tissue"
 Not a paste! Not a powder! Not a cream or wax pad! But a new, soft plastic that holds plates firm and tight!
 Just relax — Amazing soft plastic SNUG® brand Denture Cushions! Grip loose fitting plates tight and hold them in place — yet feel and hold like "Living Tissue." These are gummy due to loose fitting plates. You eat, talk, laugh without embarrassment. SNUG stays cushion-soft — can't harden and ruin plate.
 G. T. FULFORD CO. LTD., BROCKVILLE, ONT.

No Better Quality AT ANY PRICE!
 When you're really thirsty, you may as well buy the best . . . EVANGELINE. Enjoy some today.
 2 LARGE BOTTLES for 39c PLUS BOTTLE DEPOSIT
 EVANGELINE
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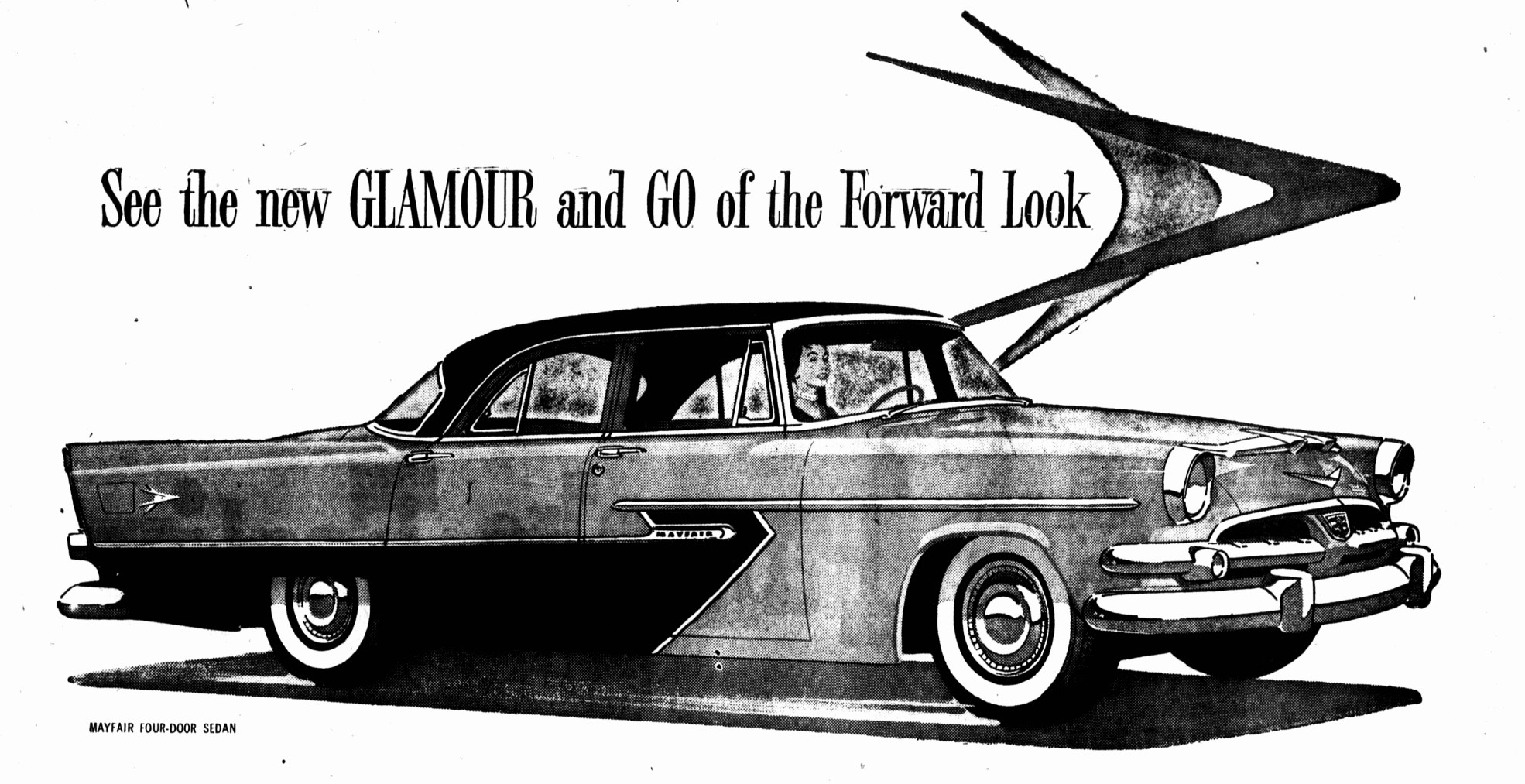
Providence Reds Sign Stoddard
 PROVIDENCE, R. I. (AP)— Providence Reds today signed right winger Jack Stoddard and optioned him to Trois Rivieres of the Quebec League. Stoddard, 29-year-old native of Stony Creek, Ont., earlier had informed the local American Hockey League club that he intended to retire.

Luke Easter To Buffalo Bisons
 BUFFALO, N. Y. (AP)—Buffalo Bisons of the International League said Wednesday they had conditionally purchased the contract of Luke Easter from the Charleston club of the American Association. Easter, a first baseman and outfielder with Cleveland Indians from 1950 to 1952, will be the first Negro to play for the Bisons since 1888. Easter batted .239 and had 30 home runs with 101 runs batted in for Charleston last year. Previously he played for Ottawa Athletics and Toronto Maple Leafs of the International League.

Branch Rickey Through As Bucs Gen. Manager
 PITTSBURGH, (AP)— Branch Rickey said Wednesday he definitely will not be general manager or vice-president of Pittsburgh Pirates after Nov. 1.
 "What I told The Associated Press August a year ago still goes," said Rickey in an interview. "I'm not changing my mind. I intend to stay with the club in some capacity, if permitted to do so, and I think I will be."
 Asked who will succeed him, Rickey replied: "That I can't answer. But I'm working on it right now. The final decision rests with Mr. Galbreath and Mr. Johnson."
 A similar increase in the final-current-quarter of this year would put the economy virtually at \$400,000,000,000 a year. In 1939, at the end of the depression, the U. S. produced goods and services valued at just more than \$91,000,000,000.

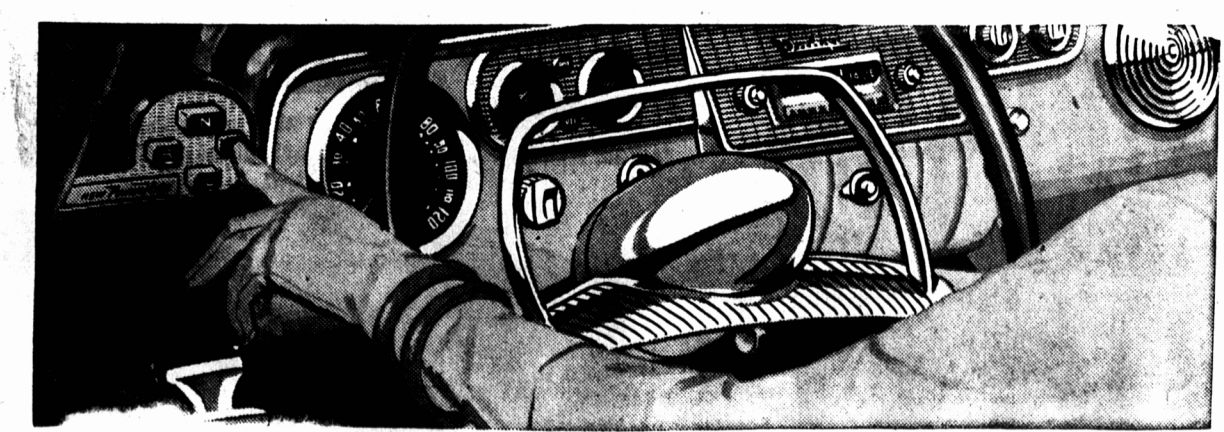
John W. Galbreath, Columbus, Ohio, real estate man, is president of the Pirates, and Tom Johnson, Pittsburgh lawyer, is vice-president and treasurer. Speculation is that Rickey's successor will be either his son, John W. Galbreath, Jr., or Joe L. Brown, son of movie comedian Joe E. Brown. Rickey's five-year contract at a reported \$100,000 a year ends Nov. 1. He was given a five-year option to renew it. The Pirates have finished in the National League cellar the last four years.

GROUP OF COAT SETS, PRAM SUITS, BLAZERS, SKIRTS, DRESSES . . . 1/2 Price
BURBERRY COATS (assorted sizes) clearing at . . . 1-3 off
 Assortment of CAPS and HATS clearing at 50c & \$1 each
MISSES HOLMES and BRADLEY



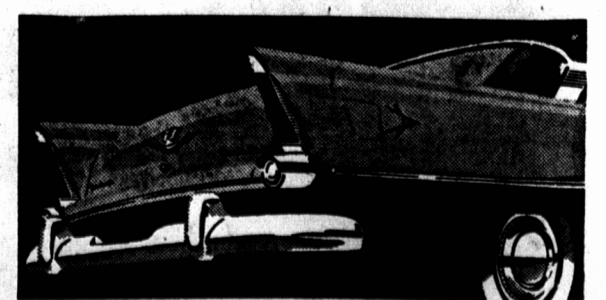
See the new GLAMOUR and GO of the Forward Look

NEW '56 DODGE!

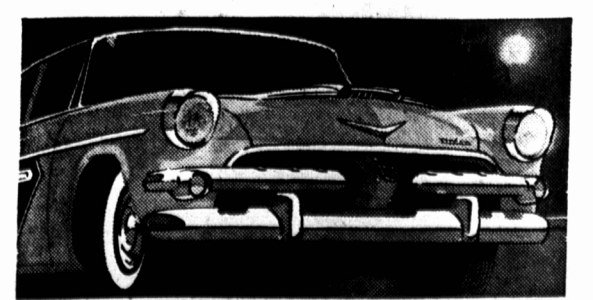


Put your finger on a new idea in driving
 . . . push-button automatic gear selecting!

You'll love the brand-new way of operating Dodge PowerFlite Automatic transmission!
 It's all done with buttons . . . press a button for forward, reverse, neutral. "Wonderful", you'll say, when you try this new Dodge feature. It's the biggest advance in driving convenience since the invention of the automatic transmission! (PowerFlite transmission with push-button control available at extra cost.)



New Flight-Sweep Styling—A view of the '56 Dodge that other motorists will often see is this broad rear deck, accented by tall, tubular taillights. Daring rear fenders soar high at the back . . . dip forward to blend into long, sleek sides.



New 6 or V-8 Power! Under the broad, low Dodge hood, there's more power than ever. Take your choice of the new, more powerful Hy-Fire V-8 or improved PowerFlow 6. They're higher in torque, too, for more zip in getaway and hill climbing.

Just arrived at your Dodge dealers—the **BIGGEST, NEWEST** car in the low-price field!

Everywhere you look at this 56g, glamorous Dodge, you see fresh new styling and spirited new colours.
 Here's new flair that accents the modern smartness of the Forward Look. Here's a sleek, low car that's the longest and roomiest in the low-price field.
 Now, the Hy-Fire V-8 engine is available on all Dodge series. This new V-8 and the famous Dodge Six economy engine give you more get-away power this year . . . more "go" per gallon.
 When you see this new Dodge, you'll hardly believe it's a low-priced car. Your eyes will tell you it's the biggest. Your good taste will tell you it's the newest in fashion. So see or phone your Dodge dealer for a demonstration now!

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