

INGERSOLL CREAM CHEESE

SPREADS LIKE BUTTER

You can buy twice the quantity of Ingersoll Cream Cheese in blocks for the same money as you would receive in jar cheese, besides there is just as much difference in the quality in favor of Ingersoll Cream Cheese as there is in the price.

Never Becomes Hard. Every Particle Can Be Consumed.

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For Sale By All Grocers

MANUFACTURED BY

INGERSOLL PACKING CO. Limited

INGERSOLL, ONTARIO CANADA




HOUSEHOLD HINTS

Twentieth Century Cleaning

THE old way of cleaning the carpet with a broom or a carpet sweeper merely removed the surface dust and left the harmful dirt to accumulate until the "general cleaning day" arrived. The more dangerous dirt is the finer substance which the broom merely forces down into the fibre of the carpet, where it becomes the happy hunting ground for the deadly germs.

Every yard of carpet contains myriads of microbes, which mean weakness and disease to your household. This death-dealing dirt is neither to be swept out nor beaten out. Doctors will tell you that breathing such dust is a menace to the health of either an adult or a child. What is the use of fighting the White Plague by means of fresh air and good nourishment if we allow dust to settle again in the carpet after a superficial sweeping?

To remove this dirt, swiftly and thoroughly, one must resort to the Vacuum Cleaner, which not only takes the dust from rug or carpet, but, by forcing back a draft of pure air, raises the nap and restores the lost tints of brightness. Beating any object that is finely woven and richly colored only hastens the process of wearing out, and does not permanently remove either dust or dirt.

The Vacuum Cleaner may be used under "all sorts of skies" and you do not need to wait for a sunshiny day in order to give sitting-room, library or stair carpet a thorough cleaning.

Neither do you need to wait for a fortune before realizing the desire of your housewifely heart. Twenty-five dollars will place in your home a good Hand-power Vacuum Cleaner, which will accomplish the work to the satisfaction of the most careful "Martha."

extra care and attention bestowed on the seasoning of food in cooking, so that it is no longer essential to reinforce a dish after it has been served. Liqueurs are handed round now on a revolving silver stand that recalls the revolving centrepiece of the days gone by. All these new stands are in the most slim and slender of silver lines, so that in some of the smaller trays the little liqueur glasses and coffee cups seem to be merely held in place by a narrow band. Breakfast in bed has grown so fashionable that a neat little tray has been introduced with the few, but necessary, appointments in fine silver, held together by similar narrow bands.

The Proper Care of Shoes

BEGIN the care of your shoes in the shoe store. Insist on having your glaze kid shoes thoroughly polished with oil paste before they are sent home. If you wear them just as they come out of the box you will scratch them more in a week than you would in a month had they been properly polished. Then—unless you have polished wooden floors—tell the dealer to put in "circles" in the heels. These are little pieces of metal which prevent the unsightly, careless-looking "running down."

The day you notice your heels getting run down have them straightened. This will be done at a trifling cost, and will lengthen the life of the shoes, besides keeping up their appearance.

Buy two good shoe brushes, a box of oil paste and a bottle of sweet oil. See to it that your shoes are cleaned, or at least brushed, every time you wear them. You need not apply the polish oftener than once or twice a week, but then do it thoroughly. Scrub your shoes all over with a damp cloth—wet paper squeezed soft is good for this—and let them dry. Then apply the paste thoroughly, and polish them well.

Use sweet oil for your dull leather shoes and dress shoes. There is a special preparation for suede, and a liquid for bronze shoes. However, the latter will stay bright for months if rubbed occasionally with a piece of light-colored velvet.

Don't omit shoe trees. They are cheap, and last. Every pair of shoes you have should be on shoe trees when not being worn. Instead of using the wooden ones for your light slippers, take whalebones or corset steels a little longer than the shoes, wind with narrow ribbon, and, bending, slip into each slipper. The ends of the steel will press very gently against the toe and the back of the shoe, and will thus keep them in shape.

Milk for Cleaning

IT seems cruel irony to tell you to clean house with milk when it is so high even for those who wish to drink it; but sour and skim milk and buttermilk are just as good for this purpose, so it is not so expensive as it sounds.

Buttermilk is the best possible thing to clean linoleum and oilcloth. Just mop it up with a soft cloth, and watch the dirt taken off by the application. About once a week is often enough for the cleaning.

Either skim or sour milk will make rubber plants grow. Wash the leaves with a soft cloth in milk and water, sponging each off carefully inside and out, and pouring the remainder of your basin into the ground of the tub. The plant grows and thrives on it.

Milk, well rubbed into the wood makes a good furniture polish, also keeping the shiny surface in good condition. You do not need frequent treatments—at housecleaning time is often enough.

A Silver Revival

RECENT additions to the service of silver plate considered necessary in a well-appointed house are numerous, and prove, without question, the many influences at work among English people, says the *Daily Telegraph*. A dish for hors d'oeuvres is added now to the dinner appointments. The favorite style is of plain silver, and has four compartments, with a glass in each. Silver servers accompany this, and when not appreciated as a dish for the morsels that commence a meal it is utilized for sweets. Curiously enough, whilst the taste for savories at the beginning of a meal is growing, there is increased appreciation of sweets at the conclusion. Silver plate is copied from the days of George III., a period when the designing and working of this metal were at their best.

Spoons with a rounded bowl and long handle are very much liked, and there is also a decided leaning to the ornate French patterns of the time of Louis Quatorze. Colored horn is used for fish knives, and for the fruit service. This, too, is a repetition of a mode that prevailed in the days of the Third George, when colored ivory took the place of the horn of to-day. Tints such as green and yellow, are very much liked, and add a dash of color to the dinner or lunch table.

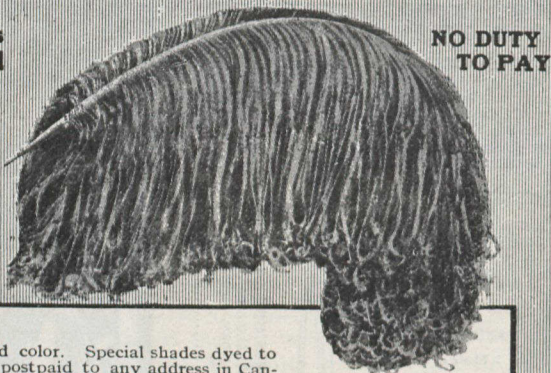
Much silver has been added of late to the table, for the use of slides for decanters or wine-bottle has grown greatly. These slides are a revival of the Sheffield plating of fully a century ago, and when originals are not used copies take their place. Rumor has it that the small individual salt-cellars and pepper-pots that have been used for some time now will ere long give place to the revived big cruet that once ornamented the centre of the table. Some beautiful workmanship was expended on these articles, and should the revival indicated take place a good many beautiful old pieces of silver or Sheffield plate will once more see the light. A reason for this is given in the

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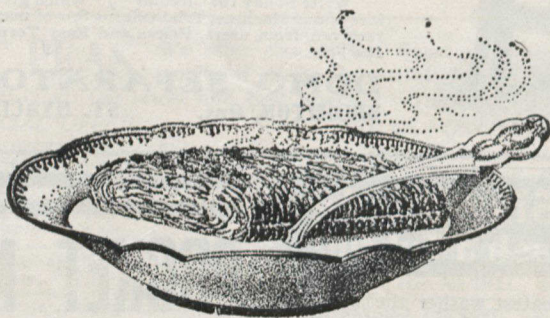
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Nearly all children have wheat-hunger—a craving for the body-building elements found in the whole wheat, the most perfect food given to man—his "staff of life" for four thousand years.

The whole wheat contains all the elements needed to build the perfect human body. This cannot be truthfully said of any other cereal. It is through the shredding process (patented and owned by The Shredded Wheat Company) that the whole wheat is prepared in its most digestible form.

By this process all the tissue-building elements in the whole wheat are retained, while the outer, or bran, coat is scattered along the shreds in infinitesimal particles in such a way as to stimulate peristalsis (bowel exercise) in a natural way.

Give a child two Shredded Wheat Biscuits every morning with hot milk and a little cream and he will be fully satisfied and will lose his taste for mushy porridges that are usually bolted down without chewing.

You can't build sturdy boys and girls out of books and sermons. Their bodies must be developed from the food they eat. Shredded Wheat is an ideal food for them to study on, to play on, to grow on.

Shredded Wheat Biscuit with hot milk or cream makes an ideal breakfast for school children and is quickly and easily prepared. The porous shreds of cooked wheat combine naturally with all kinds of fresh or stewed fruits, making a complete, wholesome meal. Your grocer sells them.

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