

HORROCKSES, CREWDSON AND COMPANY, LIMITED.

Cotton Spinners and Manufacturers.

PRESTON, BOLTON,
LONDON, MANCHESTER, ENGLAND.

Longcloths, Calicoes, Flannelettes,
Nainsooks, Madapolams, Pillow
Cottons, Sheetings, Ducks, Drills,
Aeroplane Cloths, etc.

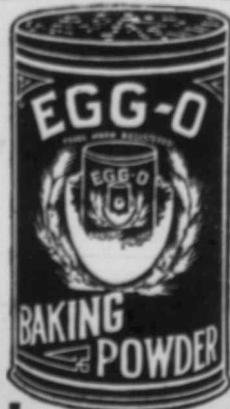
WE owe it to our Canadian and American friends to say what we are doing in our weaving and spinning mills during this great war, and so state a few facts in explanation of our inability to meet all requirements for our World-renowned productions.

Out of a total of 8,000 looms, about three or four thousand are entirely engaged upon the manufacture of ducks, flannelettes, shirtings, aeroplane cloths, khaki, and other drills for the use and equipment of the soldiers of the British and Allied nations.

Should we be unable to fill your orders with the same promptness as in pre-war days, we request your forbearance as we know you will agree that the great call on our resources for War purposes must be met first of all.

Number of Looms, 8,000. Number of Spindles, 300,000.
Consumption of Cotton - - - 1,000 bales weekly.
Operatives employed - - - upwards of 8,000.

BRANCHES IN ALL PARTS OF THE WORLD.



Economy

The difference in cost between an ordinary baking powder and the pure, strong, *double-acting*

EGG-O Baking Powder

is trivial. It amounts to only a fraction of a cent on each cake you bake. Against this you risk your high-priced flour, butter, sugar, eggs and milk, and your reputation as a cook.

Spoiled bakings not only cost you money, but they waste food, which is needed to win the war. With the heavy war flours and wheat substitutes in use to-day, the selection of a strong baking powder is absolutely necessary.

The double-acting strength of Egg-O makes the heavy war flours light. Try a can and watch your war-time bakings improve. You can use sweet milk, sour milk, buttermilk or water with Egg-O—a different and better baking powder.

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

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Canada Food Board License No II 452

Knit Socks and Dollars with the Auto Knitter

Profitable employment at home
in war or peace time

Socks—more socks—the Soldiers' call! The hosiery industry is booming and the demand far exceeds the supply. Help us fill it but get away from slow hand knitting. Use the fast, reliable, modern Auto Knitter. We gladly take all the socks you wish to send us and pay you highly profitable prices.

The Auto Knitter is simple and easily learnt—and secures a big income for full or spare time work right in your own home and no previous experience is essential.

Write today for full particulars enclosing 10 stamp. See what good money you and your family can earn at home besides doing patriotic work.

Auto Knitter Hosiery (Can.) Co., Limited, Dept 1448, 107 College St., Toronto.

WHEN WRITING TO ADVERTISERS PLEASE MENTION THE GUIDE

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It's not a bit too soon to think of Christmas Gifts, and this year above all others we should give something that is really useful. What could be more practical or more appreciated by mother, sister, or daughter than a beautiful D'Allaird Blouse!

A woman can't have too many blouses, and when you see the variety of fascinating models shown in our new Christmas Catalogue you will want one for yourself as well as for your Christmas gifts.

It's so hard to get really nice things at the smaller town stores, but when you shop by mail at D'Allaird's you have the same selection as you would have at the larger city stores.

Shipments made same day as order received. All delivery charges paid. Money refunded if not satisfactory.

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Fill in the coupon and mail it to us today. We will send you from the D'Allaird November Freebie Style List. There is a large demand for this edition. We would suggest that you send for your copy as soon as possible. Why not do it now while you think of it?

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