

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

You'll Find Real Coffee Economy in **MAXWELL HOUSE**

SEE IF IT DOESN'T GIVE YOU MORE RICH, SATISFYING GOODNESS IN EVERY POUND!

WHY You Get More:

- The Maxwell House blend has been enriched to make it more temptingly delicious than ever before.
- This new blend is roasted by a remarkable process that radiates heat uniformly right through every coffee bean.
- It comes to you packed in a Super-vacuum tin—the only way known to pack coffee so it won't lose flavour.

2 GRINDS
DRIP and REGULAR

Ground to the right degree of fineness and always uniform.

Roasted, Ground and Packed in Canada



THE COOK'S CORNER

REFRIGERATOR PUMPKIN PIE

One tablespoon gelatine, 1-4 cup cold water, 1-2 cups milk, 1-2 cups cooked pumpkin, 2 tablespoons butter, 2 tablespoons molasses, 1-3 cup sugar, 1 teaspoon ginger, 1 teaspoon cinnamon, 3-4 teaspoon salt.

Soak gelatine in cold water. Heat milk, pumpkin, butter and molasses together in top of double boiler. Combine sugar, ginger, cinnamon and salt; add to pumpkin mixture. Stir in softened gelatine and mix thoroughly; cool, pour into corn flake crumb pie shell and chill until firm.

Yield: One 9-inch pie.

Crumb Pie Shell

One-third cup butter, 1-4 cup sugar, 1 cup fine corn flake crumbs. Melt butter in pie pan. Add sugar and crumbs; mix thoroughly. Press mixture evenly and firmly around sides and bottom of pan. Chill before adding filling.

Yield: One 8, 9 or 10-inch pie.

Roll or grind 4 cups corn flakes to yield 1 cup fine crumbs

GRAPE CONSERVE

Remove the pulp of 5 pounds grapes. Place pulp, skins and seeds in an enamel preserving kettle with the chopped yellow rind of 3 oranges and 3 lemons. Cook for 15 minutes, then mash this through a coarse sieve to extract the seeds. Add 1 pound seeded raisins, the

your efforts where most needed; keep improving your habits.

FEBRUARY 21 to MARCH 20 (Pisces)—Many benefits, influences but been thinking and persistent effort will be necessary. Written and legal matters, verbal contracts, estimates, and asking favors require more than usual thought.

A CHILD BORN ON THIS DAY Quick and sound of thought and action, truly generous and sympathetic at the right time. Will cut red tape and useless details to get to the urgent issues. Fond of home and family. Especially suited to teaching, law acting, managing institutions, dealing in farm products, live stock. Should be generally successful. Control the temper.

strained juice of the oranges and

3 OUT OF 4 CANADIAN HOUSEWIVES USE MAGIC!

MAGIC BAKING POWDER

Praise its Sure Results



lemons and 4 pounds granulated sugar. Boil and stir often until quite thick. Then add 1-2 pint (1 cup) chopped mixed nutmeats, and remove from the fire. Pour into sterilized jars and seal.

PINEAPPLE MARROW JAM

2 lemons
4 cups chopped marrow
2 cups diced apples
4-2 cups sugar
1 cup crushed pineapple

Remove the seeds from lemons and remove the white pithy centre and the seeds. Now cut the lemon sections into paper-thin slices. Barely cover these with water and cook until the rind is tender. Now add the chopped marrow, the prepared apples sugar, and the pineapple, which has been well-drained. Stir to dissolve the sugar, while heating to the boiling point, then stir until the mixture is thick. Pour into the bottom of the pan. Cook until the mixture is thickened and clear. Pour boiling hot into hot, sterilized jars and seal with melted paraffin. If covered with paraffin when hot apply a second coat when the jam becomes cold, and then cover jars with lids, and store in a cool dry place.

This is a recipe that is becoming more and more popular all the time, is one for lemon curd made from marrow. This is nice to use as cake filling.

Relieves distress from MONTHLY FEMALE WEAKNESS

Lydia E. Pinkham's Vegetable Compound

Made in Canada

A Morning Smile

"IN WRONG". An old lady out shopping in London saw a queue and from force of habit attached herself to it. After a quarter of an hour, having made very little progress, she asked her neighbor what they were queuing up for.

"Blood transfusion", was the reply.

WELL MEANT. A soldier on the march felt something in his boot. His toe became painful, and he was limping badly by the time he got back to camp. He took off his boot and sock to bathe his blistered foot and found lodged in the toe of the sock a pellet of paper on which was written: "God bless the soldier who wears these socks!"

READY CASH? Neckties with pockets have appeared in Germany.

Schwartz PURE VANILLA

1841 A CENTURY OF PROGRESS 1941



Say Schwartz—and Be Sure!

The hallmark on silver, the carat mark on gold: there are some marks that are a safe guide to the buyer. One of the best is a good name.

Ever since 1841 the name Schwartz has meant purity and strength in food flavours. You can therefore use Schwartz Vanilla, Lemon, Almond, Orange, Strawberry or Maple Flavoring Extracts with perfect confidence in your cooking. Say Schwartz—and be sure!

W. H. SCHWARTZ & SONS LIMITED
Canada's Oldest Coffee and Spice House
HALIFAX, NOVA SCOTIA

Living & Leisure —The Woman's Realm

A BRIDE'S PRAYER

Let me be contented, Lord, With little homey things; A sunny room with curtains gay A yellow bird that sings, A polished floor where sunshine plays, Homely tasks to fill the days.

The up-and-down treatment of milk paw in zig-zag pattern, which was introduced last season has been most successful.

Put in condiments and flavorings just before cooking of all dishes is finished.

Tea or coffee stains will often come out if soaked in glycerine the night before washing.

A hair princess, cast in soft gray wool can be worn as is. But with it comes a detachable piece of nutria that can be worn as a skirt tied at the waist or over the shoulders as a cape.

This is a good time to get together a generous supply of leaves for mulching the perennial beds. The coarse, heavy leaves, which do not break up readily, are the best. Also it is advisable to obtain a supply of spruce, pine or other evergreen branches. If they are used with the leaves, the beds are given more ventilation and the plants in them are less likely to die during the winter.

PATCHY BLUEING EFFECTS

Nothing looks worse than white articles which have been patchily blueed. Never use hot water for this purpose; it should be cold or at the best only lukewarm to take the chill off it. Never place articles in the tub to be blueed before you have mixed the blue water, and tested it (a piece of old linen is useful for this purpose.)

DEALING WITH FRILLIES

It happens sometimes that you want to wash a fine lace frill or something so here is a very good way of starching it which gives just the right amount of stiffness without making the lace stiff and unyielding. Mix a dessertspoon of cornstarch with enough cold water to blend it well, dip the lace in this, squeeze, then rub in a towel or soft clean cloth.

DRY SKIN

With dry skin guard against heat perils. Treat it to an oil bath once a week whilst the sun is very hot. Warm a little oil and make yourself a face mask out of a piece of ordinary lint. Cut slots for the eyes. Give yourself ten minutes when you won't be disturbed and lie down with the mask, previously steeped in the warmed oil, on your skin. In five minutes your parched skin will have soaked up the oil.

SHAMPOO

You use a shampoo and you can't get a lather. Here is the way to do it. Divide your shampoo into two halves and fix one into a jug and the other into a second jug. Add water until you get a thick soapy lather. Put this direct on to the head without previously wetting it. Rub it well and then rinse off. Good-bye to the oil film. Now take the second half and shampoo as you would do normally.

SKIN COMES IN FOR TREATMENT

Regardless of the care given certain types of skin during the summer period of exposure, some complexions refuse to remain soft and nice. If your skin has a tendency to be harsh, by all means now is the time to check it. Use a good lubricating cream every possible chance you get. Use it before or after cleansing your skin, use it before going to bed and use it while taking your bath. Cover your face and throat generously and let the skin take in as much of its lubricating properties as possible.

Light, finger-tip movements following the application of cream will serve to massage the face while lubricating the skin. If eye areas have become crinkly as a result of squinting in the sun, or habitual frowning, use a light circular movement around your eyes. Beginning at the temples, massage under the eyes toward the nose, and outward over the eyes to the temples. Massage, by pressing very gently, over the upper-lids.

Use a smooth, sweeping motion, beginning at the underchin, and massage upward over the outer portion of the cheeks. Massage upward and outward over the cheeks close to the nose and use a small rotary, then a straight up and down movement over the forehead. Let the application of cream remain on over night or as long as possible.

GINGERBREAD WITH HARD SAUCE

One-fourth cup butter, 1-4 cup brown sugar, 1 beaten egg, 1-2 cup molasses, 1-2 cup sour milk, 1-3 cups flour, 1 teaspoon cloves, 1-2 teaspoon baking soda, 2 teaspoons cinnamon, 1 tablespoon ginger, 1-2 teaspoon baking powder, 1-4 teaspoon salt. Cream butter, add sugar, beat an egg and molasses and beat together one minute. Sift together dry ingredients and add alternately with the sour milk. Four into greased and floured pan 8 x 8. Bake in moderate oven of 350 degrees for forty minutes. Serve with hard sauce.

Hard Sauce — One-third cup butter, 1 cup fruit or brown sugar, 1 teaspoon each of lemon juice and vanilla. Cream butter, add sugar gradually, then add flavoring. Form into a compact roll, wrap in waxed paper and chill. Cut in inch lengths to serve.

R.C.A.F. Appeals For Women Cooks

OTTAWA, Oct. 12—(CP)—The Royal Canadian Air Force tonight renewed its appeal for cook-candidates for the Canadian Women's Auxiliary Air Force, describing the requirements in this category as the most urgent of any in the auxiliary.

An "intelligent interest in the kitchen range" is the prime requirement for recruits, the R.C.A.F. said. "Ability to do fancy cooking is not essential," a statement said. "We'll attend to that, and to instruction in large-scale kitchen output, at the special six-week courses for women recruits which we are opening at the Guelph (Ont.) cooking school next month.

"What we do insist on is that the recruit should have gained in domestic life, an honest interest in managing a kitchen and feeding a family."

The R. C. A. F. said the path to commissioned ranks will be open to C.W.A.A.F. cooks as to all other trades, and that promotion through the non-commissioned stages will be "at least as rapid for the good cook as for any other trade."

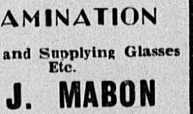
Skilled Girl Sure of Herself

Good advice for the untrained office worker who feels insecure in her job—teach yourself shorthand. Adding to your skills makes you more valuable, helps you compete with girls who have been better trained.

You can give yourself simple daily lessons in Pitman shorthand. It's a system of writing symbols, each representing spoken English sounds. Adding to your skills makes you more valuable, helps you compete with girls who have been better trained.

Ganong's CHOCOLATES

THE FINEST IN THE LAND



EXAMINATION

Fitting and Supplying Glasses Etc.

H. J. MABON

OPTOMETRIST
Montague, P. E. I.

Office Hours: 10 to 12 A. M. 2 to 5 P. M.

Holidays etc. by appointment
Office Connected with
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Street Address _____
City _____ Province _____

Needlecrafts —For The Home

A suit's the thing this Fall, no matter what your occupation. This one is out on the classic tailored lines that never go out of style—and they're becoming to almost every type of figure. You can mix or match jacket and skirt—match or contrast, or you might even have two jackets, one to match and one to contrast... or two skirts. You'll wear them over and over again, and wonder how in the world you ever got along without them.

Style No. 2678 is designed for sizes 12, 14, 16, 18 and 20. Size 16 requires 2-7/8 yards of 54-inch fabric for suit and hat; 1-5/8 yards of 36-inch lining for jacket and hat. Hat is included in pattern.

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

Style No. 2678 Size _____

Name _____
Street Address _____
City _____ Province _____

N. B. BOND SALE

FREDERICTON, Oct. 12—(CP)—Hon. J. J. Hayes Doone, provincial secretary-treasurer, announced arrangements had been completed for the sale of \$4,500,000 province of New Brunswick four per cent bonds which are being offered to the public at par and accrued interest.

Minard's relieves aches.

2678
3125 12-20
HAT INCL.



Your Individual HOROSCOPE

By Frances Drake

For Tuesday, Oct. 14th

MARCH 21 to APRIL 20 (Aries)—Fine day for establishing new business and new connections on a sound basis, for cementing friendships and being wholeheartedly cooperative in undertakings for your own and your country's welfare. Check errors; be discriminate in shopping.

APRIL 21 to MAY 20 (Taurus)—Very favorable aspects for employment, sound investments, sales, buying, trading, collections and gains in useful lines of trade and professions. A period for personal advancement.

MAY 21 to JUNE 21 (Gemini)—While your planetary indications favor gains in industrial matters, artistic and professional pursuits and achievement through hard work, you are advised to be especially cautious in money transactions. Moderation in personal spending urged.

JUNE 22 to JULY 23 (Cancer)—You can create new advantages and greater good-will by exploiting honestly your fine talents, keen intuition and general capability. Be impersonal, less sensitive for your own good.

JULY 24 to AUGUST 23 (Leo)—Whatever the importance of your position, or the seeming unimportance of it, you are headed for success in some measure now. Get behind your activities with all your heart and enthusiasm. Work amicably with those whose interests are yours. Romance okayed.

AUGUST 23 to SEPTEMBER 23 (Virgo)—You should be enthusiastic, acquisitive and happy in your work or other activities. This is a responsive time for mental and physical progress. Employer and employee are favored.

SEPTEMBER 24 to OCTOBER 23 (Libra)—This a.m. especially sponsors artistic issues of endeavor but advises strongly against persons or schemes of unpartisan or unsavory character. After 3 p.m. most friendly aspects for business and industry in general and for gains in your particular work.

OCTOBER 24 to NOVEMBER 22 (Scorpio)—Preparations for extensive operations, investigations, conferences and discussions particularly advised. Industrial and manufacturing lines and financial transactions under energetic influences. You can get ahead if you try.

NOVEMBER 23 to DECEMBER 22 (Sagittarius)—Excellent for both finishing incomplete matters or starting new projects. Expand; make improvements; go after bigger orders, new business. Be discriminate in spending, not wasteful. Private affairs also sponsored.

DECEMBER 23 to JANUARY 21 (Capricorn)—You should have no quarrel with this friendly day. An excellent period for blending the idealistic and creative with practicality. Healthy now try, regular routine and familiar matters favored alike.

JANUARY 22 to FEBRUARY 20 (Aquarius)—Can be an opportune favorable day IF you exercise intelligent moderation. Don't slip into a doubtful frame of mind. Put

Dorothy Dix Says—

HUSBANDS RESPONSIBLE FOR LAZY, NAGGING WIVES

They Can Curb Extravagance And See That Their Homes Are Properly Managed If They Use Their Will Power

Dear Dorothy Dix—I have a modern wife. She packs all of the responsibilities of married life on my tired shoulders, tired from the bruises and batters of running an individually owned business in this day of strain and stress. She does not at a hand's turn of my own job does she allow herself to be burdened with the most minute responsibility. The office removes even the routine of paying her bills. I make money, but I cannot satisfy her desires. She is so very unsatisfied. I am in a marriage. She can't see why she can't have everything that millionaires have. She thinks I must be in the wrong business, or else I lack the ability of other men. Trying to satisfy her wishes is impairing my credit and ruining my health. She thinks all a husband is good for is to make money for his wife to throw away. My business cannot grow or continue to succeed on such a basis. It is becoming unmanageable. I am losing hope, energy, everything, slipping. Yet I have been man enough to handle men and build up a business and, in all modesty, I am superior to my wife mentally, but she dominates the scene. This may sound foolish, but it is foolish. So what?

PORTY.

ANSWER—The insouciant mystery of marriage is the henpecked husband. Why do so many men who are strong, brave, intelligent and who have shown in their own lives the ability to rule other men and create men in every line of work with stupid wives who order them about as if they were feeble-minded children, and who are made to eat what their wives think they should eat, and wear the clothes their wives pick out for them, and go to the places their wives want to go.

What women can't understand is why husbands submit to being tyrannized over by their wives. Why don't they stake a rebellion? Why don't they make their wives do their part of the work in the matrimonial partnership? Why do they let their wives have the last word for nothing wife any more than he would with a lazy, trifling business partner?

Why does a man sit supinely by and see a fool mother ruin his splendid children by spoiling and indulging them, or keeping them in a state of perpetual babyhood? Why does a man let his wife ruin him with her extravagance?

Firm Hand Needed

Men have the power to rule their homes because they make the money that supports them. Nearly every wife is dependent upon her husband, not only for her daily bread, but also for her cakes and ale.

If every husband said to his wife: "We can spend this much and no more. We are going to live within our income, and if you go above it I will stop your charge accounts," there would be no more poor, harassed men dodging the bill-collector.

If every woman knew that she was going to lose her job as a wife if she didn't make her husband a comfortable home and give him good food to eat, there would be no more poor cooks poisoning their families on bad food, or feeding them out of bags.

I haven't much sympathy for the men who have to get up and get their own breakfasts, or the men who let their wives work them to death so that they can keep up with the Joneses, or the men who let their wives boss them out of their lives. It is their own fault. They could stop it if they had the courage of a mouse.

Matrimony De Luxe

Dear Miss Dix—We are two young married women who work hard and make good pay besides doing our own housework. Our trouble is that our husbands take our money and pay the bills and spend theirs on themselves. They go out and stay until 3 or 4 o'clock in the morning and come home broke. We have tried letting the bills go to make them pay them, but they left them unpaid. At different times they have asked us to go home to our mothers and then they beg us to come back. Could you tell us what these men want in a wife? TWO UNHAPPY WIVES

ANSWER—I should think that is plain enough. They want to be married, yet have all the privileges and freedom of bachelors. And, above all, they want slave-wives who will work and make money which they turn over to them, and who will provide them with comfortable homes that they do not have to support. That is matrimony de luxe.

The best thing you can do is to sweep them out of the door with the other trash and think them a good riddance of bad rubbish.

DOROTHY DIX

"The best MOLASSES CAKE I ever baked!"

Many housewives are finding new uses for BEMA Molasses. Not only is it being used more and more as a spread for bread but it is also becoming increasingly popular as a baking ingredient. BEMA Molasses will give your cakes, cookies, etc., a new deliciousness and flavor. It is wholesome and nourishing too—a natural food product—the pure rich juice of the famous Barbados sugar cane. It is rich in vitamins as well as a valuable source of iron—an essential food element.

Use BEMA Molasses often; : : : at the table; : : : for between meal snacks; : : : in your baked goods. Insist on BEMA Molasses. Your grocer sells it.

Remember! There is only one BEMA Barbados Extra Fancy Molasses. Ask for it by name.

BEMA BRAND BARBADOS MOLASSES

THE ORIGINAL PRODUCT—NOT A BLEND



Ugh! How I hated the grease in dishwashing

BUT WHEN I TRIED RINSO—I saw the grease disappear in no time!

Of all unpleasant tasks I most hated greasy dishwashing! Ugh! But when I tried Rinsol in the dishwasher, the grease just vanished. Dishes came out sparkling clean. Drying was much easier. I was finished in half the time. Try Rinsol for your dishes! For extra economy ask for the GIANT package.

RINSO ABSORBS GREASE

A lever product

