



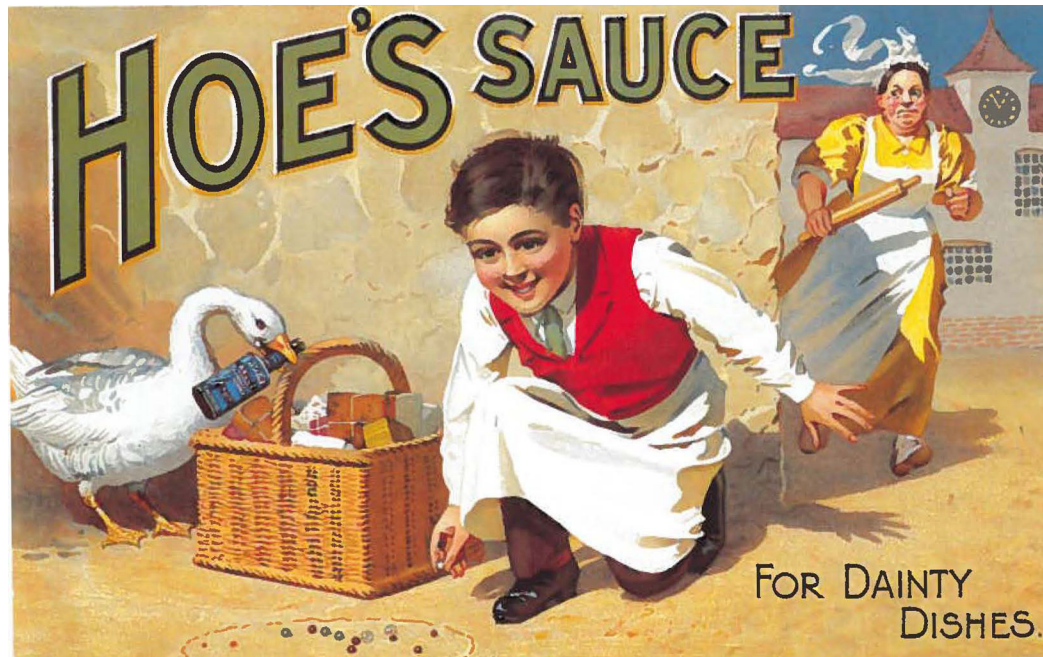
Digest

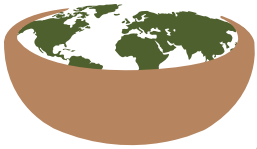
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Vintage Food Ads

By: Paul Smith

Historical Ads from the Collection of Dr. Paul Smith,
Department of Folklore, Memorial University





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It Happens



TO RILE THE NICEST HUSBAND!

HENRY GIBSON, WHY DON'T YOU FINISH YOUR COFFEE? IT'S GETTING STONE-COLD!

ANGEL, THIS COFFEE IS WET—BUT THAT'S ALL I CAN SAY FOR IT. DID YOU SLIP UP WHEN YOU MEASURED IT?

No—I TRIED A NEW KIND BECAUSE IT WAS 3 CENTS CHEAPER. NOW DON'T LECTURE ME, HENRY, BECAUSE I'LL ADMIT THAT IT'S TASTELESS.

OKAY, MOLLY. BUT IF I HAVE TO DRINK THIS STUFF AGAIN, I'LL MAKE A BIG SPEECH!

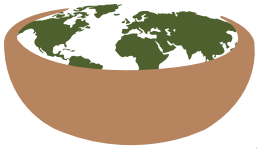
MOLLY, I HOPE HENRY APPRECIATES YOU—YOUR COFFEE IS ALWAYS PERFECT!

NOT ALWAYS—IS IT, HENRY? JUST THIS MORNING I TRIED OUT A "BARGAIN" COFFEE—AND RUINED OUR BREAKFAST. SO TONIGHT WE'RE BACK TO OUR FAVORITE BRAND!

DOES IT PAY TO BUY A PIG IN A POKE?

When you're urged into buying coffee out of a bin or dressed up with a fanciful unknown name, you're taking a big gamble. Supposing it does cost a few pennies less than your good favorite brand. Cheap coffee is expensive if you have to heap more tablespoonfuls in your coffee pot. And flat, insipid coffee can ruin the finest breakfast.

The clerk who sells you on an "unknown" coffee may sincerely wish to be helpful—but sometimes he's ordered to push it just for the sake of extra profits in the cash register. So it pays you to think for yourself. Ask for the brand of coffee you know and like. Don't make your family pay for doubtful experiments!



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MISS ALICE MOIR HAS A WAY WITH MUFFINS

This well-known Dietitian of one of Montreal's largest apartment-hotel restaurants shows how she makes her favorite recipe



"Never take chances with doubtful baking powder," Miss Moir says, "Use MAGIC if you want the best results."

WHEN YOU BAKE AT HOME, follow Miss Moir's picture recipe, and your Muffins can't go wrong...



1. First, measure 2 cups of sifted flour and 3 teaspoons of MAGIC BAKING POWDER into flour sifter placed in bowl.
2. Then carefully measure $\frac{1}{2}$ teaspoonful of salt and 1 tablespoonful of sugar into the other dry ingredients.
3. Sift all the dry ingredients—that is flour, baking powder, salt and sugar—together into mixing bowl.



4. Now, carefully break two eggs into the mixing bowl containing the sifted dry ingredients.
5. Add 1 cup of milk, a little at a time, to make a rather stiff batter, and with a light motion beat well until smooth.
6. Next measure out 4 tablespoons of butter or other shortening. Melt and allow it to cool, then add it to the muffin batter.
7. Mix batter well by stirring. Do not beat. The batter should be just soft enough to pour as shown in the next picture.
8. Have your muffin tins greased and ready ahead of time. Fill each one *half* full of batter.



9. Bake in moderate oven at 400° F. for about 18 to 20 minutes. Muffins should be delicately browned on top and sides when done.



10. Serve muffins *hot* in napkin on hot plate, immediately after taking from the oven. And for *perfect* results use Magic Baking Powder.

IT TAKES LESS THAN 1¢ WORTH OF MAGIC for muffins like these . . .

Don't risk failures. Bake with Magic and be sure. Magic gives successful baking because it *always* leavens perfectly. That's why Canada's leading cookery experts use and recommend it. Order a tin—today! It costs so little to use Magic—actually *less than 1¢ per baking.*

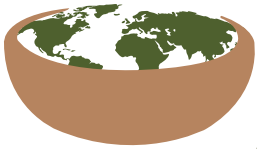


SEND COUPON FOR FREE MAGIC COOK BOOK

Gillett Products, Fraser Ave., Toronto 2
Please send me free copy of the Magic Cook Book.

Name _____
Address _____ LIC-3

CONTAINS NO ALUM—This statement on every tin is your guarantee that Magic Baking Powder is free from alum or any harmful ingredients. MADE IN CANADA



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TEN COMMANDMENTS OF HEALTH

1. Rise early, retire early, and fill your day with work.
2. Water and bread maintain life; pure air and sunshine are indispensable to health.
3. Frugality and sobriety form the best elixir of longevity.
4. Cleanliness prevents rust; the best cared for machines last the longest.
5. Enough sleep repairs waste and strengthens; too much sleep softens and enfeebles.
6. To be sensibly dressed is to give freedom to the tones movements and enough warmth to be protected from sudden changes of temperature.
7. A clean and cheerful house makes a happy home.
8. The mind is refreshed and invigorated by distractions and amusement, but abuse of them leads to dissipation, and dissipation to vice.
9. Cheerfulness makes love of life, and love of life is half of health. On the contrary sadness and discouragement hasten old age.
10. Do you gain your living by your intellect? Then do not allow your arms and legs to grow stiff. Do you earn your bread by your pickaxe? Do not forget to cultivate your mind and to enlarge your thought.