Atlantic Flight

Wonderful Example of the Value of OXO

Interesting letter from Captain Sir J. Alcock, K.B.E., D.S.C.

"You will be interested to learn that OXO was a great "help to us during our Trans-Atlantic Flight; it sustained "us wonderfully during our 16 hours' journey.

"We had found out what a good thing it is when flying "in France, and so decided to carry it with us on this "occasion, and we can assure you that hot OXO is most "acceptable under such cold and arduous conditions. "OXO was the only article of its kind which we carried."

J. ALCOCK, Capt., D.S.C.

OXO steadies the nerves—keeps the brain alert—gives extra warmth to resist cold and exposure—extra strength to fortify against fatigue, and yields an abundance of energy out of all proportion to the amount taken.

Prices same as before the war, 10c., 25c., $1.15, $2.25.

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UNSHRINKABLE Turnbull's NATURAL WOOL

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Standard for Over 60 Years

We began knitting underwear in Canada over 60 years ago. Quality has been our slogan all these years.

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It is a symbol of all that is best in underwear. It expresses the mission of this business—the standards of manufacture.

Correct styling, correct fit, correct finish, we must have at all times.

But QUALITY stands out pre-eminent and dominates the field of underwear.

So QUALITY then is a prime factor in every garment that comes from the Turnbull mills. Always look for Turnbull's trade mark when you buy underwear.

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The continued high cost of foodstuffs and household supplies require the strictest economy.

The most expensive foodstuffs are used in baking, so always be careful to use the right kind of Baking Powder, otherwise great waste may result.

Many thousands of people recommend

EGG-O Baking Powder

because it effects the greatest economy.

Its double action absolutely assures perfect baking at all times.

Egg-O also helps save fuel because it does not require so hot an oven as is required by other powders.

Always follow the directions—one level teaspoonful to one level cup of well sifted flour. You use from a *quarter to a half less powder* when you use Egg-O.

When buying Egg-O the larger tins are the most economical size for family use.

Egg-O Baking Powder Co., Limited, Hamilton, Canada

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DRESS

BY ANNE RITTENHOUSE

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For Release Nov 15, 1919 ..6 ..6 ..8

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There is Little That is Victorian in the New Evening Gowns of the Season, as They Accentuate Orientalism and Exploit Few Panniers.

New York.—The fashion for panniers seems to have been a flare-up that soon died down. Those who return from Paris say that the fashion is not as popular there today as one thought it would be from the August exhibitions of clothes.

A sweeping statement about anything is dangerous, but, on the surface of things, it looks as though the American women had gazed upon the panniers, talked about them, then decided in favor of straight lines.

Even the chemise frock is worn. The tailored suit has no suggestion of crinoline in the flare of the coat. Wherever the hip-line is broken, the method is a simple one of drapery and follows the ideas introduced by the most conservative houses in Paris. Lanvin's wonderful one-piece Italian frocks with the Renaissance neck caught with old blue ribbons and the funnel-shaped sleeves heavily embroidered in dull crewels, have been chosen by American women in preference to her brilliantly coquettish hoop costumes in black taffeta.

The Trousered Skirt.

The evening gowns which have been ushered in with the advent of the social season show draped skirts, any number of them, but not any strong development of a bunched pannier on the hips.

The Oriental evening gown is in the majority. The tall and the short, the stout and the slim wear it. It is not especially new. The American public has been familiar with the trousered skirt for half a dozen years. They know all about the seductiveness of the transparent bodice and the opaque skirt with it tucked-under hem. They realize that both these features of a costume have arrived at a stage which is more suggestive of Orientalism than ever; it often covers little of the body, for its skirt has grown shorter and its bodice has grown lower. Sleeves have vanished. Armholes, finding themselves without an occupation, have quietly dropped out. Not only is the arm bare, but the shoulder and half the back.

These, of course, are the extreme gowns, those that are worn by the stage, at dances, by the young, and those whose mission it is to draw attention to themselves. Yet, while these frocks stand for the irreducible minimum in evening clothes, they accentuate the leading fashion in such a manner that many people follow the path in a more modest manner.

Playing Up Brocades.

The early season started without brocades and with velvet, chiffon and tulle, pailletted. Paris did not lay much stress on brocade. Few gowns of it were seen at the houses, and it was not worn by the French women; but as the season opens here, showing what the women have chosen from the dressmakers' offerings, it is evident that brocade is still to be an American favorite.

One of the chief designers in New York uses brocade for the tops of duvetyn gowns, and other designers use brocade for a skirt that goes with a tulle bodice. By common consent, the designers seem to prefer these brocade skirts made in trousered effect. They are not worn by women in the class called dowagers, but that class is a minority. There is a vast array of young and youngish womanhood who find the Oriental skirt excessively becoming to a good-looking pair of ankles and feet. There is no attempt to pull the hem in to tight proportions, nor is there any tendency to split the skirt at the sides and show the curve of the leg, as is done in house robes. The most successful method is to gather it at the waistline, pushing the fulness into small groups that will give it just the right swing at the hem, then tuck up the hem in the middle of the front and back, leaving apertures for the feet.

The sketch shows a gown of this kind which has the quaint appendage of a train. It might be the scarf of an Eastern dancer dropped from her shoulders. The material is blue and silver brocade, and the bodice is truly a girdle with tight folds of tulle over lace at the top. One end of this tulle wraps around the waist, passes through a large jewelled ornament at one side, and drops into a train.

Evening gown with trousered skirt of silver and blue brocade and slight bodice of white tulle over lace, which ends in a train. There is a jewelled ornament in blue and silver at one side.

THE HOUSEHOLD

Edited by Anne Rittenhouse.

GOOD LAYER CAKES.

Fig Cake.—One and one-half cups of sugar, one-half cup butter, one-half cup of sweet milk, one and one-half cups flour, one teaspoon baking powder, one-half cup cornstarch, whites of six eggs. Bake in two layers, and fill with fig filling. Chop one pound figs, add one-half cup sugar and one cup water. Stew until soft and smooth. Spread between the layers and ice the whole cake with boiled icing.

Chocolate Caramel Cake.—One-half cup of butter, one and one-half cups of granulated sugar, one cup of milk, three cups of sifted flour, three teaspoons of baking powder, beaten whites of four eggs. Bake in layers. Filling: Whites of four eggs beaten to a stiff froth; one and one-fourth pounds confectioners' sugar added gradually. Flavor with one teaspoon of vanilla. Spread between layers and allow to stand until cold. Melt two ounces of chocolate in a small dish over the tea-kettle and spread very thinly over the hardened white icing.

Snow Cake.—Whites of eight eggs, two cups of white sugar, one cup of butter well washed, one cup of sweet milk; one teaspoon of soda and two of cream of tartar sifted into two cups of flour and one of cornstarch. Beat the butter to a cream and then beat in the flour; beat the white of the eggs to a stiff froth and beat the sugar into that. Into this stir the milk and then add the two mixtures together. Between the layers spread whipped cream, slightly sweetened. Garnish with blanched almonds.

Caramel Cake.—Whites of eight eggs, three-quarters cup of butter, one and three-quarters cups of sugar, two and three-quarters cups of flour, one-half cup of sweet milk, and one heaping teaspoon of yeast powders. Bake in jelly pans. Filling: Four cups of brown sugar, one cup of sweet milk, one cup of butter and two cups of shelled pecans. Put sugar and milk on stove together; after it commences to boil put in butter and let it boil until it will drop from the spoon; then put in pecans and let it remain a few minutes on the stove, then remove and beat until it is stiff enough to put between the cake.

Health for the Baby

The baby of to-day is the man or woman of to-morrow. Thus the success of the future man or woman depends upon the baby's present welfare. If the baby is sickly and ill nourished it is not to be expected that he will grow into a strong, active man who will hold his own in the business world a few years hence. Mothers it is a duty you owe the future to keep your little ones well now. This can be easily done if Baby's Own Tablets are kept in the house. The Tablets are a mild but thorough laxative which regulate the bowels and sweeten the stomach and thus make baby healthy and strong. Concerning them Mrs. W. Orser, Elginburg, Ont., writes:—"I have a fine healthy boy three years and have used Baby's Own Tablets for him ever since he was a small baby. I certainly think them a splendid medicine." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams Medicine Co., Brockville, Ont.

GLOVES OF AMERICAN DESIGN

Neither Those of Novel or Plain Effects Are Likely to Be Imported From France.

With no novelty gloves from France, and plain French gloves exceedingly scarce, American-made novelty gloves, mostly for street wear, are coming into high vogue, and will be all the rage among women this fall, according to a number of leading manufacturers who are in close touch with the trade.

"Novelty gauntlets in two or three-tone combinations, with strap wrists, and also slip-ons, are all the go now," said the manager of the fancy goods division of a big New York house. "French lambs of domestic make are today in demand by the largest retail stores in the country. They come in silk and chamoisettes, three rows in embroidery contrasting on white, with strapped wrists. Various designs are embroidered in the stripes upon the backs of the gloves in all the leading shades—heliotrope, brown, navy, tan and cordovan.

"You can get all the plain gloves you want. Novelty and slip-ons are the things in demand today, and, as far as Europe is concerned, you cannot get any promises on deliveries on French merchandise."

Good Trimming Colors.

Jade green and tomato red when used as trimming or in combination with navy, brown or gray, are most desirable for even the conservative woman.

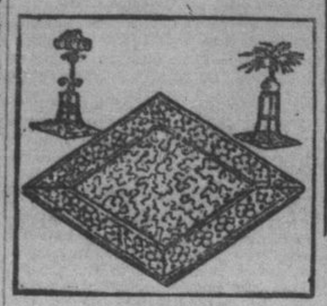
Absence of dough is apt to make bankers crusty.

FROM REMNANTS OF CARPET

Useful Little Mat for Standard Lamp or Fern Stand That Is by No Means Expensive.

Carpet mats of every kind are still extremely expensive compared with pre-war prices, but some very useful little mats can be made at home with small remnants of stair-carpet or the good portions cut from an old worn-out carpet.

We give a sketch of a mat suitable for placing under a standard lamp or a fern stand, that was made with a small remnant of stair carpet. The border of the carpet was carefully cut away, and the center portion cut into



Mat For Standard Lamp.

a diamond shape. Then pieces of the border were cut to fit around it, and the whole thing sewn together and lined at the back with coarse canvas.

Square or oblong mats can, of course, be made upon the same lines, and sufficient material for several doormats may often be gleaned from an old dining-room or bedroom carpet. Our sketch clearly shows the way in which the border should be fitted around the carpet.

MAKE THAT BLOUSE AT HOME

Popular Over-the-Skirt Garment Need Have No Terrors for the Woman Clever With Her Needle.

One might almost think that the original designer of the costume or over-the-skirt blouse had the home dressmaker and her limitation in mind as the inspiration for this very popular garment. There can be no denying that it is easier to make than the blouse that must be drawn in at the waistline and made to fit the figure. Practically all of the long blouses are straight in line, with only a girdle or belt to indicate the waistline if a fitted effect is desired, while equally as many are allowed to hang straight.

A smart and unusual straight smock blouse in hip length recently seen was made of heavy satin with a deep band at the bottom done in cross-stitch embroidery in contrasting color to simulate smocking. The sleeves were similarly finished.

Another straight blouse recently brought out was a straight hip length affair, cut on smock lines, and made of heavy lace flouncing, the scallops of the lace forming the edge of the blouse. A lining of chiffon in color formed the foundation of the blouse. The sleeves were long and bell shape.

The lovely fabrics that are obtainable this season and the very simple styles that have received the unqualified approval of Dame Fashion join forces to make the work of the home dressmaker easy. Good taste in selecting fabrics and judgment in determining what style is best fitted to the individual figure, together with the ability to do fine hand work are all that is required for the development of these blouses.

Taking Out the Shine.

Men's and women's clothing is often discarded before it is worn out because of the objectionable "shine" which appears on the material after a short time. This can be remedied by sponging the garment with pure vinegar boiling hot. Rub the vinegar into the material plentifully and vigorously. Then press with pressing iron, as usual. This process should be repeated whenever the shine reappears.

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Well made cocoa contains nothing that is harmful and much that is beneficial.

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When you buy matches look for Eddy's name on the box. To get the most perfect match made, ask for Eddy's "Silent Five".

Over 30 Varieties

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Also cleans bath tubs, sinks, copper, porcelain, marble tiling.

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A MARVELLOUS OFFER TO QUICKLY INTRODUCE A DELIGHTFUL NEW PERFUME!

YOU can secure without a penny of cost this magnificent 97-piece English Dinner Service and a lovely set of half-dozen Wm. A. Rogers teaspoons. Each dinner service is guaranteed full size for family use, the 97 pieces comprising 12 cups and 12 saucers, 12 tea plates, 12 dinner plates, 12 bread and butter plates, 12 cereal plates, 12 soup dishes, 2 platters, 2 oval covered vegetable dishes, a cream jug, covered sugar bowl, a gravy boat, pickle dish and a salad bowl. It is lovely ware, decorated in clear floral design and will surely delight the most fastidious housekeeper. The beautiful set of teaspoons are in the famous Wm. A. Rogers Silcoa Castle design beautifully finished and fully guaranteed for wear and satisfaction.

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You can do it quickly and easily in your spare time as everybody you know will gladly try a bottle of this lovely new perfume at only 35c. Send us your name and address today and we will send you the 16 bottles all postage paid, and trust you with them until sold. Then return our money, only $5.60, and we will promptly send you the beautiful set of spoons, and also handsome dinner set you can also receive without selling any more goods by simply showing your fine reward among your friends and getting only seven of them to sell our goods and earn our fine premiums as you did. We guarantee to pay all delivery charges right to your door.

REMEMBER YOU TAKE NO RISK. You do not spend a cent of your own money. We trust you with our goods until sold, and if for any reason you cannot sell them we will take them back and give you beautiful premiums or pay you a big cash commission on the quantity you do sell. Write to-day. Address:

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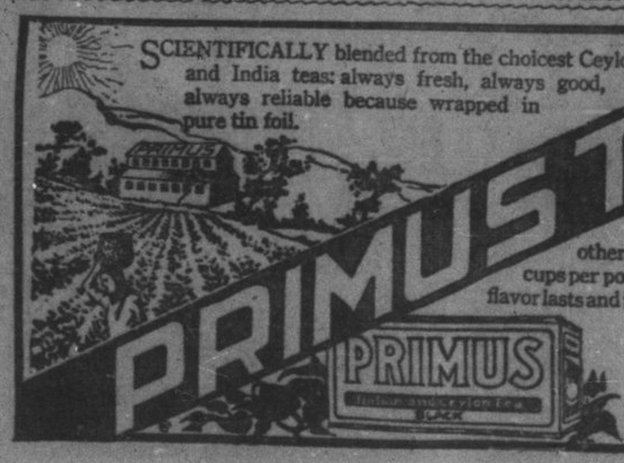

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