

Sauting is cooking in a small amount of hot fat, a method useful in browning cooked foods and often called frying.

Braising is a combination of stewing and baking, a method sometimes used in cooking tough meats.

Fricasseeing is a combination of sauting and stewing.

Rules for Measuring

Since accuracy in measurements is an essential to success the student of cookery must follow directions for measuring different ingredients. To do this on every occasion enables one to be almost certain of success at all times. There is only one other process in cooking of equal importance and that is to know the effect of heat on different materials.

All dry materials are measured level, that is by filling cup or spoon more than full and leveling off with the blade of a knife. This applies to all substances, which may be "rounded up" in the spoon. To measure one-half a table or teaspoon measure a level spoonful then make a line lengthwise through the center taking off half. For a quarter of a spoon divide a half spoonful crosswise; an eighth is one-quarter divided through the center. Flour, meal and fine sugar are measured after sifting and soda, or any other ingredient that may become lumpy by standing, should be rolled before measuring. A cupful of liquid means the cup filled to the brim, so full that a steady hand is needed to lift it. As tea and coffee cups vary considerably in size it is impossible to obtain correct measures by using them; that is the reason why one or two standard measuring cups should always be included in a cooking equipment.

With these principles and preliminary directions mastered it will be possible in our next issue to begin work in combining ingredients and planning menus.

THE "NORHLAND" SWEATER

The editor of this paper, while recently interviewing the manager of the Northland Knitting Co., Ltd., asked why it was that the plant was kept so busy when other industries were running slow. The answer was that manufacturing good honest merchandise and guaranteeing every article sold, made the name of "Northland" brand so popular with the consumer that when it came to buy sweaters, mitts or gloves from the storekeeper, the buyer remembered the satisfaction he had experienced with "Northland" products, and invariably insisted on having the "Northland" brand. Guaranteed merchandise is what the consumer is looking for, and if he does not receive value for his money, he is insured protection to this extent, that faulty garments will be replaced or his money refunded.

In looking through the plant, the writer was informed that the company now employs over 100 hands, and though they are working overtime three nights a week, the factory capacity finds it all it can do to keep up with orders and fill them promptly.

With the high ceilings, well-ventilated and splendidly-lighted floors in this factory, the manager has very little trouble in securing enough employees, although

it is well known that labor just now is very hard to get.

It looks as if this representative Canadian company will be forced in the near future to use the space above the building, by adding another story or two.

The growth of this concern is remarkable when one recalls the fact that some seven years ago when the company first started there were only five people employed.

THE FARMERS' OWN FLOUR MILL

"The flour that is always good" is the proud slogan of the Echo Milling Company of Gladstone, Man. That a continuity of the highest quality that Manitoba Hard is capable of producing can be depended upon rests, of course, to

a large extent, with the man behind the mill.

In the case of the "Echo" incorporation, it is gratifying and re-assuring to know that practically every stockholder in it is a farmer and the small minority left are not farming just because their talents and experience are being devoted to the scientific and extremely necessary business of transforming the finest of wheat into the finest of flour.

Gladstone, as is well known, is the centre of one of Manitoba's greatest wheat-producing areas, and naturally, the wheat ground by the "Echo" Company is largely, if not entirely, recruited from that neighborhood.

The well-known red and blue stencilled flour sacks of the Echo Milling Company are now a familiar sight in every country store, and many of the leading city establishments give a warm preference to the "Gold Drop Hungarian," because so many thrifty housewives and expert bakers insist on having it.

The capacity of this up-to-date flour mill is 300 barrels per 24 hours, and the flour is marketed in every province of the Dominion as well as the United Kingdom. "Our aim—the Best" is branded on every sack or receptacle in which the flour is shipped, and the fact that a continuous increase in business has marked every year's trading since the company was organized in 1903 is the most conclusive evidence that it is living up to its profession.

A 3-MINUTE VACUUM WASHER

We are glad to refer to the announcement of the "People's Wholesale Supply Co." on page 48 of this issue, in which an extremely useful novelty in the shape of a 3-minute washer is described.

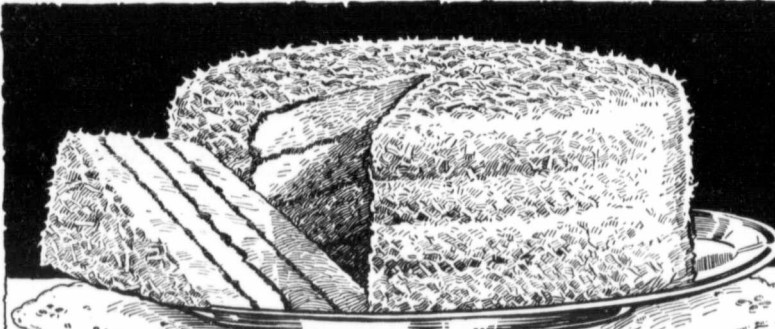
We need not repeat the very clear and easily understood details given in the advertisement, but can say that the company handling it is a thoroughly

reliable one, fully capitalized, and devoting its energies solely to the handling of inexpensive and indispensable household specialties.

Not many of the ingenious articles sold by this company can be purchased elsewhere, and after a long experience in handling specialties and practical features in domestic economy, the business heads of the "People's Wholesale Supply Co." can say most definitely that they never entertain a proposal that is offered to them, whatever its attractions, unless it bears the unmistakable stamp of utility and permanence.

Truth in advertising, all illustrations exactly in accord with the structure and appearance of the article advertised and your money back if not perfectly satisfied, are the cardinal principles on which this company builds its expectations of securing and retaining the public confidence.

A new catalogue is in preparation which will be ready by the time this issue reaches our readers. A copy of same will be sent free to any address in the Dominion on receipt of card. Anyhow, we can, with every confidence, recommend a trial investment in this little dollar-and-a-quarter help for the back-breaking wash day.



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A Five Roses user writes:

"I made my own Wedding Cake from this book over two years ago, and we had a piece of the top story yesterday. It was beautiful. I always make my Xmas and birthday cakes from page 96 ("English Christmas Cake") and it is delicious."*

*The famous Five Roses Cook Book.





"Where's your bayonet?"
"One o' them 'eathen Huns scallowed it, Sir."



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