

A PAGE OF PRACTICAL INTERESTS FOR WOMEN—COOKING ARTICLE—IN THE SHOPS—LETTERS

MAKING TWO KINDS OF GOOD POUND CAKE; MRS. WILSON ALSO GIVES OTHER RECIPES

One Is for White Fruit Cake or That Which is Usually Reserved for the Bride

Some Pointers That Will Explain How to Get the Delicate Loaf Fine-Grained—Formula for Icing

By MRS. M. A. WILSON

CAKES at festive occasions are something far more than a mere comestible to please the palate.

Rich cakes, made with butter, eggs and sugar, require entirely different treatment from that accorded the sponge cakes.

A Small Pound Cake Four ounces of butter. One cupful of sugar.

A Large Cake One and one-half cupfuls of sugar. Eight ounces of shortening.

White Fruit Cake This is commonly called the bride's cake.

White Pound Cake Four ounces of butter. One and one-half cupfuls of sugar.

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CREAM UNTIL LIGHT AND FLUFFY



Creaming the sugar and shortening for a cake until they reach that ideal fluffiness is an important process.

Ask Mrs. Wilson

If you have any cooking problems bring them to Mrs. Wilson.

beating. Now for another point: Do not stir the cake after its final beating.

Now, to break the old hoodoo about cake-baking? You may look at the cake after it is in the oven

Turn the cakes to cool upon a sieve or wire cake-rack. Do not attempt to ice a cake until it is cool

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PLEASE TELL ME WHAT TO DO

By CYNTHIA

Cynthia is very glad to answer problems which are sent to her by the readers of the column.

To "Worrying" Evidently the boy is trying to make you jealous.

To Conceited Ted Dear Cynthia—address the note to "Conceited Ted" as a friendly beginning to our combat.

Fat Girls Are Popular Dear Cynthia—I am possibly going to look a little fat.

Has Jealous Husband Dear Cynthia—I am a young woman of nineteen, have been married only six months.

Who Owns This Dog? To the Editor of Woman's Page: Three Madam—Today, while waiting for a car at Seventh and Montgomery

Home Wanted for Kitchen To the Editor of Woman's Page: I have a home for rent in a quiet neighborhood.

How to Spend an Income Dear Madam—Will you please give me the names of the best places to spend my money?

Doing Away With Coal Gas To the Editor of Woman's Page: I am writing to suggest to you that you should do away with coal gas.

Letter to Brothers and Sisters To the Editor of Woman's Page: Dear Madam—Would you please inform me of an office that would help a fatherless child?

BLUE SERGE COMES IN ITS NEW GUISE

Professor of Education Tells Just How Necessary It Is for Little Ones to Handle the Dishes and the Books



This attractive new blue serge frock with its Russian lines will appeal to spring yearnings.

A Daily Fashion Talk by Florence Rase The navy blue serge frock is not a fashion—it is an institution.

There probably was a time when women did not feel the necessity of having navy blue frocks, but it must have been when navy blue fabrics were less attractive.

We do a lot of talking and thinking about the new color and the new fabrics and purchase we determine to have something different this year.

The model here combines many of the most attractive features of the prevailing mode. The open sleeve is still in vogue.

There are among us some extremely cautious, far-sighted women who are very much afraid of the narrow skirt.

Save your butter money—Douglas Oil is the perfect shortening.

Use Douglas Oil for seasoning. And in place of all other fats for frying.

And of course for dressing salads. You will like Douglas Oil better than olive oil and it costs very much less.

Order from your dealer. He has Douglas Oil or can get it for you, or drop us a line and we will see you are supplied.

DOUGLAS COMPANY, Cedar Rapids, Iowa

REASON WHY YOU SHOULDN'T SAY DON'T TO THE CHILDREN

Professor of Education Tells Just How Necessary It Is for Little Ones to Handle the Dishes and the Books

Professor M. V. O'SHEA, speaking for the United States Bureau of Education, has some words to venture on the subject of the eternal don't which hampers the lives of so many children.

"Psychologists say that every child," Professor O'Shea contends, "has a hunger for experiences which are necessary for his development.

"Many persons who realize that a child must see, hear, taste and smell all the objects around him in order that he may come to understand them do not appreciate that the hunger to touch objects is probably more acute than any other kind of hunger.

"If a parent leaves an unoccupied child in a room which is furnished with fragile, delicate furniture which he can reach and if he is not permitted to gain touch acquaintance with these things under the guidance and supervision of the parent, there is almost certain to be trouble.

For the names of shops where articles mentioned in "Adventures With a Purse" can be purchased, address Editor of Woman's Page, Evening Public Ledger, or phone the Woman's Department, Walnut 2669.

There is more than one way of using sachet or talcum powder. One girl I know holds her camellia away from her, and delicately pours her favorite powder down the front of her.

Now is the time of white sales when the wise woman will lay in a fresh stock of linens. One of the most remarkable bargains in linens I have seen is the Madeira luncheon set of thirteen pieces which has been lowered to \$4.50.

Kewpie dolls come to us in all sorts of styles, or in truth, lack of styles, for some time climate simplicity is the keynote of their little garments.

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DOUGLAS COMPANY, Cedar Rapids, Iowa

The Woman's Exchange

TODAY'S INQUIRIES

- 1. What is meant by the term "ophthalmia neonatorum"?
2. What is the difference between the appearance of a room which is too heavy-looking?
3. How can a design in embroidery be very easily transferred?

YESTERDAY'S ANSWERS

- 1. Belgian and French babies are very much in need of little warm knitted bonnets, for at least one-third of the year they are outdoors.
2. Heat in a double boiler, adding a little hot water to bring to a consistency that will pour.

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TETLEY'S TEA advertisement featuring a teacup and saucer illustration.

The Fur & Millinery Shop, Inc. advertisement for January Savings, featuring fur hats and coats.

Douglas Oil advertisement for salads, shortening, and frying, featuring a bottle of oil and a frying pan.