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If a fire should visit you tonight would your house and furnishings be replaced by a reliable Insurance Company or be gone with the wind?

HOWARD H. BLAIR

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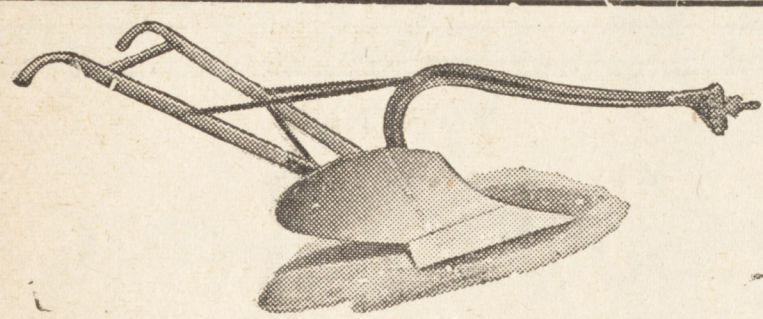
A MESSAGE TO INVESTORS IN THE MARITIME PROVINCES —

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...OF...

Interest to Women

IS WOMAN WHO DISPARAGES HER OWN SEX EXCEPTIONAL?

(By Edith Johnson)

While men often talk about what women think of each other and how they treat each other, it is by no means a favorite topic of conversation among women themselves.

Could it be that they fear to talk lest they might give their own sex away?

In any event, it is a matter minimized out of proportion to its unimportance for the attitude of women toward women is important.

Although the modern woman is more subtle about it than her ancestors she still fights with woman for the man she wants. For every weapon her foremothers used, she has a dozen at her command. Women today are distressingly competitive and they are far less scrupulous about taking another woman's sweet heart or husband than their mothers or grandmothers would have dared to be.

Everyone knows that type of woman who has little use for her own sex. If she confessed her innermost thoughts she might say, "I don't care for women—they are so stupid," as if she were a superior representative of her sex.

Examine the roster of any woman's club or organization and you will look for her name in vain. Seldom does she consent to work on a committee unless its membership includes men. Why waste time upon women, is her attitude.

If she is married, and usually she is, she encourages her husband to bring his men friends home with him. She likes to listen to their conversation and it may be, take part in it.

With few exceptions a "man's woman" is not a flirt. Her interest in men is intellectual rather than romantic. She seeks men as friends rather than as lovers. Instead of trying to feed her vanity by luring men to flatter her she wants to hear what

they have to say and to get their points of view. It is far safer for another woman to trust her man with this type than with one who professes no great interest in men, but who is always ready for an intrigue that will restore her confidence in herself.

Pity the woman who not only has a poor opinion of other women, but who believes that her hardest luck was in being born a woman instead of a man.

Not content to regret her sex, she considers it her duty to disparage all women. She takes little or no interest in their achievements or their progress.

Proudest of all moments in her life is when she brings a son into the world, for by that act she feels she has justified her existence and redeemed herself.

Men, envious of each other's achievements are commonly too proud to reveal their envy. But let a woman stick up her head and she becomes a target for attack, barring, of course, a minority of her sex who take pride in success scored by the women.

Fortunately, the women who disparage the accomplishments of the other women are becoming fewer and fewer. The majority gradually are acquiring a more generous appreciation of those who distinguish themselves.

No women, perhaps, are as tolerant of each other as women who have worked together, and who have borne the heat of the day, whether in business, politics, education or the arts. Like women in poverty who almost invariably are helpful to each other in emergency, they have that larger grasp of life's realities, which gives them so sympathetic an understanding of each other's needs and problems as women more fortunate in a material sense do not always have.

LEVEL OVEN IS IMPORTANT FOR COOKING GOOD CAKE

(By Marjorie Mills)

"Every time I see even a picture of a perfect cake, my heart sinks to my boots, just as my cakes sink to the bottom of the pan," writes a disheartened cook. "For every successful cake my friends make, I make one that is the exact opposite. What is the matter with my poor battered cakes (no pun intended)?"

Probably the first thing is to have a recipe that has worked well for a great number of people—a tested recipe. Then there's the question of baking and that's where most failures begin and come to their bad end. Cakes should be baked in the middle of the oven, and alone.

Test your oven to see if it is level by placing a pan of water in the middle of it. (One that is not level will lead to lumpy, burned on one side cakes). Then raise the front or back legs of the stove with blocks of wood or paper or glass cups, to level it off. If you do not have an oven thermometer attached to your stove, invest in a portable one.

The gas, coal and electric companies have departments for testing oven temperatures, and if you are in any serious doubts about the accuracy of your oven they will gladly send some one to calibrate the oven for you.

Now, let's see what we can do about those tested recipes for cake.

Queen Cake

This is a simple white cake you'll make over and over again. Dress it up with any frosting.

½ cup shortening
½ teaspoon salt (use salt only if shortening other than butter is used)

1 teaspoon vanilla
1 cup sugar
2 eggs, unbeaten
2 cups sifted cake flour
2½ teaspoons baking powder
¾ cup milk

Combine shortening, salt and vanilla. Add sugar gradually and cream until light and fluffy. Add eggs one at a time, beating thoroughly after each addition. Sift flour and baking powder together three times. Add small amounts of flour to creamed mixture, alternately with milk, beating after each addition until smooth. Pour batter into two greased layer tins, bake in a moderately hot oven 375 degrees F., 25 minutes.

Sweet Milk Chocolate Cake

½ cup butter
2 cups sugar
4 eggs
5 squares sweet milk chocolate
1 cup milk
3 cups pastry flour

½ teaspoon salt

4 teaspoons baking powder

Cream butter until light and fluffy, add sugar a little at a time and the yolks of eggs and chocolate which has been melted, add part of milk, beating after each addition, add flour, salt and baking powder together, add part and the rest of the milk. Beat up the whites of the eggs and add half, add the rest of the dry ingredients and the rest of the egg whites. Mix well, but do not beat. Pour into greased and floured oblong or tube pan, bake in a moderate oven at 350 degrees F. for about 45 minutes. Makes one large loaf.

Hot Milk Sponge Cake

4 eggs
1 cup sugar
6 tablespoons hot milk
1 tablespoon lemon juice
Grated rind ½ lemon
1 cup flour
¼ teaspoon salt
1½ teaspoons baking powder
Beat egg yolks until thick, add half the sugar, beating continually, add hot milk, remainder of sugar and beaten egg whites, add lemon juice and rind, add flour, salt and baking powder, which have been sifted together. Bake in ungreased tube pan in moderate oven at 350 degrees F., about 45 minutes.

Halloween Orange Whip

Dissolve one package orange flavored gelatin in one pint hot water, pour ½ into mold and chill. Chill remaining mixture until cold and syrupy. Place in bowl of ice and whip with rotary egg beater until fluffy and thick like whipped cream. Pour over firm gelatin in mold. Chill until firm. Unmold. Garnish with gelatin cubes, cut from additional firm gelatin, and mint.

Caramel Crisp Fruit Rings

1½ cups brown sugar
1-3 cup butter
Melt sugar and butter together over very low heat. Add six cups cornflakes. Take two spoons and toss or turn flakes until all are coated with sugar mixture. Keep heat low—takes about 5 minutes. Have large ring mold well greased. Pack flakes in while they are hot and shiny. Let cool a little (not cold), and unmold on a large plate. Fill the centre of the ring with cooked fruit or tapioca pudding with a spoonful of jelly or jam in the centre.

Butterscotch Brownies

1-3 cup butter
1-3 cup powdered sugar
1-3 cup molasses
1 egg, well beaten

OYSTER SEASON OPENED WITH TRADITIONAL CEREMONY



At Brightlingsea, in Essex, Eng., the opening of the oyster beds was performed with the customary ceremony by the mayor of Colchester, Major Gerald C. Benham. His Worship and the Town Sergeant (centre) are seen hauling up the nets of oysters.

7-8 cup bread flour
1 cup pecan meats, cut in pieces.
Mix ingredients in order given. Bake in small shallow fancy cake tins garnishing top of each cake with a ½ pecan. Or bake in a shallow square tin and when done, cut in squares.

Cream Cake

2 eggs
7-8 cup sugar
2-3 cup thin cream
1-2 cups flour
2½ teaspoons baking powder
½ teaspoon salt
1 teaspoon vanilla
Put unbeaten eggs in a bowl, add sugar and cream, and beat vigorously. Mix and sift remaining ingredients, then add first mixture. Bake 30 minutes in shallow cake pan in moderately slow oven, 325 degrees F.

Sour Milk Griddle Cakes

2½ cups flour
½ teaspoon salt
2 cups sour milk
¼ teaspoon soda
1 egg, well beaten
Mix and sift flour, salt and soda; add sour milk and egg. Heat griddle or frying pan. Grease griddle and drop mixture from tip of spoon on griddle. Cook on one side. When puffed, full of bubbles, and cooked on edges, turn and cook on other side. Serve with butter and maple syrup.

Caramel Coconut Pudding

1 cup crumbled soda crackers
½ teaspoon salt
2-3 cups scalded milk
¾ cup butter
1½ cups brown sugar
¾ cup shredded coconut
1 teaspoon vanilla
Combine the crumbled soda crackers with the salt and scalded milk. Melt the butter, add the brown sugar and allow to caramelize slightly. Combine with the first mixture and add the coconut and vanilla. Put into buttered baking dish set in pan of hot water and bake in moderate oven, 325 degrees F., 50 minutes.

To Preserve Leaves

Put leaves on a piece of cloth. Put a few drops of wax (candle wax will do) on each leaf and run a warm iron over it. They will last indefinitely this way. Or put the wax on the iron and just run it over the leaves.

Mrs. Jean Fraser Passed Away Yesterday

Many friends will regret to learn of the death of Mrs. Jean Fraser, wife of Merrill Fraser, of Taymouth, which occurred at the Victoria Public Hospital at an early hour yesterday morning. The deceased, who was only 21 years of age, was born at Taymouth and resided there all her life. She was a member of the United Church of Canada and was well known and highly respected.

She is survived by her husband, Merrill Fraser, one son Alden, and one daughter Jennie; also surviving is her mother, Mrs. Martha McFadden, of Taymouth, six brothers and two sisters, one of whom is Mrs. Hazen Howe of this city.

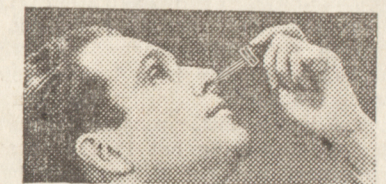
The funeral will take place tomorrow afternoon with service at the home at two o'clock. Rev. Mr. Shinklin will conduct the service, and interment will be made at Taymouth.

FUR LINED COATS ONCE MORE ARE FASHIONABLE

NEW YORK, Oct. 19—The jazz age "Joe College" boy with the coonskin coat—looking like an animated bale of hay—is extinct.

Instead, the style experts reported tonight, the modern college boy is a quieter individual who endorses tweeds and the more conservative fur-collared, fur-lined cloth coat popularized by the former Prince of Wales. Their verdict was returned today to 350 luminaries of the men's clothing industry.

Helping Your Family to Better CONTROL of COLDS



When Colds Threaten.. Vicks Va-tro-nol helps Prevent many Colds

At the first warning sneeze or nasal irritation, quick!—a few drops of Vicks Va-tro-nol up each nostril. Especially designed for nose and throat, where most colds start, Va-tro-nol helps to prevent many colds—and to throw off head colds in their early stages.



If a Cold Strikes.. Vicks VapoRub helps End a Cold sooner

If a cold has already developed, use Vicks VapoRub, the mother's standby in treating colds. Rubbed on at bedtime, its combined poultice-vapor action loosens phlegm, soothes irritation, helps break congestion. Often, by morning the worst of the cold is over.

Follow Vicks Plan for Better Control of Colds

A helpful guide to fewer colds and shorter colds. Developed by Vicks Chemists and Medical Staff; tested in extensive clinics by practicing physicians—further proved in everyday home use by millions. The Plan is fully explained in each Vicks package.

VICKS PLAN FOR BETTER CONTROL OF COLDS

BRITISH PREMIER'S WIFE TAKES WORKING CLASS TEA



Mrs. Neville Chamberlain, wife of the Prime Minister opened a block of modern flats for workers and their families at Kensington recently. The photograph shows Mrs. Chamberlain taking tea with Mrs. Vinee, a resident of one of the flats, and some of her family.