

Of Interest to Women



Hello Homemakers! Enjoyment of the few minutes we can spare to relax during the busy hot weather days is more complete with a tall, cool drink. There are many commercially packaged mixtures available which make the preparation very simple. On the other hand, look in the refrigerator for left-over fruit juices to make your own combination.

We believe that the more tartness there is to a drink, the more cooling it is. Lemon juice, grapefruit juice or rhubarb juice are effective refreshing ingredients.

Recalling the days when raspberry vinegar was made at home with the soft berries, and bottled fruit juice was put away for the throbbers, we submit the old stand-by recipe.

RASPBERRY VINEGAR

6 quarts red raspberries
2 pints vinegar
1 1/2 cups water
Sugar

Crush berries. Combine vinegar and water. Pour over berries and leave to stand overnight. Strain and measure. Add 1 cup sugar for each cup of liquid. Bring to boil for 20 minutes. Bottle and seal.

RHUBARB PUNCH

1 quart diced rhubarb
1 quart water
2 cups sugar
1/2 cup orange juice
1/2 cup lemonade juice
1 quart soda water
Combine rhubarb, water and sugar. Stew until tender. Strain through very fine sieve. Chill. Add fruit juices and chill thoroughly. Add soda water and crushed ice just before serving. Yields about 2 1/2 quarts.

MINT JULEP

1 1/2 cups sugar syrup
6 stalks fresh mint
2 tablespoons lemon juice
1/2 cup grapefruit juice
1 cup ice water
2 cups ginger ale
Heat syrup, add the crushed leaves of mint and let stand 1/2 hour. Strain. Add fruit juices and chill in electric refrigerator. Just before serving add ginger ale. Serve in tall glasses with crushed ice on a spring of mint.

FRUIT JUICES

Wash sound, well-ripened fruit thoroughly, drain, crush. Prepare small quantities. Avoid over-cooking. Heat to simmering for several minutes. Extract juice in fruit, by straining through several layers of cheesecloth. If desired, add sugar—1/2 to 1 cup per gallon of juice. Heat to simmering point, fill hot sterilized containers to within 1/2 inch of top of glass jars or cans, and within 1 inch of bottle rims. Seal. If bottles are used, lay in water bath. Process at boiling point for 15 minutes.

THE QUESTION BOX

Mrs. T. J. asks how to pasteurize milk at the cottage.

Answer: **HOME PASTEURIZING**
For large quantities—Filled bottles of milk, with a dairy thermometer, inserted through the cap of one bottle, are placed in a deep kettle (preserving pan), in cold water about one inch from their tops. Heat is applied and when the thermometer reading reaches 145 degrees F. keep heat moderate for 30 minutes. Cool quickly for best flavour.

For small quantities—Heat in a double boiler to 15 degrees, as indicated by dairy thermometer; hold at that temperature in the covered pan for 30 mins. Then cool quickly in several pans of cold water.

You may bring milk quickly to boiling point, stirring constantly, then cool immediately to assure safety from harmful bacteria, but sometimes the flavour is not as good since milk scorchers easily.

Miss M. S. suggests:
(1) In hot weather use more salt in your diet.
(2) Be sure your water supply is pure at this time of year.

Keep your eyes open for such things as broken glass, nails and unprojected holes, especially if you're vacationing on a farm or in the woods.

Automobile traffic is always heavy during summer... which means that pedestrians should be particularly careful.

If you're driving, make sure that your car is in top shape mechanically, and be careful when driving. You've probably read these pointers a hundred and one times. McCall Spirit.

YOU'RE SPENDING YOUR OWN MONEY

By Joseph Lister Rutledge

So universal is the belief that Government is something else than ourselves, that we are easily convinced that adding to the governmental services and securities is a sure way of getting something for nothing. The small man, whom the government has been quick to release from the tax on income that he can see and feel, quite naturally thinks that when he demands something more, government can readily provide it. It can be provided he believes, by the simple practice of "soaking the rich". That always has a pleasant sound to those who could not be considered in that group. So we are steadily following the course of meeting these plausible demands, keeping the great majority satisfied, by the simple process of helping them to confuse themselves.

For anyone should know that we are all taxpayers and that new taxes must be imposed if we demand something more. Perhaps we can afford it today. We think we can, because we think that we are getting it for nothing, and that if all these "social" benefits were withheld we would be no better off. That of course is delusion. We would be better off. Our dollar would buy more, for government spending and financing is one of the greatest inflationary forces in the world today. It is one of major reasons why our cost of living is steadily rising. We might be clearer on the point if so many of our taxes were hidden, so that the customer never knew how much profit goes to the producer and how much taxation goes to the government. Until the average man recognizes that, he will continue to believe that he can "soak the rich" and somehow in the process become affluent himself. He had better stop and think how he is helping to soak himself.

COME BACK ALIVE!

Vacation time is the time to have fun... but it is also the time to be especially careful. Accidents during vacations are extremely dangerous, so if you would rather be safe than sorry observe the following precautions:

Wait at least two hours after eating before you go swimming. When you go swimming keep within your depth, and don't swim at unsupervised beaches.

Observe the simple common sense rules of safety in boats, such as not to stand up when you are out in deep water. If you can't swim don't go out in light boats, such as canoes.

Always boil water from sources of doubtful purity. Raw milk should also be boiled.

If you like to get sunburned do it gradually. Take the sun in small doses until your skin gets used to it.

Beware of poison ivy or poison oak.

Keep your eyes open for such things as broken glass, nails and unprojected holes, especially if you're vacationing on a farm or in the woods.

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Notice to Creditors

In the Estate of William McArthur, late of the Township of Erin, in the County of Wellington, farmer deceased.

The creditors of William McArthur, late of the Township of Erin in the County of Wellington, Farmer, deceased, who died on or about the 14th day of May 1948 and all others having claims against his estate are hereby notified to send by post, prepaid or otherwise to deliver to Messrs. Langdon and Ayisworth, Georgetown, Ontario, Solicitors for the undersigned Executors of the Estate of the said William McArthur, Farmer, deceased, on or before the first day of September, 1948, their names, addresses, descriptions and full particulars of their claims and the nature of the securities, if any, held by them and that immediately after the first day of September 1948, the Executors will proceed to distribute the estate of the said deceased amongst the parties entitled thereto, having regard only to the claims of which the Executors shall then have notice.

Dated this 7th day of July, 1948.
Neil McArthur
Hector McArthur
Executors
By Langdon and Ayisworth,
Their Solicitors
Georgetown, Ontario.

The Advertising Business

The following editorial is from the Monthly Letter of the Royal Bank and is a particularly good presentation of this branch of the weekly business.

"People don't make a beaten path to the mousetrap maker's door unless they know he has made a better mouse trap and has a stock for sale at a price they can pay.

That is what advertising business is all about. Mousetraps and pig iron, automobiles and breakfast foods are useless if people remain in ignorance of their existence and unaware of how they may be used. Advertising serves the man who produces, by enabling him to dispose of his goods, by telling him what is available to add to his satisfaction in life.

The question is sometimes asked—and not only by persons with queer economic ideas—"why advertise?" The answer can be given by drawing three circles: a big one, a smaller one inside it and a smaller inside that. The little circle indicates the number of prospects that can be met personally by the sales force, the next large shows the wider group that can be reached by a well-built mailing list, while the outer circle shows the extent to which prospects can be canvassed by advertising in its various forms of publication and display.

One of the first positive rules is that advertising is an investment, not a speculation. Gambles in advertising, followed by disapproval and retreatment, are wasteful. They upset the economic that air of starts and stops, so well summed up in the terse telegram of the conductor of the often derided train: "Off again, on again, gone again, Finnegan."

Another rule is that advertising is fruitless if the advertiser does not offer something which will genuinely serve human want.

How is advertising useful to the consumer? Well, it keeps him informed. Whether the advertisement be one of the mammoth billboards, a catalogue, a full page newspaper spread, or one of the tiny items in the miles of classified ads, it should be designed and written to tell people about something the advertiser wants to sell.

THE CHAINS THAT BIND

The speech of Mr. Rhys Davies, Socialist M.P., in the British House of Commons eight months ago becomes vastly more important as the months go by and the world becomes more deeply immersed in the swamp of socialism and the labyrinth of bureaucracy.

Mr. Davies, who, earlier in his stirring challenge to the new philosophy about industrial conscription that had arisen in the Labour Party, had remarked that "a pair of handcuffs are no easier to wear because they happen to shine with a Socialist solution," was discussing the maze of red tape with which the unfortunate British workman is entrapped. He read the following letter addressed to him by a coal miner and it speaks for itself:

"Dear Sir, My daughter married a young man from Scotland in 1921. This was a mistake, I thought that he would have no trouble in finding a job in the Wigan colliery, where we all reside. I took him to Victoria Colliery and they could not find him a job. We then went to Alexander Pit and we got the same answer. We then tried Leyland Motors; they would give him a job if he could get a green card from the employment exchange. He failed to get a green card at Chorley because he lives at Blackrod. Then, Blackrod advised him to go to Horwich for a green card, but he could not be supplied with a green card at Horwich because his prospective job was at Chorley. Horwich, however, could offer him a job at a local paper in it but as they needed miners at Atherton they could not give him a green card for the Horwich job. We then went to Chaunters Pit at Atherton but the under manager was off sick, and his deputy told him to wait a few days when he would be likely to start at Atherton. We then went to the area office at Kirkless site, Asquith, to be told to go to Victoria Pit. In the end, he started work at Alexander Pit, up to his knees in water, and gave it up in disgust and returned to Scotland."

LIGHTER BRICK

Development of new lighter-weight and faster-color building brick may be speeded by a joint research project of Canadian brick and tile manufacturers and universities, reports The Financial Post. The Universities of Toronto and Saskatchewan are first to participate in the program, sponsored by the Brick & Tile Manufacturers' Association of Canada.

Chronicles of... Ginger Farm

Written Specially for The Acton Free Press GWENDOLINE F. CLARKE

All our wheat is cut and stacked and about thirty loads in the barn. The next thing we have to worry about is getting it threshed. I wish that little job were already done. What a busy time this is what with the harvest work going on outside—and of course the excessive heat we get every few days seems to be the order of the day. We had one very heavy storm last week with some hail but not enough to do any real damage.

Sandwiched in between other jobs (cleary and I picked and canned raspberries, cherries and beans. I experimented with the beans—which were later taken to the locker. Some were scalded, chilled and packed in a two percent brine. Others were merely cut and packed in cartons without any liquid. This was after I had been told that experiments had been conducted at the O.A.C. along these lines and it was agreed that the only advantage to the scalding and brine-packing method was that the beans retained a more attractive colouring. Well, the proof of the beans will be in the eating, regardless of colour.

Yes, we have certainly been busy. Cleary and I—but still we manage to find time to have a little fun with Whisky and her kittens. The kittens, by the way, have presented us with a striking example of what happens when a mother does not transmit a fear complex to her offspring. Canines and felines are supposedly natural born enemies. Tippy, and Whisky and her kittens have exploded that idea. The first time the kittens left their box and began exploring the woodshed Tippy-dog was there as an interested spectator. Mother Whisky sat on the steps watching her babies on this their very first adventure into the unknown. Tippy stood near her, also watching—ears cocked and a mystified expression on his face as if wondering what these queer little things were that were wabbling in and around his legs. He followed their every movement, sniffed them curiously but made absolutely no attempt to touch or molest them. Whisky, proud that Tippy should deign to notice her offspring, purred contentedly and rubbed herself ingratiatingly against him. Naturally, since Tippy and Whisky are such friends, Whisky did not transmit any fear of him to the kittens. So the kittens felt no enmity towards Tippy because he was a dog and so there were no arched backs, or spitting or swearing from any of them. It set me thinking... so often we hear of children being afraid of this and that. "Would they have that fear if their folks?" I believe I am right in saying that the only fear that is actually instinctive is the fear of falling. Any other form of fear is the result of imagination or unsound reasoning or has been transmitted by an older person.

For instance, for years I was terrified in a thunderstorm—how could I have been otherwise when my mother used to take me with her and stay down in the basement until the storm was over. I remembered this and when our children were small no matter how frightened I was myself, I took care never to let them know it, or to do anything that would communicate my fear to them. As a result I don't think either of them ever developed the least bit of fear in regard to thunderstorms.

Now for quite a different topic. Cleary was showing me some of the clothes she had brought with her and I was surprised to find how good they were and how many she had been able to accumulate. That is in the way of dresses, coats and such like. But then we came to pyjamas. "The one would really take a prize," she exclaimed. "You see it takes so many coupons for everything we have to buy that we can't afford to use them on things that don't show."

So this is what her pyjamas are like. She doesn't mind telling you I One pair has legs made of ordinary factory cotton, with a jacket fashioned from an old shirt-waist blouse of a blue check material. The next pair has legs made from an old pair of easement curtains dyed old rose while the jacket has been fashioned from an old silk blouse also dyed old rose. They were both very respectable and decidedly ingenious except that in the dying process the silk and cotton had come out in different shades of pink! One pair has a finishing touch which I thought Cleary's initials of the breast pocket of the makeshift jacket.

From what centenarians say, the best way to live to be a hundred is to avoid dying.

ONLY 60 SECONDS

TO MIX A SPICE CAKE

Just add one cup of milk or water to Campbell's Cake Mix—stir and bake. Enjoy fresh homemade cake—always light, tender and delicious. Try it.

CAMPBELLS CAKE MIX



Visit Our Modern Showroom!

8 Carden Street GUELPH, ONT. Opp. Fire Hall
RUBBER AND MASTIC TILES INLAID LINOLEUM
WALL TILES
Installed in Kitchens, Bathrooms, Hallways, Stores, Offices, Etc.
FLOOR SANDERS Work Done
For Rent or
KEATING TILE CO.
LLOYD E. KEATING
(Formerly Guelph Flooring Service)
Phone 2346W GUELPH After Hours 858M



"Our Long Distance Switchboards are growing bigger"

THE NUMBER of Long Distance calls is at an all-time high—and still going higher.

Though some calls are delayed, most are put through "while you hold the line". More cables and switchboards are being added just as fast as possible to make Long Distance service even speedier.

These additions, plus unseen technical improvements, are part of our continuing program to provide the best telephone service at the lowest possible cost.

THE BELL TELEPHONE COMPANY OF CANADA

STRETCH FOR LUCK, PAUSE FOR A COKE



5¢ Plus 2¢

Ask for it either way... both trade-marks mean the same thing.

Authorized bottler of Coca-Cola under contract with Coca-Cola Ltd.
ORANGEVILLE BOTTLING WORKS
ORANGEVILLE PHONE 137W

H. S. Holden
Optometrist
7 DOUGLAS STREET
GUELPH
EYES EXAMINED
GLASSES FITTED

Make Your Selecton of New Wallpaper
FROM
THE LARGEST STOCK
IN WESTERN ONTARIO
Priced to suit everyone
You'll find it at
CHAPPLE'S BOOKSTORE
125 Wyndham St., Guelph
ANGUS KENNEDY,
Proprietor

Sanding "FLOORS" Finishing
-- LINOLEUM --
MASTIC -- TILE -- RUBBER
CALL
426w -- MILTON -- 436w
REVERSE THE CHARGES
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Poultry and Eggs WANTED
PHONE MILTON 1w
For Better Prices
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