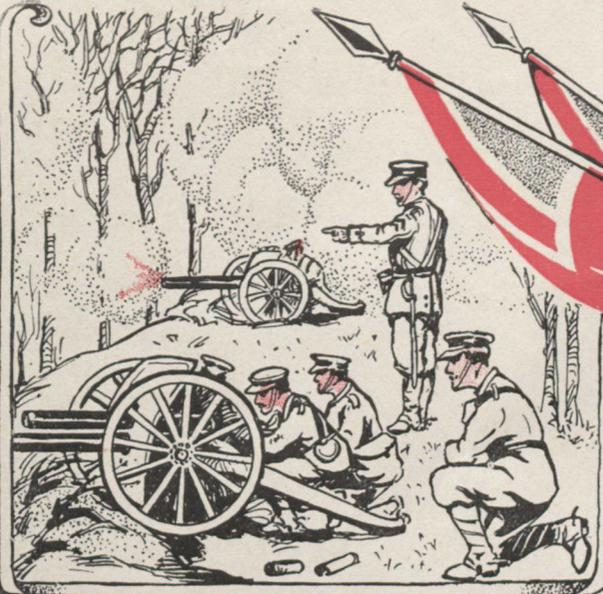


BUSINESS AS-USUAL



Everywoman knows that the strength and prosperity of Canada and the Empire depend in great measure on the prosperity of our Canadian Industries. You can do your share toward keeping "Business as Usual" in Canada by asking for goods Made-in-Canada—and giving them your preference when quality and prices are equal. Everywoman's World knows and recommends the products of these well known Manufacturers of Goods Made-in-Canada.



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BY
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WON'T SHRINK WOOLLENS
An All
Canadian Product
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Toronto, Ontario

LIFEBUOY
HEALTH
SOAP
The Canadian Homeguard
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BY
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MARTIN-SENOUR
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From Coast to Coast
100% Pure Paint
Is recognized as Canada's most economical and trustworthy paint. Sold everywhere in Canada by the best Hardware and Paint Dealers.
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The New Triangular Mop \$1.25
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Take all the drudgery out of the house-keeper's hardest work.

Use
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Sizes

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Challenge Brand
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Look like linen, neat, nifty—clean with soap and water. At your dealers or from us, all styles and sizes 25c., cuffs 50c pair.
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Largest and Most Modern Factory Of its Kind in Canada
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TOILET SOAP
For Mother The Others And Me
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COCOA
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"Perfection"
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