

Famous for quality since 1892...
the 'Salada' name assures you
of a uniform blend of fine teas...
"SALADA"
TEA

SERIAL STORY
OF BRIGHTNESS GONE

BY HOLLY WATTERSON

THE STORY: Peter Frazier is in the unhappy situation of being in love with Candace Beech, who is engaged to Martin Corby, Peter's roommate in medical school. She and Peter have been raised together, for Belle, the second wife of Peter's father, is an aunt of the orphaned Candace. Peter has returned from a summer's hospital job to find Candace entered in nurse's training, his father almost penniless and separated from Belle, who has refused to turn over their country house to her husband to satisfy creditors.

THREE'S A CROWD
CHAPTER X

Early in the summer Peter had promised himself that his first act for the fall would be to get himself a single room. It would be more expensive, but there was no reason then to think that his allowance would not cover it.

MAKE YOUR OWN



457
by *Sonia Wheeler*

A drab chair can be turned into a colorful decoration that transforms a room just by the addition of a gay new slip-cover that you made yourself! You'll find covers here for different styles of chairs and sofas. Instructions 457 contain step-by-step directions and all information for making slip covers.

Send twenty cents in coins (stamps cannot be accepted) for instructions to Wilson Needlecraft Dept., Room 421, 73 Adelaide St. West, Toronto. Write plainly pattern number, your name and address.

British Sailors' Society

The World's Oldest Sailor Welfare Organization
Founded 1818—Soon After Trafalgar
Operates in over one hundred Sailor Institutes, Clubs, Havens, ALL OVER THE SEVEN SEAS
In days like these earnestly appeals for help
Further information gladly supplied
G. M. SPEEDIE, Dominion Sec'y,
50 Alberta Avenue - Toronto

STE ADELE LODGE
HIGH IN THE DEEP SNOW COUNTRY

Delightful bedrooms, unsurpassed cuisine, sun-decks and lounge... 4 ski-tows, ski school, professional instruction, sleigh-ride parties, skating rink. Write for booklet, rates... restricted clientele... C. W. Honey, Mgr., Ste. Adele Lodge, Ste. Adele en Haut, P.Q.

a chance to talk with him; she loitered about the desk where he sat, picking up and idly looking at the titles of his books, and when Martin tried to lure her away her tone when she answered him sounded slightly sharp.

The old camaraderie of the brother and sister relationship again existed between Candace and himself. He asked now, adopting the old familiar tone of raillery, "Just what weighty problem is on your mind this moment?"

Candace started. The frown-lines disappeared from her forehead and he saw she made a deliberate effort to smile. "Nothing," she said.

Martin grinned at her. "If anything, I'd say indignation, probably. We ate at the Greasy Vest."

She said, "Sir, you jest. My digestion is such that it could take care of a grand piano, swallowed whole." But she sounded absent-minded, her thoughts obviously weren't with Martin. After an instant she said to Peter, trying to make it sound very casual, "When did you last see your father, Peter?"

So that's it, Peter thought. She guesses about Dad—or she knows. He leaned back in his chair, draping a leg comfortably over its arm, and drew with elaborate concern on his pipe. "Oh, one day last week. When did you?"

She said seriously, "Not since the day I told you about, when he stopped off at the hospital. I haven't been able to get him on the phone, either. I've phoned him several times when I've been in town during the day and his secretary would always tell me that he was busy, or away, or something." She apparently decided to plunge. "I phoned again today. A strange man answered who said he represented receivers or something. Peter, there's something very wrong, isn't there?"

"I'm afraid so," he admitted quietly. "Dad is, at least temporarily, busted."

Martin looked shocked and sorry. "That's tough lines, Pete." "For him, sure," Peter said. "But he'll come through all right."

Candace realized from his manner that Peter didn't want to talk about it; she asked only, "How can I help?"

Peter smiled. He said cheerfully, "By working hard, and by being a good girl so that you won't be a worry on his mind—"

She started for home soon afterward. The brownstone where the boys' roomed was on West 15th street and the understanding was always that Martin would put her on the Tube at West Ninth street and she would take a taxi when she got off the train at the other end. When he came back from the walk Martin was looking thoughtful.

"Do you suppose this will make any difference with the Good Samaritan appointment, Pete?" he ventured finally.

Peter was annoyed. He said testily, "I don't see why it should, do you?"

Martin looked surprised at his tone. He said reasonably, "Well, it was such a cinch before. All your dad had to do was to put in a good word with old Hartshorne and you were all set—"

"There's nothing to stop him doing it now," Peter said, "if I wanted to work that way. I don't. Where the hell'd you get the idea I'd use my father's connections to get me an appointment, anyway?"

Martin was annoyed in his turn. "You don't have to jump down my throat when I ask you a civil question?" What he felt to be Peter's superior attitude irked him. "A guy who has a liveried chauffeur toting him around in a Cadillac can afford to look down his nose at the bird who has to fight for a seat in the subway, too," he said, "but you must admit that there aren't many who can afford such a luxury. There are lots more of us who have to fight."

"As for me," he added, "I've had to fight for everything I ever got. I can't afford to be squeamish. I go out to win, and I fight with no holds barred—"

(Continued Next Week)

Germans and Jews
On Same Errand

Information reaches me indirectly from Switzerland to the effect that every day German officers, mostly men who served last year in Russia and dread the prospect of being sent back, are slipping across the Swiss frontier by ones and twos, says a writer in The London Spectator. With that comes a story of a knot of seven or eight Germans who were trying to get into Switzerland from France.

When near the frontier, somewhere in the Juras, they noticed that they were being followed by half a dozen people at a discreet distance. They tried to elude the pursuit, but unsuccessfully, and finally both parties reached the frontier more or less together. The second lot proved to be Jews, bound on the same errand.

Bixby's Dilemma

Case Histories of a Number Of Large Advertisers

Does it pay a manufacturer or distributor to keep the name of his product before the public when demand exceeds supply?

The answer as set out in Bixby's Dilemma, a brochure released currently by the E. B. Eddy Company, Hull, Quebec, is very definitely YES.

Bixby is a go-getter who starts a business on a shoe string and by personal effort—the production of a good product and with the aid of advertising rapidly builds up a business vastly larger than any of his competitors and finally reaches the stupendous total of \$2,000,000 in sales annually.

The public is always clamoring for more and yet more Bixby Products.

The end is not in sight when the world goes to war and the demand is so great for Bixby Products that though production is doubled and trebled it is so much greater than supply that the astute Mr. Bixby decides to cut down on advertising. He does this little thing, compliments his business acumen by the important savings effected and sits back as it were to take stock in increasing dividends.

As in all good stories there comes an end—the war is victoriously won and a shattered world staggers back into a peace time groove. Business for a period remains good but in the end collapses. Bixby in alarm reorganizes his sales force, makes new advertising connections but learns too late that the market so carefully wooed and won has been lost forever.

The case of Bixby's Dilemma prepared and released by the advertising department of the E. B. Eddy Company is quite elaborate. It is illustrated by Guyas Williams, well known cartoonist, and as a sample of modern typography is a work of art. In a pocket at the back of the book the rulings of the Federal Government on budgeting advertising is effectively included. Copies will be mailed advertisers on request. No advertiser should fail to read and digest the lessons of this summary of the experience of many advertisers who failed to learn the lesson until too late.

Canadians Serve
On All Seven Seas

Speaking officially at the opening of the Canadian Naval War Exhibition in Toronto the other day, the Hon. Angus L. Macdonald, Navy Minister, said that Canadian sailors undergo terrible hardships, are beset by dangers from above and below, are fighting the enemy and the weather simultaneously. He termed the sailors of the Empire "as deserving and valiant a breed as ever engaged in a noble task."

It was on behalf of these men shortly after Trafalgar that a few business men in Old London created the atmosphere that made it possible and desirable to launch the British Sailors' Society—an organization that will within a few weeks celebrate its 125th natal day, and which has, without a break, operated for the Men of the Sea.

Through all these years the Society has moved with the times and has built up a world-wide chain of service, by which (to use the words of His Majesty the King when Duke of York) "it touches the Sailor at every point of his

APPROPRIATE



Tank Corps Tommy sitting beneath gun muzzle in Benghazi finds Italian propaganda book accurately describes the objective of allied forces fighting in Africa.

Life. It trains him, houses him, gives him recreation, tends him in his old age and helps his dependents. In short, it labours ceaselessly and devotedly for all that magnificent body of men upon whom the prosperity of the British Empire so largely depends."

Hostels round the coasts of the British Isles and away in the ports of the seven seas have been established—over 100 hostels, stations and agencies through which the sailor is served in the manner described by His Majesty.

It is to our hostels that many survivors of sea tragedies are brought and it is in our hostels that they find comfort, entertainment and hospitality while arrangements are made for them to be re-clothed and sent to their homes, or, in the case of Allied or Foreign seamen, to be handed into the care of their own representatives.

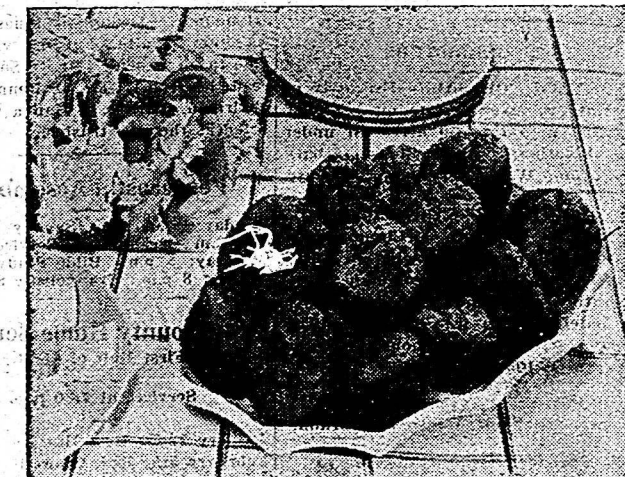
The Hon. Angus L. Macdonald, in honouring this the oldest Sailor Society in the world by accepting the Dominion Vice-Presidency, said:

"I am very pleased, indeed, to accept this honour and to associate myself in some small measure with the excellent work which the British Sailors' Society is doing in all parts of the World at this time. "Perhaps never before has the lot of British sailors been a more difficult and arduous one, and the good work of the Society on their behalf so vitally necessary and so much appreciated."

New U.S. Battleship
Largest Ever Built

The new U. S. battleship "New Jersey" launched a few days ago, is the largest ever built, with a displacement of over 50,000 tons, says The Stratford Beacon-Herald. She is taller at the bow than a five-storey building. The paint on her would cover a five-foot fence reaching from New York City to Boston. Her electric generators would be adequate to light the homes and run the factories of a city of 20,000 population. Her electric power is distributed throughout the ship by 250 miles of cables.

GOOD EATING NEWS



To keep your best foot forward all day long, be sure to start every day in 1943 with a good breakfast. For special palate appeal and extra vim and vigor serve delicious Hot All-Bran Victory Muffins for breakfast these cold winter mornings. They will help keep your family's disposition on the sunny-side up, too. Stir the muffins up in a jiffy by this recipe:

- All-Bran Victory Muffins
- 8 tablespoons shortening
 - 1/2 cup corn syrup
 - 1 egg
 - 1/2 cup milk
 - 1 cup bran cereal
 - 1 cup flour
 - 2 teaspoons baking powder
 - 1/2 teaspoon salt
- Blend shortening and syrup; add eggs and beat until creamy. Add milk and bran cereal; let soak until most of moisture is taken up. Sift dry ingredients together; add to first mixture, stirring only until flour disappears. Fill greased muffin pans two-thirds full and bake in moderately hot oven (400°F.) about 25 minutes.
Yield: 10 muffins (2 1/4 inches in diameter).
Note: When corn milk or buttermilk is used instead of sweet milk, reduce baking powder to 1 teaspoon and add 1/4 teaspoon soda.

Listen To



EVERY WEEK ON STATIONS LISTED BELOW

- CFRB Toronto - Tues. 9 p.m.
- CKCO Ottawa - Tues. 9 p.m.
- CFPL London - Tues. 9 p.m.
- CFWS Kingston - Wed. 8 p.m.
- CHXN Peterboro - Tues. 8 p.m.
- CKCR Kitchener - Thurs. 8 p.m.
- CKNX Wingham - Wed. 8 p.m.
- CFRC Montreal - Fri. 8:30 p.m.

Presented by
THE blue coal
DEALERS OF CANADA

TABLE TALKS

Nutrition is in the limelight today. Working men as well as their families need nutritious foods to supply the necessary fuel for strenuous war times. Balanced diets are in order. Vitamins must be secured. Necessary minerals are required regularly. Here are several recipes that will blend with your own nutrition program:

- Creamed Limas
- 2 cups cooked, dried Limas
- 1 cupful cream (or milk)
- 2 tablespoons butter
- 3 tablespoons flour
- 1 bouillon cube
- 1/2 cupful boiling water

Additional seasoning to taste
Melt butter, add flour, stir until smooth, then add milk and bouillon cube and cook, stirring constantly, until thick. Add Limas and re-heat.

Barbecued Spare Ribs
1/2 lb. spare ribs for each person to be served

- 1/2 cup lemon juice
- 1/2 cup butter or other shortening
- 1 clove garlic
- 1/2 cup warm water
- 1 onion, chopped
- 1 teaspoon chili powder
- 1 can thick tomato soup or stewed tomatoes
- 1 crushed bay leaf

Broil spare ribs until a golden brown. Make a sauce of other ingredients by placing shortening in saucepan and adding onion and garlic. When onion is tender, add lemon juice to which chili powder has been added. Then add soup and water. Crush bay leaf and add and simmer until all ingredients are thoroughly cooked together. Serve the sauce hot over the spare ribs.

- Orange Rennet-Custard
- 1 package orange rennet powder
- 1 pint milk, not canned
- 1/2 cup puffed rice
- 5 tablespoons brown sugar

Make rennet-custards according to directions on package. Chill. When ready to serve, sprinkle 1 tablespoon puffed rice and a little brown sugar on each dessert.
Magic Angel Food Cake
Slice day-old white bread, 1/4 inch thick. Trim off crusts. Cut into strips 3/4 x 2 inches. Spread strips on all sides with sweetened condensed milk, covering well. Then roll in dry shredded coconut, broken fine. Brown under low flame, or toast on fork over coals. The result is magically like angel food cake, coconut frosted—but it doesn't make any demands on your sugar quota.

Room for More

London's champion space-conserver is declared to be a bus conductor who, when he saw five persons sitting in a seat designed for five, said: "Room for another there—you're all much too comfortable."

'BLUE COAL' IS THE COAL YOU CAN DEPEND ON

The need for a coal you can depend on is especially important in these times. And "blue coal" is just that. It is a solid, even-burning coal that not only gives you greater heating satisfaction and comfort but reduces fuel cost as well.

Now is the time to start enjoying the best heating value money can buy. Phone your nearest "blue coal" dealer today. He will tell you how easy it is to get greater comfort and save money, too—the "blue coal" way.

SPEAKERS DREAD LOSS OF VOICE

Fight off hoarseness with use of Lymoids

"Hoarseness is a speaker's worst enemy," writes a Montreal announcer. "Now I dread it no longer because LYMOIDS have taught me how easy it is to get relief." Carry a handy size box of LYMOIDS. At the first sign of throat irritation, tickle or coughing, dissolve LYMOIDS in the mouth. Their soothing, medicinal oils will quickly relieve your distress and embarrassment. 12.5¢