

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

2ND HELPINGS ARE PROOF OF GOODNESS

When everyone comes back for more you know they appreciate your Swans Down Cake.

Special Flour for Extra Good Cakes Swans Down Cake Flour is 27 times as fine as ordinary flour. Swans Down is made only from a particular kind of Canadian wheat, grown in one particular section. This selected grain is ground by Swans Down's "Controlled Milling Process" and sifted through silk to assure superlative fineness.

The unvarying high quality and uniform delicacy of Swans Down Cake Flour gives all your cakes velvety crumb, extra lightness and tenderness.

RECIPES FOR THE 9 MOST POPULAR CAKES ARE ON THE PACKAGE



THE INSURANCE POLICY FOR BETTER CAKES

Your Individual HOROSCOPE

By Frances Drake

For Thursday, May 8th

MARCH 21 to APRIL 20 (Aries) - Not especially friendly for financial schemes but certainly encouraging for mental work and in matters where keen intuition and a sense of values are important.

APRIL 21 to MAY 20 (Taurus) - Activities of a charitable, civic and general character are more favored than those interests purely personal or perhaps selfish. Safeguard your health. Work with constructive and right forces.

MAY 21 to JUNE 21 (Gemini) - Generally favorable for you, particularly if you keep your fine mental equipment working in all its departments. New ideas, progressive methods, important work sponsored.

JUNE 22 to JULY 23 (Cancer) - A light lip and generally conservative manner will be your safe-guard this tricky day. Go about your usual duties with enthusiasm and faith in your ability to make good. Avoid unpleasant arguments.

JULY 24 to AUGUST 22 (Leo) - Similar indications exist for you as for Cancer-folk. All sound matters, useful and constructive work and activities are favored but MODERATION and self-restraint are necessary.

AUGUST 23 to SEPTEMBER 23 (Virgo) - Literary efforts, study, research, making improvements and corrections are under friendly rays but care is advised to avoid extremes and not endanger your position or security.

SEPTEMBER 24 to OCTOBER 23 (Libra) - Not a too difficult day if you'll forget personalities and pet peeves. More can be accomplished by being impartial and keeping the hidden calm and reasonable. Industrial interests okaved.

OCTOBER 24 to NOVEMBER 23 (Scorpio) - Familiar matters, industrial interests, manufacturing, filling orders, construction work, improving the quality as well as increasing the quantity of your output more favored than speculation, collections or extravagance for trivialities.

NOVEMBER 24 to DECEMBER 23 (Sagittarius) - You born before December 7 will have to keep a double check on yourself. You may

feel inclined to be reckless. All Sagittarians can accomplish some good in a useful occupation.

DECEMBER 24 to JANUARY 23 (Capricorn) - An excellent period to stress co-operation and unity between labor and management. It is plain good sense and smart judgment to follow this course.

JANUARY 24 to FEBRUARY 23 (Aquarius) - Inventors, skilled investigators, mechanics, builders, you handling produce and commodities important to consumers or the government can further your aims and worthy causes if you apply yourselves rightly today. Tact, kindness urged in personal affairs.

FEBRUARY 24 to MARCH 23 (Pisces) - You can't depend upon luck or upon an individual or unusual talent today, but the latter will aid greatly if applied where it will be most effective. Whatever your position, don't be different to the importance of its requirements.

A CHILD BORN ON THIS DAY Friendly disposition, forceful and magnetic in speech. The kind of children love and trust and oldsters go to in trouble.

able, spiritual development is vital to him, or her. Sensitive, just and not easily provoked but who can be terribly angry when aroused.

My dear, have you heard! Quaker Puffed Wheat and Puffed Rice are 'SHOT-FROM-GUNS'

Advertisement for Eddy's White Swan Tissue featuring a swan illustration and product packaging. Text includes 'Soft..Gentle..Thrifty' and 'Protect your family with this gentle sanitary tissue'.

A Morning Smile

HEAD AND FOOT

"When your papa was courting me he always kissed me on the brow." Harold usually kisses me on the steps," replied Evelyn, absent-mindedly.

AGREED

Young Preacher—I write my sermon the day before I preach, and think nothing of it. Old Sexton — The congregation seems to agree with you.

Living & Leisure - The Woman's Realm

THE CLIFFS OF ENGLAND

They guard the cliffs of England With dark eternal swords; The Saxons kings the Druids The high-nosed Norman Lords. The men who once were England. Who long are in their graves— They watch tonight all starlit Above the startle waves.

YOUR NECK

Keep your neck well fed with nourishing cream and slip under the chin every night even if you're only thirty—to avoid double chin.

DON'T "BABY" FRETFUL INFANT

It is quite easy for the small baby to learn to expect rocking. It is your problem not to fix the habit, so he won't give you any peace. But it is so easy to establish expectancy, so he won't close his eyes in slumber unless he is gently swayed to a soothing tune.

He is just smart enough, too, to put on an act, and pretend colic when he hasn't any such thing is anyway. I'd feel much better if he has really had some bad day, and learned to dread the slightest little twinges.

"Hurry, mama," his cry says, "it's coming again, I'm almost sure it is again. I'd feel much better over your shoulder or turned on my face over your lap."

Nothing can equal a baby's cry for irritating us beyond endurance. But when we hush it too often, it just keeps on pleading its own case.

A nice comfy bed is about as good a place as any for baby to "suffer" in. What he doesn't know doesn't hurt him. And training begins right in the crib.

The most loyal thing in the world is your dog. Whether you come home from Congress or from jail, whether you return dressed in fashion's height or in rags, whether you have been hailed hero or condemned as criminal, your dog is waiting for you with a welcoming bark of delight, a wagging tail and a heart that knows no guile.

—W. H. Judy.

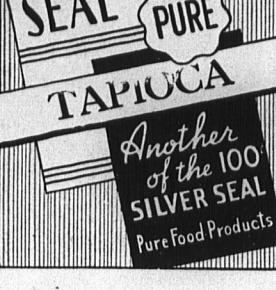
TESTS SHOW WHITE HOUSE IS COOLEST

Of definite interest to home owners who are planning to re-paint the exterior of their homes are the results of a research program just conducted by the Bureau of Standards in Washington, D.C.

Making a study of protection against summer heat, the bureau has just announced that panels covered with white paint are coolest and those covered with lamp-black are the warmest when exposed to the sun. Their tests reveal that other colors in the protection against solar heat are intermediate between white and black.

The bureau points out that any dark paint will absorb almost as much of the sun's radiation as black and will increase the temperature markedly. Walls covered with light tints of paint were found to be only slightly warmer than those covered with white paint.

SILVER SEAL PURE TAPIOCA



SHUTTER HINGES

Hinges and other metal parts of window shutters should be inspected occasionally. If the metal is rusting and in need of paint, immediate attention should be given to it. All rust should be carefully removed before repainting.

TO CLEAN PIANO KEYS

To clean piano keys wash with a solution of equal parts of peroxide of hydrogen and water. Use a clean, soft white cloth slightly dampened with the solution and rub the keys gently until soil is removed.

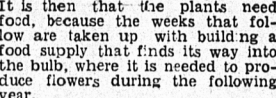
FEED YOUR BULBS

With bulbs being so scarce the gardener must take extra care of them and one way of doing this is by feeding them. The best time to feed spring-flowering bulbs is soon after the blooming season. It is then that the plants need food, because the weeks that follow are taken up with building a food supply that finds its way into the bulb, where it is needed to produce flowers during the following year.

POMPADOUR HAT HAS POMPOMS

To accommodate your smooth, becoming pompadour, you will want a hat that sets well back on the head. A smart New York shop shows a neat crown of shining black mill straw with soaring pompons directly in the front that give the important "high" effect. A generous veil adds sophistication and helps to keep the coiffure neat.

After the Bath



Dr. Chase's Ointment for Chafing, Skin Irritations and Baby Eczema

Use your vacuum cleaner on your draperies and slip covers before laundering them; it will make for less washing and rinsing and thus save wear on the articles.

Don't throw away the white part of asparagus stalks. Cut off the tops and use the rest for soup stock.

To clean enameled woodwork, melt one-half cup shaved soap in two cups of boiling water. Whip to a lather and apply with a sponge to a small space at a time. Wash the wire off the suds with a dry cloth and quickly rinse with a clean soft cloth. P once until all the woodwork has been cleaned. This method helps prevent streaking.

Needlecraft - For The Home

Here's an irresistible new frock for the debutante of tomorrow. Mother and little daughter, alike, love pretty things, and this dainty frock is certain to please them both. You have a choice of two sleeves, either puffy caps or tiny puffed ones. This pattern makes a pretty party dress as it does a more practical one for play time for any little girl from a baby to a grown up young lady of three. Cotton prints with tiny patterns are most suitable and can be bought so inexpensively.

Style No. 2875 is designed for sizes 6 months, 1, 2 and 3 years. Size 2 requires 2 yards of 35-inch fabric with 2 1/2 yards of ruffing for dress with cap sleeves and panties; 2 yards for dress with collar.

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.

Form for requesting a pattern for Style No. 2875, including fields for Name, Street Address, City, and Province.

HELP KEEP YOUR COMPLEXION CLEAR OF UNSIGHTLY BLACKHEADS WITH DAILY USE OF MILDLY MEDICATED CUTICURA SOAP AND DINTMENT

THE COOK'S CORNER

JELLY ROLL

3 eggs, separated 3-4 cup sugar 1-2 teaspoon salt 1-2 teaspoon lemon extract 3 tablespoons cold water 1 cup sifted cake flour 1 teaspoon baking powder

Method: Separate the eggs and beat the egg yolks until light. Gradually beat the sugar and beat until the mixture is thick, then add the salt, flavoring, and the cold water, beating again. Sift the flour, then measure and sift again with the baking powder. Add this to the yolk mixture, beat well again. Beat the egg whites until stiff, but not dry, and fold these into the first mixture carefully. Pour into a jelly roll pan lined with greased paper and bake in a moderate oven (350 deg. F.) for about 20 minutes. Turn out immediately on a cloth that has been wrung out in hot water and sprinkled with icing sugar. Trim off the crusty edges, spread with any desired jelly or jam, and roll in the cloth. Chill well before serving.

CREAM CHEESE

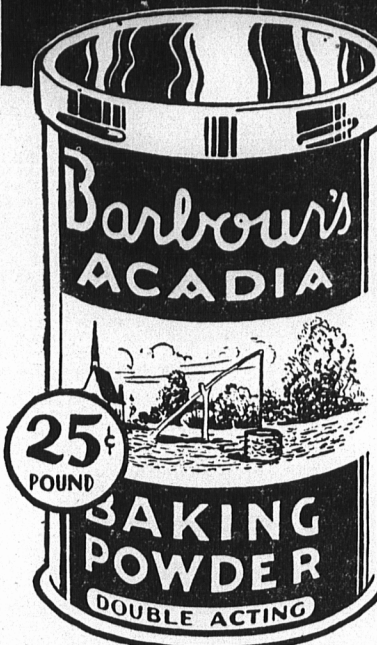
1 quart sour cream Salt and pepper Method: Heat the cream to blood temperature, then more. Drop a bit on your wrist to test it. Take off the heat and strain through a cloth. Let strain for about 10 hours then turn into a bowl and add salt and pepper and beat thoroughly, and it is ready to use, or may be stored in the refrigerator. This can be made into various sandwich spreads by adding pimientos, relish, crushed pineapple, etc.

CANDIED GRAPEFRUIT AND ORANGE PEEL

Select choice fruit. Remove the peel in quarter sections and cut it into strips nearly half an inch wide. Weigh the peel and take its weight in sugar. Cover the peel with cold water, adding a tablespoon of salt to 3 pints of water, and let stand overnight. In the morning let simmer until the peel is very tender. It will take 5 or 6 hours. The cooking must be very slow; the dish should be large in extent, that the peel may not be broken in cooking. Set the kettle aside overnight. Drain off the liquid. Cook the sugar and half its weight of water to a syrup; add the peel and let simmer slowly until the syrup is thick (nearly all absorbed) and the peel comparatively clear; when partly cooled, pick out the pieces of peel, roll them (with a fork) in granulated sugar, and set them on waxed paper to dry. Store in closed glass receptacles. If the peel becomes hard, simmer in a little hot syrup a few pieces at a time—until soft; then again roll in granulated sugar. If more convenient, the peel need not be cut in strips until after it has been cooked. Peel, candied for use in pies, puddings, etc., is left in quarter or half-sections.

DOUBLE ACTION! AND WHAT IT MEANS IN YOUR KITCHEN

Logical, scientific, modern, DOUBLE ACTION is the property in Barbour's ACADIA Baking Powder that takes the "guess work" out of baking. Cakes are finer grained, because the leavening action is more gradual—more gentle. Rising starts when the dry and liquid ingredients are combined IN THE MIXING BOWL.



First The second rising action occurs after the batter is placed in THE OVEN, and continues until the baking is complete. Ordinary interruptions in batter preparation therefore do not affect the finished pastry. "Falling" is a thing of the past when you bake with Barbour's ACADIA, the DOUBLE ACTION Baking Powder.

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Third Barbour's ACADIA Baking Powder will save you money. Not only does it cost less—it lasts longer. You will use only level teaspoons of baking powder (not heaping) or less than two thirds the usual amount. Superior ingredients and uniform, careful preparation provide assurance against baking failures.

Barbour's ACADIA Baking Powder introduced DOUBLE ACTION to Maritime housewives. Its efficiency and economy are proven. Next time, order Barbour's ACADIA Baking Powder, and insist upon getting it.

It's double Action means Satisfaction

Vitamin Sweets "An Experiment"

CHICAGO—The plan to send vitamin candy tablets to British children "cannot be considered other than an experiment," the journal of the American Medical Association said today.

"In times of war, hysterical over-enthusiasm should not influence the scientific thought of authorities," it commented.

The British American Ambulance Corps announced in New York recently that cinnamon-flavored, sugar-coated tablets containing vitamins A, B-1, B-2, C and E—and to be known as "vitamin sweets" were being prepared in great quantities for shipment to Great Britain.

"According to the newspaper release, these are all the vitamins necessary to prevent disease," the journal's editorial remarked.

It was stated that an adequate supply of these vitamins will prevent such symptoms as moodiness, sluggishness, mental and physical fatigue as well as the ordinary deficiency diseases . . . and "blackout blindness."

PREPOSTEROUS CLAIMS

"Such claims are, of course preposterous and far exceed those permitted by any recognized group having to do with vitamins. Such publicity undoes much of the work of the Food and Drug Administration and of the Federal Trade Commission, which have been trying to keep claims for commercial vitamin preparations within reason."

"Apparently some sincere, well-intentioned physicians approached the British Ministry of Health about the possibility that American friends of the British could supply sugar tablets containing vitamins. Sugar was rationed, the British people liked sugar and vitamins, it was thought, would be more acceptable in this form."

The journal said that most of the physicians listed as collaborating in devising the vitamin formula "had not endorsed or been informed of the contents of the formula sent out by the agency of the British-American Ambulance Corps."

FRUITS IN THE DIET

Fruits may be classed with vegetables and milk as protective foods. These foods supply very little of the energy requirements of the body but have other valuable properties. They help to keep the natural processes of the body functioning properly. They should be served either raw or cooked at least once daily.

Recent biochemical research indicates that pectin has valuable colloidal properties which assist the processes of digestion. Fruits in general provide the best source of pectin, although the amount and quality varies considerably in different fruits. Pectin usually reaches its maximum as to quantity of pectin and are one of the best sources of this material. Fruits stimulate the skin and kidneys and help to keep the natural processes of the body functioning properly. They should be served either raw or cooked at least once daily.

ITS YELLOW With less emphasis on pastels, hats as warmer weather approaches it is interesting to note popularity of yellow.

NEW LOWER PRICES! PERFECTION COCOA

1 lb. now 27¢ 1/2 lb. now 15¢

Quality Unchanged!

THIS COUPON WORTH FIVE CENTS on the purchase of a 1 lb. tin of Perfection Cocoa at your grocer's advertised price, if presented by June 30, 1941. Clip, fill in and cash at your grocer's today.

Signature DEALERS: The Rowntree Company will allow you 5c for this coupon, if presented on or before July 15, 1941. Sign below to certify that you have allowed customer five cents on this coupon in accordance with terms of offer.

Dealer's Signature