

MRS. WILSON GIVES VARIETY IN CLASSIFYING OF FOODS

Dandelion Plant Is Clever and Seasonable Suggestion for the Menu and Can Be Prepared So That Bitter Taste Is Removed

By MRS. M. A. WILSON
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THE classifying of foods, their history and modern uses, brings to the housewife an opportunity to visualize many attractive additions to the menu. This is a real opportunity to avoid getting in that rut.

This week we will begin with the dandelion—a common edible garden weed, its medicinal properties are well known and it is native in character. It is used extensively in Europe as a salad and a vegetable green. Grows wild. Of late years eastern gardeners, especially those of the New England and middle Atlantic states raise this humble herb in hotbeds. They keep the leaves covered with moist, warm earth which method blanches and whitens them.

To prepare the ordinary variety of dandelion, wash in plenty of water three or four times and have all the leaves covered with water for an hour before using as a salad. This method removes some of the bitter taste that causes some persons to dislike this vegetable and served as a pot green. In place of cabbage, spinach, etc. Also as salad.

Dates—The fruit of the date palm. Botanists tell us that the date palm produces dates from the fifth and sixth years until well over 100 years old. This tree lives and flourishes under conditions that prevent other vegetation from growing. It thrives best in a hot, dry climate where the soil is of an alkaline nature. Each tree bears from 50 to 225 pounds of fruit during an annual. The varieties are sweet, mild sweet and dry date.

Fard dates are a variety a little harder than the average date. Black dates, Persian dates have a soft pulp of light brown color. The fresh date is a luscious morsel, containing a sweet and delicate flavored juice or sap. Dates may be served plain, stuffed, used in confectionery, cakes and tarts.

Date Plum—The name given in some localities to the persimmon.

Desiccated Foods—Milk, soup, veg-

brown color found along the north Atlantic coast, particularly abundant in New England states.

Goins—There are two varieties, fresh and salt water. Considered a delicacy by epicures.

Eggs—Probably the best known and most popular food product in the markets today. When the word egg is used it is meant to specify the hen egg.

Eggs of other fowl may be used in cooking. Two varieties of eggs, the white and brown shell. Each has its devotee and each claim their special variety the best. In many markets the brown egg lead and are a few cents higher, while in other districts the reverse is true and the white egg leads and is therefore the highest in price.

Eggplant—So called because it resembles the egg. A rich purple color, this vegetable is served sautéed, in slices, boiled, mashed and seasoned. Cut into cubes and cooked and served with cream sauce; in croquettes and baked.

Elder—A bush bearing clusters of rich purple fruit used for syrup and cordial; it has splendid medicinal qualities.

Endive—A plant belonging to the chicory family and used for salads. The varieties under cultivation are curly endive with the narrow, feathery leaf and the broad leaf. Local markets sell the small leaf variety as chicory, while the broad leaf is known by the French name of escarole. The endive of commerce is the variety that is forced in gold frames and known as witloof or brussels chicory.

Making More Money

A Chance Discoverer

In spite of the fact that her health was never any too good and that she had the care of a large household upon her shoulders, Mrs. Ivia MacCarthy always declared that housekeeping was a monotonous round and that any really efficient woman could have it in half a day, leaving the afternoons open for more profitable employment. To prove that she was not merely theorizing, she took up a course at Columbia University in New York city in her spare time and, when she finished her work there, found the opportunity of writing several novels and short stories and capped the climax by serving for several months as a reporter on a New York newspaper—without dropping a stitch in the fabric of her household duties.

But, in spite of all this energy, it was purely through chance that she located her real talent, the work which was to bring her name into prominence in artistic circles. One day, while attempting to entertain her invalid mother, Mrs. MacCarthy's fingers busied themselves with a bit of wax which she had picked up during one of her visits to the studio of a friend. Almost unconsciously she molded the plastic material into the semblance of a man and, with a few deft touches, she added the features of a friend of the family whom her mother recognized at once.

Delighted by her success in the experiment, Mrs. MacCarthy secured it in supply of the wax and went at her task of learning everything there was to know about modeling in this kind of wax. She went at everything else—with all her heart and soul. Little by little she mastered the tricks of the trade, the little twists of the mouth or the lines about the eyes which make every face individual and distinct. Then she began to mould celebrities merely by watching

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SALE FOR DEAF INSTITUTE

The Archbishop Ryan Memorial Institute for the Deaf is to be the beneficiary of the rummage sale which opened today in Cathedral Hall, Eighteenth and Wood streets. The sale will continue tomorrow. The institute is located at 1803 Vine street and is supervised entirely by charity. Those who are interested in the rummage sale are hoping to raise enough money to finance the institute for the remainder of the year.

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HAVE you tried lately to get seats for "Sally"? I have. \$7.00—if you want to sit in the theatre! Of course you can get seats cheaper, but they're about a block away.

—Or even for "Lightnin'." Have you tried to get seats for that? It's been running for three years, and yet the demand is so great, you have to go to a scalper to get within a mile of the stage.

Did you try, during Easter week, to get reservations at any Atlantic City hotel?

Or, in season, did you or any of your friends make efforts to get reservations at Havana, Nassau, Bermuda, Miami or Palm Beach, or on any steamship sailing South, or on any European boat?

Have you tried to get a table at The Ritz at noon, a room in The Waldorf, or, in Chicago, a room in The Blackstone? I've tried all three, and none too successfully. I went through The Waldorf, a few days ago at noon, with Roy Carruthers, the Managing Director of the hotel. We went through four dining rooms to get two seats to lunch, and finally had to crowd in with six other fellows, making a table for eight which was built for only four, so great were the crowds.

They haven't a red cent to spend for other than the cheapest necessities of life.

This isn't anything to laugh about. It's too bad.

But you are in business to sell goods—trucks, passenger cars, safety razors, foods, household and office appliances or other products.

Sell them now. Don't wait. Sell them right away.

At Atlantic City, where you would have had difficulty—perhaps may have had difficulty—in making reservations at any one of the best hotels, Cosmopolitan's April number was put on sale a few days in advance of its regular publication date, to catch the crowds. On the Boardwalk, famous the world over, Cosmopolitan's sale that week was 500 copies greater than the sale of the nearest best seller, a weekly selling for one-seventh our price. The next best seller was a monthly, selling for about two-thirds Cosmopolitan's price.

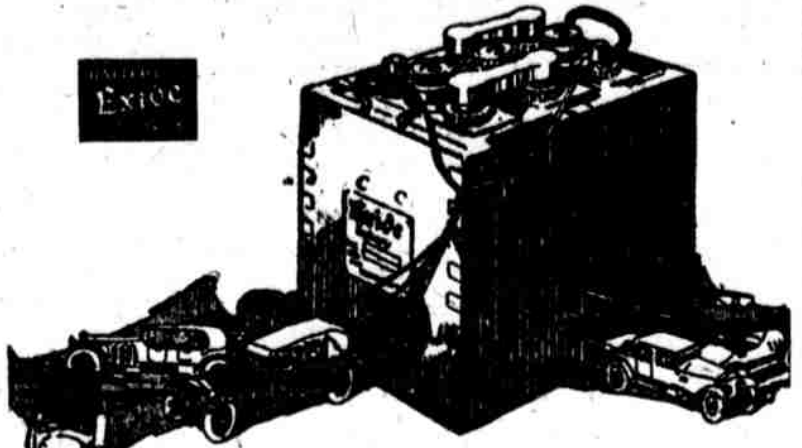
If you walked up and down the nine miles of Walk, on as pleasant an Easter as Atlantic City ever had, you would have seen spenders walking, or in wheel chairs; on the backs of horses, strolling on the beaches—every-

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Or have you been to any of the better movie theatres lately? Have you paid, as I have, 50c premium to get a loge seat at a movie?

Have you seen the automobiles in small towns and large, parked for blocks near amusement places?

A lot of people are spending money! Sell to them. They are buying other products—perhaps buying some of yours.

Sell them now. Right away. Don't wait.

Yes, you can sell; and it can be proved as nearly as anything can be proved in these or other times.

No, you can't sell everybody. Lots of people won't buy. Some business houses are hard pressed; others are worse.

But lots of people are spending money. Take our own instance—Cosmopolitan Magazine.

We are buying typewriters, adding and billing machines; we are buying space in hundreds of newspapers—large space. We are using a large number of trade papers and have now started on a magazine campaign. Last month we bought more stationery and supplies than in any month for the past five years.

Somebody is spending money! Everybody isn't on strike.

Don't try to sell to those who are on strike, because, unhappily, they will not be in a position to buy for some little time. It's a financial impossibility.

YOU can sell them. They are buying now. They are building houses even with building costs where they are.

And, more important still, thousands of contracts for building are being made. And remember that materials are bought before the buildings are up.

But, I say—don't try to sell to those who cannot buy. Find your market among the more than a million homes which last month spent \$350,000—more than one-third of a million dollars—for their favorite magazine—Cosmopolitan.

Here you have abundant proof that there are at least a million families, plus, who are not on a buyers' strike. Sell to them right away! Don't wait! Start selling with the first Cosmopolitan you can catch.

Let us tell you how to do it. We are looking for people who want to sell, who will put pep in their copy, who have put pep in their organizations.

We have a selected mass of spenders. Reach them! Sell them!

IN THE SPRING

your thoughts turn to exquisitely trim and dainty footwear.

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STRAND Calf saddle strap pump; French heels; single instep strap. **\$5.00**

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