

# Woman's Realm / Social and Personal / Fashions / Literature

**CAKES DON'T LAST LONG AT OUR HOUSE**

SINCE I TURNED TO SWANS DOWN EVERYBODY COMES BACK FOR MORE

**PEOP REALLY GOOD CAKE USE SWANS DOWN**

Only the choicest soft Canadian winter wheat is used in the milling of Swans Down Cake Flour. This selected grain is ground extra fine, sifted and resifted through silk to produce a quality flour, made especially for cake baking. That's the reason cakes made the Swans Down way are always tender and light—exquisitely smooth and delicate.

**BUY AT TO-DAY'S LOW PRICE**

RECIPES FOR THE 9 MOST POPULAR CAKES ARE ON THE PACKAGE

**SWANS DOWN CAKE FLOUR**

**EMERGENCY CUPBOARD**

It will improve the flavor of tired foods enormously if you stand them up to down occasionally, and leave them in this position for a week or so. This keeps the whole contents moist—pineapple, especially, becomes "woody" if the tin is kept right-side up for any length of time. Also do remember to stick on a label showing the date of purchase on each tin or bottle you add to your reserve cupboard, then you will use the food in the right order.

Redheaded persons average less than 90,000 hairs on their heads. If they have healthy scalps...

**MARCHING SOLDIERS AND COUNTRY DANCERS**

707

DESIGN NO. X 707  
These bright coloring and easy to work designs are appropriate for towels, children's garments, curtains and luncheon cloths. Hot iron transfer pattern No. X 707 contains about 12 motifs, color chart and complete instructions.

To order this pattern, send 15 cents in coin or stamps to Needlwork Bureau, Charlottetown Guardian.  
To Charlottetown Guardian, Needlwork Department.

Design No. X 707

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
PROVINCE \_\_\_\_\_

## Dorothy Dix Says—

### MOTHERS AS WELL AS WIVES ENTITLED TO ASSISTANCE

#### Married Sons Should Help Their Parents When Latter Are In Need—Should Be No Cause For Jealousy

Dear Miss Dix—No man ever had kinder or more loving parents than I have. They made many sacrifices to rear me and give me an education. Now they are old and feeble, and I am making a good salary, but every time I give them and me for everything she can think of, call me all sorts of vile names and for cavs our home will be almost unenjoyable. Should I become indifferent and inconsiderate toward those who have done everything for me in order to preserve my wife's peace of mind? Should I let them suffer for the necessities of life in order that she can have more money for fine clothes and going out to places of amusement? Should not a decent man spend upon his aged parents at least a fraction of what his wife would spend in giving one cocktail party? Because a man marries is supposed to lose all love for his parents, all sense of responsibility toward them, never so to see them that she has a right to monopolize him on every thing he makes?

Answer—Certainly not. A man's first duty is of course, to his wife, but that does not do away with his obligations toward his parents, though many wives seem to think that it does and that their husbands should let their mothers starve, if necessary, in order to buy them fur coats and new cars.

**Why Are Wives Jealous?**  
Men, as a rule, are far more generous, more considerate and more broadminded in their attitude toward their wives' families than women are toward their husbands' families. A man does not expect his wife, for instance, to quit loving her mother and to stop going to see her or paying her any attention just because she has married him. But there is no such no-nonsense rule for women. A woman who can be so jealous as to desert her husband's mother, and none from whom she is so determined to separate him.

Very few men are unwilling for their wives to help their people if they need it, but most wives begrudge every penny their husbands give their people. Furthermore, there are a hundred men who take their dependent mothers-in-law into their homes and cheerfully support them, to one woman who makes her husband's mother weep with her jealousy.

But women seldom play the game that way. They feel that they own their husbands, body and soul, and pocketbook, and they think that any attention that their husbands pay to their families defrauds them of their just dues.

**New Under-arm Cream Deodorant**  
safely  
Stops Perspiration

1. Does not rot dresses, does not irritate skin.  
2. Nowaiting to dry. Can be used right after shaving.  
3. Instantly stops perspiration for 1 to 3 days. Removes odor from perspiration.  
4. A pure, white, greaseless, stainless vanishing cream.  
Arid has been awarded the Approval Seal of the American Institute of Laundering for being harmless to fabrics.  
25 MILLION jars of Arid have been sold. Try a jar today!

**ARRID**  
39¢ a jar At all stores selling toilet goods (also in 35¢ and 59¢ jars)

## Living & Leisure

### —The Woman's Realm

**DESCENT**  
Now it is Fall. Over all. The fall of leaves. On lawn and eaves. The whitened post. The fall of frost. Fall of the sun—Days one by one. Shorter, clearer, Sweeter, dearer.

—Elizabeth Bridgman.

**CLUE TO CAUSE OF CANCER BELIEVED FOUND IN U. S.**

An experiment which may mean that the cause of cancer has been found was reported from Stanford University School of Medicine. Dr. Joan Frederick Menke, research surgeon, announced in Science, the publication of the American Association for the Advancement of Science, that he had succeeded, apparently for the first time in any laboratory, in extracting a substance from human cancer that would produce cancers in experimental animals.

The experiments were not sufficiently convincing in Dr. Menke's mind to warrant the definite conclusion that a cancer-causing factor had been found. Other experiments are under way which will determine finally whether this is true.

The cause of cancer has been one of the foremost mysteries of medical science. For years experiments have known that many substances, particularly coal tar by-products, some kinds of paraffin and certain compounds containing sex hormones, would produce the malignant growth.

But scientists never have learned exactly what substances within these otherwise harmless compounds was the real agent of cancer.

If Dr. Menke's discovery finally proves itself, and if the process he uses can be reversed, it means that medical science in the future may be able to prevent cancer.

At present cancer is treated only after it appears. There is no point in trying to prevent it in healthy persons, simply because doctors do not know the exact nature of the disease they are trying to prevent.

Two small human breast cancers were ground up and covered with a fat-dissolving liquid, and allowed to stand in a refrigerator. The liquid then was drained off and distilled. The small amount of substance which remained after the dissolving liquid was evaporated off was injected into mice. Several months thereafter, cancer appeared in the mice.

To strengthen the evidence that this new growth was cancer, a bit of it was transplanted into other mice. It continued to grow and to manifest itself as cancer.

The disease cannot be transmitted in ordinary ways and sometimes it even is difficult to transplant successfully.

The extract obviously contained other things besides the substance which caused cancer. Dr. Menke reported other experiments were under way in an effort to isolate from this mixture the one single substance responsible for the malignant disease.

**SCREENS NEED WINTER CARE**  
Screens will last longer if they are taken down in the fall and stored in a dry place for winter, and this is a very good time to remove them.

A good plan is to suspend them from the ceiling in the corner of a room on a framework of wood. The doors should be placed on the framework first and the window screens placed on top with perhaps some lattice between to keep them separated. A covering of paper or canvas will protect them from dust.

To prevent mold, give the window curtains a good cleaning with a wire, a thin coat of screen enamel

## A Morning Smile

**REACHING "LASTLY"**  
A stranger entered a church during the sermon, and sat near the door. Getting tired he looked out of the congregation: "How long has he been preaching?"

"About thirty years, I think," replied the minister.

"I'll stay, then," said the stranger: "he must be nearly done!"

**THE TERROR**  
Two women neighbors were in a shelter while an enemy plane was dropping overhead.

Said one of them: "Good gracious, my husband is still in bed, I forgot to wake him."

"Don't worry," said the other: "let him sleep, if he can."

"Sleep?" said the first woman: "You don't know my husband; if a bomb drops on him he'll nag me about it for months."

(Continued on page 9, Col 2)

## OH IT'S NICE TO GET UP IN THE MORNING WHEN YOU START THE DAY RIGHT!

**For Breakfast—Eat KELLOGG'S ALL-BRAN in Golden-Brown Muffins or as a Flavourful Cereal**

Try getting rid of that early morning grogginess by keeping "regular". It can be so simple when you start the day right, eating KELLOGG'S ALL-BRAN (in muffins or as a cereal) for breakfast every morning! Your doctor will tell you common constipation is usually due to lack of intestinal bulk. KELLOGG'S ALL-BRAN supplies this needed bulk and also the intestinal tonic vitamin B<sub>1</sub>. Order a package today. At your grocer's, in two convenient sizes. Made by Kellogg's in London, Canada.

"Serve by Saving! Buy War Savings Certificates"

## GET YOUR OUNCE OF PREVENTION EVERY DAY

## Your Individual HOROSCOPE

By Frances Drake

**For Thursday, November 7th**

**MARCH 21 to APRIL 20 (Aries)**—It is essential to promote and maintain harmonious relations with family and business associates. Be discreet and kindly in dealings with all. Be above petty quarrelling.

**APRIL 21 to MAY 20 (Taurus)**—There is a tendency in the air today that can be explosive if set off by individual selfishness and irritability. So calm unruly emotions and go quickly, efficiently about your activities.

**MAY 21 to JUNE 21 (Gemini)**—Start early on your important "MUSTS" and discharge your duties with full liberty and responsibility. Your work doesn't have to be conspicuous to be well done. You know we can't all be captains, some of us have to be crew!

**JUNE 22 to JULY 23 (Cancer)**—Special care is advised handling delicate situations, debt work and diplomatic or confidential matters. Look beyond your personal wishes. Today's demands may be a test of proving your mettle.

**JULY 24 to AUGUST 22 (Leo)**—Guard against incurring unwelcome publicity; conduct your affairs in an upright, conventional manner. The bizarre and frivolous are not favored, substantial, worthy activities are.

**AUGUST 23 to SEPTEMBER 23 (Virgo)**—Attend to your tasks, business and social duties with the minimum of fuss and no anxiety. Clearcut ideas and cutting corners are important to success.

**SEPTEMBER 24 to OCTOBER 23 (Libra)**—Routine affairs, attention to your job come before new undertakings that are not imperative. No need to let your mind strain overtime. Take things calmly, in stride.

**OCTOBER 24 to NOVEMBER 22 (Scorpio)**—All activities that present mental hazards and require clarity of vision need you in your calmest state of mind and in a willing attitude to lend yourself to work and urgent interests that strive for progressive measures.

**NOVEMBER 23 to DECEMBER 22 (Sagittarius)**—"Make haste slowly" is a safe procedure to follow from sunup to sundown today. Be careful about important details; keep appointments; without hasty judgment; attend pleasantly to all your duties.

**DECEMBER 23 to JANUARY 21 (Capricorn)**—Better adhere to conservative methods, especially in matters now running smoothly. There's a tendency to extravagant ideas that if indulged could cause losses.

**JANUARY 22 to FEBRUARY 20 (Aquarius)**—Familiar issues and

**PUREX Super Refined Tissue**

3 FOR 25¢

Mothers should KNOW... for their own and little children's protection that Purex is 100% safe, sterilized over and over, downy-soft, snowy-white.

Distributor: MacGregor Paper & Bag Co. Inc., Halifax

## Needlecraft—For The Home

Dramatic simplicity is achieved by this trim frock for day-times or afternoons. Buttons all the way down the side enable you to open it out first as a jiffy pressing and also serve as smart and unexpected accents. Princess lines give you the new, long slim silhouette, and the square-neckline is just the thing for the dress with or without the belt. The pattern includes both short and long sleeves and is adaptable to either silk or wool. Choose deep green or benedictine brown for a different and very welcome change from black.

Style No 3423 is designed for sizes 14, 16, 36, 38, 40 and 42. Size 36 requires 4 5-8 yards of 39-inch material.

Send Twenty (20c) coin is preferred, for pattern Write plainly your Name, Address and style number. Be sure to state the size you wish.

Style No 3423 Size \_\_\_\_\_

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

**SURPRISING RESULTS! BLACKHEADS CLEAR UP**

(EXTERNALLY CAUSED)

Don't let blackheads and other minor blemishes start externally. Mildly medicated Cuticura Soap and Ointment work fast to help win back and maintain natural skin levelness. Buy Cuticura Soap and Ointment today. At your favorite drug counter.

**CUTICURA SOAP & OINTMENT**

3423  
SIZES  
14-42

**IT'S ECONOMICAL**

SEE IF EVERY POUND DOESN'T GIVE YOU MORE RICHNESS, MORE FLAVOUR, MORE SATISFACTION

**MAXWELL HOUSE Coffee**

DRIP GRIND for Drip Pot and Glass Coffee-Makers  
REGULAR GRIND for Percolator or Boiled Coffee

IMPROVED BLEND—VACUUM PACKED  
Roasted in Canada by a Special Process

Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Province \_\_\_\_\_