

Save Clothes



by

Taking the Rub out of Wash Day



EVERY RELIABLE GROCER HAS MIR-A-CLE NOW

Get a trial bottle and be convinced that it does entirely take the place of rubbing.

Every bottle of Mir-A-cle is fully guaranteed. Your grocer will cheerfully refund the purchase price if Mir-A-cle does not satisfy you.

Wash Your Clothes Clean Without Rubbing at Five Cents a Washing

YOU'VE NEVER YET BEEN ABLE TO USE A SOAP OR A WASHING COMPOUND THAT TURNED OUT YOUR WASHING SATISFACTORILY WITHOUT RUBBING. EVEN MACHINE WASHED CLOTHES—LABOR-SAVING AS THE MACHINE IS—ARE NOT AS WHITE AS THEY SHOULD BE UNLESS GIVEN A CERTAIN AMOUNT OF RUBBING.

SINCE THE DAYS OF SOAP, SOAP MAKERS HAVE BEEN TRYING TO FIND SOMETHING TO TAKE THE PLACE OF RUBBING WITHOUT INJURING THE CLOTHES—IT HAS BEEN THE "MISSING LINK" OF THE WASHING PROBLEM.

Mir-A-cle The Missing Link

"Mir-A-cle, the latest chemical discovery for washing, is that missing link. It is the thing that soap has needed all along to accomplish the washing without rubbing. Mir-A-cle isn't a soap—it isn't a washing tablet—it's a liquid cream which adds the chemical properties to soapy water; that act as a dirt solvent without causing injury to the fabric or the clothes.

This is what C. J. McLennan, Chemist, who Discovered "Mir-A-cle" says :

"If I were selling a bottle of Mir-A-cle Cream direct to a housewife, I would probably say: 'Madam, you have never been able to turn out a washing with soap alone without labor and even when you have the dirt removed from the clothes they are not white. That is because some of the soap is left in the fabric.'

"Mir-A-cle is intended to be mixed with soap. It eliminates the rubbing and removes from the clothes every particle of soap, leaving the clothes soft, silky and clean. Understand, You Must Use Soap, as you have in the past—any kind of soap."

Small Bottle 15c Large Bottle 50c

McLennan Chemical Co., Ltd.

Windsor - Ontario

You Can Get Wonderful Mir-A-cle at These Stores

N. B. Howden Est.

P. Dodds & Son

Rogers & Jacklin

W. D. Cameron

W. R. Earley

If you do not get your Guide-Advocate regularly

If your Guide-Advocate does not arrive promptly and regularly by the first mail we will regard it as a favor if you will notify the Circulation Department immediately, stating the weeks in which the irregularity occurred.

Unless we are notified we have no means of remedying the inconvenience caused by faulty mail service or other trouble.

CREAM *The* WEST FLOUR

"How's that for a pie!"



YOU can also make beautiful lightcakes and bread of wonderful whiteness and flavor with Cream of the West Flour.

Maple Leaf Milling Co., Limited
Toronto, Winnipeg, Brandon, Halifax

From a little hamlet of sheep-herders away up in the highland of Scotland, the cleanest, the softest and the whitest wool used to find its way to the market. What manner of sheep-growing did they carry on up there? What special feed did they give their sheep, and where had they secured stock with such elegant coats of wool, the wool buyers used to ask—but the canny mountain herders kept their silence and went from the wool markets with the best prices and their secret still their own.

There was a little Scotch laddie who lived among these sheep-herders and while other laddies were playing he was watching the washers get their wool ready for the market. He noticed that they used a washing solution that brought the dirt from the wool without harming the texture, and right there that little lad discovered the secret, of the good wool that had made his little hamlet famous among the wool buyers.

Years after, grown to a man, and in a large new country that little boy had great reason to remember his experiences of that day. The work that he engaged in had made him an expert in chemicals—and when the world war came a large allied power sought his aid to solve a great problem. What chemical process was there through which the clothes of the boys in the trenches could be passed to rid them of "cooties" and germs without harming the clothes.

Right back to his home hamlet in Scotland went the thoughts of the once little boy, now grown to a big man—in chemical research work, to hunt up the secret of the washing solution. After much research he was soon in possession of a formula for a washing cream built and perfected upon the basic principles that had been used for generations to wash the sheep. This he used as a basis for his washing cream that was used so successfully by the army of the country he represented.

The war over, and the success of the wonderful washing cream that had developed from his experiments with the sheep-herders' formula fresh in his mind from his army experience

—the chemist realized its commercial value—its wonderful advantage as a washing cream to use in every household. First, because of its antiseptic and disinfecting powers, secondly because of its cleansing powers, and thirdly because it in no way harmed the garments on which it was to be used—it was bound to become popular he knew.

It has become popular. Under the name "Miracle Washing Cream" it has taken the housewives by storm and is revolutionizing the washing problem wherever used. That man is C. J. McLennan, President of the Miracle Manufacturing Company, Detroit, and President of the McLennan Chemical Company Limited, of Windsor, Canada.

CANADA SECOND IN WHEAT PRODUCTION

Canada is now the second wheat producing country in the world according to 1921 statistics. We produce about half as much wheat as the United States, but, they, it must be remembered, have ten inhabitants to our one. Russia, at one time an important factor in this fundamental industry, has apparently fallen by the wayside, for she does not appear in the 1921 list. The C.N.R. has carried this season—September 1st to November 13th.—41320 cars or approximately nine and three quarter million bushels. For the similar period in 1920, the number of cars handled was 21,853.

C.N.R. Employees Would Make a Great City. If the 55,000 employees of the C. N. R. were domiciled in one spot, instead of being spread from one end of the country to the other, they would constitute a city larger than Hamilton, Calgary or Halifax. For it must be remembered that it is not only the people who actually work for the C. N. R. that are sustained by it, but their wives and families. This tremendous body of workers are actuated but by one motive, to make the C. N. R. the most successful publicly owned enterprise, divorced entirely from politics.

Capturing a New Market

Canada's flour is the standard of the world. This is pretty generally admitted. The writer knows one citizen of the United States who, on every visit he makes to Canada, carries home, under strict instructions from his wife, a number of loaves of bread, she claiming that no bread obtainable in the United States can approach that made from Canadian flour. As an instance of the increasing popularity of Canadian flour it is interesting to note that Dr. A. H. Stafford, born in Winnipeg but for some time past domiciled in Jamaica, recently said that until the steamships "Canadian Forester" and "Canadian Fisher" of the Canadian Government Merchant Marine Service came into Kingston last spring, every pound of flour used on the Island came from the United States. Now it all comes from Canada. This very valuable market for Canadian products has been captured by three ways, Dr. Stafford affirms; First, the fact that Canada had ships to deliver it there; Second, the quality of the flour itself; and Third, the fact that the people of Jamaica desire closer commercial and social relations with the people of Canada.

ONE OF A BIG BUNCH

An editor, who, going away for a vacation left his paper in charge of a minister. During the minister's stay in his sanctum the following letter came from a country subscriber:

You know d— well I paid subscription to your paper the last time I was in town. If I get any more such letters from you as I received last week I will come to town and maul h— out of you!

The minister answered: I have been trying to maul that thing out of the editor for ten years; and if you will really come to town and maul it out of him, then, my dear sir, I have twenty members of my church I will also get you to operate on.

All of which goes to show that the printer averages up pretty well with the elect.