

Women's Realm :: Social and Personal :: Fashions :: Literature



Purity Mail, "On Baking Day I'm always so happy my work seems to fly."

PURITY MAID SAYS: I think a kitchen is a lovely place. I know that's the way mine seems to me. It's the brightest and most homey room in the house—especially on Baking Day.

DOUGHNUTS: 1/2 teaspoon soda, 1/2 cup white sugar, 1/2 cup lard, 1/2 cup shortening, 1/2 cup flour, 1/2 cup milk, 1/2 cup raisins.

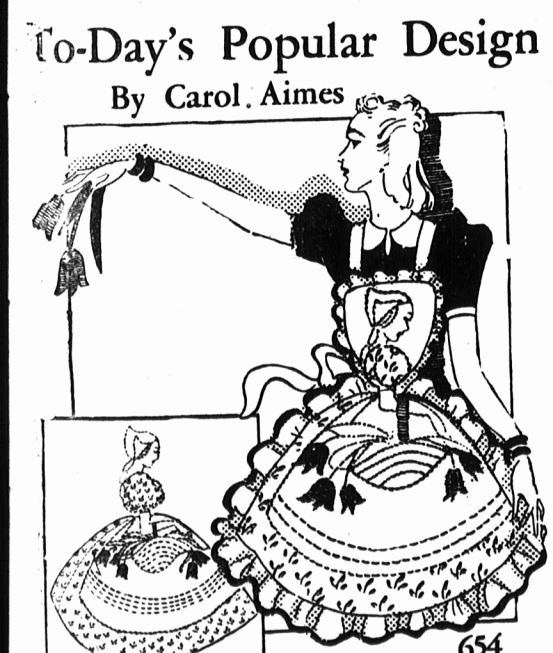
SPONGE CAKE: 1/2 cup white sugar, 1/2 cup lard, 1/2 cup shortening, 1/2 cup flour, 1/2 cup milk, 1/2 cup raisins.

CAVALCADE OF DRAMA: 63¢ (630kc) 10.45 a.m. EVERY MON., WED., FRIDAY

PURITY FLOUR: Best for all your Baking

Disappearance of Coins: Tea and experts have no means of estimating accurately what proportion of the smaller coins disappear from circulation.

To-Day's Popular Design By Carol Aimes



DESIGN NO. 654: A great many letters are coming in daily asking for novelty aprons suitable for Christmas gifts.



THE HOUSEWIFE AND HER ACTIVITIES

THE WORD: Today, whatever may annoy, The World for me is joy, just simple joy, The joy of life; The joy of children and of wife; The joy of bright blue skies; The joy of rain; the glad surprise Of twinkling stars that shine at night;

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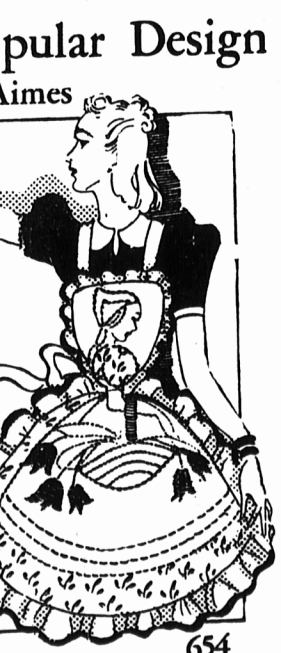
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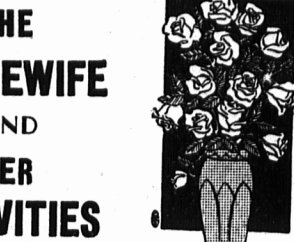
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People are simply EATING them up!



Cubs

SPoon-SIZE-READY-TO-EAT: Everywhere you go it's Cubs, Cubs, for breakfast—the new way to enjoy Canadian wheat.

ALL THE Energy OF WHOLE WHEAT: All the nourishing food value of Canadian wheat—the finest in the world.



Wool velours and duvetyne are to be much worn. Every year in the United States, 500 million tons of deep mined coal are taken out of the ground.

The light of the Eddystone Lighthouse in the English Channel can be seen seventeen and a half miles away. The present lighthouse was completed in 1882.

Dorothy Dix's Letter Box

Ending One's Life is the Coward's or the Quitter's Way Out of Responsibilities — Life Should Always Look Rosy, Especially to Young Folks

Dear Miss Dix—I am a young man of 19 so discouraged with life that I am thinking of ending it. I have a small business that makes a modest living for me, but I have a family dependent upon me.

ANSWER: No. A thousand times no. Put such a cowardly thought out of your mind and never let it enter it again.

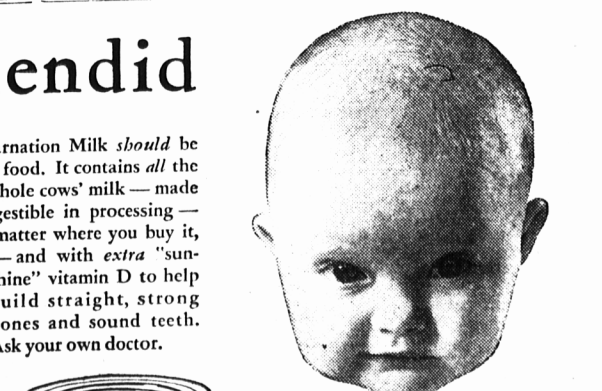
Will you not try to realize that you are going through one of these glooms of despair now and that it will not last? For after every night comes the day when the sun will be shining and the birds singing and you will know it is a glorious thing just to be alive and you will feel strong enough to bear whatever burdens are laid upon you.

Use Judgment in Disclosing "Secrets": Dear Dorothy Dix—I am a girl of 21 and a just a past which I deeply regret I am now in love with a very fine man who wants to marry me.

In the Finger Bowl: The new maid, preparing to serve at her first dinner party, was instructed by her garden-loving mistress to place "little flowers" in each finger bowl for the guests.

That point in the course of the meal arrived and to the hostess' perplexity, she saw that no blossoms were floating about as planned, but that the water had a decidedly murky nature.

Both are Splendid: Baby doing splendidly on the Carnation Milk formula prescribed by the doctor—and Irradiated Carnation Milk a splendid food for babies.



IRRADIATED Carnation Milk: A CANADIAN PRODUCT "from Contented Cows"

I'M TAKING THE SCREEN STARS' TIP! LUX TOILET SOAP REMOVES COSMETICS THOROUGHLY, HELPS KEEP SKIN SMOOTH



Jane's skin passes the LOVE TEST: The eyes of love—look close—smooth skin's important! Lux Toilet Soap's ACTIVE lather removes dust, dirt, stale cosmetics thoroughly.

9 out of 10 Screen Stars use Lux Toilet Soap

New Fall Fashions And Winter Styles

The young man of your family will feel just too important for words in this mannish suit. Mother will enjoy making it herself as much as she will seeing him wear it.



APPLE pie: There's something about tasty apple pie—something about its refreshing, juicy flavor—that makes it practically irresistible!

