



BABY MCKAY.

Fed on Virol since four weeks old

59, Meadow Street, Moss Side, Manchester.

Dear Sir,

Enclosed please find photo of my little girl, aged eight months. She has been fed on Virol from being four weeks old. This speaks volumes for the qualities of Virol, considering she has travelled round the country with us from being three weeks old, and has never ailed a thing. She is in perfect health and has cut six teeth. I am never tired of recommending Virol to my fellow artists.

I remain,

Yours faithfully,

Mrs. TOM MCKAY.

VIROL

Virolised milk—a teaspoonful of Virol mixed with half-a-pint of warm (not hot) milk—is an ideal food for nervous exhaustion.

Sold everywhere, 4 oz. tins 40c., 8 oz. 70c., 16 oz. \$1.10, or a little higher west of Port Arthur.

Sole Importers: BOVRIL LIMITED
27 St. Peter Street, Montreal.

who send free on request a valuable booklet "BABIES, Their Health and Happiness" which every young mother should have.



HOW I WOULD RUN THE HOME IF I WERE A WOMAN

(Continued from page 8)

sharp but fails to cut up the lawn, confining itself to the grass; outdoor living room for lawn or garden use; old-fashioned fireplace and hearth in new dress; bird houses and bird baths; hand fire extinguishers to quench a blaze quickly and decisively; hammerless safety revolver for protection against intruders; complete sectional furniture, made in a factory to your order, and shipped ready to frame; complete sectional houses, built and bought in a similar way, at prices from \$300 to \$10,000.

This article must be incomplete; space forbids proper mention of interior decoration; furnishings and equipment; music, books and pictures; games, tool-kit, emergency chest, landscape gardening; flower and vegetable culture; care of birds and other household pets; consideration of personal factors in housing and developing each member of the family. But these things may be learned through books, magazines, mail courses and special institutions.

An Important Question

"HOW can a dreary, skimpy and faulty house, built in the last generation, be transformed into a model home—comfortable, hygienic and artistic?" We affirm, as always: *Anything can be done that should be done.* At least two-thirds of the suggestions offered here may be adapted to any home, anywhere, by means of sufficient thought, work, ingenuity and persistence. Whoever can remodel his mind can remodel his home. The mind problem is the real one. Cases are on record where an old, ramshackle farmhouse in the last stages of decrepitude, was rebuilt, refurnished, made wholesome, attractive and profitable at slight comparative cost.

Furthermore, it does not matter now where you live—whether in city, town or country—as you can order anything by mail, from the name-plate on your door to the house itself. Indeed, the best home is neither a country home nor a city home—it is a country home in the city or a city home in the country. The city home has conveniences, refinements, and improvements that the country home needs; the country home has health, quiet and freedom that the city home needs; wherever you live, put them together and enjoy the advantages of both.

Now for Keeping the Home

THE leading citizen of the world is the housewife. A bold, new appraisal of the values of the world is to be made by the women of the twentieth century. The guide for the race to come is the scientific housewife. In the shaping of her hands lie the gifts of heart, brain and body that will belong to the children of to-morrow.

The housewife is the first keeper of a man's morals. Fat body, lean soul. Sick body, frail soul. Weak body, numb soul. Coarse body, hurt soul. The care of the body, for her husband, her children and herself, is a moral responsibility second to none, which every housewife must meet fairly and discharge fully, or be derelict.

Further, a man's capacity for work and a child's for study, analyzed and traced to their source, depend largely on the home regimen directed by the wife and mother. Given the right home care, a man may work two hours longer a day, with less fatigue and more enjoyment. His alertness, decisiveness, energy, accuracy and endurance can be increased from ten to forty per cent. by science in the home. I have seen a man's output of work doubled by the reorganization of his household.

Experts declare that seventy per cent. of the school children are physically defective; that a large proportion of backwardness and dullness may be ascribed to this oft-unsuspected state of chronic ill health; and that the causes reside principally in the home factors of food and drink, sanitation, ventilation, clothing, baths, exercise, and other daily features of home life. Housewives, if they would learn their profession, could save to their families at least \$75,000,000 a year—now being wasted in hospitals, asylums, sanatoriums and drug stores.

House Workers

THERE are more people engaged in some branch of household work than in any other trade or profession. The number in Canada has been conservatively reckoned at 2,000,000. Among this great body of workers, the dearth of scientific knowledge is appalling. My work has brought me in touch with many thousands of women whose labor and love is for the home; but I have not met a dozen housewives who really knew their business.

I would here interject a word of preface. No mere man, though he be a Solomon of domestic lore, could ever persuade an orthodox housekeeper that he knows her business better than she does. Therefore, modestly and becomingly, I would state that, in preparing this paper, I consulted various women authorities considered among the best in the world. House-keeping is a hard job—a much harder job than the ordinary man ever tackled. But the way to make a hard job easy is to put some education into it. Therefore, while agreeing with the housekeeper as to the difficulty of her problems, I hold the average man's view that they need not be difficult.

To introduce our theme, let us borrow a printer's term and produce a "lay-out" of the matter before us. In approaching any kind of

work, the initial move is to build an outline of the duties and functions of the worker, and their relations to each other, to the worker, and to those affected by the work.

Wife, Mother, Housekeeper

AN efficient housewife is three women—a wife, a mother, and a housekeeper. Now being a wife is an art, being a mother is a profession, and being a housekeeper is a business. The art, the profession and the business must be learned separately and completely, then so united as to create a perfect mosaic of labor, life and character. Most of a woman's troubles and perplexities at home are but the failure to realize and observe this classification of her duties and opportunities. We must here limit ourselves to the discussion of the factors in efficient housekeeping only, but we wish it thoroughly understood that when a wife has become an efficient housekeeper, she is still but a third of an efficient woman.

The complexity of household management is the real problem to be solved. How can any mortal be a sanitary expert, a hygienist, a psychologist, a purchasing agent, a sartorial counsel, a seamstress, a dietetic physician, a director of employees, a kindergarten supervisor, a household financier, a nerveless mechanism, a hostess, a helpmeet and a beautiful lady of leisure—all at the same time? Yet these are only a few of the multiple individuals the average man expects his wife to be—and her salary nothing but the supernal joy of waiting on him. Is a housewife more foolish for not learning her business, or a husband more foolish for not being willing to pay her a salary when she does learn her business?

Save

MANY a housekeeper could learn to save \$100 to \$300 a year by adopting scientific methods of marketing.

Lamb chops and leg of lamb cost about the same. But the chops are nearly half bone—why pay for the bone? Also the leg of lamb remaining from the first meal can be served again, revamped or disguised; but the chops left over cannot be safely put in hash and called by a French name used for an alias. Why waste perfectly good money on porterhouse steak because it sounds elite, when it costs fifty per cent. more than other good cuts whose protein equivalent is almost the same? Why imagine that you need expensive meats at all? An order of steak for a small family costs, we will say, fifty cents. This makes one meal. For fifty cents you can buy two or three meals of fish; and four or five meals of nuts, legumes, cheese or grains. If you are feeding your imagination, you will go on buying steak; if you are feeding your stomach, you will buy mostly something else.

Other examples of economy: a ten cent box of whole wheat crackers will yield more nourishment than two ten cent loaves of ordinary white bread. For most sweetening purposes, "brown" sugar is better than granulated, and costs less. Home-made grape juice can be put up for about eight cents per pint—the store price is twenty-five cents.

Plan the Menu

A COMPLETE scientific table of food values, covering all the articles of home use, and specifying both hygienic and economic percentage, should be the constant guide of the housekeeper. A balanced menu is fundamental to health. And no one ever happened on a balanced menu system—it has to be studied out. I know people who have cut down their druggist and doctor bills by two-thirds, merely through applying some dietetic wisdom. There is a fascination, moreover, in learning how far you can make a dollar go in the kitchen. Five ounces of cornmeal, costing about one cent, offer as much nutrition as ten eggs, costing thirty to forty cents. When you learn a few hundred facts like this, and base your marketing on these principles, you will come to enjoy your work as everybody does who is expert and masterful. How to like your work better: Do it better.

This means also, do it more easily. I judge that the typical Canadian housewife wastes nervous energy to a wholly unnecessary degree every day. This explains why she frets and scolds, and why she is too tired to greet her husband with a smile when he comes home from work. She must learn to adopt the general truths of scientific management, and to save her time and strength as well as her husband's money. Theoretically, the operations of the household should all be standardized, in respect to motion, time and sequence. But as the homes of to-day were constructed by men architects and builders, who had no scientific knowledge of household engineering, the usual arrangement of the kitchen, pantry, dining-room and cupboards makes a perfect "routing" system next to impossible. A man can no more be the sole architect of a home than a woman could be of a factory. A woman specialist—a domestic science engineer—should be consulted before any home has the foundation laid. Such mechanical devices as the speaking tube, and dumb-waiter connecting different floors and saving many trips a day up and down stairs, or the belt line tray carrier from kitchen to dining-table which brings all dishes to and from the meal in one operation, cost little when embodied in the first plans of a house; their upkeep is almost nil.

But in all efficiency work, our aim is to turn



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