

TALKING IT OVER

By Juanita Hamel



What is there about the combination of a cozy couch and a box of candy that unlocks not only the lips but the hearts of two girls when they first find themselves alone together after the summer vacation?

It seems there never could be sufficient time to tell of all the wonderful happenings! But there really are only two—as Cupid in the mirror of happy memory pensively looks back—which are truly important—what happened to two hearts!

Visiting Celebrities Prove Southern States World's Champion Publicity Getters



Mary Margaret McBride, Noted Interviewer, Says All Famous Visitors Ask for Dixie

New York City—It makes no difference whether it's an immigrant unable to speak a word of English or a dignitary with half a dozen languages at his tongue's tip, after the visitor to this country has seen the Statue of Liberty and the Woolworth Tower, he always wants to know the whereabouts of "way down south in Dixie." This is the discovery of Mary Margaret McBride, feature writer for the New York Evening Mail and other eastern publications whose daily business is the interviewing of celebrities. "Invariably foreigners seem to have heard more about the south than any other section of the United States except New York," she declares. "South Arouses Curiosity. 'I remember having tea at the Ritz with Mrs. W. L. George, just after the famous English writer brought his pretty bride here last winter. Mrs. George was trying, as she frankly admitted, to find out everything about America' and she asked bushels of questions. 'Oh, I know I'll adore your south, she said finally. 'It's so romantic!' 'Others, who have asked eagerly about Dixie were Mrs. Muriel Mac-Sweeney, widow of the late Lord

Mayor of Ireland, Madame Marie Curie, of France, discoverer of radium and the other day, Frau Georg Michaelis, wife of the former chancellor to the German Kaiser. "Even Margot Asquith, for all her show of superiority, looked almost interested when Kentucky and Virginia were mentioned. Lady Astor Solves Problem. "Since I'm from Paris, Missouri, myself, I always take the tributes to the south as a sort of personal compliment but I was never able to figure out how people found out so much about that section until lovely Lady Astor, a Virginian transplanted to England came over not long ago. "She said Dixie owed its fame to the song writers and ballad singers who press agent it continually. And when you think it over you see she's undoubtedly right. Georgia Played 'Round the World. "Nearly every photograph in the world plays the modern fox trot 'Georgia,' with its famous lines: 'You put the sweet in Home Sweet Home, My own sweet Georgia.' and every college quartette anywhere undoubtedly sings 'My Old Kentucky Home' and 'Dixie.' As for 'Swanee River,' missionaries find that savages use its tune for a war dance! "They may call the south slow but they can't say she doesn't lead the country in getting free and effective publicity for herself!" so the sugar will not harden. If there are grease spots on the leather bags, put a little white of an egg on the spot and dry it in the remove from pans as soon as done.

SALAD HINTS.

is the daintiest garnish for potato salad. Grated hard boiled egg is pretty on tomato salad. Shredded cocconut adds sweetness and richness to a fruit salad. Creamed cheese makes good stuffing for peppers, tomatoes, cherries, dates and prunes used in salad. Celery salt will take the place of fresh celery to give a salad a pleasing flavor. The liquid from mustard pickles is good in the dressing of meat or fish salad. To make a salmon salad from one can of fish serve more than the usual number of people, cold cooked green peas and cucumbers may be mixed with the fish and, also, a little of the heart of the lettuce. Cold slaw makes an appetizing stuffing for ice cold tomatoes. Peas, canned or fresh, with nuts and cheese, are an especially nice luncheon salad. Parsley flecked with a sharp knife

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FROCKS FOR EVENING WEAR

Chiffon and Net as Well as Lace Find Favor To-day



By Annette Bradshaw Summer evening parties call for frocks of sheer summery material, and the season has declared in favor of lace, chiffon and net. There are ecru lace, black lace and lace dyed in any of the season's newest colors. Lace is used over self-color silken tissue, over metal cloth or over a contrasting color. In net, white and ecru are the favorites and either is charming for summer wear. Ecru is used in the net frock at the left, the fine mesh background be-



It's Baker's Cocoa THE problem in making cocoa is to preserve the natural flavor, aroma and color of good cocoa beans; to eliminate the excess of fat, so that the cocoa may be easily digested by the most delicate stomach, yet not to take out too much and materially impair its nutritive quality. By the exercise of great care in the selection and blending of beans, and by the employment of the most highly developed machinery and processes of manufacture we believe that we have solved this problem and produced a

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Care of the Refrigerator.

The clean, well kept refrigerator contributes to the health of all the household. Too much care cannot be exercised in keeping it immaculate. Wash the ice thoroughly before placing it in the box. All foods kept in the refrigerator should be closely covered, especially fish, oysters, lemons, bananas, anything, in fact, the odor of which is absorbed by other foods. Butter is easily contaminated. Therefore it should be kept in a closely covered earthen jar. Keep nothing in the ice chamber unless it be the milk and cream well covered.

BRAN RECIPES.

Bran Muffins—1-4 cup sugar, shortening size of an egg. Cream shortening and sugar together. Add to this—1 egg, 1 cup sour milk (or sweet milk), 1 cup Kellogg's Bran, 1-4 cups flour, 1 level teaspoon soda (or 2 teaspoons Baking Powder if sweet milk is used), pinch of salt, mix well. This will make one dozen muffins. Instead of placing rings at the side of the wash-basin when washing the hands, slip them on a hairpin and place in the hair. There is no danger of leaving them for some one else to find.

87.6 per cent. of jurors agree on verdict

A CUSTOMER comes into your store where two similar articles are for sale at the same price. One of them is a nationally advertised article, the other is not. Which does he buy? The National Retailers' Association found the answer to be

87.6 times he buys the advertised goods. 3.6 times he buys the unadvertised goods. 8.8 times he does not have a preference.

When the unadvertised article is the lower priced of the two, which does the customer buy? On the same authority the answer is:

60.6 times he buys the advertised goods. 24.2 times he buys unadvertised goods. 15.2 times he does not have a preference.

Branded and trade-marked goods, nationally advertised in the columns of your Daily Newspaper, are most quickly turned over and most profitable. That is because manufacturing prestige has been tied up to local friendship and reputation for honest merchandising.