

# Of Interest to Women

## "Our" Column

Items of Particular Interest to Women in Which Women Readers of The Free Press May Discuss Each Week

**A MORNING GLORY FOR EACH DAY OF THE WEEK**  
Thursday, November 10th  
Freedom is the gift of God to those who deserve it.

Friday, November 11th  
In ever lasting remembrance of those who gave their lives that those who lived might have everlasting peace.

Saturday, November 12th  
A man who thinks is usually a fool to the brother who does not think.

Sunday, November 13th  
Love thy enemies, and pray for those who spitefully use you, and persecute you.

Monday, November 14th  
Fortune smiles upon the man who does not fear his frown.

Tuesday, November 15th  
Anger is too costly, no sane man can afford it.

Wednesday, November 16th  
The man who hates falsehood and guile had better make certain that he is free from them himself!

—NURSE ELKRAM.

### HOME HINTS

When baking apples fill the cores with honey and broken walnut meats. It makes a delicious change from sugar filled cores.

Before wearing new shoes, put them in a warm place for about an hour. This will make the leather more pliable.

### DID YOU KNOW?

Many years ago, the seaman in the British navy had a gallon of beer a day, but the biscuits were wormy and the meat, often years old, and there was two meatless days per week at that. Even our convicts are now much better fed than were the heroes of the British navy in former years.

Question—What has four legs, a head, but only one foot?  
Answer—A bed.

## Hints On Fashions



**Emphasis at the Neck**  
The neckline is a focal point of interest this season, many of the newest and nicest frocks concentrating all their trimming and detail in that direction. Collars, tucks, folds, seaming, piping, braiding, woven-in necklaces—all these are found in the region of the neck. To illustrate this trend, here is a dress from a recent fashion show, the sort of dress that one can live in throughout the day and always appear well and suitably dressed. It is of pebbly crepe with black suede belt that has a jade and gold buckle. At the neck there is a horizontal, draped section. The square hatter-cut, which forms the draping, is seamed into two wing-like pointed sections which extend out over the arms a bit.

## Chronicles of Ginger Farm

Written Specially for The Acton Free Press  
**Gwendoline F. Clarke**

"Remember, remember the fifth of November..." Yes, I shall remember Saturday, the fifth of November, 1938—not for "gunpowder, treason and plot," as the old rhyme goes, but for these reasons. That was the day we started thrashing; Daughter came home for an over-night visit; the W. I. Girls' Conference was held in town and Juby, the Jersey heifer, decided it would be a good time to have a calf. Also, the wind blew—the fire smoked, if I burnt wood and gas fumes filled the house if I burnt coal. Altogether, it was a great day.

Friday, of course, I was very busy baking, shopping and preparing in general for thrashing the next day. The machine moved in that night and the neighbors were asked for their customary assistance. Next morning around five o'clock the alarm clock awakened us with noisy insistence. I promptly shut it off... Partner listened to "It's raining," I said, "and do you hear that wind?" Mumbled grumbings from Partner—"Can't thresh alfalfa to-day... better wait until the thrasher comes for breakfast... see what he says."

At seven o'clock I was asked to phone the neighbors that we would NOT be thrashing. At eight o'clock I phoned them again to say we would be thrashing after all. How the wind did blow, and as a result the fire began to give trouble right away. Smoke literally belched forth from every crack and crevice in the stove. After a while I tried hard coal, and in no time I felt just about sick from escaping gas fumes.

Fortunately I had a friend in to help me, otherwise I should probably be running around in circles yet. However, all my troubles were promptly forgotten when Partner came in and said the alfalfa was turning out pretty good—a bag to the load. After that the noise of the thrashing machine was like music in my ears—and the song it sang—"A bag to the load... a bag to the load."

Shortly after dinner they started to thrash grain but did not get through, which means we shall be thrashing again on Monday, finishing the grain and then going on with the red clover—how it will turn out we haven't any idea. Daughter was in her element—"Gee, it's good to be home!" she would exclaim sometimes, for no particular reason at all. Then off she would go, to water the horses, or feed the hens. By comparison, her youthful energy made me feel old and weary.

After supper we went down town to shop and something happened that amused me tremendously. I parked my car on a street off Main Street, in line with several others. The car ahead of me, I noticed, had a strange license plate. At first I thought it must be a U.S. marker, then I realized it belonged to Ontario, and was one of the new 1939 license plates. From the marker my attention wandered to the car... I felt there was something strangely familiar in its appearance. I walked towards it, looked it over—and sure enough—it was the Optimist. My poor old derelict Optimist—and, as far as I could see, the only car on the street with a new marker! It was too funny for anything. Really, I was delighted to see my old friend and, believe it or not, I experienced an almost irresistible desire to get in and drive away with her. I wonder what her new owner would have said!

Daughter was supposed to be back at her job Saturday night, but we telephoned and got her time extended to early Sunday morning. So at quarter to seven this a.m. we were away. It was a grand morning and I can tell you it was a more than ordinary treat to drive along the new Middle Road without a constant stream of cars whizzing by. I don't think we saw more than a dozen cars, either coming or going someone said to me later there were about six thousand in the middle of the day—and from what I saw last Tuesday when I went to Toronto with a friend I can quite believe it.

What slugs are not to take huge advantage of the early morning hours. The air is so fresh and the driving safe and easy. Yet, when we plan a trip, we usually wait until the dew is smothered with the dust from passing cars and the highway alive with swiftly moving vehicles.

**LOST ON THE HIGH SEAS**  
Springs was attending his first opera, and was puzzled. "Is she singing in English?" he whispered to his neighbor. "How do you expect me to tell?" demanded the old-timer. "She's a soprano."

## Menu Hints

Recipes for New and Novel Dishes, Household Hints and Suggestions

### PACK "SMILING" LUNCHES

By Betty Barclay

Back to school go the children. The old school lunch problem is with us once more. What shall we place in those little lunch baskets that will produce smiles instead of frowns when they are explored at noon?

If you can pack a lunch that is a body-building, smile-producing collection of mid-day foods, you rank high on the list of qualified mothers. Always include fresh fruit in the school lunch. Oranges are ideal because they are available the year round. They stimulate appetite and are rich in those protective elements, vitamins C, A and B, as well as calcium. The orange, more than other food, provides the element of freshness, both from appetite and health standpoint.

These elements help prevent tooth decay and gum troubles, particularly in the teens when the foundation for good teeth is being laid, and maintain resistance to colds and other infectious diseases. And by the way, vitamin C is one of the factors in which the average diet is quite apt to be lacking, so that oranges in the lunch box are particularly desirable. Loosen the peel or partially separate the segments before packing the oranges. They are then easier to eat.

The school lunch should be balanced and adequate in nourishment. Milk, fresh fruit and vegetables for minerals and an occasional egg for the protein; and vitamins; starchy and sweet foods for energy.

Foods should be in a form children like. The milk, carried in thermos, may be plain or in the form of soup or cocoa. Fruits may be used in salads or desserts. Children like crisp vegetables, such as celery, raw carrot sticks and lettuce. For starchy and sweet foods there are sandwiches, light cakes, cookies, dried fruits. Pack your little boxes with these. Then you will have "smiling lunches."

Here are suggestions for some delicious sandwiches:

**Peanut Butter Spread:** Thin peanut butter with orange juice.  
**Cream Cheese Sandwiches:** Thin cream cheese with orange juice or spread one side of bread with orange marmalade, one with cream cheese.

**Pied Piper Sandwiches:** Moistened mixtures of ground dates, raisins, figs, prunes and nuts with orange juice. If liked, add a little honey.  
**Tuna or Salmon Salad Spread:** Combine 1 cup tuna or salmon, minced, 1/2 cup each of minced green pepper and celery; 2 tablespoons lemon juice and mayonnaise to spread.

### DON'T OVERCOOK FISH!

Miss Hazel J. Freeman, Dominion Government cookery expert says: "The clear, cold waters of our northern lakes and rivers, the salty tang of our great oceans make Canadian fish exceptionally fine in flavor."

"The secret in cooking fish," says Miss Freeman, "lies in having the best, whichever electricity, gas, kerosene or coal stove, but enough to broil or bake them quickly, and above all not too long. Of course, the timing is up to the cook, and it is this very timing that marks the difference between having fish that is cooked to perfection, or stewed until it has lost its heart and soul and that indescribable something that makes the family welcome fish with gusto. So keep an eye on the fish, when the flesh is firm and tender, when the connective tissue holding the fibres together is gelatinous, that's the time to stop. Fish should be cooked until the albuminous substance is 'set' and no more. This is the protein constituent of the fish, and when it takes on a cream color, the albumen is set and the fish is done. Each flake of the fish may be pulled apart in loose folds, full of its own flavorome juices. For filets one inch or less in thickness it takes 10 minutes in a hot oven (300 degrees F.), whether the fish weighs one pound or five."

### APPLE EXPORTS INCREASE

Canadian apples exported to the British market during the current season, up to October 12th, amounted to 5,808 barrels and 519,062 boxes, an increase of 22 per cent on boxes and of 20 per cent in barrels, compared with the corresponding period of last season.

### MORE "HOWLERS"

The Australians are very fond of the boomerang, which carries its young in a bag outside its stomach. A detective is a man who searches out the mystery of things in his private clothes.

### IN THE BUSY DAYS

Carpenter (new on the job)—Guess I can't work here. There's no place to park my car.  
Boss—No, you won't do. We only hire carpenters who have chauffeurs.

### WHAT'S THAT?

Nurse: "The doctor says your wife may speak to you for five minutes—no longer."  
Mr. Henpeck: "Good old doctor!"

## STORY ABOUT ADVERTISING

To-day every progressive business considers an appropriation for advertising as necessary a part of the annual expense budget as that allotted for taxes or fire insurance. There are retail merchants here and elsewhere who depend upon the advertising of wide awake persons to attract purchasers to the town and by a reasonably effective window display to share the trade thus made possible. But the number is small and constantly decreasing. It is an old-fashioned statement that people like to deal where they are invited and in shops where the quality and price of goods are honestly stated in public advertisement. Many years were required to convince even the most prominent business executives of the value of constantly repeated advertising, but once convinced there was no turning back. An interesting experience on one of Canada's best advertising agencies related by Mr. J. V. MacArree, recently, in his widely read column in The Globe and Mail. Here it is:

How it has developed, especially in department stores, is suggested by a reminiscence of the veteran R. C. Smith. He was at that time working for The Globe, and went to Timothy Eaton, whom he outdressed by proposing that he take a double-page advertisement in the impending Christmas Globe, at a cost of \$1,400.00. Mr. Eaton listened, and then said, "You're crazy, Bob; we wouldn't get back a cent." On the desk between them was an American fur catalogue, and Mr. Smith, picking it up, suggested that the Eaton firm might devote the space to a fur advertisement. But the great Timothy insisted that he wouldn't get back a dollar. Then R. C. said, "Have you your trading card on this morning?" To which Mr. Eaton replied, "I have my trading card on always." Then I'll make you this proposition," said the solicitor, and he said that The Globe would take a chance, publish the advertisement and charge nothing if the Eaton Company didn't make more than the original investment of \$1,400. Mr. Eaton agreed. It was then necessary to convince the business management of The Globe that the deal was a fair one.

It was just as hard as it had been to convince Mr. Eaton but finally it was agreed to. The issue carrying the advertisement appeared in Northern Ontario on Thursday. Next day the company received telegraphic orders for four coats, average price \$700, and by next Tuesday the sales were so many that The Globe had its \$1,400 assured and within another eight days the Eaton Company had a small fortune. That, of course, was a special occasion, and probably today for a special occasion advertising solicitors have to make special efforts and produce particular arguments. But the day is far past when they have to convince retail merchants that it might pay them to advertise.

The weekly newspapers, now generally regarded by national advertisers as the most effective medium because read carefully by every member of the family, had difficulties correspondingly greater than those experienced by metropolitan dailies. The local shopkeeper had his customers. He knew them personally. He did not seek to attract new ones. His competitor pursued the same course. And trade continued by the same methods year in and year out. As stated above, there are still those who cling to the old methods, but they are not the men who help to build up a worthwhile business or job in the development of a prosperous community. In every town and village there are aggressive persons in every line of business.

**HALIFAX BOYS AND GIRLS HAVE MUSICAL RIDE FOR ROYAL WINTER FAIR**  
An interlude act unexampled for its all-Canadian flavor and its right-to-the-heart touch of human interest will feature the Horse Show performance of the forthcoming Royal Winter Fair at Toronto when twelve boys and girls, aged from eight to thirteen, from Halifax, N.S., will perform a musical ride on ponies. The youngsters have won the heart of the Maritime people in the past few months by staging one of the brightest and most joyous bits of colorful riding ever seen on the Atlantic coast. Their spirited, quick-acting ponies are beautifully matched and the children are dressed in smart uniforms with gay red tunics, lawn-colored jodhpurs.

They go through complex movements on their mounts that would shame many an old-time country square dance group to the sound of military music and hunting horns. All are members of the Halifax Riding and Driving Club. The instructor, M. B. Zwicker, has worked out the children's act on novel lines. The party will bring sixteen ponies with them to Toronto and besides being accompanied by two official chaperons, many of their parents and friends are coming from Nova Scotia to see them perform in the very heart of Dominion horsemanship, the Royal Horse Show, November 15-23.

## TO BE SPECIFIC

Clark—How much rope do you want, son?  
Willie—Just enough to reach from our dog to the fence.

# ROYAL WINTER FAIR

NOV 15-23

Alive with new features—new interest for everyone. The whole scope of Livestock and Agriculture in magnificent display. Special emphasis on the Poultry Industry this year. The country's finest livestock, fowls, seed and grain, fowls and minis. Eight glorious days. Plan to attend.

SPECIAL RAILWAY FARES  
ROYAL COLISEUM-TORONTO

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## GRAY COACH LINES

MIAMI	39.80
JACKSONVILLE	30.80
NEW ORLEANS	38.45
LOS ANGELES	70.75

## Flames Ravaged Marseilles Business District



A general view of Canebiere Avenue in Marseilles during the disastrous fire that ravaged the business district of the city, taking 75 lives and causing property damage estimated at \$1,500,000. The fire originated in the Nouvelles Galeries, largest department store in Marseilles, and quickly spread to adjoining buildings. An ironic feature of the fire was the fact that the Nouvelles Galeries had just been equipped with an elaborate fire sprinkler system which was to have been put into operation the following day.

## Ontario's Youngest Bride and Groom



One of the youngest marriages to be recorded in Ontario is the marriage of Donald Hewitt, 17-year-old matinee idol, and Betty Humphrey, 14, who were wed in Bolton recently. Mr. and Mrs. Fred Humphrey, parents of the bride, consented to the marriage.

The hardy Fishermen of Canada market over 60 different kinds of food fish and Shellfish, either fresh, frozen, smoked, dried, canned or pickled... each affording a grand opportunity for thrifty dishes that have style, zest and delicious flavour.

So nourishing, too, for Canadian Fish and Shellfish give plenty of proteins, minerals and precious vitamins. In fact, they have everything folks enjoy and need in a lunch or supper dish.

You can make arrangements with your dealer to supply different kinds of delicious fish several times a week, and the family will enjoy this tempting treat.

DEPARTMENT OF FISHERIES, OTTAWA.



**FISH AND VEGETABLE LOAF**  
Flake 2 cupfuls (1 pound) of canned or cooked fish and place in a buttered mold. Cover with layer of chopped, cooked spinach, seasoned with salt and pepper. Pack a layer of whole kernel corn on top. Pour over this 2 cupfuls of medium white sauce, 1 tablespoonful of chopped onion and blended with two slightly beaten eggs. Sprinkle the top of the mould with tractor crumbs. Place in a pan of hot water and bake in oven (350°F.) for 1 hour. Serve unmolled and garnished with fresh parsley. Six servings.

DEPARTMENT OF FISHERIES, OTTAWA.  
Please send me your free Booklet "100 Tempting Fish Recipes".  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
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ANY DAY A FISH DAY.

## For Bigger Business - Advertise!