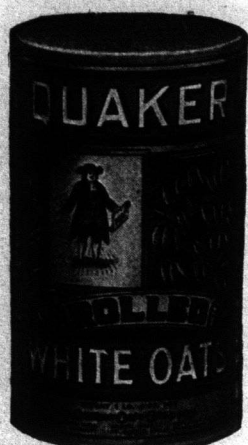
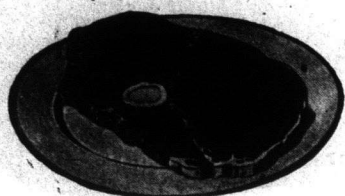


# Pound for Pound

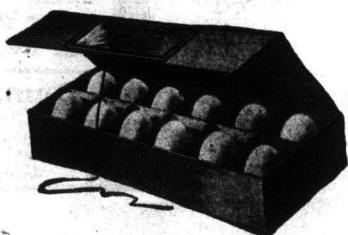
**Mark  
How Oats Excel  
Save 75%**



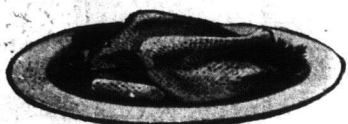
1810 food units per pound



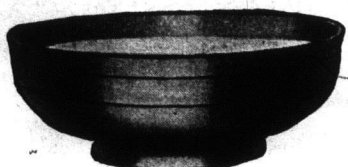
Round Steak  
890 food units per pound



Eggs  
672 food units per pound



Chicken  
765 food units per pound



Milk  
314 food units per pound

Note how the oat—as a nutrient—looms above costlier foods.

Measured by cost, it looms very much higher.

**Bacon and Eggs cost five times as much.**

**Steak and Potatoes cost five times as much.**

**Average Mixed Diet costs four times as much.**

For the same nutrition, Quaker Oats costs 75 per cent less than the average of your foods. Each dollar spent for it saves an average of \$3.

In food value the oat holds the pinnacle place. In cost it stands at the bottom.

Other staple foods have in late months advanced, some five times as much as oats.

So these are times to use more oats. Not in porridge only, but in bread and muffins, in cookies and pancakes—in place of flour. Use them to thicken soups. They yield a wondrous flavor.

## Quaker Oats

*Flaked from Queen Grains Only*

And these are times to insist on Quaker Oats. We use in the making just the rich, plump oats, and we get but ten pounds from a bushel.

The result is a flavor which has made this brand a world-wide favorite. Yet it costs in Canada no extra price.

Make your oat foods twice as welcome by using these luscious flakes

**30c and 12c per package in Canada and United States, except in Far West where high freights may prohibit**

### An Aluminum Cooker for \$1.00

Made to our order, extra large and heavy, to cook Quaker Oats in an ideal way. We have supplied over 1,000,000 homes. Send us five coupons and \$1.00 and this ideal cooker will be sent to you by parcel post prepaid. We supply only one cooker to a family. This offer applies to Canada only. Address

**THE QUAKER OATS COMPANY**  
(Premium Department)

Peterborough, Can.

Saskatoon, Can.



Extra Large  
Extra Heavy  
Made to  
Order

### Household Suggestions

#### Table Decoration

The prettiest of Christmas dinner-table decoration is a basket filled with holly and tied with broad scarlet ribbon. In the bow of ribbon arrange daintily some sprigs of mistletoe. This may be placed on a mirror or on a white embroidered centrepiece. If mistletoe alone is used it with green ribbon, using holly berries in the bow of the ribbon, and stand the basket on a square of scarlet satin edged with overlapping leave of holly.

Fruit cakes may be made two or three months in advance of Christmas. In fact they are better when a year old.

The citron used for the flavoring of mincemeat and fruit cakes is similar to the rind of lemon or orange, and is taken from the fruit belonging to the same family. The field citron belongs to an entirely different group of plants, and cannot be used in the same way.

Lemon peel and orange peel may be candied and saved for flavoring. Boil in water until tender, changing the water several times, then cut into narrow strips and cook in a thick syrup until transparent. Drain on a sieve. Roll in granulated sugar. Keep in tin boxes lined with wax paper.

#### The Dinner

The Christmas dinner has grown to be rather a bore in many families, because of its sameness; the same guests, almost the same bill of fare, year after year, until even the Christmas greeting has come to be said mechanically. Look about among your homeless friends and ask one or two of them to share your Christmas feast with you and they will brighten up the day wonderfully and add much to the Christmas spirit. Do not forget that Christmas, of all days, should be observed with simplicity, and if the hostess in moderate circumstances is to make the Christmas dinner enjoyable to her family and the guests she must follow the lines of cooking and serving with which she is most familiar. To serve a dinner without a maid requires careful arrangement. Do all you can the day before, as there will be many interruptions Christmas morning. Make the soup, draw and truss the turkey, make the cranberry sauce and salad dressing, make the pudding sauce, loosen lids of jars and arrange the dining-room as far as possible. A brief suggestion will not be out of place here regarding the table decorations. Red and green being the Christmas colors, the centrepiece must have them worked out in some manner if possible. Holly with its bright berries is always appropriate, flowers, a plant in bloom, a fern banked in red crepe paper, bright, ruddy apples arranged on green leaves, the branches of fir trees always look well and if tied with streamers of red ribbon look festive indeed. A woman who is clever with her fingers can reduce the expense to her table decorations to just what she wants to make it.

#### Menu.

Oyster or Bean Soup  
Celery  
Roasted Turkey, Brown Sauce, Cranberry Sauce  
Mashed Potatoes Creamed Onions  
Cabbage Salad Salted Crackers  
Plum Pudding, Sauce  
Candy, Fruit, Nuts, Coffee

#### Do You Like Mince Pies?

Mince pies have never diverged greatly from their pristine character.

As far back as 1596 "shred pies" are noticed by writers on the ways of the English.

At that period neat's tongues were used in their composition, and at a later date mutton.

But it was not until long after the Commonwealth that mince pies ceased to have a religious symbolism attached to them.

After being baked, they were watched overnight, in allusion to the shepherds who knelt by the side of the manger in Bethlehem, and for that reason also the crust was shaped coffin-wise, though no doubt the original form was that of a cradle.

Little Clarence—"Pa, that man going yonder can't hear it thunder."  
Mr. Callipers—"Is he deaf?"

Little Clarence—"No, sir; it isn't thundering."—Christian Register.



**Baking Powder**

Scores out  
**FAILURE**  
On Baking Day

Reliable results always follow the blending of this brand with Western flour.

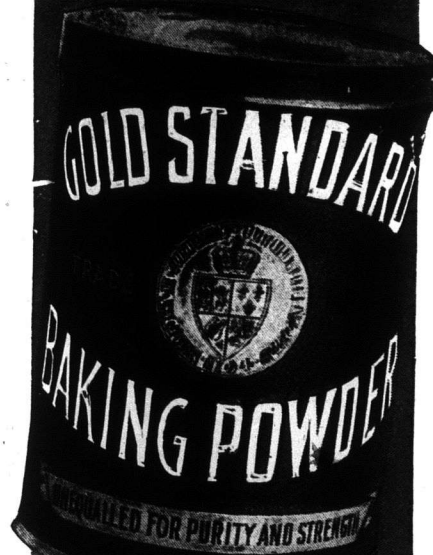
You will like this recipe:

#### QUAKER MUFFINS

2 3 cup rolled oats  
1 1/2 cups flour  
4 level teaspoons Gold Standard Baking Powder  
1/2 teaspoon salt  
1 cup scalded milk  
1 egg  
2 tablespoons melted butter  
3 tablespoons sugar

Turn scalded milk on rolled oats, let stand five minutes; add sugar, salt and melted butter; sift in flour and baking powder; mix thoroughly, and add egg well beaten.

This is only one recipe in our big 110-page Cook Book. Free on request.



Pound Tins

25c.

At Your Grocer's

The Gold Standard Mfg. Co.  
WINNIPEG

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