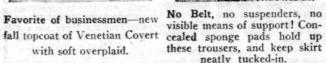


with soft overplaid.



women would like to have a car

of their own. Seven per cent of

the middle-aged group and 5 per

"With a whole family bickering

a car of my own, even if it were

BULL-NOT STAG PARTY

England recently to toast the guest

It was the 11th birthday of

Eleven candles burned on his

birthday cake-made from cattle

cake, flaked maize and bran-with

"Many Happy Returns" in red ber-

Vern Robert, one of the finest

of honour-a bull.

Herefords ever bred.

the same choice.



"Of the making of many opinion | Eleven per cent of the younger polls," Solomon might have said if years later, "there is no end." And although the pollsters got a severe the result of the last Presidential election by as far as a strong boy have done a comeback. At all events, they're still carrying on

The results of the latest of these polls that I've come across are rather interesting to farm folks, and especially to farm women. We've all dreamed of what we would do first if we came into even a modest sum of money unexpectedof representative farm women was based on the following case. Some two years ago a farmer's wife had the chance of either taking a trip to Europe or doing a remodelling job

on her kitchen. The European tour, she figured, would be interesting and educational. On the other hand, a remodelled kitchen would be enjoyed by the into the kitchen.

So the question was: If you had the money, which would you rather have, a model kitchen, a trip to Europe, a car of your own, or a vacation with your family. And 40 per cent of all the women interviewed said they would choose the

modern kitchen. The younger women (those in the age group from 20 to 34 years) had the highest percentage for this choice. Forty-seven per cent said they would rather have a modern kitchen. Only 22 per cent of the older women indicated this choice.

But of all the women interviewed 54 per cent of those who lived on rented farms put the modern kitchen as their first choice.

While it was the younger women who lived on rented farms who wanted modern kitchens, it was the older women and those who would choose the trip to Europe.

Nine per cent of all the women said they would choose a European tour.

When the figures were broken . down into age groups, they found that 17 per cent of the women over 50 chose the trip. Though one of the younger farm women said rather wistfully, "I would enjoy a trip to Europe. It would be nice now and give me something to think about when I'm old."

Only 5 per cent of the younger would choose a trip to

"It would be wonderful to have a car any time I want it," said anthe choice of 9 per cent of the farm



used to wow the customers back in the palmy days of vaudeville was probably. One of the gags with which they would seriously declare that his fav-orite food was hash — because he always knew what he was eating. His 'straight' partner would indigyou know what you're eating?" whereupon the comic would reply, I know I'm eating hash!" Yak -Yak - Yak. . . .

Which will serve as notice that if this column turns out to resemble hash, or a reasonable facsimile, please don't complain that you weren't warned.

Anyway, about the most pithy omment we have heard regarding current conditions came from a friend of ours the other day. He had ast been reading a newspaper story which stated that, because of war ce cream sodas, soft drinks, gin, milk, whiskey and a few other assorted potables were likely to show an increase in price.

"That guy Kipling surely knew what he was talking about" said our friend. "when he wrote 'When it comes to slaughter, you will do your work on WATER." . . .

Just in passing, we fear that the esteemed Toronto Globe and Mail Sports Department must be slipping. The September morn followthe initial practice of the MA-PLE LEAF HOCKEY TEAM Sports Page mentioned the name of Conny Smythe a mere nine times - this being, as any close follower of the sport can tell you, much below par for the course.

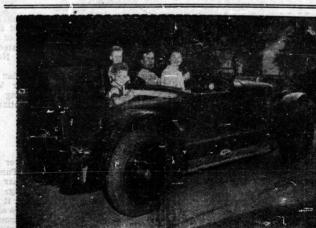
In the same connection, we might say that if the Maple Leaf Hockey Club's ballyhoo department doesn't shortly dig up a new publicity stunt to replace the one about Turk Broda's excess poundage, we dread the consequences among the reading public. We are second to none in our admiration for Mr. Broda's twine - guarding abilities - but as a permanent replacement for Miss America, Gipsy Rose Lee, Sally over the car, I think I'd like to have Rand or any of the other strippers, Turk just doesn't have it.

only a jalopy," said one of those interviewed. Then she added, rue-Arthur Daley tells a story, which fully, "At that, I'll bet somebody else would be driving it every time I wanted it." \* \* we hadn't, about Willie (Puddinhead) Jones, third base guardian A vacation with the whole family for the Philadelphia Phillies. This when the children are little and a was when Willie - as well as Manvacation with the family when they ager Eddie Sawyer - were laboring are older are two different things. in the Toronto baseball vineyard.

\* \* \* Thirty-three per cent of all the Jones had slumped very badly in women interviewed wanted a vacahis hitting and although he never tion with their families. Twenty-nine per cent of the younger women, said anything about what was worrying him, Sawyer instinctively knew and summoned Willie to his 34 per cent of the middle-aged group and 39 per cent of the older office. "Willie," he said, "I've been women made the same choice. doing some thinking. I know your wife is expecting a baby, so I was But one of the younger women, the mother of four small children, wondering if you'd like to have her here in Toronto - at the ball club's said: "I'm not kidding myself that a trip with the children is a vaca-

tion. It's a change of scenery." Mrs. Jones arrived and her carefree husband began knocking the Another woman in the same age leather off the ball in old - time group said: "If I had the money for fashion. But just before the infant vacation, it would be a vacation was due he shipped his wife back to just to get away from the family dear old Carolina. "It's thisaway, Skipper," Puddinhead explained things to Sawyer. "I want to have my son born back home, so that Three hundred persons turned up some day, he'll be eligible to be-come President of the United Sta-

> Well, if we were making book, we wouldn't want to be laying too much money against the possibility of Jones, Junior, someday doing that very thing. We don't know exactly what the actual odds are against any United States youngster



Goose Still Honks-When Thomas Bowes bought an estate recently, he received an unexepected dividend: a 1918 Wills-St. Clair "Grey Goose" roadster. Shown with his wife and two sons, Bowes pumped up the car's tires, boosted the battery and without bothering to change the auto's original gasoline and oil, stepped on the starter. With a honk of delight, the "Grey Goose" rolled out of the garage for the first time in 22 years.

Still, great as they are, those odds can't be any bigger than they were

when Willie Jones made that remark — against Puddinhead, playing for the once - Phutile Phils, being eligible for a World Series cut within the short space of two years and a couple of months. For the Phils, since the turn of the century, have finished in the National League Cellar exactly seventeen times. They finished in the seventh slot on ten occasions. And, up to the

start of this season, their record was

a proud 4,325 losses as against 3,-

eventually becoming President. Fif-

202 wins. So it looks as if anything-positively anything - could happen in baseball. And in politics too-for Anthony Eden is just reported as recently saying that if he were in the British Foreign Office, he thinks he could "make a satisfactory deal with Stalin." Maybe Mr. Eden would even turn his back while Uncle Joe shuffled the cards!

#### Virgil Dreamed Of Sugar From Trees

That a sweet syrup would em erge from forest trees was part of Virgil's dream of the Golden Age. At that time (around 40 B.C.) honey of wild bees was the chief means of sweetening and was probably the first sugar food used by men. The care and cultivation of bees for their honey has been known at least for three thousand years. With the ancients it was almost their sole source of sugar.... The first historic mention of sugar is found in China in the eighth century B.C., where it is spoken of as a product of India. The sugar cane was native in Bengal and cultivated there. After the fifth century B.C. it was introduced to the Euphrates

valley and to China. Fellow travellers of Alexander the Great who invaded India in the fourth century B.C. in search of glory and loot, brought back tales of a reed that produced honey without the aid of bees. "Honey cane" it was called originally, and Herodotus spoke of sugar as "manufactured honey" . . The Greeks and Romans called it "sweet salt," "Indian salt," "sweet gravel." In the Bible (Jeremiah 6:20) is mentioned a "sweet cane from a far country."

ence about 1,300 years after the first historical mention of sugar. The Arabs and Egyptians were the pioneers in crystallizing. In India at the end of the thirteenth century we first hear of evaporating the cane juice, dissolving the residue in water, and clarifying this solution with milk. They then solidified their sugar into cakes or crystallized it into candy. W. W. Sweats, in tracing the history of sugar, says: "It long continued to be regarded as a rare and costly spice and it remained so up to the time of the discovery of America at the end of

In the oldest books on arboreal

lore, maples were mentioned as rarities in Europe, and there was no reference to their sugar-yielding sap. The "mapel-treow" was so spelled by Chaucer in the fourteenth century, and it is variously referred to from then on in Middle English iiterature as the mayple, the mapell and the mapole. In 1588 Jean Liebault, the French naturalist, wrote of "balmes and oyles" distilled from trees, but never a word on maple. John Gerade, author of The Herball or General Historie of Plantes, writes: "The great Maple is a stranger in England, only it groweth in the walkes and places of pleasure of noble men, where it especially is planted for the shadowe sake." In The Whole Art and Trade of Husbandry, Barnabe Googe "sappe" of many trees, but not of the maple. Closer to our own day, Charles Sprague Sargent writes of the maple in Europe: "The Sugar Maple, like the Hickories, the White Oaks and other upland trees of eastern America, does not flourish in the Old World, and really fine specimens, if they exist at all in Europe, are extremely rare, although 150 years have passed since

it was introduced, and at different times considerable attention has been given to its cultivation." Maple sugar and syrup are ap parently, then, a specialized North American product .- From "The Maple Sugar Book," by Helen and cott Nearing.

Cure-All: A bottle of medicine was mistaken by a patient's mother for carpet-cleaning fluid. Says the Medical World': "It proved very

ISSUE 39 - 1950

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#### looked Rugs-A Practical Hobby

looking is a practical hobby. I more than just a pastime. When complete a hooked rug, you have a fine durable floor covering hat your friends will admire and your family will treasure. Indeed, we cates of the process. Not the smallest consideration in

the saving in money. For a comparitively small outlay, you can create a rug valued at several hundollars. One of the most proctive workers I know deplore the hours she wasted piecing jig-saw puzzles together, before she knew there was so profitable and nating a handicraft as hooking. Hooking isn't entirely a feminine suit, either. It is one form of ecraft that a man can work at thout being regarded as a "sissy This may be due in part to the fac the Atlantic seacoast spend the long theory that rug hooking was originated by horny-fisted sailors, to while

away the long hours at sea. . . The making of hand-hooked rugs is fast becoming a fine art. There are market, but these are giving way to etter examples to supply a more riminating demand. The present-day worker selects

her design with care, studies the colour scheme of the room, and makes, her rugs to blend with it. She has learned that, although the process is simple, there is a great deal more to making a hooked rug than merely using up old rags to the earnest hobbyist, rug hooking is a delightful adventure into the field

vived without sacrifice of its old-time skill. The method is still the same. Any attempt to speed up the process with mechanical needles results in a product that has a ma-Hooking is a sociable hobby.

very recipe differs slightly from

Which is the best of all-well,

t'at it's difference of opinion that

makes hore-racing; and there's al-

most as much difference of opinion about the "perfect" chocolate cake

as there is regarding the bangtails.

Some families like their chocolate

cake very dark and very moist;

others think it should be feather-

light, finely textured and no more

So the matter of which is "tops"

is pretty much a matter of who's doing the eating. At all events here are a few recipes, all good

and all worth any cake-maker's trial.

RED VELVET CAKE

Bake in a 9 x 13-inch par

21/2 cups sifted cake flour

well-beaten eggs

2 cups sour cream

1 teaspoon vanilla

ed 9 x 13-inch cake pan.

Bake at 350 degrees (moderate)

JIFFY CHOCOLATE

CUPCAKES

Makes 18 cupcake

½ cup cocoa ½ cup shortening ½ cups sifte; cake flour

½ cup sour milk

1 cup sugar

15 to 20 minutes

1/2 cup hot water

tric mixer, set at low to medium

Fill greased muffin tins 1/2 full.

Bake at 375 degrees (moderate)

DE LUXE

CHOCOLATE CAKE

Makes three 8-inch layers

3 squares unsweetened

1½ tablespoons butter Cook over low heat until thick. Beat

3/4 cup sweet milk

1 teaspoon vanilla 1 teaspoon soda

1 egg

nto mixing bowl in

Stir egg mixture into dry ingredi

Beat 3 minutes. If you use an elec-

tric mixer, set at low to medium

They offer a wide variety in tex-

than a deep red in colour.

ure, flavour and colour.

isn't for me to say. They claim

Almost every cook has her own This is important.

There is much fun and mutual profit to be found in working with others, comparing rugs, and swapping 7 minutes. rags. Hooking rugs leads to charming and enduring friendships. There Remove from heat. 11/2 teaspoons vanilla is a delightful spirit of camaraderie among all true lovers of the craft.

**FASHION NOTE FOR JUNIORS** 

Fringe 'n all, pardner!-New cowboy shirt in pony skin print

broadcloth, fast dye and washable. Real western stuff for

Often a problem that bothers the

individual will be solved in group

Hooked Rugs." by Stella Hay Rex.

Beat until mixture stands it

2½ cups plus two tablespoons sifted cake flour

Add dry ingredients to egg mixture

11/2 cups thick sour cream

Stir in chocolate mixture and

Beat 2 minutes. If you use an elec-

Pour into 3 waxed-paper-lined 8

Bake at 350 degrees, 30 to 35

Frost with Caramel Fluff Frosting.

CARAMEL FLUFF FROSTING

Frosts top and sides of three

8-inch lavers

Combine in top of double

1½ cups dark brown sugar 6 tablespoons cold water ¼ teaspoon salt

Mix well.

Cook, beating constantly with

NOT Snow Bound

**NEXT WINTER** 

period of enjoyment. Visit your neighbour, a movie, concert,

hockey or curling game as and

Now available at amazingly low

early orders) the Berger Sno Blo, easily attached to you

tractor, will quickly clear a road through the most stubborn

when you will.

cost (with special disc

rotary or electric beater until

3 egg whites

\* \* \*

tric mixer, set at low to medium

11/2 teaspoons vanilla

Beat in gradually

21/4 cups sugar

11/2 teaspoons soda

alternately with

inch layer pans.

peaks.

Sift together

DELICIOUS DEVIL'S FOOD Makes two 9-inch layers

junior cow-hands!

3/4 cup cocoa 1 well-beaten egg

Cook in top of double boller until thick. Cool.

2 cups sifted cake flour

1 teaspoon soda

½ teaspoon salt

Add dry ingredients to shortening mixture alternately with

½ cup milk

Best till just blended after each

electric mixer, set at medium

Pour into 2 waxed-paper-lined 9-

inch layer pans.

Bake at 375 degrees (moderate)

CHOCOLATE CAKE

Makes two 9-inch layers

25 minutes. \* \* \*

Cream together thoroughly

1/2 cup butter or other

1 cup sugar

Stir in cocoa mixture.

2 eggs Beat well. Sift together

3/4 cup sugar, beating after each Pour batter into 2 waxed-paper lined, 9-inch pans. Bake at 350 deg. 30 to 35 minutes.



treats—now you haven't to worry about yeast that stales and weakens! Fleischmann's Yeast keeps full-strength, fast-acting without refrigeration. Get a month's supply.

1 teaspoon vanilla

1/8 teaspoon salt 1/2 cup cocoa 1/3 cup cold water Add cocoa mixture to mixture.

21/2 cups sifted cake flour 11/4 teaspoons soda mixture alternately with



### SOUR CREAM BUNS

lated sugar, 2 tsps. salt and 1/4 c. Punch down dough, grease top, butter or margarine; cool to luke- cover and again let rise until warm. Meanwhile, measure into a doubled in bulk. Punch down large bowl ½ c. lukewarm water, 1 tsp. granulated sugar; stir until sugar is dissolved. Sprinkle with 1 and cut into 3½" rounds and Rising Dry Yeast. Let stand 10 sheets. Using a floured thimble,

minutes, THEN stir well.

Make a deep depression in the centre of each bun. Brush rounds of and mix in 2 unbeaten egg yolks dough with mixture of 1 slightly-and ½ c. thick sour cream; stir into beaten egg white and 1 tbs. water; yeast mixture and stir in lukewarm sprinkle generously with granulated milk mixture. Stir in 3½ c. once-sifted bread flour; beat until doubled in bulk. Deepen depressmooth. Work in 3 c. (about) once- sions in buns and fill with thick sifted bread flour to make a soft raspberry jam. Bake in hot oven dough; grease top. Cover and set 425°, about 15 minutes. Yieldin a warm place, free from draught. 3 dozen large buns.

• Scald 11/2 c. milk, 1/2 c. granu- Let rise until doubled in bulk. envelope Fleischmann's Royal Fast place, well apart, on greased cookie

## CANADA PRODUCES WHEAT FOR ALL THE WORLD



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Our prosperity is based on our ability to sell our products to other countries. Every Canadian has a personal stake in foreign trade, for one out of every three dollars of Canada's national income results from our trade abroad. The more

that the peoples of other countries know of the quality, variety and prestige of our products, the more likely they are to buy from us.

We feel that the horizon of industry does not terminate at the boundary line of its plants; it has a broader horizon, a farther view—this view embraces the entire Dominion That is why The House of Seagram believes that it is in the interest of every Canadian manufacturer to help the sale of all Canadian products in foreign markets. It is in this spirit

that these advertisements are being

published throughout the world.

The House of Seagram