

THE NEW-DAY PRICE TAGS

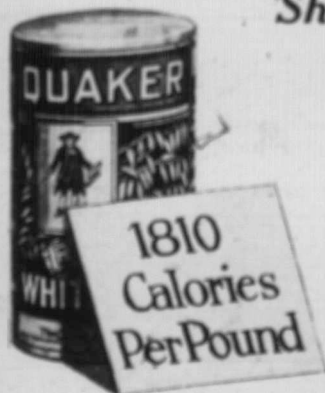
Should Show Calories
Per Pound

The Vital Point In Food Cost

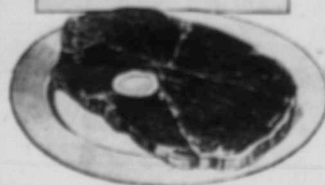
The calory is the energy unit by which governments and experts measure food.

It is a major factor to consider in combating cost of living. Figure what you get per dollar as compared with Quaker Oats.

In these foods, for example:



890 Calories
Per Pound



360 Calories
Per Pound



365 Calories
Per Pound



Cost Per 1,000 Calories

Quaker Oats	-	-	-	5 cents
Meats Average	-	-	-	40 "
Fish Average	-	-	-	40 "
Canned Salmon	-	-	-	33 "
Canned Corn	-	-	-	30 "
Potatoes	-	-	-	13 "
Canned Peas	-	-	-	54 "

Most meat foods cost you 7 to 10 times Quaker Oats for the same calory units. And some foods cost you 20 times as much.

Then Quaker Oats is better-balanced than these costly foods. It is richer in minerals. It is more nearly a complete food.

The oat is probably the greatest food that grows.

Use Quaker Oats to reduce your meat cost. Every dollar's worth used in that way, saves \$7 on the average.

Then mix it with your flour foods. The more you use the more you save and the better you are fed.

This great food in these times gains a multiplied importance.

Quaker Oats

The Extra-Flavorly Flakes

Use Quaker Oats, because it means superlative flavor at no extra price.

It is flaked from queen grains only—

35c and 15c Per Package

Except in Far West

Quaker Oats Bread

1 1/2 cups Quaker Oats (uncooked)
2 teaspoons salt
1 cup sugar
2 cups boiling water
1 cake yeast
1 cup lukewarm water
5 cups flour

Mix together Quaker Oats, salt and sugar. Pour over two cups of boiling water. Let stand until lukewarm. Then add yeast which has been dissolved in 1/4 cup lukewarm water, then add 5 cups of flour.

Knead slightly, set in a warm place, let rise until light (about 2 hours). Knead thoroughly, form into two loaves and put in pans. Let rise again and bake about 50 minutes. If dry yeast is used, a sponge should be made at night with the liquid, the yeast and a part of the white flour. This recipe makes two loaves.

Quaker Oats Muffins

2-3 cup Quaker Oats (uncooked) 1 1/2 cups flour,
1 cup scalded milk, 1 egg, 4 level teaspoons baking powder, 2 tablespoons melted butter, 1/4 teaspoon salt, 3 tablespoons sugar.

Turn scalded milk on Quaker Oats, let stand five minutes, add sugar, salt and melted butter; sift in flour and baking powder; mix thoroughly and add egg well beaten. Bake in buttered gem pans.

Quaker Oats Cookies

Mix dry 2 cups Quaker Oats (uncooked), 2 cups flour, 1 teaspoon cinnamon, 1 teaspoon salt. Mix 1 cup sugar, 1 cup lard. Put 1 level teaspoon soda in a small cup of sour milk. Add this to sugar and lard, then add dry ingredients, roll thin, cut in squares and bake. Halves—2 cups—make an excellent addition.

The Quaker Oats Company

PETERBOROUGH, CANADA

SASKATOON, CANADA

2056



Someone must stay at home to do the work of daughter, sister, maid.

To keep home sweet and clean, wouldn't you say she needs all the time-saving help that Gold Dust will surely give. These four helps particularly

No. 1—Greaseless

Some articles collect more grease than others. For instance, roasting and frying pans, tops of stoves, dish towels. Busy housekeepers find that a tablespoonful of Gold Dust to half a pail of hot water makes the water soft for hands and wonderfully dissolving for grease.

No. 2—Grittless

There are many articles which require a smooth cleaner with no grittiness to mar glossy or polished surfaces. Such things as: silverware, windows, mirrors, wash bowls and all enamelled surfaces. Gold Dust is a smooth, gentle cleansing agent without grit. Remember—a tablespoonful to half a pail of hot water.

No. 3—Rubless

Soap rubbed on a cloth cannot clean such things as: baby bottles, milk bottles, cruets, funnels, food choppers and all utensils with spouts. But Gold Dust dissolved in hot water makes a solution which dissolves every bit of oil or grease without the need for rubbing. Yes! A tablespoonful of Gold Dust to a gallon of hot water.

No. 4—Tasteless

Not even a trace of soap must be left behind when you clean the following: Nooks and corners in ice boxes, dairy utensils, strainers, sieves and graters, patented articles such as grinding mills and egg beaters. Gold Dust thoroughly and effectively dissolves every tiny particle of oil or grease and washes out completely. Nothing but sweet cleanliness can remain.



GOLD DUST

The Busy Cleaner

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THE FAIRBANK COMPANY
LIMITED, MONTREAL

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To prove to every woman that this is the best Vacuum Washer, we will send it complete with long handle and exhaust protection, postpaid, for only \$22.00. Order one today. Don't wait.

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The Canada Food Board recommends Corn Syrup (White) for preserving and cooking. Also delicious for all table purposes.

In 2, 5, 10 and 20 lb. tins, at all dealers.

CANADA STARCH CO. LIMITED

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