# Women's Realm—Social and Personal—Fashions—Literature

## Oatmeal, Potatoes, Milk Should Be In War Diet

### Sir John Boyd Orr Gives British Women Food For Thought As He Advises On Economic War-Time Eating

LONDON, Feb. 17—Sir John Boyd Orr, famous expert on diet, told Britain's housewives that he would not "waste the life of a single sailor trying to get butter and bacon through the minefields and past the U-boats in the North Sea".

Both butter and bacon are luxuries, he said, and went on to tell wives why it will do us no harm to do without them and what foods they should use instead.

Sir John is a Scotsman, born in Kilmaurs, Ayrshire, 59 years ago, so it is not surprising that one of the "health foods" he picks to replace butter and bacon is porridge—oatmeal porridge.

This is what he said about it:

"Among our home-produced foods whose health value is not appreciated because they are so cheap is oatmeal.

"There is a vitamin called B 1 which is believed to be of special value in keeping the digestive tract and nervous system healthy. Some food products are advertised and sold at a high price because they are rich in B 1.

"Well, there is more of this vitamin in oatmeal than in almost any other common food. In addition, oatmeal contains more Vitamin A than white bread, three times as much lime salts, and six times as much fat.

"Porridge and milk are better for you than bacon and eggs. They are far cheaper and have the further advantage that both of them are 100 per cent. home produced, whereas bacon and eggs are largely imported.

And this is what Sir John had to say about:

**BUTTER**

"Some people put an exaggerated importance on butter. If we have plenty of milk and plenty of vitaminized margarine, butter does not matter much.

"There are thousands of households in this country which never use butter, and will not be able to buy any even though they have the coupons.

"If there is going to be a permanent shortage of butter, the best thing to do would be to mix the butter and margarine and sell it at the present low price of margarine.

"Then the millionaire's family and the soldier's family would share and share alike. That would strengthen the spirit of common sacrifice and national unity which we need to win the war.

**MILK**

"Everybody knows milk is by far the most important of our protective foods.

"The consumption of milk has increased in this country in the last six years by nearly 20 per cent.

"But we have still a great surplus of liquid milk going for manufacturing purposes. We are producing so much milk that we could drink 20 per cent. more even in winter time.

"We want to put that surplus liquid milk where it will do most good. Far too little milk is being drunk by working-class families with children.

"Let these people get the surplus milk at the same price as it is being sold to the factories, so that they can get as much as well-to-do families.

"If the object of our food policy in war is to maintain the health and stamina of the whole nation, this is possibly the most important measure we could take.

**POTATOES**

"We should all be much healthier if we ate more home-produced potatoes and less white bread made from imported flour.

"Some women are afraid to eat potatoes because they think they are fattening. This is perfect nonsense.

"One pound of bread and butter is more fattening than four pounds of potatoes.

"In a time of threatened food shortage the potato is by far the most important crop. In addition to its special health value it gives the highest yield of food per acre. An acre of potatoes gives twice as much food as an acre of wheat.

"We can produce all the potatoes we want. I hope that production will be increased by at least 50 per cent."

Sir John urged every householder to grow as many vegetables as possible. Even window-boxes, he said, could be used to provide the family with fresh greens such as parsley.

## Lenten Meditation

By Rev. James Henry Larson

11

**STRAIGHT THINKING**

Pure thinking is the secret of a holy life. There is a stream of thought constantly moving thru the mind during the entire twenty-four hours of every day, while we are awake and while we sleep. Jesus gave us the secret of how to direct this power of the mind for our highest and best good for the body and the spirit. The whole nervous system is tuned to its highest efficiency when the thoughts are proceeding along pure channels and does its best work for the lungs, heart, and digestive machinery. This is anabolism: pure thinking builds us up. The opposite is katabolism: impure thinking mixed with hate, anger, jealousy, and fear, tears down the body, mind and spirit, and leads to an early death. "As a man thinketh in his heart so is he." Pure thoughts will keep a man well.

"Your faith has made you whole." This was Jesus way of saying: Your thinking has changed your body from sickness to health; your mind has sent powerful thoughts of healing to the whole system; therefore you are perfect in body, mind, and spirit. Jesus did this perfectly. Let us all follow his example, and radiate the sunshine of joyful thinking to others. When this secret of right thinking leavens the heart of humanity war will give place to peace; drunkenness will give place to moderation, soberness and temperance. Honesty will conquer all dishonesty; health will be the possession of all humanity. All these enemies of the social order will be conquered by pure thinking. "The last enemy to be conquered is death. Blessed are the pure in heart for they shall see God." PEACE, POWER, HEALTH, and PLENTY will be given as a free gift from heaven for all who can see God.

## THE COOK'S CORNER

**Meat Balls de Luxe**

Combine 2 pounds ground beef, 1 cup apple sauce, 1 cup bread crumbs.

Season with salt, pepper, moisten with 2 well-beaten eggs.

Form into small balls, roll in 1 tablespoon flour and brown in 2 tablespoons hot fat.

When nicely browned, slice 1 green pepper, 1 small onion, 1 carrot and 1 stalk of celery over them and add 2 cups tomato juice.

Cook in moderate oven 350 degrees F. 40 minutes.

Remove balls to hot platter and thicken liquid in pan for gravy.

**Baked Canned Corn**

Two cups canned corn (No. 2 can or 1 pint), 2 eggs well-beaten, 1 tablespoon buttre or substitute, 2 tablespoons flour; 4 tablespoons cream or evaporated milk; 1 teaspoon salt, a bit of cayenne.

Blend all ingredients thoroughly in order listed.

Pour into a well-buttered pan or baking dish.

Set in pan of hot water, and bake about 1 hour or until a knife point inserted in the middle comes out clear.

Bake in moderate oven (350 degrees F.) Serves 4, generously.

**MARSHMALLOW FROSTING**

Two cups sugar, 1-2 cup boiling water, 2 tablespoons corn syrup or 1-4 teaspoon cream of tarter, 3 (or 2) egg whites, 1-4 teaspoon salt flavoring.

Add water and syrup to sugar; stir until dissolved. Let come to a boil covered. Uncover and cook until syrup spins a long thread, or to 242 deg. F. Add salt to egg whites and beat until stiff.

When syrup stops bubbling add gradually to egg whites, beating well after each addition. When too stiff for rotary beater, use whisk or spoon and beat until frosting will hold its shape. If 2 egg whites are used, cook a little less, or to 240 deg. F. Use any desired flavoring.

## Is Life Easier For Women Of Today? — Dorothy Dix — Modern Living Tears Her Down

### Women of Today May Not Have to do the Hard Manual Labor Their Grandmothers Did in Keeping House, But Other Conditions Make Her Life a Tough One

Every now and then I meet up with a man who discourses long and bitterly about the triflingness of the modern woman. "The matter with women," he declares, "is that they haven't enough to do, and that is why they are restless and dissatisfied. They have too much idle time on their hands and that is why they get into mischief. What's housework nowadays, with all these new-fangled electrical devices for doing work? Nothing but child's play. Now if women had to pack in their own coal or wood for the stove, draw their own water, bent over a washtub and scrub out the clothes with their own hands, as our grandmothers did, and if they had to make all of their husband's and children's clothes, they would be a lot healthier and happier, and so would the remainder of the world. Women have it too easy nowadays — that's what is the matter with them."

Whereat I wondered: Has the modern woman more cakes and ale than the Victorian lady had? Is life easier for women today than it was in their grandmothers' time? Life is pleasanter for them. They have more fun, more interests, more excitement, but don't they have heavier burdens to bear, more responsibility, more things to worry over than the women of the past had?

In great-grandmamma's time no woman worked outside of her own home. When a man married he brought home the bacon and thought his wife did her part by frying it. No matter how many daughters a man had he expected to support them until they acquired meal tickets by marrying them. But nowadays the daughters in a family are expected to get jobs as soon as they get out of school, and often Father knocks off work and lets the girls take care of him. Nor does the modern girl cease from labor when she marries. Mostly she only adds on cooking and sweeping and dishwashing and housecleaning to the typing or clerking or bookkeeping she was already doing.

Of course, marriage has always taken a bit of doing, as the English say, in every age, but it is a far more difficult proposition for the women of today than it was for the women of yesterday. Husbands are harder to get, harder to keep and harder to please. Parents no longer arrange marriages for their daughters. They throw the poor souls on their own, and if a girl wants a husband she has to go out and get him herself.

Nor did Grandma have to worry about holding Grandpa, for when a man married in those days he married for keeps and he never dreamed of chucking out a perfectly good wife because she had got fat and lost her oomph. Nor did Grandpa expect Granama to be a combined cook and a child-rearer and a penny-pincher and a siren and a press agent, a fashion model and an entertainer who would always keep him interested and amused.

Nor were children such a problem in Grandma's time as they are now. Grandma took them in her stride, so to speak. She loved them and fed them and washed them and rocked them to sleep and taught them their prayers and trusted the remainder to the Lord. She had never heard of vitimins, nor child psychology, nor the danger of developing an inferiority complex in a little brat by making him behave.

And if they sickened and died, she never dreamed that she had any responsibility in the matter. She laid that on Providence. Thus she escaped the fears that hag-ride the modern mother and that take most of the joy out of her motherhood, and that makes the raising of one small measly infant more trouble and more anxiety than bringing up a dozen lusty kids used to be. And in spite of all the new-fangled gadgets that have turned the kitchen into a laboratory instead of a place to concoct toothsome dishes, cooking is harder on the modern woman than it was on her grandmother, because she has been taught to believe that everything that tastes good is bad for our stomachs. Lucky Grandma didn't know about balanced rations. She had never heard of H-2 and Q-7, and so she just went along and laid a heavy hand on the seasoning, and if people didn't live as long then as they do now, they had a better time while they were doing it. She didn't have to acquire gray hairs and crow's feet counting her calories and trying to balance her proteins and carbohydrates.

These things being true we can only say that the men who think that the modern woman has nothing to do do not speak from experience. They have never been women.

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**How To Cure A Slouchy Man**

Dear Dorothy Dix—My husband is a college graduate, comes from good people and in manners and morals is above reproach, but I feel that he handicaps himself by being unforgivably slouchy about his appearance. He does bathe, but that is about all. He would as soon wear a dirty collar as a clean one, and his clothes always look as if he had slept in them. I have argued, begged and pleaded with him about his carelessness, but it does no good. He still goes his own sloppy way. He is energetic and anxious to succeed, but his ambitions are certainly not helped by his appearance.

A DISCOURAGED WIFE.

Answer:

It is only laziness and a disinclination to do anything that it takes a little trouble to do that makes people careless about their personal appearance. This being true, you will have to pinch-hit for your husband sartorially. You will have to supply his deficiencies and, inasmuch as he is not willing to make the effort himself to be well dressed, you will have to dress him.

I knew a woman who had a husband like yours who did this: Every night when he went to bed she took away all the clothes he had worn that day and replaced them with clean linen and a fresh suit and polished shoes. It wasn't any more trouble to put on the clean clothes than it was the soiled ones, so he did it, and went forth a well-groomed man.

Certainly a man knows little of human psychology who doesn't appreciate the importance of presenting a good front to the world. We judge people by how they look because that is the most obvious thing about them.

DOROTHY DIX.

## A Morning Smile

**ARTFUL LAD**

Freddie—Grandma, if I was invited out to dinner, should I eat pie with a fork?

Grandma—Yes, indeed, Freddie.

Freddie —You haven't got a pie in the house that I could practise on, have you, Grandma?

**WELL EXPLAINED**

Husband (annoyed)—Another new hat. Aren't you playing with our budget?

Wife—Why, no dear. You know we made a liberal allowance for overhead expenses.

## Helpful Hints For The Women Folk

**THE CURE**

When she was asked for music,
Belinda was so shy,
Her fingers blundered o'er the notes
And she would nearly cry—
Yet, when alone she played quite well.
Belinda wondered why.

"'Tis strange," Belinda murmured,
"I know my pieces, but
I'm nervous at folks listening".
She paused—her eyes half shut,
When suddenly—what do you think?
The piano cried, "Tut!"

"Pretend you're 'fraid of people?
Sheer vanity, I say!
Lou wonder what, folk think of you.
Thats why you cannot play.
You hurt my feelings, jar my strings,
So, child, now listen, pray—

Please give me your attention—
Your time your fingers too,
And then the tunes, the airs—with ease
You'll play correctly through!"
Belinda woke, And 'tis a fact,
Piano's words proved true!

—Greatheart.

Three hundred thousand students are contributing their time in replotting the plaza in front of the Imperial palace in Tokio, Japan.

Arithmetic is said to have been introduced from Egypt into Greece by Thales about 600 B.C.

Every wage earned in England has been asked to give a penny a week to the new Red Cross fund launched by the lord mayor of London.

"Puff ball" stars which brighten and dim in the space of a day or less were seen last year by Harvard astronomers.

According to legend, St. Anthony lived to the age of 105 on 12 ounces of bread and water daily.

**SKIN REQUIRES CAREFUL STUDY**

Proving she has a clear, smooth complexion, it's every woman's business to learn to apply cosmetics so that the natural texture and glow of her skin are dramatized rather than concealed.

Unless it is used to conceal minor blemishes or rough spots, her foundation preparation should give the skin a delicate, translucent finish rather than a heavy, caked look. It ought to be smoothed on lightly and allowed to set for a moment or two before application of cream rouge.

Rouge should be placed on the cheeks where natural colour shows after violent exercise or gentle pinching. The less used the better—and rough edges must be smoothed out to disappear completely at the hair line and sides of the face. Unless the skin is extremely oily, cream rouge is likely to be most satisfactory.

To achieve a dull, mat finish with powder, apply it very generously after foundation lotion and cream rouge have carefully blended. Let it set for a few minutes, then whisk off the excess with a powder brush or a piece of clean, fluffy cotton.

**Affect Skin Tone**

Powder should match exactly your natural skin tones. Rouge and lipstick are most flattering if they match your natural blood tones or at least harmonize with the colour your cheeks and lips appear to be when you are wearing any colour other than black and white.

You realize, of course, that your skin tones seem to change when you change from a black into a yellow dress. The ideal system is to have several sets of make-up—one to wear with your yellow another with the blues, and so on

**AIDS GUESTS**

If guests arriving after dark have difficulty locating your house one of the inconspicuous yet perfectly visible little numbered signs that reflect the lights from approaching motor cars planted near the curb in front of your house might be a happy investment.

When cleaning aluminum, never use soda, as eventually it will eat holes into the metal. A whiting paste is the most satisfactory cleanser for aluminum pots and pans.

**Ants**

To get rid of ants, sprinkle the pantry shelves with a mixture of red pepper and sage.

Let the delights of sense have their season, but let them stand confined to it; the same absurdity follows the excess on either side—our never using, and our never quitting them.—Bolton.

**VENTS ARE ESSENTIAL FOR SHOWER STALLS**

Showers enclosed in plate glass with metal trim are increasing in popularity, but when units of this kind are installed, both in new homes and in cases of bathroom modernization, there should be a vent in the upper wall, flush with the ceiling, to carry off moisture which collects above the top of the door opening.

Steam, which has no method of escape, keeps the plaster ceiling moist and introduces mildew which after a time will completely discolor the plaster.

**HOME METHODS NOT EXPENSIVE**

Some of the simplest, most inexpensive, home beauty treatments are of greatest value to a woman's appearance. Keeping hair glossy, skin clear and smooth and hands nice does not necessarily involve spending huge sums of money on luxurious preparations.

For example, while a piece of pumice stone costs very little and will last for years, there is nothing more efficacious for removing stubborn stains on hands or keeping sides of fingers, back of heels and soles of feet perfectly smooth.

As far as bleaches go, nothing makes a better bleach or the hands than plain, full-strength lemon juice. Or, for face, neck, and arms, a mixture of half lemon juice, half water.

**Easily Made Beauty Masks**

Bran, mixed with strained honey to form a smooth paste, makes an excellent mask. So does almond meal, moistened with plain, sweet milk. Buttermilk acts as a mild bleach as well as a tightening mask. Apply it lavishly on clean skin, allow it to dry, apply another layer and let this stay on for five minutes before rinsing off with tepid water.

Exercise, fresh air and water are the great skin-clarifiers. Take a long, brisk walk every single day and drink at least eight glasses of water a day.

Hand lotion, an inexpensive item on the budget, may be used as a softener for neck, arms, elbows, feet and legs, as well as hands. And, if you have no money for a night cream remember that plain lanolin, obtained at almost any drug store, is one of the best.

There is more unexplored territory in Brazil, says one army officer, than in all of Africa

## Smartest Fashions And Winter Styles

A bolero dress has so many uses that you will hardly need another frock until much later in the season. You can wear this model now under coat at home, or in the south, and later on right here at home with your new Spring bonnet. Try the gay formula of navy with a snowy white or bright print blouse. The high square neckline is just right for clips, the becoming length bolero does much for your figure, and the tie around belt adds a new touch. Heavy silk or rayon crepe makes the dress you will want to wear right now and the one that you will wear all Spring with your furs.

Style No. 3152 is designed for sizes 14, 16, 36, 38, 40, 42 44 and 46. Size 36 requires 3 3-4 yards of 39-inch material for bolero and skirt; 1 3-4 yards of contrasting for blouse.

Send fifteen (15c) (coin is preferred) for pattern. Write plainly your Name, Address and style number. Be sure to state the size you wish.

Style No. 3152 Size .....

Name

Street Address

City Province

**GRAF SPEE ON THE AIR**

LONDON —(CP)— The Battle of the River Plate, in which the German battleship Graf Spee was sunk, was dramatized in the first of a series of radio war plays presented by the British Broadcasting Corporation.

## WELCOME THE TRAVELLER

(By ARTHUR HARDY)

**CHAPTER XIX**

**DAN DAMAGED**

Dan Shelton's return contest with McGinty was fixed for Wednesday, September 15th, Ember Day. The hot weeks of the summer were, in this way, spanned and a big gate assured.

Six weeks before the contest Robert Berry was given the name of the heavyweight boxer who was to oppose him over ten rounds: Barney Floyd, winner of the recent big heavy-weight novices competition, was the man. According to repute he was a cruel fighter with a big punch. Robert meant to take no chances with him; crude, young, strong opponents with a dangerous punch, were not to be despised he was determined to fight his way into the big money and did not mean to slip up through any fault of his own.

Dan delayed his start as long as possible in order to give his wound every chance to strengthen. Outwardly it was almost impossible to detect the scar. The skin had knit completely and the flesh was firm.

It was reported that Mike McGinty was taking his training too lightly; it was common knowledge that McGinty hated the grind of thorough preparation; he relied on his knock-out punch, and three weeks' work was enough for any fight, he had always declared. He had already beaten Dan Shelton, he believed that he knew all Dan had to give, and he scoffed at the thought of defeat. Mike McGinty planned to wipe out Dan, then cross

(Continued on page 5, Col 6)

## YOUR INDIVIDUAL HOROSCOPE

(By FRANCES DRAKE)

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Look in the section your birthday comes in, and find what your outlook is, according to the stars.

**For Monday, February 19th**

MARCH 21 to APRIL 20 (Aries) —Saturn and Venus in unfriendly vibrations warn against taking risks with your income and investments. No needless over-expending! All mental work is highly favored and attention to one's interests can bring later gains.

APRIL 21 to MAY 20 (Taurus) —Your planet, Venus, admonishes you to keep on the safe side of all today by being helpful where you can be but by not interfering where your opinions or assistance are not appreciated or wanted. Your inventive and creative genius should thrive now

MAY 21 to JUNE 21 (Gemini)—One bid DON'T for today: Don't be a dissenter just for the sake of argument. In fact, hold your peace unless it is your duty to correct and admonish. Should be an advantageous period for literary efforts, advertising, corresponding, agreements.

JUNE 22 to JULY 23 (Cancer) —Born before July 8th? Be particularly careful in all business and money transactions. Be keen about values and where and when to make improvements. All Cancer folk: Good results possible through intelligent management and co-operation.

JULY 24 to AUGUST 22 (Leo)—Expenditures, investments and other money matters are among chief problems this in-between Monday. You must be not only alert but decisive and astute in important issues and when occasion demands.

AUGUST 23 to SEPTEMBER 23 (Virgo) — You may feel the need of outside help, advice from those whose experience and knowledge warrants respect and consultation. By all means seek this help and profit by it. Don't be a victim of false pride.

SEPTEMBER 24 to OCTOBER 23 (Libra) — The utmost care is advised in all important transactions and especially where finances are concerned. Otherwise day holds possibilities for achievement. Be happy.

OCTOBER 24 to NOVEMBER 22 (Scorpio) — The kind of day you folks should enjoy and during which you should accomplish along new lines and modes. Add fresh interests and glamor to your methods. Be your persuasive self!

NOVEMBER 23 to DECEMBER 22 (Sagittarius) — Add zest, ambition and some bright imagination to your undertakings. These three are a combination (when coupled with cheerful persistency) hard to beat. Tact in private affairs!

DECEMBER 23 to JANUARY 21 (Capricorn) — Close your ears to foolish objections. You are out to succeed and when you say you WILL, obstacles are but stepping stones to higher accomplishment! Stand pat on that principle today!

JANUARY 22 to FEBRUARY 20 (Aquarius)—Deal with elderly people, cooperate with and confide in bright, clever persons — family, friends, business associates. You must be wise, sensible this challenging day.

FEBRUARY 21 to MARCH 20 (Pisces) — Shouldn't be difficult to settle today over to your benefit. Interesting news and advantages through the offices of superiors and friends. Social gains indicated. Good luck!

A CHILD BORN ON THIS DAY will be restless, gay; sometimes too easily swayed; popular, fortunate in business and social circles, true to its many inherent talents and good traits. Should have serious education. Hard work plus trial-and-error experience has more often wrought perfection than not. Avoid worry.


## Don't "Dose" A Nasty CHEST COLD

**Relieve Misery This Quick-Acting EXTERNAL Way**

Don't burden a child's delicate stomach with strong internal medicines. Do what thousands of modern mothers do . . . relieve the misery of a cold quick—without internal dosing—the Vicks VapoRub way. It brings comforting relief right where the cold causes misery. And it's such a simple and easy treatment:

At bedtime, massage Vicks VapoRub over throat, chest and back. Right away, VapoRub goes to work to relieve the misery of the cold two ways at once—two DIRECT WAYS.

First, VapoRub acts on the skin, stimulating like a warming poultice. Second, it gives off the soothing, medicinal vapours of seven different relief-giving medications—vapours that are carried with every breath direct to the irritated air passages. And here's what this poultice-and-vapour action does.

It clears the air passages, loosens phlegm, checks the tendency to cough, relieves irritation, and eases soreness of the chest muscles. This comforting action continues hour after hour and invites healing, restful sleep. Often by morning, most of the misery of the cold is gone.

PROVED IN CLINICS—VapoRub has been proved in one of the largest series of clinical tests ever made on colds—and proved in daily use in millions of homes. So PROFIT BY THIS PROOF—KNOW WHAT YOU'RE USING TO RELIEVE COLDS MISERY. You'll be glad you discovered the relief VapoRub brings.

VICKS VAPORUB


## To Use in Club Work Study Public Speaking

**Pointers Give You Confidence**

Her first meeting, but she shows no awkwardness, hesitation as she replies to the chairman's words of welcome! The new member will go far, be president some day, the club agrees.

Having studied public speaking at home, she knows correct forms, parliamentary rules. She salutes the chair and the audience with "Thank you, Madam Chairman, fellow members." She then adds a gracious little speech. "I hope I shall show myself worthy of the honor you have given me."

To hold the attention and respect of her audience, she speaks at a natural pace, without hurry—stands poised on both feet.

Her delightful diction she cultivated by reading aloud at home, being careful to pronounce every syllable—"How do you do," not "Howgedew."

Longer speeches? In giving those it's helpful to memorize a few important points, take along a brief outline to aid memory.

With the help of our 32-page booklet, you too can speak successfully in your club. Gives advice on voice training, preparation and delivery of speeches. Has correct forms, helpful sample speeches, parliamentary rules. Tips for radio speakers.

Send 20c in coins for your copy of Public Speaking Self-Treatment to The Guardian Home Service. Be sure to write plainly your Name, Address, and the Name of booklet.

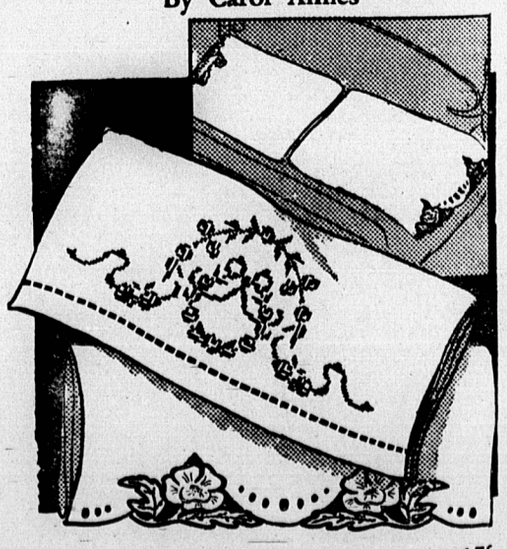
Name

Street Address

City Province

## To-Day's Popular Design

By Carol Aimes



678

**CUTWORK AND CROSS STITCH PILLOW SLIPS**

**DESIGN NO. 678**

Because the number of requests for both cutwork and cross stitch pillow slips was almost even this morning we decided to give you design for both—all in one pattern. These are very quickly worked and will make grand gifts.

The pattern includes transfers for two pairs of pillow slips, material requirements, stitch and color guides, keys and diagrams.

To order this design write your name and address on a piece of paper and send with 15 cents in coin or stamps to Needlework Department, Charlottetown Guardian.

To Charlottetown Guardian
Needlework Department.

Design No. 678

NAME

STREET

CITY PROVINCE


## Science says ITS PURE

*A recent scientific analysis shows that BEMA *Extra Fancy Table Molasses* is a concentrated cane juice of high purity, containing a sugar content of 69.10%. That is why it is of such value in supplying necessary body heat and energy. It's a pure, nourishing, palatable food for all members of the family.

Use it as a spread . . . on pancakes . . . for your baked goods. It's good all ways!

*Sold in bulk*
AT YOUR GROCER'S

*Made by nationally known chemists. Copy supplied on request.

26

BEMA BRAND BARBADOS MOLASSES

"THE ORIGINAL PRODUCT—*NOT* A BLEND"