

# OF INTEREST TO WOMEN

Folks sure favor  
a **MAGIC** cake!

## SELF-ICED SPICE CAKE

Mix and sift 3 times, 2 1/2 c. once-sifted pastry flour (or 2 c. once-sifted hard-wheat flour), 2 1/2 tps. Magic Baking Powder, 1/2 tsp. salt, 1 1/4 tps. ground cinnamon, 1/4 tsp. each of ground cloves, ginger, allspice, nutmeg and mace; mix in 1/2 c. washed and dried seedless raisins and 1/4 c. chopped walnuts. Cream 3/4 c. butter or margarine and blend in 1 1/4 c. lightly-packed brown sugar; beat in 3 well-beaten egg yolks and 1/4 tsp. vanilla. Add dry ingredients to creamed mixture alternately with 3/4 c. milk and spread batter in 9" square pan, which has been greased and the bottom lined with greased paper. Beat stiff, not dry, 3 egg whites and a few grains salt; gradually beat in 1 c. lightly-packed brown sugar and spread over cake; sprinkle with 1/2 c. chopped walnuts and bake in a rather slow oven, 325°, 1 1/4 to 1 1/2 hours; cover lightly with brown-paper for last half hour.



ENJOY  
HOME-MADE  
GOLDEN  
CAKE

MIX  
IN 60  
SECONDS

CAMPBELL'S CAKE MIX

## Brightening Up

It will soon be time for spring housecleaning again. There seems to be no way of getting around it. Every year we go through the same thing, beating rugs, cleaning closets, polishing floors. It seems all the more discouraging if after all your efforts your furniture and drapes still look shabby and worn out. Even a good cleaning doesn't quite remove that faded look from curtains and the worn spots from the upholstery. Only brand new smart-looking curtains and slip-covers are going to make your home pretty as a picture.

Perhaps you feel that you just can't afford to have these made right now. Did you ever think of making them yourself on your sewing-machine? It's not as difficult as you may think, even if your sewing till now has been rather limited. You could find out how to go about it from Mary Brooks Picken's new Singer Sewing book which is well on its way to become a best-seller for spring.

Mrs. Picken tells you what you need to know to start brightening up that dark corner of your living room. She says that taking proper measurements is one of the most important steps when making a slip-cover. For instance, a studio couch with three pillows may require more material than you think. It actually takes 14 yards of plain 36" material, or nine yards of 50" material. And did you know that if you are putting a pleated flounce on an overstuffed chair, you must add at least an extra yard of material? If the material has a large flowered pattern, or other design that must be matched, two yards is required.

Another point she stresses is that you should pin-fit slip cover sections to the chair or couch. Careful steps here will ensure a professional finish. When pin-fitting, place pins lengthwise instead of across the fabric for a correct fit. Also mark fitting line in chalk on all sections and stitch on this line when seaming slip-cover. If you



By Grace Thorncliffe

There is no need to hew to the fashion line this season, with so many varied clothes, ideas, designs and accessories from which to choose, and all of them attractive and wearable. The only thing is to make the right selection for one's way of living. A good choice for the career or college girl might be this outfit. The sleeveless plaid wool jacket has a one-sided closing. The belt, which buckles in back, is cut in one piece with the front, draping softly over the midriff. A navy wool skirt has unpressed pleats all around. The blouse is of tissue faille.

follow instructions step by step, your efforts are not going to make your home look amateurish. The countless tricks you can learn to



For the first time in Canada camellias are being raised at Thos. Ivey greenhouses in Port Dover, Ont. Three miles of greenhouses are said to shelter one of the world's largest cut-flower businesses. Rare tropical flowers will be sold in corsages and for the hair of milady as demonstrated here by Mary Reid.

do with your sewing-machine attachments will help give your work that custom-made look. Once you master these things you'll find yourself improvising your own deft touches.

If you are interested in new drapes, this new sewing book tells you how to measure different types

of windows, how to cut, stitch and finish your projects. It also gives you a number of suggested colour schemes.

If you get under way now, you'll be set for spring by the time it rolls around. After all you won't feel much like running up a set of slip-covers or drapes when you are all in from your housecleaning

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## DICTATOR OF HAT MODES 20 YEARS, STYLIST RETIRES

For the past 20 years, the shape, angle and trimming of Mrs. America's hats have been determined largely by one woman, little known elsewhere, but as powerful as Stalin in the millinery industry.

She is a plump, jolly person with twinkling brown eyes, who doesn't look like a dictator at all. But for almost a generation Mrs. Maud Moody's smile or frown has decided America's hat styles.

Mrs. Moody has just retired as millinery editor of Women's Wear Daily, the trade paper known throughout merchandizing circles as the buyers "Bible."

## Barbara Brent's BUYS AND WHYS

A WEEKLY INFORMATION SERVICE



MONTREAL—Gals! Gals! Gals! Have you seen those new 1950 FRIGIDAIRE Refrigerators yet? Next marketing trip take a few minutes to stop in at your Frigidaire dealer's for a look-see. They're wonderfully worth seeing! You'll see four completely new models headed by an out-of-this-world De Luxe Cold-Wall model. New features include all-aluminum, adjustable, sliding shelves that are rust-proof; full-length door with finger-tip action Target Door Latch; all-porcelain, twin Hydrators that can be stacked to make room for very large articles; Frigidaire Quickbuck ice trays; famous Meter-Miser mechanism that uses only a trickle of current. And when you see them, gals, look for that Frigidaire emblem on the door that identifies a genuine Frigidaire—made only by General Motors!

Specially Designed For Your Kitchen Convenience... this dollar-value Plastic Juice Container! It's YOURS for just 25c and ten cents to cover mailing! But send for it soon because they're going like hot cakes!

This handy juice container is unbreakable—non-toxic—spill-proof and it holds five-cups of left-over juices. Store the container in your refrigerator as long as you like because it "seals in" the vitamins! For yours, simply send me—Barbara Brent, Dept. A, 1411 Crescent St., Montreal, P.Q.—a 35c Postal Note or postage stamps and one label from a Berrill Cordial or Concentrate bottle. (The label extends off easily when soaked in warm water for a few minutes.) By the way, if you've never tried BOVRIL in cooking—vote a real treat coming to you! Bovril adds a delightful flavour to soups, stews, gravies, hashes and "made" dishes. Makes a vegetable plate deliciously savoury and satisfying!

Higher And Lighter! — so light in fact, it melts in your mouth. Isn't that the way you want your baking to be? Well—that's the way my cakes, muffins and tea biscuits are when I use CALUMET BAKING POWDER.

## It's Enough To Turn Your Head

—the compliments you get when you've done yourself proud with a beautiful cake. And isn't it easy—with SWANS DOWN-CAKE FLOUR. For Swans Down is especially made for better cake making—expertly milled, sifted and sifted until 27 times as fine as ordinary flour. It has taken the "if" out of my cake baking. Lighter, fluffier and, thoroughly delicious cakes—for party or for everyday—are not just matters for conjecture, but absolute certainties. Whether it's a chocolate, angel-food, layer or plain white cake, I know it will be perfect made with Swans Down Cake Flour.

A Friend Of Mine Said, "Housekeeping must be good exercise! I find that it frequently gives me aches 'n' pains in muscles. I'm not accustomed to using!" That's when I reached for SLOAN'S LINIMENT! I told her. For, truly Sloan's is the most relief-bringing treatment I know for sore muscles! I just pat it on and it works wonderfully quickly to bring welcome relief from pain! Thousands of folks suffering from stiff neck—sprains—rheumatism or neuralgia have discovered that the soothing, penetrating heat of Sloan's Liniment gets to the heart of the pain... makes them feel so much better! And Sloan's is so inexpensive! Just 40c a bottle at your favourite drugstore!

Mr Idea of a wonderful beginning to a Lenten meal is a piping hot bowl of any one of the delicious HEINZ SOUPS! There are eighteen varieties to choose from—all of them "tops" in taste! That's why Heinz Soups are so popular with so many wives who like to delight their husbands! Yes, Heinz Soups are savoury to the last sip—so when you serve any one of them—Cream of Tomato—Vegetable—Puree Mongole—make the serving extra large! And they're every bit as delicious in stews—with fish—in sauces—as they are served as a first course!

It's Very Seldom That You Can Be Absolutely Sure Of Anything—but one thing I do know is that a JELL-O PUDDING is one of the most economical and delicious desserts you can make. For just a few cents a serving you can please the family's sweet tooth with a creamy Caramel, velvet-smooth Vanilla, flavourful Chocolate or rich Butterscotch Pudding. Jell-O Puddings are marvelous time-savers, too, and make desserts that can be prepared in a matter of minutes. When you fancy a tapioca dessert, don't forget the Jell-O Tapioca Puddings—Orange Coconut, Vanilla and Chocolate.



## THE MIXING BOWL

BY Anne Allan  
HYDRO HOME ECONOMIST

Hello Homemakers! Imagine trying to prepare meals for a day without using cereals. There would be no porridge for breakfast, no stuffing for the chicken, no cookies or cake for dessert and of course, no bread.

Cooking would certainly be complicated but fortunately in this cereal-rich land it's a joy to select various kinds of flour, barley, and manufactured cereals.

Cereals can make a big contribution to the main course in tasty substantial supper dishes and, with their help, small amounts of meat, cheese, eggs or left-overs can be transformed into budget-saving, nutritive dishes.

We have tried the recipes published below as lunch box items and appreciate their worth of your selection, eaten cold from a shallow jar in the lunch kit.

### Mulligan

- 2 cups macaroni
- 1 lb. sausage meat
- 1 lb. minced beef
- 1/2 small onion
- 2 cups tomato juice
- 1 tbs. chopped parsley
- 2 tps. salt
- 1/2 tsp. pepper

Parboil macaroni in boiling salted water for 5 minutes and drain. Brown sausage, beef and onion, stirring frequently. Add macaroni, tomato juice and seasoning. Cook slowly for about 30 minutes. Makes 8 servings.

### Cheese Oat Cakes

- 1 and a third cups oatmeal
- 1 1/2 cups hot water
- 3/4 tsp. salt
- 1/2 cup grated cheese
- 1 tsp. minced onion
- Few grains pepper
- 2 chopped cooked eggs
- Third cup coarse oatmeal

Sprinkle 1 and a third cups oatmeal in the boiling salted water. Cook 5 minutes. Add cheese and stir until melted. Remove from electric element and beat the mixture. Mix in onions, eggs, then chill for 1/2 hour. Shape into patties and roll in oatmeal. Heat in moderate oven or pan fry in a little fat. Serve with relish. Makes 6 servings.

### Cereal Muffins

- 1 1/2 cups flour
- 3 tps. sugar
- 4 tps. baking powder
- 1/2 tsp. salt
- 1/2 cup milk
- 1 egg, well beaten
- 1 cup thick cooked cereal (oatmeal, cracked wheat, etc.)
- 2 tps. fat, melted

Mix and sift flour, sugar, baking powder and salt. Add half the milk, the well beaten egg and the remaining milk mixed with the cereal. Add melted fat. Beat only enough to combine. Bake in greased muffin tins at 400 degrees F. for 25-30 minutes.

### Take a Tip

1. Good porridge is made by sprinkling 1 cup of quick-cooking rolled oats in 3 cups boiling water—to

which 1/4 teaspoon salt is added. Cook 3 minutes over direct heat or 10 minutes in double boiler. Makes 2 1/2 cups.

2. Cereals may be cooked the night before, covered closely and not stirred, while being reheated. To prevent the skin forming, cover with a thin layer of cold water.
3. When you cook in glass cooking utensils add the salt last to prevent sticking. If cereal is cooked the night before, add iodized salt in the morning as it often turns cereal greenish.
4. All cereals should be tightly covered in a cool, dry place. Glass sealers are excellent for storing bulk cereals. Store packaged cereals, tightly covered in their own containers.
5. To prevent weevils in raw cereals, stored for 2 months, heat cereal in a warm oven (not higher than 200 degs.) for 1 hour then cool.
6. When pastry flour is used in place of all-purpose flour, two extra tablespoons per cup are required.
7. Whole wheat flour should be stirred with a fork before measuring to lighten the flour.

### The Question Box

Mrs. K. R. requests recipe for pie with custard on bottom and cake on top.

Answer:

### Lemon Cake Pie

- 3/4 cup sugar
- 2 tps. flour
- Rind and juice of 1 lemon
- 1/2 tsp. salt
- 1 cup milk
- 2 tps. melted butter
- 2 eggs, separated
- 1 cup cake crumbs

Cream 1/2 cup sugar and butter; add flour and salt, lemon juice and rind. Mix well. Add egg yolks and milk. Beat egg whites stiff and gradually beat in the rest of the sugar. Fold into first mixture. Pour into greased 1 1/2 quart casserole or pie plate and then sprinkle with cake crumbs. Set in pan of hot water. Bake at 350 degs. for about 45 mins. Serve warm. Six servings.

Mrs. M. W. asks: What is in Tamale Loaf?

Answer:

### Tamale Loaf

- 1 lb. ground pork
- 1/2 cup chopped onion
- 1 can (3 c.) tomatoes
- 1 cup cornmeal
- 1 cup corn niblets
- 2 eggs, beaten
- 2 tps. salt
- 1/2 tsp. pepper
- 1 tsp. paprika
- 1 tsp. chili powder

Brown pork and onion, stirring until crumbly. Add tomatoes and bring to a boil. Sprinkle in the cornmeal and cook 10 mins. Stir in remaining ingredients and pack into 5 x 3 inch loaf pan. Bake in electric oven at 350 degs. for about 40 mins. Makes 3 servings.

## Superb Flavour! "SALADA" VACUUM-SEALED COFFEE

# WOMEN!

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Good All ways!