

NEWS AND VIEWS FOR WOMEN READERS

Ribbon Registers For Evening And Sportswear.

By ELEANOR GUNN

Put to a test vote, the result would not be at all certain whether the straightline or bouffant silhouette would be elected as the leader for evening wear. Wherever one goes, the two conflicting silhouettes are omnipresent, each unabashed in the presence of the other—each convinced that they are right. It is a friendly war waged by women of opposing types, rather than forces and one cannot do justice to the seasons without faithfully reporting them both.

There is something rather saccharine about a gown which is as sweet as the one illustrated, a soft rose motif with pastel ribbon flowers and a ruching of silver ribbon. Ribbon and rosebuds are the natural affinities of a frock of this genre, but ribbon is by no means restricted to such gowns.



Aside from the usual accessories, such as bandeaux, sashes, cocardes and the like, entire hats are now being made of ribbons. But what is, perhaps, more significant than anything else, is the emphasis so many dress designers are putting on ribbon as a trimming.

Many collections, particularly in the sportswear branch, exploit ribbon more conspicuously than any other embellishment. Frocks and suits, separate jackets and coats introduce ribbon bindings which, in many cases is their sole departure from complete unadornment, but is, nevertheless, unusually colorful and effective.

One sportswear house is showing a large collection of sleeveless coats. Frequently these accompany sports frocks of contrasting color, but the ribbon bindings of the frock match the color of the coats, which in turn is bound at the collar, cuffs and sleeveless armholes with the same ribbon.

The ribbon employed for this purpose is narrow and usually a gros-grain or cre. If the latter, it is most frequently manifested in black or white, if the former, it is sometimes in solid colors, but much more frequently in plaids or stripes, the latter in the Roman or Bulgarian variety or plain, fine ones on a solid ground in a contrasting color.

EFFICIENT HOUSEKEEPING

By Laura A. Kirkman.

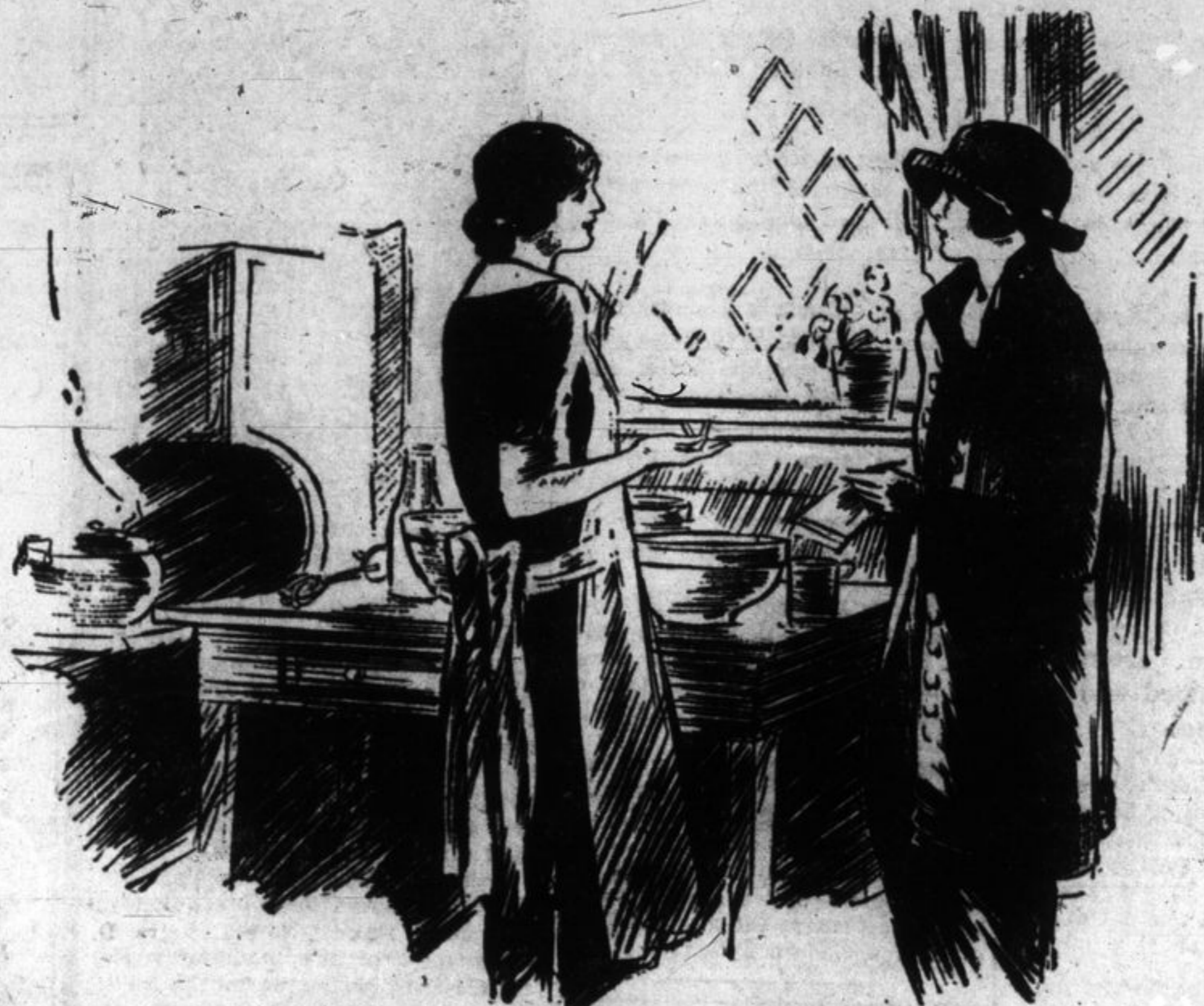
TOMORROW'S MENU

- Breakfast
- Grapefruit
- Cereal
- Fried Sausages
- Coffee
- Wholewheat Muffins
- Dinner
- Fricassee Fowl
- Mashed Potatoes
- Brussels Sprouts
- Lettuce, French Dressing
- Baked Indian Pudding
- Coffee
- Supper
- Baked Stuffed Peppers
- Jelly Sandwiches
- Cocoa, Cake, Preserves

Choosing The Home Furnishings. The average home-maker buys her furniture from one of three places:

**Dr. Martel's Female Pills**  
These reliable tablets relieve the most distressing conditions of the female system, including PAINFUL MENSTRUATION, HEADACHES, BACKACHE, DIZZINESS, etc. Sold only in Sealed Blister Packages with our directions. Beware of cheap imitations. Price 25c. Dr. Martel's Female Pills, 111 E. 17th St., New York, N.Y.

What 600 kitchen-talks taught two young women



JOTTINGS FROM THE NOTEBOOKS OF M. C. AND M. S.

LEON, the West Indian cook in an exclusive home was—well, Leon was certainly a Crisco enthusiast. I happened to enter Leon's kitchen at the very moment he was taking his Crisco pies from the oven. After I had explained my errand, Leon, who was a rapid talker, launched into a long list of reasons why he preferred Crisco. He gave dozens, of which I remember these:

"Crisco makes a delicious and very flaky pie crust—people tell me my pies are wonderful. Crisco fries quickly, too, and after frying anything with it I can strain and use it all over again. I always use it for cakes and people say my cakes are delicious—light and moist. I don't have to put Crisco in the ice-box. I just leave it out on the kitchen shelf and it keeps sweet and fresh."

(This and the following comments were selected from the notebooks of two young women who keep us, the makers of Crisco, in touch with the cooking problems of the women who use it.)

"Mrs. H. was away, but her husband was at home and turned out to be the proprietor of a fine bakery. Every day, it seems, he makes 160 dozen doughnuts and 300 pies—with Crisco. He has tried every shortening and settled down to Crisco. It was easier to use, he said, and gave more delicious results.

"Miss L. and her mother (a gentle old lady of long cookery experience) were very partial to Crisco. 'In cooking with Crisco,' said Miss L's mother, 'I am sure of such delicious flavours. Crisco blends so delicately that it seems to bring out the fine natural flavours of the ingredients themselves—the real secret of all good cooking.'

"One house, apparently a residence, turned out to be a sanitarium in whose kitchen Crisco was the only shortening. 'The doctor,' said the head cook, 'insists on Crisco because of its ready digestibility.'

The choice of 2,000,000 women

And so, through the pages of reports which would take you hours to read we find this same enthusiasm for Crisco—the enthusiasm that has made Crisco one of the largest selling brands of shortening on the continent—the favoured shortening in more than 2,000,000 homes.

Wherever these two young women went they found the same friendly enthusiasm for Crisco. They discovered, however, that some old Crisco users did not yet

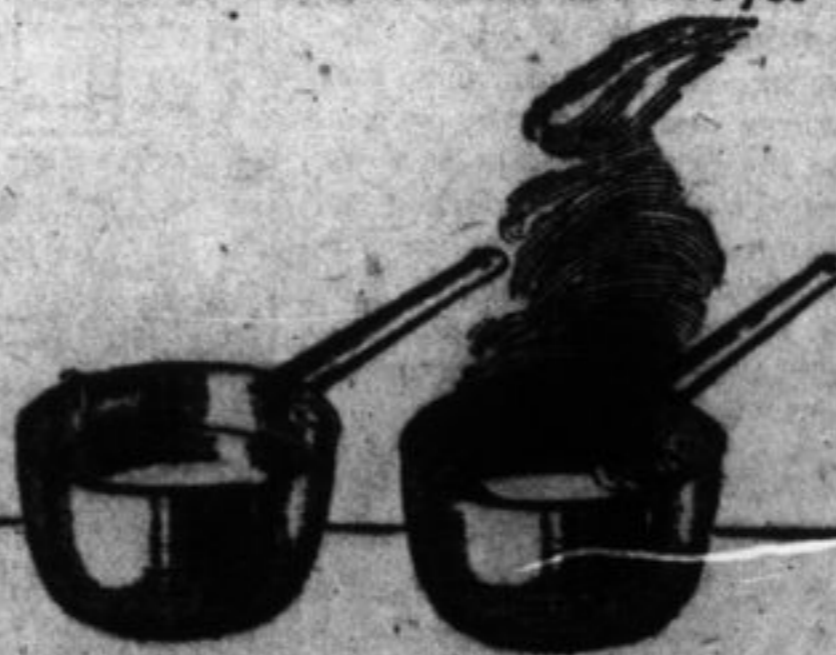
appreciate the vegetable origin of Crisco—that Crisco is made from the pure sweet oils of growing plants.

Again, a certain number of housekeepers were surprised to learn that Crisco alone serves every frying and shortening purpose. For example, a woman would compliment Crisco on its tender, flaky pie crusts while forgetting that it also makes deliciously light cakes and crisp, digestible fried foods.



For easy digestion, say doctors, a fat should have a melting point near body temperature of 98 1/2 degrees. This pure vegetable shortening melts at 97 degrees—even below body temperature. Yes, it is very digestible.

Made in Canada  
Sold throughout the Dominion  
Crisco will add new delicacy of flavour to many of your favorite dishes. So order a can today, try it in the recipe printed here and in your own recipes. When using Crisco in place of butter take 1/2 less and add 1 teaspoonful of salt to each cupful of Crisco.



Avoid Smoke and Unpleasant Odor

By using this fat you can keep your whole house fresh and charmingly free from odor yet still enjoy French Fried Potatoes, Doughnuts, and all the delicious foods which require deep-frying. Tests made by a well-known university showed that this fat could be heated to 446 degrees without smoking, while the most commonly used animal fat smoked at 374 degrees.

Walnut Wafers

- 1 cupful brown sugar
  - 1 cupful chopped walnut meats
  - 2 eggs
  - 1 tablespoonful melted Crisco
  - 4 scant tablespoonfuls flour
  - 3/4 teaspoonful vanilla
  - 1/4 teaspoonful salt
- Cream the Crisco, sugar and beaten eggs together. Beat until perfectly smooth. Then add the vanilla, salt, flour and walnut meats. Mix all together well. Then drop by a teaspoon into muffin rings in order to keep them perfectly round. Bake in a hot oven about 10 minutes.

FREE! a Manual of Cookery

THIS remarkable cook book, written by Marion Harris Neil, formerly cooking editor of the Ladies' Home Journal, contains 250 tested recipes answering the daily puzzle, "What shall we have for dinner tonight?" Practical suggestions for choosing meats, fish, fowl and game. Time table showing just how long to cook various foods. Special sections on soups, vegetables, salads, puddings, breads, eggs, and the art of carving. 128 pages of practical culinary information. This book would cost at least 25c in any book store but you can get it free by mailing in the wrapper from one can of Crisco. Simply fill in the coupon below and mail together with the outside wrapper from a Crisco can.

The Procter & Gamble Mfg. Co.  
Hamilton, Canada

Attached is the outside wrapper from a can of Crisco. Please send me, free, a Manual of Cookery.

Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Province \_\_\_\_\_

For our information, please check (✓) correct answer below.

- The label I am enclosing was taken from a can of Crisco which I bought after reading this advertisement.
- The label I am enclosing was taken from a can of Crisco which I already had in the house. L-5

a furniture store, a house-furnishings department of a department store, or a mail-order catalogue. But from whichever source she makes her purchases, she should keep these four things in mind: 1. Has the piece of furniture good lines and proportions? 2. Will it "go with" the furniture she already has? 3. Is it comfortable? 4. Can it be kept in good condition without much trouble?

Of course price is of prime importance; I assume that she will not even consider furniture beyond her pocketbook. But, with the wide variety of woods and styles carried by stores to-day, she will not have much trouble in finding pieces which come within her means.

Perhaps the least expensive furniture is golden oak. Its many coats of varnish are very objectionable to the woman who wishes dull surfaces and a general quiet tone to her room. But many a housekeeper has overcome this difficulty by buying inexpensive golden oak and then removing all its varnish with a commercial varnish-remover, staining the bare wood and waxing it until it has the legitimate finish of oak!

The heavy type of furniture called "Mission" or "Craftsman" is also generally inexpensive. This style looks especially well in a room which has a brick or concrete fireplace. It is easily cared for and has a certain rusticness about its straight lines and solid strength.

The simple painted furniture is particularly good for small rooms where Mission would perhaps appear too heavy. Or in a city apartment, where sunshine is at a premium, it can be made to give a very gay and cheerful effect if painted in appropriate colors.

Wicker or willow furniture is favored by the majority of housewives because of the cozy appearance it gives to any room. It is not exorbitantly high in price (indeed, often extremely low-priced), and may be stained any color.

But whatever furniture one buys, it is a good plan to think twice before paying for it or having it sent home. For furniture is a thing we have with us most of our life, when once purchased! We should not run the risk of having regrets. I believe that it is a good practice to go through a furniture store and then

go home and think it over before making a final decision. Seeing so many sets and pieces, is bewildering; and when we are putting out as much money as furniture costs to-day—we want a clear head and a decision reached only by sound and deliberate thinking.

Love your enemies to a divine command, but don't let them get the best of you in sensible self-protection.

If a man is so earthly good he is always asserting that he's as good as anybody.

SAVE THE TROUBLE OF COFFEE MAKING—USE *Mashington Coffee* IT IS MADE JUST DISSOLVE AND DRINK IT. A GREAT CONVENIENCE AND DELICIOUS.