



For the Motorist's Christmas

FOR a year-long Christmas for the motorist—give him a Goodyear Tire-Saver Kit.

It is peace of mind in a package.

It is adequate preparedness against tire trouble.

He may not have tire trouble—but there is always the fear of it.

Until he puts the Goodyear Tire-Saver Kit in his car.

It contains all the necessary things for making repairs on the road—tire putty, self-cure tube patches, inside and outside protection patches, cement, talc, friction tape, pressure gauge.

All are neatly packed in a handy canvas roll.

The cost is trivial in view of the peace of mind it brings.

The Goodyear Tire and Rubber Co. of Canada Limited

Buy the Goodyear Tire-Saver Kit where Goodyear Tires are sold. Look for the tire with the big diamonds.

GOOD YEAR
MADE IN CANADA

What's in a Package?

(CONTINUED FROM OPPOSITE PAGE)

channels of trade." Is this ultimatum consistent?

And those cereals which can be shipped and sold in bulk—will this measure increase their consumption? Will the "idea behind the bomb"—to increase the consumption of cereals—other than wheat—not be defeated by their decreased attractiveness to fastidious housekeepers?

Or the enforced economy represented in this measure—can Canadian women not be trusted to know, themselves, whether they have money to spend on daintiness, flavor, scrupulous cleanliness? The woman who feels that she cannot afford to pay for these things has, even now, the option of purchasing the bulk goods. They are obtainable everywhere, we are assured by wholesalers. So it comes back to this: *What will this measure cost and what will it do?*

It would appear, however, that the present aspect is not by any means the final aspect. Mr. Hanna, non-committal though he be at present, sometimes moves in a mysterious way his wonders to perform. He has set out, determinedly and definitely, to secure for the patriotic Canadian housewife, the cereals she should be using and, so that she may buy them at their minimum price, to make them available to her in bulk form.

This is as it should be.

If the package, for all its merits, is keeping the cheaper bulk products from the consumer, if the grocers throughout Canada stock the handy carton to the exclusion of the bulk goods—then Mr. Hanna will assuredly do away with the package.

But now that the manufacturers and merchants are being given an opportunity to take the matter up with the Food Controller, they may be able to show him that the housewife can secure the brown flours and staple cereals in bulk, in any desired quantity.

It must be considered that, when Mr. Hanna started the "Save the Wheat" campaign three months ago, he created *news*. He outlined a national duty for women to perform. Wherefore, every publisher in the land caught up the slogan and "Save the Wheat" echoed from the Atlantic to the Pacific. Women's Magazines and the Women's pages of general papers, translated the cry into practical terms by publishing no end of recipes for war-breads and new uses for those cheapest of foods, the cereals.

Such popularizing of the movement, associated with the idea of *doing something to help*, moved the nation's housekeepers to rapid action. The demand for hitherto little-used flours and meals doubled and redoubled—to the utter confusion of the grocers of the land.

For the edict went forth just in the hot season when no grocer had stocked whole wheat and its kindred, because the weevil and moth would flourish in them.

It took some time also, for the small retailer to realize what had happened—that there was a demand which bade fair to be both large and constant. But eventually, he "woke up" and sent an order to his wholesaler. He, in turn, appealed to the mills.

Delay, again—for the millers were months behind on their orders.

Supplies were started as soon as possible, and gradually, women have found them available.

Meantime, however, they have not been idle or silent. Very rightly, they have appealed to the food controller—"Yes—we will use brown flour and oatmeal and corn-meal—if you will make it possible for us to buy them."

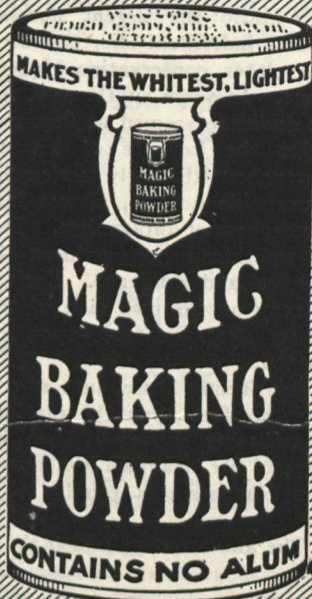
If he cannot do it otherwise, Mr. Hanna is now out to make it impossible for them *not* to buy them, if they are to have any cereals at all.

We hope, however, that such drastic measures will not be necessary.

With proper co-operation between the food controller, the producers and the distributors of these staple food-stuffs, surely they can be made available to women, without altogether depriving us of free-will in the matter—without taking from us entirely the right to judge whether we will buy the package and all it means to us or the open goods.

We will assuredly welcome all improvements in distribution or in price that the Food Controller can effect for us, but we frankly hope that they can be bought at a smaller price than the surrender of our well-liked package.

MAGIC BAKING POWDER



MADE IN CANADA

Should be in every kitchen. Its use assures complete satisfaction in baking cakes, biscuits and pastry.

YOUR GROCER SELLS IT.

E. W. Gillett Co. Ltd.

TORONTO, CANADA.

Winnipeg

Montreal



Little Miss MAIDEN CANADA

Says

"Canadian women can help make our VICTORY LOAN

a great success. One third of the American Liberty Loan was taken up by women—we can do as well."

This space was donated by

THE COWAN COMPANY, LIMITED
TORONTO, CANADA

Manufacturers of
High Grade Chocolate and "Perfection" Cocoa

"You don't mean to tell me you made it?"

"Yes—"



Send for Recipe Book

They die outdoors!



For roaches and water bugs use Rat Bis-Kit Paste—the new Poison in the Tube—25c