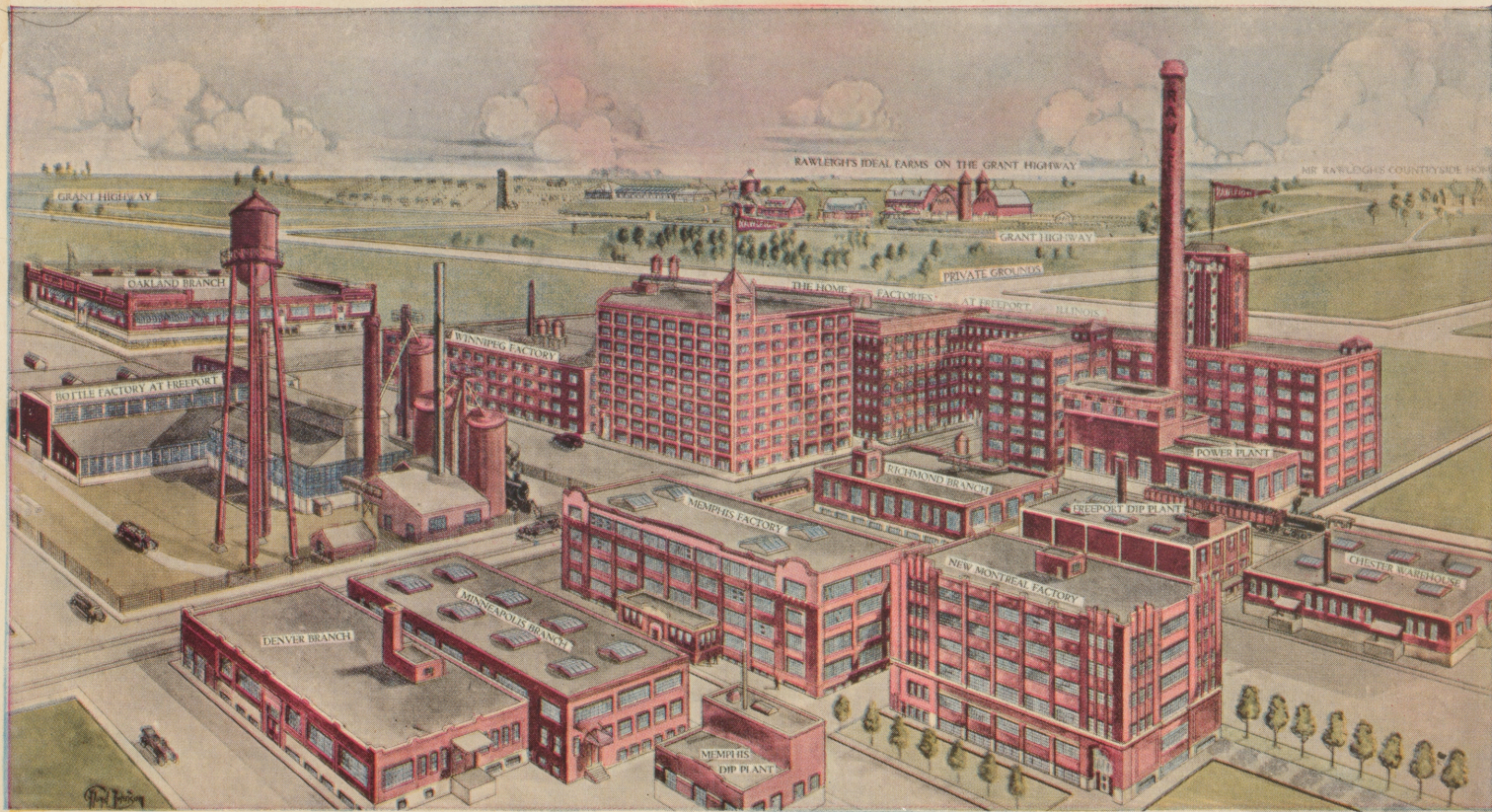




*Rawleigh's*  
TRADE MARK REG US PAT OFF

**GOOD HEALTH GUIDE**  
*and* **COOK BOOK**



A bird's-eye view of Rawleigh's Canadian and United States Factories and Branches which contain over 22 acres of floor space and make about 200 different products of which nearly 40 million packages are delivered direct to consumers' homes yearly, by 7500 Rawleigh Dealers. These factories also produced 20 million bottles, 170 million pieces of printed matter and several million samples. About 4500 carloads of freight, weighing 200 million pounds, are handled yearly. Rawleigh's 1000-acre Ideal Farms at Freeport are illustrated in the background, but the above illustration does not show Rawleigh's Australian and foreign branches. Of recent years Rawleigh's have become not only the largest importers and dealers in vanilla in Canada and the United States, but they have large vanilla plantations of some 255 acres in the Comore Islands and about 278 acres in Guadeloupe, F. W. I., where they are cultivators, curers, buyers, and dealers in vanilla.

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1889

*Rawleigh's*  
TRADE MARK REG. U.S. PAT. OFF.

1930

# GOOD HEALTH GUIDE AND COOK BOOK



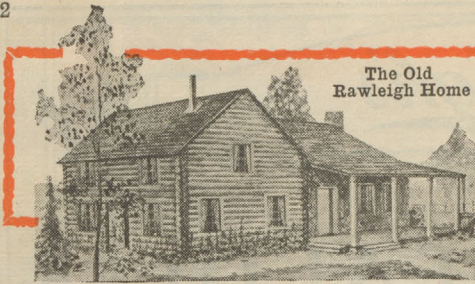
W. T. RAWLEIGH  
President and Founder of the Rawleigh Industries

The W. T. RAWLEIGH CO., LTD.

Winnipeg MONTREAL Melbourne

FREEPORT MEMPHIS CHESTER OAKLAND  
MINNEAPOLIS RICHMOND DENVER ALBANY

*"Good Health Is Better Than Great Riches"*



The Old  
Rawleigh Home

## Review of the GROWTH OF THE RAWLEIGH INDUSTRIES

**T**HE ABOVE SKETCH shows the old stone, log-cabin home on the farm where W. T. Rawleigh, the Founder and President of The Rawleigh Industries, was raised and where he spent the usual boyhood of a farmer's son.

No doubt it will be of historical interest to the millions of Consumers in Canada, the United States and Australia who now use Rawleigh's Good Health Products, to know that when only 15 years old Mr. Rawleigh sold books and made inks, which he sold to neighbors, relatives and friends.

It was way back in 1889 when Mr. Rawleigh began buying a small number of Medicines and other Products at wholesale and went out retailing them to strangers from his one-horse rig. Within a few years he had built an unusually large retail business which has since grown into a great international organization with some 17 factories, branches and foreign places.

Rawleigh's was the first industry of its kind to begin manufacturing in Canada. In 1912 the first Canadian Factory was built in Winnipeg and Rawleigh Products were first introduced throughout the Western Provinces. But soon the business began spreading East and in 1915 the Toronto Branch was opened, but later moved to London, Ontario.

In 1919 the Company opened its first Montreal Branch to give better service to Dealers and Consumers in Quebec, New Brunswick, Nova Scotia and Prince Edward Island.

In 1926 Rawleigh's new Montreal Factory was completed, which is much the largest, most modern and complete factory of its kind in Canada.

Besides the Montreal and Winnipeg Factories, the Rawleigh Industries have immense Factories at Freeport, Illinois, Memphis, Tennessee, and numerous branches in the United States and Australia, having a total of 23 acres of floor space.

## AN APPRECIATION

We start the new year with confidence, because never before in the history of the business has the Rawleigh organization been as well prepared; and no pains or expense will be spared to make our service during 1930 better and more satisfactory to everyone concerned than ever before in the history of the business.

To our millions of friends who have been using Rawleigh medicines and other products for so many years, we desire not only to express our sincere appreciation for past patronage, but to renew our determination that everyone connected with the Rawleigh organization shall throughout the year 1930 endeavor to give all of our Dealers and Consumers even better service and values.

Our ability and desire to give ever better values and service to our Dealers and Consumers are among the many reasons why Rawleigh's has become generally recognized as the leading industry of its kind.

**From a modest beginning** the sales of Rawleigh Products have steadily increased each and every year for 41 years until now some 40 million packages are sold annually by Rawleigh Dealers, who give Consumers the best values in quality, quantity and price, with a positive guarantee of satisfaction or no sale!

**To meet, secure and hold public patronage,** Mr. Rawleigh early learned the importance of giving Consumers frequent, regular and dependable service and it is on these fundamental policies, principles and methods that Rawleigh's have built up not only much the largest business of its kind in Canada, but also the largest of its kind in the United States and other countries.

**Rawleigh's Sales and Service Methods are sound and practical** and most economical. Consumers have found them so satisfactory that now over 1000 Canadian Rawleigh Dealers give frequent, regular and dependable service in nearly every county, district, city, town and village to millions of families in every province; from the remotest districts in the North and from Prince Edward Island in the Atlantic to Vancouver Island in the Pacific. Rawleigh Dealers also give regular service to Consumers in Australia on almost the opposite side of the world!

### Pioneers in Australia

Rawleigh's were pioneers and the first industry of its kind to start business in Australia. In 1928 Rawleigh's Melbourne Branch



The Rawleigh Tariff Bureau, Madison Staff, at work under the direction of Professors of international reputation. This is the staff that furnished the information regarding the effect of the Tariff upon American Agriculture, that resulted in the defeat of the most objectionable features of the Tariff during the special and regular sessions of the United States Congress. Particulars about this Tariff investigation are given below. If passed the Tariff would have adversely affected the citizens of both Canada and the United States and all other countries

was opened and by the end of 1929 over 200 Dealers were retailing Rawleigh Products to Consumers throughout the Commonwealth.

#### Mr. Rawleigh's Service to the Public

Besides managing and directing the largest industry of its kind, Mr. Rawleigh has always taken a deep interest in public service and devoted much time to local, state and national affairs. He has served as alderman, mayor and legislator. During the early years he sponsored one of the first movements to secure state legislation for control of public utilities, which resulted in enormous savings and improvements in the service to Consumers.

#### The Rawleigh Tariff Bureau

But perhaps the most valuable service Mr. Rawleigh ever rendered the public was his recent impartial and scientific investigation of the effect of the Tariff upon producers and consumers. Mr. Rawleigh has always recognized the important fact that prosperity of industry is and must be founded upon the prosperity of the great consuming and producing public, and that special privilege legislation and high Tariffs violate the fundamental spirit and ideals of self-government.

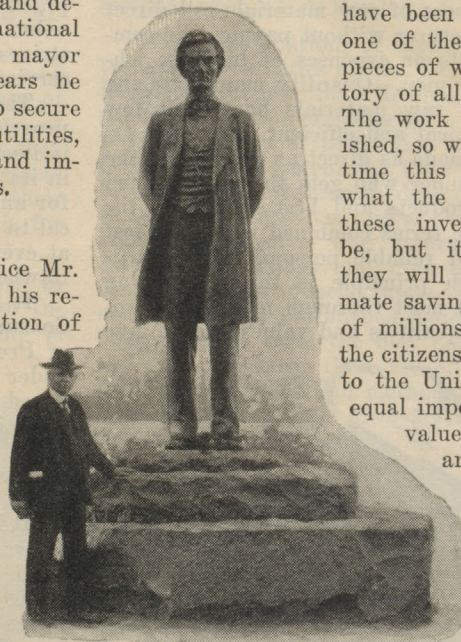
Early in 1929 Mr. Rawleigh made arrangements for studies of the effects of the Tariff, particularly on Agriculture, under the direction of Professors Hibbard, Commons, Perlman and Morton of the University of Wisconsin. Later similar arrangements were made with Honorable David J. Lewis, former Member of

the United States Tariff Commission, for investigations of the Industrial Tariffs.

Through these Tariff Investigations Members of Congress have been furnished facts and figures exposing the iniquities of the Hawley-Smoot Tariff Bill proposed at Washington. The studies of the Rawleigh Tariff Bureaus

have been referred to as one of the most valuable pieces of work in the history of all Tariff-making. The work is not yet finished, so we cannot at the time this is written tell what the final effect of these investigations will be, but it is estimated they will result in ultimate savings of hundreds of millions of dollars to the citizens of Canada and to the United States. Of equal importance is their value in continuing

and encouraging the friendships existing between the citizens of these nations and the promotion of trade relations, peace and good will among the peoples of all nations.



Ever since he was a young man Mr. Rawleigh has been interested in service to the public. He was always an admirer of the life and works of Abraham Lincoln and is shown in the above illustration beside the statue of Lincoln which he presented to the citizens of Stephenson County, Illinois (where he began Retailing in 1889—about 41 years ago). The statue was unveiled August 27, 1929, on the 71st anniversary of the world-famous Lincoln-Douglas Debate. It is located near the spot where the debate itself was held August 27, 1858

## Rawleigh Policies, Principles and Methods

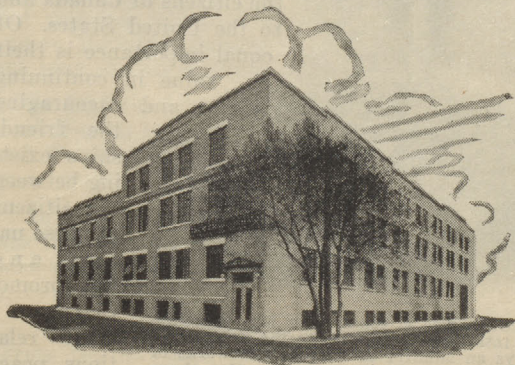
THE GENERAL fundamental Rawleigh policy is to bring Producers and Consumers as close together as practical without any unnecessary waste or loss of time, effort or money and to give the best values in quality, quantity and price.

To do this the plan steadfastly adhered to has been to buy raw materials from producers or first hands in primary competitive markets, to make everything complete and in the best possible way on a large scale in its own factories, to distribute in carload lots and to sell directly to Rawleigh Dealers who take the Products directly into Consumers' homes and leave them on their merits and guarantee everything to give complete satisfaction or no sale.

As originated, developed and improved by long experience, Rawleigh Methods are a very practical, economical and satisfactory co-operative system of producing and selling a large number and variety of the most needed and useful articles of almost daily household consumption. By these direct methods from producers to Consumers everyone connected with the undertaking is benefited. Domestic and foreign producers of raw materials sell direct to the manufacturer without payment of commissions, profits or expenses of brokers, jobbers or middle men. Quantity manufacturing with the best raw materials bought at low cost is economical and efficient.

Selling is made as direct as possible to the ultimate Consumer who gets the most needed and useful products and best values on the most favorable terms combined with the most convenient and reliable personal service.

A Rawleigh principle is that everything be done in the most thorough manner to produce the best qualities and values and to give



The Rawleigh Winnipeg Factory, first of its kind in Canada, was repeatedly enlarged until it contains 1½ acres of floor space



The main Canadian offices, factories and printing plant of The W. T. Rawleigh Company, Ltd. at Montreal have 1½ acres of floor space, with loading platforms adjacent to the Canadian Pacific Railway

the best and most complete service and lowest practical manufacturer's prices. From the testing of raw materials through manufacturing to the delivery of the finished Products no pains or reasonable expense are spared to produce scientific and reliable Products of practical every-day usefulness and unusual value to Consumers. Rawleigh's constantly strives for maximum efficiency, economy and service.

The Rawleigh Policy is to be independent, progressive and competitive and as complete in itself as possible and to do everything within its own organization and not to go outside for anything which it is practical or economical to produce. Its many activities are guided at every step by original and long established Rawleigh Policies and Methods.

It is the Rawleigh custom to study deeply Consumers' needs and the usefulness and value of Products and to investigate the conditions under which the raw materials are grown, produced and marketed at sources as well as their qualities, values and processes of manufacture. In its research work it tries to get all the facts, to study them and then to reach sound conclusions.

It buys its raw materials after scientific laboratory tests in quantity in the best first hand markets when supplies are best and prices most favorable, imports direct and stores them till they are ready or needed for manufacture.

It manufactures in large quantities from tested and standardized materials by the most scientific, reliable processes with the most modern and efficient machines and equipment engineering skill can devise with trained em-

Retailing Rawleigh Products from Factory to Home is a good business which is now attracting more attention than ever before. See the Rawleigh Dealer for particulars.

ployees supervised by experienced production managers and checked by practical inspection and scientific laboratory tests.

It distributes its finished Products from numerous factories and branches to almost every settled part of the United States, Canada and Australia.

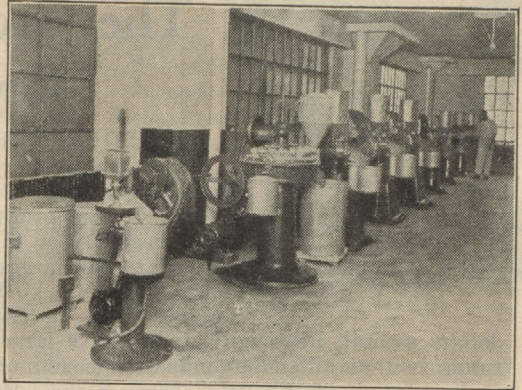
It teaches Rawleigh Dealers to follow Rawleigh Sales and Service Methods by delivering its Products direct into the homes of Consumers and to leave them on their merits with a guarantee of satisfaction or no sale and to give that regular, frequent, dependable, complete and satisfactory service that alone merits public patronage.

Of all the industries in the world there is none like Rawleigh's. Its fundamental ideas, policies, principles and methods of buying, manufacturing and selling and its attitude toward Dealers and Consumers are different from any similar industry.

Rawleigh Medicines and other Products are also different. They are made to give the greatest usefulness and value to Consumers. They are made to be positively guaranteed to give satisfaction or no sale. They are recommended only for those purposes for which competent scientific tests and practical experience have proven them useful.

The difference between inferiority and superiority is detected through the tests of actual use and long experience. Millions of Consumers know these differences because they have found Rawleigh's Good Health Products uniformly superior. If you try them their quality, usefulness and value will speak for themselves.

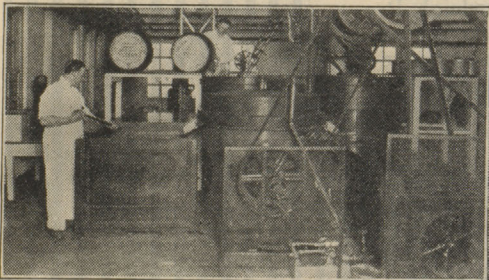
Inspired by an intense natural desire to excel in values and service, the Rawleigh Industries are never satisfied that anything is



Rawleigh's Business is so Large That it is the Only Industry of its Kind That Makes its Own Pills and Tablets. This View Shows Some of the Automatic Machines That Stamp Out Tablets at the Rate of 350 to 500 per Minute

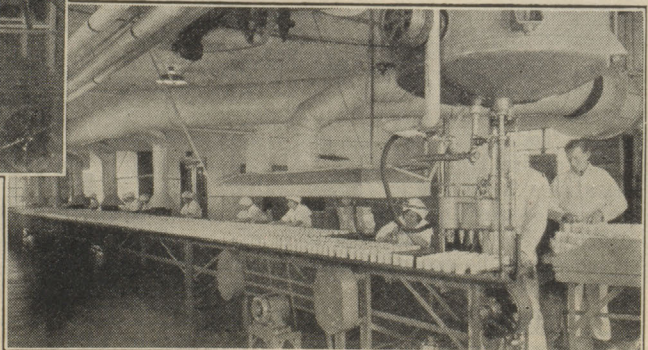
good enough but constantly insist that everything must be done better. The entire organization is always in action and taking advanced ground. Going forward each year it inspires and demands improvements in everything without forgetting or departing from those old fundamental policies, principles and methods upon which Rawleigh Service is built.

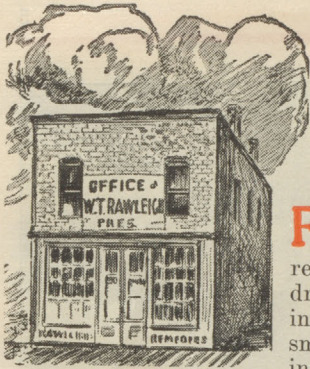
When combinations of capital seem to control many necessities of life, Consumers should be glad to know that Rawleigh's old independent policies and competitive methods have reduced the cost of production and have given Consumers the benefits of its strict economy. Rawleigh's old fashioned ideas of thrift have conserved its resources and reinvested its earnings in extensions and improvements that make better values and give better service. Consumers can depend upon Rawleigh's to continue its old established policies and methods of giving them the best qualities, values and service because these are all fundamental policies, principles and methods, which under good management are always strictly adhered to.



Above is shown some of the modern machinery used in Rawleigh's factories for making Rawleigh's Prepared Mustard

Right: Filling Jars of Rawleigh's Medicated Ointment. 2500 Jars are in Motion at the Same Time Travelling on a Series of Moving Belts Nearly  $\frac{1}{4}$  Mile in Length Until Cooled





## The Growth of the Rawleigh Industries

**R**AWLEIGH'S remarkable history reads almost like a dream. It has grown in 40 years from the smallest to the largest industry of its kind. Starting with a few

dollars capital, Rawleigh's today have larger resources than all similar industries combined.

In 1889 W. T. Rawleigh began alone. By hard work, scrupulous honesty, high principles, tireless energy and the best service and most reasonable prices, the business grew until in 1895 it was incorporated and began manufacturing in the small building illustrated above. In 1898 a factory was especially built for the business and enlarged in 1901.

By 1904 the business had grown so large that it needed better railroad facilities and a new factory was built to supply this need.

The Winnipeg Factory of The W. T. Rawleigh Co., Ltd. was opened in 1912 and was the first industry of its kind to manufacture in Canada. This Factory was enlarged repeatedly to supply a fast growing Canadian business. In 1912 a Factory to supply southern trade was also opened in Memphis.

The first foreign branches were opened in Dalmatia and Madagascar in 1920, the Marseilles Branch in 1923 and in 1925 the Company bought and began operating plantations in the Comore Islands and branches in vanilla and spice producing districts.

The main Canadian Factories began operation early in 1926 in one of the finest factory buildings in the Dominion and improved Rawleigh Service by addition of a Canadian Printing Department. Also in 1926 the Company began making its own bottles and completed other important factory buildings.

In Australia a branch at Melbourne was opened early in 1928. Now the Company is making preliminary investigations and plans for extending its activities into other countries. Rawleigh's Lines are being enlarged making necessary further equipment and enlargements and its more than 22 acres of floor space. Today its Factories and Branches cover the entire United States and Canada, and operations have begun in Australia. The business is growing now faster than ever before and in a short time it is expected it will be extended into all civilized countries.

### Steady Progress

Great changes have come in the early life time of the

founder of the Rawleigh Industry. At first Rawleigh's bought raw materials locally in small lots; now they come from all over the world in immense quantities. Then there were only a few products; there are now over 200. Then three employees made everything by hand, now 1200 employees, representing some 60 trades and professions, work with modern, scientific and automatic equipment. Then the products were sold by a single man, now there are 7500 Rawleigh dealers. Then only a few hundred families used Rawleigh Products, now it is estimated 30 to 40 millions use at least some of them.

In expanding to the point where their total production and financial resources exceed those of all other similar industries combined, the Rawleigh Industries have become an institution of international scope in trade and industry. Their activities are so extensive, their methods so complete and they are growing so rapidly it is difficult to describe them adequately by words or pictures. Their growth each and every year for 41 years indicates the usefulness and value of Rawleigh Products and the satisfaction that Rawleigh Service gives Consumers.

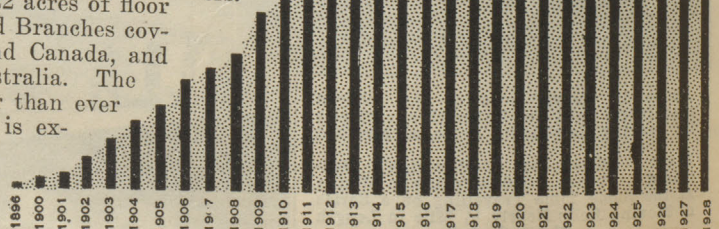
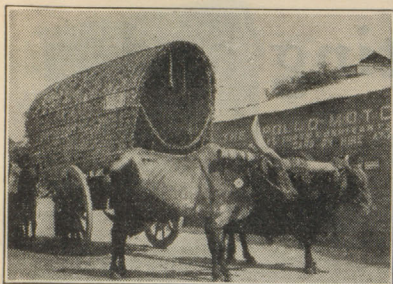


Illustration Graphically Showing the Enormous Growth of the Sales of Rawleigh's Products from 1896 to 1929. The height of each black line represents the comparative sales for that year





How Rawleigh's Pepper is hauled in far-away Sumatra, Dutch East Indies

Over 1800 different raw materials are used in the production of some 200 Rawleigh Products. Thousands of purchases bought in quantity from producers and first hands in the world's primary, competitive markets, making some 2000 carloads, weighing 100 million pounds are received yearly at the Rawleigh Factories.

The sources of a large part of these raw materials are near the Rawleigh Factories. Their central location is an important element in low costs. Purchases are made from reliable producers after laboratory tests of samples and careful study of competitive bids. Quantity buying helps to secure the best qualities and values.

Yet importations made direct amount to hundreds of tons valued at hundreds of thousands of dollars annually. Of these, spices, pyrethrum flowers, menthol, camphor and essential oils are among the most important.

Rawleigh's owns and operates extensive vanilla plantations, and has branches and buyers in the principal producing districts to cultivate, cure and buy vanilla and now is the largest importer and dealer in vanilla in America.

Over 22 acres of floor space in Rawleigh Factories are overcrowded with materials, equipment, manufacturing and stocks.

Besides 40 million regular Products, 20 million bottles, 170 million pieces of printing, several million samples and many auto outfits and sample cases are finished yearly in the factories at Freeport, Memphis, Montreal and Winnipeg. Besides large stocks of Products ready to ship to fill Dealers' orders, fully two trainloads are carried in stock ready for prompt shipment to Branches.

## BUYING AND MANUFACTURING

**A**LL AROUND the world go Rawleigh employees. They speak and transact business in many different languages. They investigate and study the conditions under which spices, roots, herbs, seeds, barks, drugs, essential oils, etc. are grown, prepared and marketed. They gather information regarding quantities and stocks and they select, buy and ship raw materials to the factories.

Every day the ships of many nations afloat on nearly all the oceans are carrying raw materials for Rawleigh's. Many carloads are enroute and many are unloaded on the factory sidetracks. Many trainloads are always in storage and process.

The scope of production can be realized when it is known that Rawleigh's is the only industry of its kind that makes its own fluid extracts and tinctures and all its own tablets and pills. Automatic presses, each having a speed of 350 to 500 tablets per minute, produce over 200 million tablets yearly. Besides heat and light for the factories and offices, the Freeport power plant pumps enough water and generates enough steam and electricity to take care of a city of 10,000.

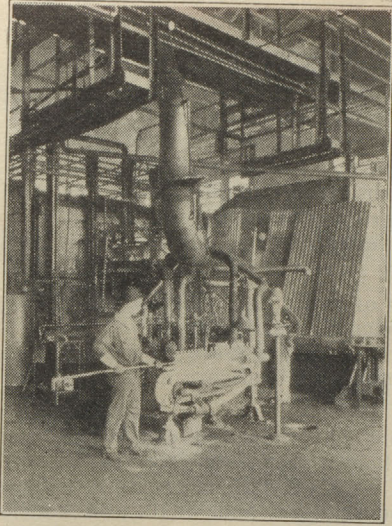
Hundreds of thousands of dollars worth of machinery and equipment are interesting features of the Rawleigh Factories. There are spice and drug mills, steam kettles, stills, presses and many special machines. Glass lined mixing and aging tanks have hundreds of thousands of gallons capacity. There are also many kinds of automatic filling and packing machines. Great bottling units, one over 165 feet in length, wash, dry and fill and label bottles and deliver to the wrapping tables an average of 6000 dozen per day, using three carloads of bottles.

Nearly 200 million pounds of freight, or 4453 carloads that would make 148 trains, or one train 40 miles long, were handled in 1928 and the quantity is growing each year.



Distilling Lavender Flowers on a Mountain Side in France

Because Rawleigh Products are necessities needed in every home nearly every day they are easily sold and they also have the advantage of being the best values in quality, quantity and price.



One of the Automatic Bottle Forming Machines which make about 20 million bottles a year in Rawleigh's Freeport Bottle Factory

including large, color presses and a huge rotary press that prints this book from 1200-pound rolls of paper in two colors on both sides at one time and folds, cuts and assembles over 50,000 books per day. The latest multicolor Cottrell rotary press prints exact reproductions of color originals eight times as fast as old style presses. This machine with automatic feeding and electrical equipment weighs 75 tons. It is in keeping with the needs for increased production, improvement in quality and greatest economy.

The Rawleigh Printing Industry uses 150 carloads of paper and completes about 170 million pieces of printing in a year.

Notices for mailing to Consumers are printed in editions as large as two million copies each. Each year 2½ millions of Good Health Guides are completed. One year's

## Printing and Bottle Making

**T**O KNOW that everything is done right and at lowest costs and to protect itself and Consumers against monopolies and unjust profits, Rawleigh's policy is to do everything practical within its own organization. This Company does not spend much for costly advertising. Instead it depends upon the superior quality and value of its Products to increase its sales.

Thirty years ago when the industry was small it began to do its own printing. Printing Plants at Freeport and Montreal have grown into large industries with many employees and hundreds of thousands of dollars worth of equipment, some of it in operation 19 hours per day, producing everything in printed matter from labels to books in two and four colors and boxes and cartons.

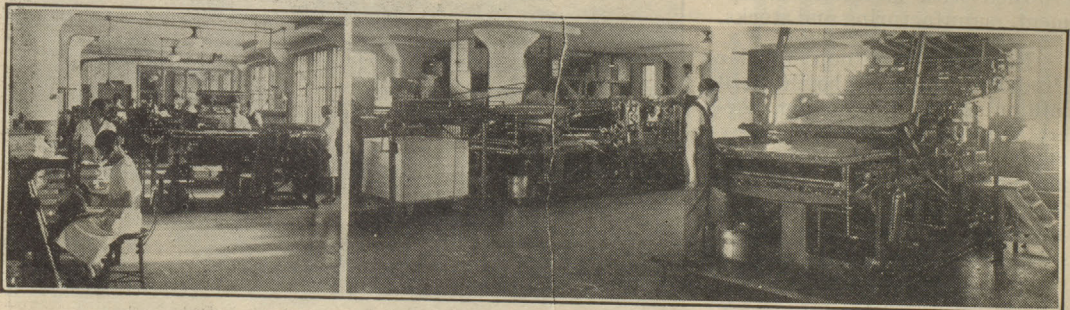
Besides typesetting, cutting, folding, trimming and binding machines, there are many great printing presses

Calendar filled 33 box cars. Printing like this indicates the extent of the Rawleigh business.

### 20,000,000 Bottles

The Rawleigh Bottle Factory, a complete industry in itself, is only a unit in the Rawleigh Industries.

Rapid growth increased its bottle requirements until Rawleigh's was one of the largest users of bottles. It had received a train load of 40 cars of bottles, said to be the largest shipment of bottles ever made. Now in keeping with the policy of making everything from raw materials and being independent of outside suppliers and as a protest against destruction of free competition and impositions of combinations in industry that increase costs to Consumers, Rawleigh's has one of the most modern bottle factories. It is in continuous operation 24 hours each day.



Two views of the Printing Plant in Rawleigh's Montreal Factory. The larger view shows the two large cylinder presses, the smaller view of the bindery shows stitching machines, folding machines and some of the smaller printing presses. Printing is done here in both English and French for Canada and also for Australia.



## SATISFACTION or NO SALE

### *Why Quality and Usefulness are Guaranteed*

**P**RODUCTS of superior quality cannot be made from inferior materials by inexperienced persons or poor methods. Real quality at reasonable prices requires knowledge, experience, the best materials and equipment, ample resources, continual effort, sound judgment, and scientific methods. "Rawleigh" on a Product is 40 years' assurance that the product is in every way right.

To obtain the best quality and proper quantities at right prices, requires careful study, sound judgment, prompt and accurate action. Rawleigh's are organized to make these studies and decisions. More than 20 years ago, this Company was the first of its kind to establish chemical laboratories to set new standards of quality, strength, uniformity. For years Rawleigh's have gone to the four quarters of the earth to get the best raw materials at their source. Each year has seen additions, improvements, and innovations in our laboratories, original researches, studies, and methods of production, here and in foreign lands. The Company has spared no expense in time or money to insure the best obtainable quality.

Consumers' needs and preferences are carefully studied from medical, dietetical, and practical standpoints. Its more direct methods keep Rawleigh's in closer touch with Consumers. Rawleigh Chemists, Dietitians, Pharmacists, and Engineers see that all is done that will help make superior Products and give greatest usefulness, values, and satisfaction.

To produce the best quality and highest effectiveness and give best values and service, continual studies and efforts are made to make better Products at lower costs by improved methods. Rawleigh's vast resources, tireless energy, scientific methods, and determination to give Service and Values, is a guarantee backed by experiences of millions of satisfied consumers during nearly half a century.

**Two Reasons Why.** Everything necessary and possible is done to make Rawleigh Products of such superior quality, value and usefulness that they give complete satisfaction in use.

**No claim of cure** is made for Rawleigh Products, because curing is a process of nature which they are intended to help. No Rawleigh Product is recommended for any purpose unless its usefulness has been established by scientific knowledge and tests and by practical experience. When used as directed, the experience of over 40 years

in millions of homes is that they give practically universal satisfaction. Two guarantees with each Rawleigh Product delivered give more than usual protection.

#### **The Rawleigh Guarantee of Quality**

The W. T. Rawleigh Co., Ltd., positively guarantees that its products are of the highest quality of their respective kinds, scientifically made from the best essential oils, chemicals, and other raw materials by the most clean and modern methods of manufacture, and that they are shipped fresh and pure, of full weight and measure, and contain no narcotics or habit-forming drugs; and when used according to directions are absolutely safe for child or adult.

#### **The Rawleigh Dealer's Guarantee**

Way back in 1889, when W. T. Rawleigh began retailing, he left his Medicines and other products with a positive guarantee of satisfaction or no sale. He pioneered and developed that method, and it has always been the Rawleigh Method. Rawleigh Dealers also leave Rawleigh Products on Trial and guarantee them to give satisfaction. When the Rawleigh Dealer comes, talk over your needs with him and ask him to explain the usefulness and value of his Products and the terms on which he leaves and guarantees them.

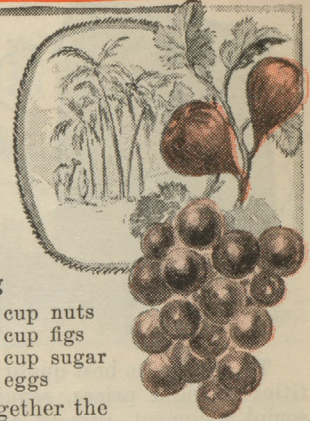
Because nothing is lacking—because everything is done to produce Products that satisfy, and because they invariably give satisfactor when left on Trial, you can depend upon Rawleigh Products to give unusual quality, usefulness, values, service, and satisfaction.



A view of Rawleigh's Chemical Laboratories. Researches are constantly being made in chemical and industrial engineering. Chemists and pharmacists are employed at all Rawleigh Factories



# Dates - figs and Raisins



These fruits come to us from prehistoric times.

Raisins are a food rich in minerals, especially iron, which is apt to

be dangerously low in the average diet. Iron is needed in the blood to make richer blood and to prevent anemia. Foods dark in color are richest in iron that builds good, red blood.

The use of dates, figs and raisins instead of cane sugar would unquestionably improve health. The sugar in these fruits is not only a natural sugar, ready for immediate absorption, but in its natural state the sugar of these fruits is associated with lime, iron, vitamins and other essential food constituents lacking in cane sugar.

The fig is highly laxative because of the large amount of cellulose it contains, due to its tough skin and many small seeds. These fruits are rich in vitamins, sugar and minerals needed for body growth and health. They have a decided laxative effect and therefore help combat constipation.

### Lemon Raisin Pie

One lemon, one-half cup of sugar, add two egg yolks, one small tablespoon of flour, one cup raisins, one cup of milk and a small piece of butter. Bake in one crust. When cooked spread the stiffly beaten whites of two eggs on top, sweetened with two tablespoons of sugar. Brown slightly.

### Fig Pudding

- |                                 |             |
|---------------------------------|-------------|
| ½ cup flour                     | 1 cup nuts  |
| 2 tsp. Rawleigh's Baking Powder | 1 cup figs  |
| ½ tsp. salt                     | 1 cup sugar |
|                                 | 2 eggs      |

Mix and sift together the flour, baking powder and salt. Cut the nuts and figs into pieces and add with the sugar. Stir in the egg yolks and fold in the beaten egg whites. Bake in a small bread pan in a slow oven forty minutes. Serve hot with whipped cream.

### Date Muffins

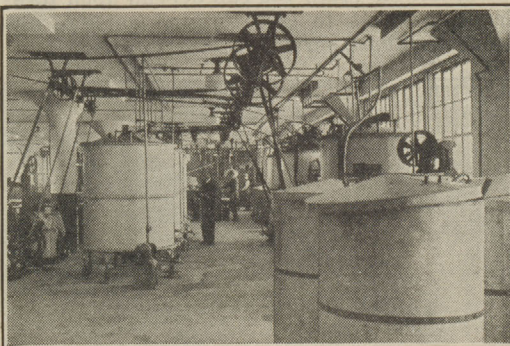
- |                                 |               |
|---------------------------------|---------------|
| ⅓ cup butter                    | ¼ pound dates |
| ¼ cup sugar                     | ¾ cup milk    |
| 2 tsp. Rawleigh's Baking Powder | 2 cups flour  |
|                                 | 1 egg         |

Cream the butter, add the sugar gradually and the dates chopped fine. Mix well together, then add the beaten egg. Sift the flour, salt and baking powder together and add to first mixture alternately with the milk. Bake in greased muffin pans twenty to twenty-five minutes in hot oven.

### Fig Rice Pudding

- |                   |                     |
|-------------------|---------------------|
| 1 cup cooked rice | ½ tsp. salt         |
| 1 egg             | 1 tbsp. lemon juice |
| 6 tbsp. milk      | ½ cup figs          |
| ¾ cup water       |                     |

To the rice add the beaten egg. Mix milk and water together and add to the rice mixture. Add salt, lemon juice, and the figs cut in small pieces. Bake in a moderate oven.



A view of some of the mixing and storage tanks in the Montreal Factory used in the manufacture of Rawleigh's Flavoring Extracts



Packing and Shipping Room of the Montreal Factory where thousands of orders from Rawleigh Dealers are forwarded. Loading platforms and private tracks are just outside this room



# Guarding FAMILY HEALTH

The condition of health may be the greatest blessing or most serious misfortune in your family.

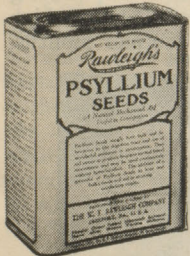
It is largely the result of your food, your habits and the care you take to keep well.

**Good Health Foods** are suggested in this book that contain essential elements often insufficient in diet, which assist in maintaining health if used in proper amount and balance and give economy and pleasing variety.

**Health is ruined and life shortened** by defects in diet and elimination of food wastes more than anything else. Many suffer from too slow passage of intestinal contents that causes a condition of constipation, acidosis and toxic self-poisoning. If they eat a concentrated or protein diet instead of bulky cereals, vegetables and fruits they must frequently use cathartics to relieve acute constipation.

## A Valuable Help

The best remedy is a diet that supplies the roughage of leafy vegetables, the stimulation of fruits and the bulk, minerals and vitamins of bran. A valuable help to those troubled with chronic constipation is Psyllium Seeds. This new Rawleigh Product is a natural plant laxative and mechanical aid to bowel evacuation by supplying bulk, moisture, lubrication and physical stimulation to intestinal activity. They are not drugs and have neither taste nor odor and are called by French peasants where they grow "seeds of long life."



One of Rawleigh's newest additions to the Line. Ask the Rawleigh Dealer to show and explain its usefulness and value

When you feel dull and stuffy, Rawleigh's Effervescent Salts makes a refreshing beverage quick to relieve intestinal sluggishness and impart a bit of its sparkle to your feelings.

## To Fit Your Needs

To aid bowel action, Rawleigh's Cathartic Pills, Laxative Syrup, Tablets and Tea are useful. Nux and Iron Tablets are a laxative tonic that promotes elimination and stimulates nutrition. Most families should keep several kinds of laxatives.

## Avoiding Colds

Colds are unnecessary. They attack when resistance is low from wrong diet, poor elimination and exposure. They are encouraged by acidosis usually caused by constipation.

**Check a cold with heat**, securing prompt elimination and correcting excess acidity. Colds may be corrected by exercise, sweating, hot baths, diet of fruits and vegetables and neutralizing excess acidity with Effervescent Salts added to hot lemonade. Rawleigh's Cod Liver Oil builds up resistance against colds. For fresh colds Rawleigh's Asafen Tablets or Laxative Cold Tablets are effective. For cold in the head, Vapor Balm affords a double treatment by application and inhalation.



A new and useful Medicine that relieves coughing

**For Coughs** Rawleigh's new Thyme Compound is quickly effective. Cough Lozenges are convenient to stop the irritation and

Cough Syrup is powerful enough to stop the coughing in deep seated colds.

Defeat colds by promptly taking a reliable medicine, a hot bath, a long rest in bed and a light laxative diet.

**To ease pain, remove danger and repair hurts**, relief may be kept at hand. An assortment of Rawleigh Pain Medicines, Ointments and Antiseptics give a feeling of security especially if they include Asafen to reduce pains and colds, diarrhea and external pains, wounds and lameness; Anti-Pain Oil for human aches and pains; Medicated Ointment for burns and inflammations; Liquid Antiseptic and Mouth Wash and Kreo for disinfecting.



Every family should provide for emergencies by keeping a supply of Rawleigh's Medicines on hand ready for use when needed. Ask the Rawleigh Dealer about his Free Trial Offers and Guarantee of Satisfaction





# Sunshine and Growth



sunlight of the great outdoors.

All the energy of the earth is derived from the sun. The sun is scientifically the beginning of all things and life would be impossible without the sunshine.

Even in ancient times people expressed wonder and admiration through worship of the sun, and to free themselves from disease, basked in the light of the sun, aware of its healing power.

Investigations have proven the important relation of sunshine to health and sanitation. We know that children who have been deprived of sunlight and fresh air grow up to be puny, sickly children. To live our lives happily and completely we must have lots of open sunlight.

In these modern days of intensive living when we live more and more in congested quarters where direct sunlight does not reach us, we lose the benefit of the sun's rays. When sunlight passes through window glass the visible rays pass through, but the ultra-violet rays do not.

Light starvation is a very definite health problem. We feel the effect of light starvation in our lack of energy and vitality, our unhealthy skins and our low resistance to petty diseases and common colds. Light starvation is shown in cases of young babies who are afflicted with rickets, which authorities say is caused entirely by the lack of sufficient sunlight.

Sunlight is a most important factor in the life of a growing child, especially a baby. Normal growth of bone depends not only on the food a child eats, but also upon the direct sunlight he receives, for sunlight provides the body with power to utilize the food. If the body is constantly deprived of direct sunlight his bones will not develop normally, his muscles will be soft and his skin will be pale.

He will probably have rickets.

Rickets is a disease of growth, affecting the whole body, especially the bones. In hot climates, where children are outdoors in the sun rickets is little known. In temperate climates where children are indoors a greater part of the time, rickets is prevalent.

Since rickets is a disease resulting from lack of sunshine it can be prevented or cured by sunshine.

To ward off rickets preventative measures must be begun very early in an infant's life, for rickets makes its appearance in very young infants. These preventive measures are the giving of sun baths and the administering of Cod Liver Oil.

Doctors, scientists, child specialists and leading health authorities are now universally urging the use of Cod Liver Oil during the winter months. Civic Centers in charge of trained nurses in some of our better cities recognizing the great value of Cod Liver Oil to the undernourished and to prevent disease, distribute it free to those who need and cannot buy it.

The direct summer sunlight is the one big contributing factor to the good health which most people enjoy during the summer months.



Large freshly caught Cod Fish. This is the kind of fish from which Rawleigh's Genuine Norwegian Cod Liver Oil is extracted. This pure vitamin-tested oil is imported by Rawleigh's in carload lots

More industrious persons are wanted who can be depended upon to give that regular, frequent and dependable service to consumers that is necessary to merit, secure, hold and maintain their patronage. Write The W. T. Rawleigh Company for particulars.

With the coming of winter the days get short and the sun's weak rays lack their health-giving power. There is also a very limited amount of greens and garden vegetables of



A fishing village in the Lofoten Islands, Norway. Rawleigh's Cod Liver Oil comes from these far-away Islands



Landing the Cod on the Quay. Rawleigh's Cod Liver Oil is extracted by the best processes to preserve the high vitamin-content



all kinds that are rich in the two vitamins A and D which are now recognized by authorities as two of the most important of the accessory food substances:

**Vitamin A**—is the vitamin that is essential to growth and health. It increases the body's resistance and tends to prevent colds, pneumonia and other infectious diseases.

**Vitamin D**—is the vitamin known as the anti-rickets vitamin because it acts as a regulator of calcium and phosphorous absorption and aids the chemical processes of the body. It promotes normal development of teeth and bones and prevents tooth decay. Lack of it causes diseases and malnutrition among adults.

#### Where They Are Found

Cod Liver Oil is the richest natural known source of Vitamin A as well as Vitamin D. Vitamin A is known as the growth-producing factor. In the words of a nationally known authority on infant care—"It would seem in the diet of children, particularly infants, a wise precaution, during the winter is to supplement cow's milk by other foods known to be rich in Vitamin A—best of all by Cod Liver Oil."

#### Rawleigh's Cod Liver Oil

Rawleigh's import the finest grade of Norwegian Cod Liver Oil from the world's largest producers in the Lofoten Islands of Norway. The vitamin potency of every ounce of Cod Liver Oil sold by the Norwegian Producers for medicinal purposes is unusually high the standard being 14,000 Vitamin A units and 7,000 Vitamin D units per ounce. Consumers now may get this Cod Liver Oil of highest quality and reliability from the Rawleigh Dealers.

Since the taste of even the purest of Cod Liver Oil is objectionable to many, Rawleigh's have produced in Cod Liver Oil Extract Compound a medicine that is palatable and easily taken, because the fats have been removed and

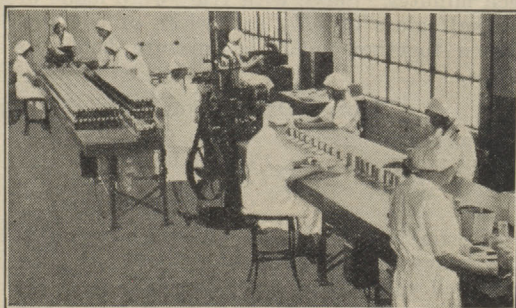
the health-giving properties combined with hypophosphites and iron peptonate and other ingredients whose value is recognized.

While these two forms of Cod Liver Oil are the best substitutes for the effects of sunlight and useful for debility, anemia, rheumatism, slow healing fractures, and those afflicted with scrofula and rickets, and for building resistance against colds, pneumonia and other infections, no one should under-estimate the value of sunshine or fail to take advantage of its benefits every day there is an opportunity.

#### The Benefits of Sunlight

The beneficial effects of sunlight are not obtained unless the rays reach the skin directly. Clothing or window glass keep out the ultra-violet rays. Only when the skin begins to be tanned can any benefit be expected.

Sunbaths in the direct sunlight with abbreviated clothing, but protection from cold is the simplest method of giving the baby enough ultra-violet light. Older children and adults should walk or play or work in the direct sunlight for some time each day and supplement this by a diet that supplies abundance of vitamins and by Nature's artificial sunlight, Cod Liver Oil, if needed.



Packaging Rawleigh's Nux and Iron Tablets. All Rawleigh's tablets are counted and packaged by automatic equipment



# HONEY



Good results would follow exchanging part of the sugar we eat for honey.

Honey is one of the most wholesome foods. It contains small portions of practically

every element used by the human body. One tablespoon of honey yields about 100 calories. Honey is rich in vitamins.

By serving honey with meals, you obtain a food rich in the vital elements of sustenance and development—fruit, sugar, phosphates, potassium salts and lime. Bread eaten with honey satisfies the natural desire for sweets and practically doubles the food value from the energy standpoint.

Honey owes its flavor to the flower from which it is obtained. It is more economical when bought in quantity in extracted form and more uniform in flavor.

## Honey in Baking

Honey is slightly acid and so may be substituted for molasses in cakes, muffins and bread, and gives a more delicate flavor. Cakes and cookies made with honey remain fresh for weeks with an improvement in flavor.

## Honey Raisin Tapioca

1 cup tapioca	4 cups water
1 cup honey	½ pound seeded raisins
½ tsp. salt	yolk of 1 egg

Wash tapioca and place in saucepan with honey and water. Bring to a boil and cook slowly until clear and the tapioca is soft. Add other ingredients and stir to blend. Cook fifteen minutes. Serve with fruit whip made of one-half glass of jelly and white of one egg, beaten together until the mixture holds its shape.

## Honey Drop Cakes

½ cup shortening	1 tbsp. lemon juice
½ cup sugar	3 cups flour
1 cup honey	4 tsp. Rawleigh's
1 egg	Baking Powder

Cream shortening and add sugar slowly; add honey, beaten egg yolk and lemon juice. Mix well and add flour, which has been sifted with baking powder. Fold in the beaten white of egg. Bake in greased individual tins in a moderate oven 25-30 minutes.

## Honey and Nut Bran Muffins

½ cup honey	1 tbsp. melted butter
1 cup flour	1½ cups milk
½ tsp. soda	¾ cup finely chopped
¼ tsp. salt	English walnuts
2 cups bran	

Sift together the flour, soda, and salt, and mix them with the bran. Add the other ingredients and bake for 25 or 30 minutes in a hot oven in gem tins. This will make about 20 muffins.

## Sweet Clover Honey Taffy

1 cup honey	1 tsp. Rawleigh's
½ cup cold water	Vanilla
1 cup sugar	

Boil the water and sugar together to a temperature of 288 degrees F. (a hard ball in cold water). Add vanilla or other flavoring if desired. Put on buttered dish to cool, then pull until white. If the pan in which the honey is cooked is buttered around the top, it will not boil over.

## Honey Lemonade

2 lemons	6 tbsp. honey
1 orange	4 cups water

Squeeze juice from the fruit and add honey and water. Chill and serve.

## Honey Orange Bread

3 oranges	1 cup milk
1 cup honey	3 cups flour
¼ cup water	4 tsp. Rawleigh's
pinch of salt	Baking Powder
1 egg yolk	½ cup nuts

Cut the rind of three oranges in small pieces. Boil in salt water until soft (about ½ hour.) Drain and boil very slowly in 1 cup of honey and ¼ cup water, until very thick.

Beat the egg yolk thoroughly, add 1 cup milk, 3 cups flour in which baking powder has been sifted. To this mixture add the orange strips and honey syrup mixture while still warm. Stir in ½ cup chopped walnuts. Bake for one hour. This makes two medium sized loaves of bread.

## Honey Cookies

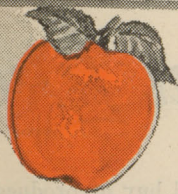
1 cup honey	1 cup sour cream
3 tbsp. butter	1 tsp. soda
½ cup sugar	flour
1 egg	

Cream the honey, sugar, and butter, add the egg well beaten, then the soda dissolved in the sour cream, and mix in the other ingredients, adding flour enough to roll. Knead carefully to make them soft. Cut out and bake in a moderate oven.



Try this delicious drink with Honey Cookies!





# The APPLE

*Apples Each Day Will Keep Sickness Away*

When you eat an apple you experience a reinforcement of energy, especially if fatigued. The apple gives good foodstuffs ready for instant use. Apples may be eaten between meals without burdening the digestive organs or spoiling the appetite.

The free use of apples combats biliousness or intestinal toxemia. The acid of the apple, like that of the lemon is antiseptic. A diet of apples is excellent in chronic dysentery.

Apples when ripe have soft tender flesh and are easily digested and good for children as well as adults. Apples contain Vitamin C, iron of superior quality, essential to growth and health, and also protein of high quality. Their chief constituents are starch and sugar. Like citrus fruits they form an alkali ash in the body and this is important in the promotion of health. One who eats freely of acid forming foods such as bread and meat should eat apples as an antidote.

## Celery, Apple and Green Pepper Salad

3 stalks celery  
2 apples

1 green pepper  
Dressing

## Red Apple Salad

4 apples  $\frac{1}{2}$  cup sugar  
 $\frac{1}{4}$  tsp. powdered cinnamon  
Red Color  $\frac{1}{2}$  cup water  
Lettuce Dressing  
4 tbsps. cream

Pare and core apples. Put sugar, cinnamon and water in saucepan just the size to hold the apples. Add red color to make a brilliant red and cook three minutes. Put in the apples and cook very slowly until tender, turning occasionally and basting frequently. Do not allow apples to lose their shape. Chill and serve in nests of lettuce leaves with salad dressing mixed with cream beaten stiff.

## Apple Sauce Cake

$\frac{1}{2}$ cup shortening	2 cups flour
1 cup brown sugar	1 tsp. soda
1 cup raisins	1 tsp. salt
$\frac{1}{2}$ cup currants	$\frac{1}{4}$ tsp. Rawleigh's Cloves
1 cup all-bran	$\frac{1}{4}$ tsp. Rawleigh's Cinnamon
1 cup apple sauce	1 tsp. Rawleigh's Ginger

Cream shortening and sugar. Add raisins, all-bran and apple sauce. Then flour sifted with soda, salt and spices. Beat well. Bake in greased tin in moderate oven.

## Apple Tapioca

$\frac{1}{2}$ cup minute tapioca	$\frac{1}{4}$ tsp. salt
2 cups boiling water	$\frac{7}{8}$ cup of brown sugar

Cook tapioca in boiling salted water until transparent. Add brown sugar and cook until dissolved. Add 1 cup of water. Pour over 10 cored and sliced apples and bake until apples are tender.



Offices on almost exactly opposite sides of the world for The W. T. Rawleigh Co., Ltd. Above at Melbourne, Australia, where the weather is always warm, but is hottest in January; and below at Montreal, Quebec, famous for winter sports



# The Flavor You Like

Since the ancients met the caravans that "went into Egypt bearing incense and spices," the world has valued spices for their flavor and aroma.

It is 400 years since adventurous Spaniards first tasted the delectable vanilla which had long been used by the Aztecs. Once available only to the wealthy, spices and flavoring extracts are now household necessities.

Dainty, delectable dishes and tasty desserts that tempt the appetite and delight the taste have that distinctiveness that is the pride of any careful hostess if they are seasoned with Rawleigh's Extracts and Spices.

Long experience taught Rawleigh's the importance of going to sources and learning how the choicest varieties grow and are mar-

keted and how to select and buy of producers. In Canton, Saigon, Singapore, Java and the pepper gardens and cassia groves of Sumatra an employee spent months investigating, selecting, cleaning and shipping fine Lampong Pepper and Padang and rare Corintji Cassia which with Saigon Cinnamon make a blend of unusual flavor and strength.

In India Rawleigh's has bought, cured and baled Tellicherry and Alleppy pepper and Cochin ginger. These are the choicest of black pepper and the ginger whose bright color and snappy flavor make Rawleigh's so popular.

Vanilla beans that yield the rarest tropic flavor come to Rawleigh's from its plantations, curing establishments and branches in Madagascar and the Indian Ocean Islands. The largest importer of vanilla, Rawleigh's also wholesales vanilla to other manufacturers in the United States, Canada and Europe. Thus it has first and largest selection for making Rawleigh's Extracts.

Now the price of Vanilla is down through Rawleigh's world-wide activities in breaking control of stocks and prices. Vanilla is more used and popular than ever and the superiority of Rawleigh's Vanilla in quality and value and the satisfaction it gives is recognized by careful women who demand the best.

The complications of securing vanilla beans of quality to yield up this rare tropic flavor to the long process of manufacturing and aging to bring out the ripe mellowness and richness and delicacy of flavor have been so completely met by Rawleigh's that from long experience and satisfaction Consumers intuitively feel that Rawleigh's Vanilla is the most reliable, satisfactory and economical. They find no disappointments in its quality or value.



Hauling Vanilla from Rawleigh's Warehouse to the Wharf in Tamatave, Madagascar

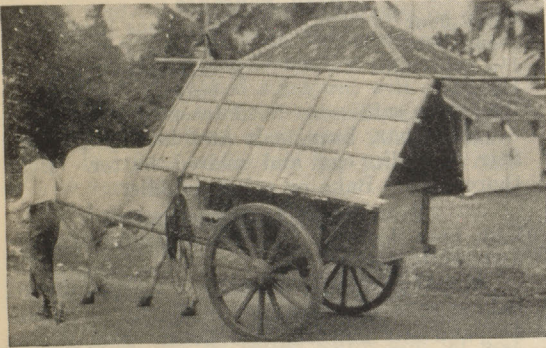


The "Pousse-Pousse" method of traveling in Tamatave, Madagascar, where Rawleigh's Branch is located

# Food Specialties

Ideal foods not only satisfy the appetite and give nourishment but should please the taste, make other foods more palatable and by adding to the enjoyment and sociability of the meal they assist in making the home hospitable and so in promoting or maintaining health.

The Good Health Foods the Rawleigh Dealer brings to your home are of such quality, value and convenience that they are popular and important in culinary management of millions of homes.



Oxcart carrying pepper in Sumatra

The Ideal Baking Powder from the standpoint of wholesomeness and health is Rawleigh's Phosphate Baking Powder. Its full and perfectly balanced leavening qualities give dependable results in the finest flavored baking. It leaves no harmful residue in the baking but does leave elements necessary to proper nutrition that replace the phosphates of wheat that are removed in modern milling.

The most popular flavor today is chocolate, a highly nutritious food whether used as cocoa or the various kinds of chocolate which are only different forms of preparing cocoa beans.

A delightful sample of Rawleigh quality—something unusually delicious, wholesome and nourishing—is Rawleigh's all-purpose Good Health Cocoa, whether you use it in preparing a satisfying beverage, as a popular, nutritious flavor in food or in dainty confections.

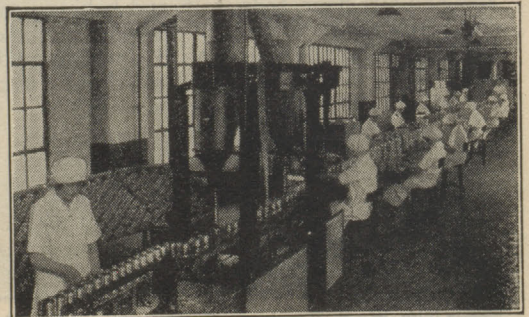
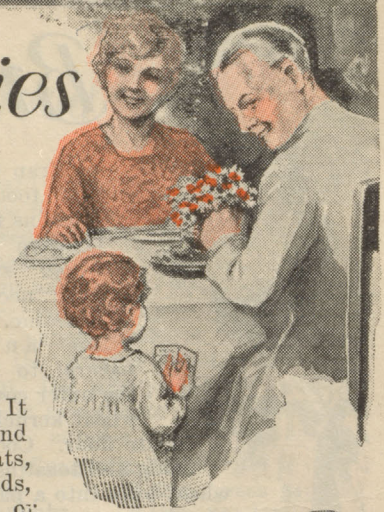
Rawleigh's Cocoa prepared with milk as a beverage is a delectable, highly nutritious and perfectly balanced food. The Cocoa is also especially satisfactory for cooking, frostings, syrups and candies.

Pies and Desserts that are tempting, tasty and satisfying are easily and inexpensively made with Rawleigh's Lemon Dessert or Coconut and Chocolate Pie Fillings. Their variety adds a welcome treat to your table.

Foods taste better when you add the appetizing tang of Rawleigh's Prepared Mustard. It gives zest and savor to meats, eggs, salads, sandwiches or baked beans. This flavorsome relish has a distinctive character and tasty quality you never tire of.

Fine baking, desserts and candies often require Cream of Tartar. You can depend upon purity, high quality and best results when you use Rawleigh's.

Refreshing beverages that are tasty, satisfying and healthful can quickly and easily be prepared with cold water, sugar and Rawleigh's Cherry or Grape at a cost of about one cent a glass. Raspberry Nectar is an improved concentrated flavor made from the true fruit that is unusually appetizing in cooling, refreshing drinks for hot days.



Automatic Filling and Weighing Machine for Packing Rawleigh's Baking Powder, Pie Filler, and Psyllium Seed



# Bran FOR Health

Bran is an important food because it contains minerals and laxative material which supplies the bulk needed in the intestine. The roughage and minerals natural to bran are in the outer covering of the wheat kernel, rejected in white flour. Cooking, shredding and toasting transforms wheat bran into a palatable crisp cereal.

Bran is useful in preventing and correcting constipation. It is a woody, indigestible material which holds moisture, and helps to stimulate regular, healthy action. Bran urges nature to act normally. Eaten regularly it brings assistance in constipation.

Bran is rich in phosphorous and iron. Phosphorous is in all body cells and bones. So it is important to health. Children must have an adequate supply of phosphorous for good bone formation. Bran also supplies vitamins, especially Vitamin B.

## How to Use Bran

- (1) In recipes for muffins, griddle cakes, cookies and bread.
- (2) In soup instead of crackers.
- (3) As a cereal with milk or cream.
- (4) Sprinkled on cold cereal or cooked with hot cereal.

## Bran Muffins

2 tablespoonsful shortening	1 cup flour
$\frac{1}{4}$ cup sugar	$\frac{1}{2}$ teaspoon soda
1 egg	$\frac{1}{4}$ teaspoon salt
1 cup sour milk	1 teaspoon Rawleigh's Baking Powder
1 cup Bran	

Cream shortening with sugar and add egg. Mix and sift flour, soda, salt, and baking powder. Add the Bran to the creamed mixture, then the milk, alternately with sifted ingredients. Pour into greased muffin tins, and bake for twenty minutes in moderate oven.

## Bran Biscuits for Constipation

4 cups whole wheat bran	1 cup sour milk or water
2 cups graham flour	$\frac{3}{4}$ cupful lard or butter
1 teaspoonful of soda	1 cupful chopped figs
1 teaspoonful of salt	Spices to taste
1 cup molasses	

## Bran Cookies

1 cup sugar	$\frac{1}{2}$ tsp. soda
$\frac{1}{2}$ cup shortening	$\frac{1}{2}$ cup raisins
1 egg	$\frac{1}{2}$ cup nut meats
$1\frac{1}{2}$ cup flour	1 tsp. Rawleigh's Baking Powder
$1\frac{1}{2}$ cup bran	
3 tbsp. water	

Melt butter and mix with sugar, egg and water. Sift dry ingredients and stir into sugar and egg mixture. Add ground nut meats and raisins. Turn dough on floured board and roll thin. Cut with cookie cutter and place in oiled tins. Bake in quick oven.

## Bran Pancakes

1 cup flour	2 teaspoons Rawleigh's Baking Powder
1 cup bran	2 tablespoons melted butter
$1\frac{1}{2}$ cups milk	1 teaspoon sugar
1 egg	
1 teaspoon salt	

Mix flour, bran, salt and baking powder. Stir in milk, egg and melted butter. Beat thoroughly. Bake on a hot griddle.

## Bran Bread for Constipation

1 qt. bran flour	1 teaspoonful of salt
1 pt. white flour	

Mix thoroughly. Dissolve 1 teaspoonful of baking soda in water, put in  $\frac{1}{2}$  cup of molasses, and stir mixture into flour. Add 1 pint of buttermilk. Bake in a moderate oven.

## Bran Pudding

2 eggs	1 cup sugar
2 cups Bran	1 tbsp. butter
2 cups Sweet milk	1 cup seeded raisins

Soak bran in milk. Beat eggs and sugar. Add butter, bran and raisins. Bake in moderate oven until firm. Serve with cream.

Vegetables and Fruits as well as Bran and Rawleigh's Psyllium Seeds are important in a laxative diet. To help overcome constipation use one of Rawleigh's five useful laxatives: Effervescent Salts, Laxative Tablets, Laxative Syrup, Laxative Tea, Cathartic Pills



The W. T. Rawleigh Company now has thousands of new openings in the United States, Canada and Australia for steady, industrious persons of good character and habits to enlarge its Sales and Service to Consumers.



# Macaroni - a Valuable Food



Macaroni and spaghetti are made from wheat flour, rich in gluten. They are economical foods because cheap, very nutritious, and one of our best starch foods.

Macaroni and spaghetti should have other foods combined with them to make perfectly balanced foods. They are without fat, so cream, butter or cheese should be added. To be used as meat dishes, cheese, eggs or small pieces of meat should be added to give the needed protein. Tomatoes, corn, peas or other vegetables combined with macaroni and spaghetti will supply the necessary vitamins.

One cup of cooked macaroni will yield approximately one hundred calories, so by adding any of the above mentioned foods to macaroni, the food value of the prepared dish will be very high.

### Creamed Macaroni

- |                  |                |
|------------------|----------------|
| 1½ cup macaroni  | 2½ qts. water  |
| 2 teaspoons salt | 2 cups milk    |
| 3 tbsps. butter  | 3 tbsps. flour |

Drop macaroni, broken into one inch lengths, into boiling salted water and let boil actively for 20 minutes or more. Drain and add to white sauce, made from butter, flour and milk.

### Macaroni with Eggs

- |                        |                               |
|------------------------|-------------------------------|
| 1 cupful macaroni      | 1 teaspoonful salt            |
| 3 hard boiled eggs     | 3 tablespoonfuls bread crumbs |
| 1½ cupfuls white sauce |                               |

Cook the macaroni in boiling, salted water. Turn into a colander and allow cold water to run over it. Boil the eggs according to direc-

tions for hard boiled eggs. Arrange the macaroni and sliced eggs in layers in a baking dish, having the top and bottom layers of macaroni, and pour the white sauce over it. Sprinkle the toasted bread crumbs on top. Dot with pieces of butter. Bake in a moderate oven, 350 degrees F. about twenty minutes.

### Spaghetti Loaf

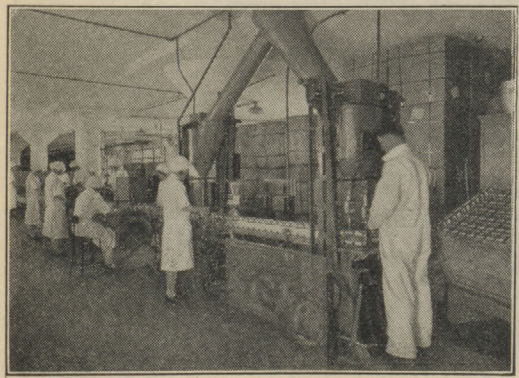
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| 1 cup spaghetti      | 2 tbsps. green peppers |
| 1 cup bread crumbs   | 2 tbsps. parsley       |
| 1 cup milk           | 2 eggs                 |
| 1 cup grated cheese  | Salt                   |
| 2 tbsps. red peppers |                        |

Cook the spaghetti in salted water until tender. Drain and pour cold water over it to prevent it sticking together. Wash the peppers, remove the seeds, and chop very fine. Chop the parsley. Mix the chopped vegetables with the spaghetti. Place in alternate layers of spaghetti and cheese crumbs, having a layer of cheese and crumbs on top. Beat the eggs until light and add the milk. Pour over the spaghetti and cheese and bake in moderate oven until set.

### Macaroni Au Gratin

- |                       |                 |
|-----------------------|-----------------|
| 1½ cups macaroni      | 4 tbsps. butter |
| 1½ cups grated cheese | 3 tbsps. flour  |
| 1 cup buttered crumbs | 1 tsp. salt     |

Cook macaroni in boiling, salted water, until tender. Drain and pour over it a dash of cold water. Make a white sauce of the last 4 ingredients and mix with the macaroni. Stir the grated cheese into the mixture. Turn into a baking dish, cover with buttered crumbs and bake in a moderate oven until nicely browned.



One of the Machines Packing Rawleigh's Spices into the convenient Sifting Top Tin Cans



Machines for Filling, Sealing and Labeling Rawleigh's Prepared Mustard



# The Health of the Child

## Is Your Child up to Average Weight for Height?

There are four forces guarding the health of the child. They are the home, the school, medical agencies and the child's own interest.

Parents should study their children. Each child is an individual case and needs personal attention. Parents can teach their children to like wholesome food by beginning to train them early, by setting them a good example, never talking about their own dislikes, by developing the right attitude in the child's mind, serving really good, well cooked meals and if necessary using authority.

Some of the important causes of malnutrition or under-feeding of children are faulty food habits as found in the character and quantity of the food that they eat, faulty hygiene as too little sleep, fresh air, sunshine and overfatigue. Inheritance also helps govern the nutrition of the child, but of course we have no control or influence over this. The problems of food and hygiene may be governed so as to keep the child in a well nourished condition. Poverty is often a cause of malnutrition, but recent surveys have shown that in some localities children of the wealthy have been found to be undernourished to a greater extent than the children of the poor.

Physical defects and disease as abnormal tonsils and adenoids, bad teeth, tuberculosis, constipation and other acute infectious diseases also cause malnutrition in children.

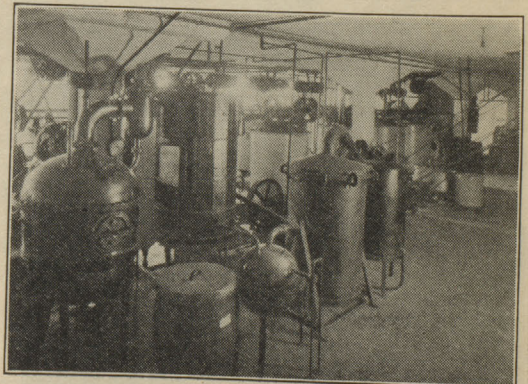
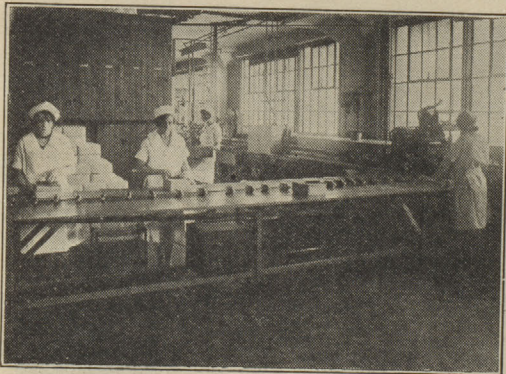
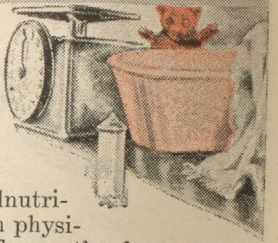
The effects of malnutrition are shown in such physical defects as stunted growth, shortened life, heart trouble and susceptibility to all diseases.

The effects of malnutrition are shown in mental and nervous defects as subnormal intelligence, restlessness, contrariness, inattentiveness and crime. Children must be given correct foods in correct quantities at regular intervals if these conditions are to be avoided.

A number of surveys have been made which show that mentally retarded children, that is children below the average grade for their age, are usually below weight and height for their age. This does not apply to a true mental defective, though there is no doubt that some children have been classed as mentally defective when their retardation was merely a matter of malnutrition.

### Good Health Program for the School Child

- (1) Three regular meals a day including a diet of eggs, cereals, fruits and vegetables.
- (2) A quart of milk a day.
- (3) Six to eight glasses of water daily.
- (4) No candy between meals.
- (5) No tea or coffee.
- (6) At least two bowel movements each day.
- (7) In bed at 8 o'clock with windows open.
- (8) At least two full baths each week.
- (9) Brush teeth at least twice a day.
- (10) Watch the posture in sitting and standing and walking.



All Rawleigh Factories are equipped with the most modern machinery and equipment. Here are some views in the Montreal and Winnipeg Factories; at the left is shown one end of the Bottling and Labeling Unit, Montreal Factory and at the right some Stills and Steam Kettles, Winnipeg Factory



# Household Suggestions



Every person that keeps house has a few methods of her own in preparing and serving food. Here are a few suggestions that you may add to your collection of labor saving methods.

**In a custard recipe** calling for several eggs, one or more may be left out if one-half tablespoonful cornstarch is added for each egg omitted.

**When a rich, dark meat color** is wanted for soup, use caramel, which is sugar browned in a frying pan until a golden brown, and then dissolved in a little water.

**To warm over biscuits, muffins, or rolls,** sprinkle lightly with water, place pan containing them in a pan of hot water and put in oven a few minutes.

**Reheat stale crackers** by placing them in the oven a few minutes.

**Keeping lettuce:** After washing it thoroughly, place in a cheesecloth bag and hang up in refrigerator. Use all the outside leaves by shredding them with a sharp knife and making them into a pretty nest for a salad.

**To preserve ice** in a refrigerator: Wrap top of ice well with thick newspaper, keeping the air from ice.

**A teaspoonful vinegar** beaten into boiled frosting when flavoring is added will keep it from being brittle or breaking when cut.

**A few cloves** added to vegetable soup will give it a delicious flavor.

**In placing dishes on ice,** place a rubber ring from a fruit jar under the dish. Ring will adhere to both ice and dish.

**Do not waste any skim milk**—make it into cottage cheese.

**When cream will not whip,** add the white of an egg to it. Let both cream and egg be thoroughly chilled. Then try again and it will whip easily.

**Before heating milk** in a saucepan, rinse the pan with water and it will not scorch so easily.

**To freshen shredded coconut,** soak it in sweet milk a few moments before using.

**When making egg custard pies,** always heat the milk to the boiling point before mixing

with the eggs. If this rule is followed, the undercrust will be crisp.

**To brown pies and tarts,** use a small pastry brush and brush them with milk before putting them in the oven, and to glaze pies, brush them with the white of an egg if you wish them to be a shiny brown.

**Left-over cooked potatoes** must not be piled together as they sour quickly. Spread them out on a large dish.

**Bread should never be wrapped in a cloth** as the cloth absorbs moisture and imparts an unpleasant taste.

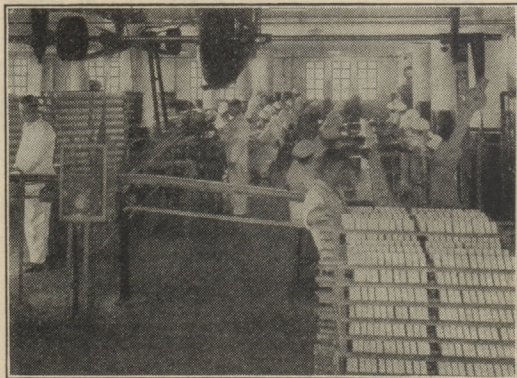
**To keep sandwiches moist,** cover them with a cloth wrung out of cold water. Keep them in a cool place and they will keep moist for hours.

**When using molasses** and it is not as dark as desired for ginger bread or cookies, add a tablespoonful of melted chocolate to molasses and spices, improving the flavor.

**To beat eggs quickly,** add a pinch of salt.

**Salt often curdles milk.** Hence in preparing gravies, porridge, etc., add salt the last thing.

**Save the excess liquor from your pickled peaches**—it may be used for mince pies, sauces, etc.



View showing part of the equipment which automatically stamps and shapes the millions of cakes of Rawleigh's Soaps used annually; then wraps them in wax paper and printed wrapper in one operation



# Gardening FOR Health



Plant a garden—and you'll bring a joy to yourself through the whole season long, such as you will never receive from any other source. Watching the seeds sprout and the plants grow, unfolding under your care and guidance, you will receive a pleasure known only to those who have experienced this healthful recreation.

**Plant a garden**—because it will give you a gentle, healthful exercise, surpassing the benefits derived from such sports as golf, canoeing and motoring. Exercise from gardening corrects the posture, muscular laziness and functional irregularities. It increases your lung activity and promotes a healthier blood circulation, that is soon noticed after a brief period in the garden. Experiments have proven the hygienic values of this beneficial outdoor exercise, when suited to individual needs.

**Plant a garden**—because it helps in cutting down the family food costs. Everyone should eat a large amount of fresh vegetables, especially the children who need an adequate amount of vitamins during their growth. The cost of the necessary amount of vegetables amounts to a noticeable sum during the year and for people with a limited income, gardening presents a twofold benefit—health and income. Your garden may be planned so as to supply the family with fresh vegetables throughout the summer and fall; and if a large quantity is raised some may be canned for winter use. Even though vegetables contain a smaller amount of food value than other foods, they are very essential in the diet be-

cause of the minerals and vitamins contained, and also of their coarse fiber, so necessary in combating constipation.

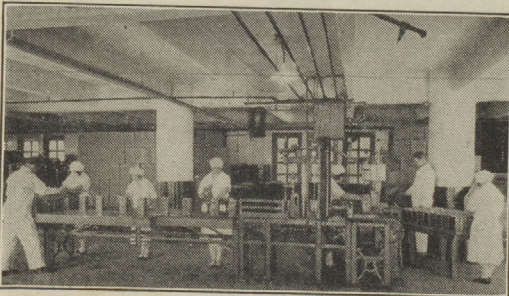
**Plant a garden**—the quality of the fresh vegetables you raise is far superior to those that stand for several days before reaching your table. There is a tremendous difference between fresh vegetables from your garden and those purchased at the grocery store. Everyone knows as well as can taste the difference between green peas, or sweet corn fresh from the garden, and that which is bought over the counter. Vegetables lose their sugar almost as soon as they are picked, and this sugar is mostly changed to starch. To conserve the sugar or this sweet flavor, it is necessary to cook the vegetables within a short time after they have been taken from the plant. Only the person who raises his own vegetables can do this.

**Plant a garden**—and see how much you can raise on even a small space. By starting the early vegetables like radishes, onions and lettuce and planting later ones between the rows like beans, tomatoes, corn, etc., it is easy to raise two or even three crops on the same patch.

**Plant a garden**—so that you may have flowers for your table from early spring until late fall. Early Crocuses and Daffodils open before the snow is hardly gone, and the Asters and Chrysanthemums bloom even after the frosts of fall. Flowers are one of the greatest sources of satisfaction, especially to the adult; and the children can learn many instructive lessons from Nature, such as school books cannot teach.

**Plant a garden**—you will receive Good Health, better food to eat, a mental restfulness and stimulation, an increase in muscular activity and recreation so necessary to Good Health, happiness and contentment.

PLANT A GARDEN



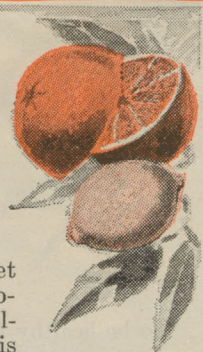
Filling Cans of Rawleigh's Pyrethro Fly Fluid. Over half million gallons of Rawleigh's Pyrethro and Fly Chaser were sold last year and each year sees a tremendous increase in the sale of these Products

Rawleigh Retailing is a healthful, profitable and pleasant business. It also has the advantage of being independent and permanent.





# Citrus Fruits



Citrus fruits are valuable in the diet for their vitamins and because they promote the alkalinity of the blood. If alkalinity of the system is low, health is endangered.

Oranges, grapefruit and lemons are excellent for stimulating bowel action. The general stimulating influence of orange juice excites peristaltic activity and tends to prevent acidosis and constipation. Orange salads and desserts, all grapefruit dishes, lemonades and orange juice give protection against acidosis. These fruits with vegetables and milk balance the acid forming foods, including cereals, bread, meat and eggs.

Acidosis is usually present with colds or flu and causes a lowered vitality, lack of endurance and many common ailments such as stomach trouble, headache and sleeplessness. An excellent remedy for colds is the juice of a lemon in a half glass of water. Stir in a teaspoonful of Rawleigh's Effervescent Salts and drink while it effervesces.

Oranges and grapefruit in cocktails, salads and desserts, stimulate the appetite. Salad dressing made with lemon juice improves all fruit salads. Citrus fruits also furnish mineral salts which increase nutrition and help digest other foods.

## Orange & Banana Cocktail (6 servings)

6 ripe bananas	6 tablespoons powder-
4 oranges	ed sugar
	6 candied cherries

Peel bananas and form into tiny balls with a potato cutter. Remove pulp from oranges, cut in small pieces and add to banana balls with all available fruit juice. Add sugar and let mixture stand until well chilled. Serve in sherbet glasses garnished with cherries.

## Golden Fruit Salad Dressing

Juice of 1 orange	¼ cup sugar
Juice of ½ lemon	2 egg yolks
1 tablespoon butter	½ cup cream, whipped

Melt the butter in the top part of a double boiler over hot water. Add the fruit juices, sugar, and slightly beaten egg yolks. Cook over a low flame until thick, stirring constantly. Cool. Fold in the whipped cream just before serving.

## Fruit Salad

Pare 2 grapefruit and 3 oranges, removing the white membrane with the skin. Then re-

move sections free from membrane. Arrange on lettuce leaves on individual plates in the form of stars, outlining the sections of the fruit with thin strips of dates or figs. Drop a spoonful of salad dressing in the center of each star and garnish with red cherries. The fruit may be arranged on slices of pineapple if desired and chopped nuts may be sprinkled on top.

## Orange Biscuits

Sift together 2 cups flour, 5 teaspoons baking powder and 1 teaspoon salt. Rub in 2 tablespoons shortening. Twenty minutes before the meal is to be served add  $\frac{7}{8}$  cup milk, mixing with a knife. Roll out  $\frac{3}{4}$  inch thick and cut with a small round cutter. Break 16 lumps loaf sugar in halves, or in quarters if the large lumps are used, and squeeze the juice from  $\frac{1}{2}$  orange. Dip the pieces of sugar one at a time in the orange juice and push a piece down in the center of every biscuit. Grate orange rind over the biscuit and bake 15 minutes in a hot oven.

## Lemon Butter

½ cup butter
¼ tsp. grated lemon rind
3 tbsp. lemon juice
sifted powdered sugar

Cream the butter until very soft and add the grated rind. Alternately add lemon juice and sugar, beating until light and adding enough sugar to make the mixture stiff enough to spread on the layers of cake.



Rawleigh's Superior Extracts will help you make delicious, healthful desserts



# Care of the Skin

To be beautiful the skin must be healthy.

To be healthy the skin must be clean.

The three essentials for a beautiful skin are:

1. Cleanliness
2. Good Food
3. Proper Elimination.

An unclean skin encourages the growth of pimples and other skin eruptions. The waste matter which forms a part of the perspiration does not evaporate along with the water, but dries up on the skin, making a sort of a

film all over the surface. If this is not removed, the film begins to decompose, giving rise to an unpleasant odor, the poisons formed are absorbed in the body, and produce various skin diseases. To keep the skin healthy, it must always be clean—so that the perspiratory glands will be active and the pores will be open. The whole body must be kept clean. A clean, moist, healthy skin indicates the body is in good health.

The appearance of the skin indicates the body is in good health.

The appearance of the skin is a sign of the condition of the health. A dingy skin, a clammy skin is an indication of disease. It may truly be

said that a person is as old as his skin.

The normal skin is fine, and close textured, with a smooth, even surface and soft luster. It is supple and elastic, shows no trace of oil, nor does it dry and roughen easily.

## The Right Toilet Soap

In washing the skin be sure to use a soap that will lather freely and one that will penetrate and stimulate the pores and have a soothing, healing quality. Such a soap is Rawleigh's Transparent Soap, containing chemically pure glycerine, castor oil and a fine grade of tallow, combined with coconut oil.

The highly cleansing and free lathering properties of coconut oil soap make Rawleigh's Vegetable Oil Soap and Economy Soap especially practical for every home. They are the purest kind of soap and only a small bit of them is necessary to make a quick cleansing lather. They lather freely in cold or hard water or even alkali water or sea water. They are especially good for dirty, greasy hands and in the bath and for washing the finer laundry like handkerchiefs or silk waists.

For many conditions of the skin and scalp pine tar is of great usefulness. Its salubrious and healing qualities are contained in Rawleigh's Pine Tar Soap which is fine for both bath or shampoo.

## The Right Creams and Powders

In the culture and care of the skin it is important to find the right and correct creams, powders, rouge and lipstick that agree with your skin. In all Rawleigh Toilet Preparations health is the first consideration and they may be used not only with safety but with actual benefits. To the careful woman, cosmetics are not just occasional luxuries, but real, everyday necessities. No matter how finely chiseled and exquisite a woman's features may be, the beautiful effect is lost if her skin is not radiantly clear and smooth, having all its natural softness and elasticity. There are only a few simple things that produce a lovely skin—health cleanliness and protection are the main essentials.

Cold Cream is absolutely needed. Rawleigh's Cold Creams are soft, penetrating and cleansing and rejuvenate a tired skin and re-



store its softness and elasticity. La Jaynees or TreVere Cold Cream form a good powder base so necessary for a natural complexion.

These Cold Creams are excellent to use after exposure to wind or sun to prevent chaps or burning.

**An improved complexion and face powder** that seems to melt magically into the skin without a trace of powdery appearance and keeps it smooth and soft and protects the complexion and heightens it by its perfect blending should be sought. Such a powder is La Jaynees Poudre, whose seductive fragrance harmonizes it with other La Jaynees Toilet Vanities.

After sunburn or exposure to wind and weather, and to protect and soften the skin especially if chapped and roughened face or hands, and to keep the texture fine and smooth an almond lotion is very useful. The silvery whiteness, the fine quality and the distinctive odor of Rawleigh's Face Lotion merit all its popularity.

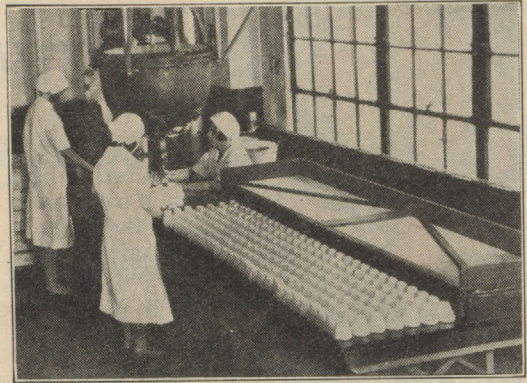
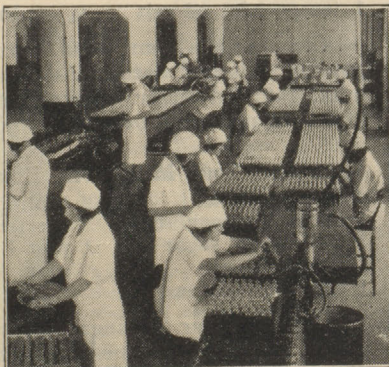
To keep the lips soft, smooth and bright and heighten their natural color, La Jaynees Lip Stick is a softening, protective application without a possible objection.

Every woman should experience the satisfaction of Rawleigh's TreVere, Violet or Good Health Talcum Powders. They soothe the skin and give a luxurious sense of body freedom, comfort and daintiness and are especially cooling and refreshing for hot weather.

**What Men Like**

Every man will shave more cheerfully and take more pride in his appearance if he experiences the comfort and satisfaction of shaving with Rawleigh's Shaving Cream. Its smooth fine lather prepares the face and beard for the razor's edge so it cuts smoothly and makes shaving quick and easy. A dash of Rawleigh's Liquid Antiseptic is stimulating and soothes and cools the face. If then a powder is desired, use any Rawleigh Talcum.

A view in the Perfume Department of the Rawleigh Factories showing the filling, sealing, labeling and packaging of La Jaynees Perfume. The raw materials for making Rawleigh's Toilet Preparations are nearly all bought from first-hand producers in France, Africa, Spain, Italy, Japan, Dutch East Indies, Germany, South America, England, in fact practically every country in the world.



Filling, sealing and labeling Rawleigh's Cold Cream

**Diet and Habits**

The eating of good food is necessary, if one is to have a beautiful skin. Eat plenty of fresh eggs, butter, cream and nuts, and less meat. Restrictions should be made on such foods as cake, pastry and fresh breads. Plenty of fresh and well cooked vegetables and fruits in variety are necessary for the promotion of a perfect skin.

While cleanliness and proper food are conducive to a good, clear skin—the elimination of the waste from the body is even more important. The proper diet containing plenty of fruit, vegetables and bran will help elimination and constipation.

Exercise in the open air, take daily long walks, have open windows at night. Fresh water carries off the accumulated poisons so drink plenty of it, and the skin blemishes will soon disappear. All the external care in the world will not produce a perfect skin if it is being abused from the inside. Diet and elimination are the most important things in attaining a good complexion.





# Nutritive Value of Corn



Corn is high in fuel value for the body. It contains more oil but less protein or mineral matter for building tissue than other cereals.

Corn does not give a flour which can be well used in making leavened doughs. Cornmeal in combination with white flour will make a light bread.

Corn—field, sweet and popcorn are practically the same in composition. Cornmeal, cornstarch and hominy are all made from field corn.

To make cornmeal and hominy into perfect foods—serve with milk, cream and sugar, butter, syrup or fruit. Hominy grits and coarse hominy may be boiled and used like macaroni. Cornmeal makes excellent raised or light bread, pancakes, waffles, muffins and rolls.

Popcorn is one of the most wholesome of cereal foods. It is easily digested and to the highest degree wholesome, presenting the grain as a whole, and so is superior to many refined breakfast foods.

We should increase the consumption of the wholesome and nutritious foods made from corn to the benefit of all.

## Corn Sticks

1 cup cornmeal	1 cup milk
2 teaspoons Rawleigh's Baking Powder	$\frac{3}{4}$ cup flour
$\frac{1}{2}$ cup hot boiled hominy	$\frac{1}{2}$ teaspoon salt
	$\frac{1}{4}$ cup butter
	1 egg

Bake in buttered bread stick pans twenty minutes.

## Cornmeal Slapjacks

2 cups milk	2 cups cornmeal
1 egg	2 tablespoons melted fat
$\frac{1}{2}$ teaspoon salt	

Put the dry ingredients together in a bowl. Beat and add the eggs with the milk using these to form a batter—beating carefully so there may be no lumps. Bake by tablespoons on a griddle which has been rubbed over with suet or oiled with melted fat. Serve very hot with butter and syrup.

## Sweet Corn Muffins

1 cup canned corn	
$\frac{1}{2}$ tablespoon sugar	
1 cup flour	
1 tablespoon Rawleigh's Baking Powder	
$\frac{1}{2}$ cup milk	
2 eggs	$\frac{1}{2}$ teaspoon salt

To corn and milk add sugar and egg, well beaten. Add flour, sifted, with salt and baking powder. Drop by spoon in buttered muffin rings. Bake in a moderate oven.

## Pop Corn Cookies

To  $\frac{3}{4}$  cup finely chopped popped corn add 1 tablespoon soft butter. Beat until stiff the white of 1 egg, add to it gradually  $\frac{1}{3}$  cup sugar,  $\frac{1}{4}$  teaspoon salt,  $\frac{1}{2}$  teaspoon Rawleigh's Vanilla. Combine mixture; drop from tip of spoon, one inch apart on a well buttered sheet. Flatten into circular form with a knife, and bake in a slow oven, until slightly brown.

## Pop Corn Balls

After the corn has been popped, sort and use only the large, puffy ones. To one cup of CORN SYRUP allow one tablespoon of vinegar. Boil together until it hardens when dropped in cold water. When ready pour over the popcorn while hot. As soon as it is cool enough to handle, butter the hands well and form into balls.

## Cornbread with Dates

1 cupful of flour	1 cupful of chopped dates
$\frac{1}{4}$ cupful of bran	1 beaten egg
$\frac{3}{4}$ cupful of cornmeal	1 cupful of sweet milk
2 teaspoonfuls of Rawleigh's Baking Powder	1 tablespoonful of melted fat
1 teaspoonful of salt	$\frac{1}{4}$ cupful of sugar

Combine the flour, bran, cornmeal, baking powder, salt and dates. Add the beaten egg, milk, fat and sugar. Bake twenty-five minutes in a moderate oven.

## Sour Milk Corn Bread

2 cups cornmeal	2 tablespoons melted shortening
1 scant teaspoon soda	1 pint buttermilk or sour milk
1 tablespoon sugar	
1 teaspoon salt	
1 egg, well-beaten	

Beat together the ingredients in the order given, transfer to a medium-sized oiled dripping pan and bake for thirty minutes in a quick oven.

# Cocoa and Chocolate



Cocoa and Chocolate are produced from cacao beans, which grow in a pod resembling a muskmelon upon a tropical tree. Grinding reduces the dried beans to a thick oily liquid that is run into molds and forms cakes of bitter

chocolate. To make cocoa some oil or fat is pressed out of the cake of chocolate and the remainder ground to powder.

Chocolate and cocoa have a high nutritive value for they are rich in protein, fat and carbohydrate. The use of cocoa and chocolate as a beverage makes milk acceptable when a child would otherwise refuse it. Weak cocoa may be given to very small children. When made with milk it provides the necessary food elements in an excellent balanced proportion.

Sweet Milk Chocolate is the most perfect and nutritious combination in which chocolate can be prepared. It may be eaten as a confection or to flavor and enrich other foods. Nuts, pieces of fondant, marshmallows, fruits or caramels may be dipped into melted chocolate for a coating.

## Brownies

1 cup sugar	6 tsp. Rawleigh's Cocoa
½ cup butter	¾ cup flour
2 eggs, well beaten	½ tsp. Rawleigh's Baking Powder
1 cup nut meats	
1 teaspoonful of Rawleigh's Vanilla	

Cream sugar and butter; add eggs and cocoa. Then sift in flour and baking powder, add nuts and vanilla, drop on buttered cookie sheet and bake in a moderate oven 30 to 45 minutes.

Rawleigh's Cocoa is one of the most popular and useful food products. It is an all purpose cocoa for use in foods and beverages and may be used in place of chocolate

## Breakfast Cocoa

4 tbsp. Rawleigh's Cocoa	3 cups milk
2 to 4 tbsp. sugar	salt
1 cup cold water	Rawleigh's Vanilla

Measure cocoa and water into a saucepan. Stir over direct heat until mixture is smooth. Boil two minutes, and add salt, sugar and milk. Heat until foamy, beat well and serve.

## Hot Chocolate

2 squares chocolate	3 cups milk
4 tbsp. sugar	salt
1 cup cold water	Rawleigh's Vanilla

Place chocolate, sugar and salt in saucepan, add water and boil one minute, stirring until chocolate melts. Add milk and reheat, do not boil.

## Chocolate Angel Food Cake

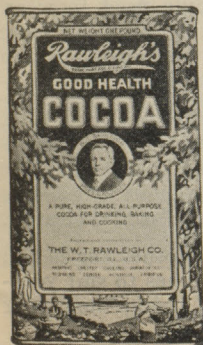
1¼ cups sugar	1¼ cups egg whites
⅞ cup flour	1 tsp. Rawleigh's Cream of Tartar
⅛ cup Rawleigh's Cocoa	1 tsp. Rawleigh's Vanilla
¼ tsp. salt	

Sift sugar four or five times. Add cocoa to flour and sift four or five times. Add salt to egg whites, beat until creamy, add cream of tartar and beat until stiff. Gradually fold in the sugar, flour mixture and flavoring. Pour into an ungreased angel food pan and bake 45 to 60 minutes. Start cake in a slow oven, then gradually increase the heat to a moderate temperature.

## Chocolate Ice Box Cake

½ pound sweet chocolate	½ pint of heavy whipping cream
3½ tbsp. sugar	1 dozen lady fingers or sponge cake
4 eggs	
3 tbsp. water	

Put chocolate and water in double boiler and when melted add sugar. Stir until smooth. Take from fire and add unbeaten yolks of eggs, and stir until smooth. Add stiffly beaten egg whites. Line a bread tin with oiled paper and put in a layer of lady fingers split in halves then a layer of chocolate mixture, then a layer of lady fingers. Add one more layer of each. Put on ice and let stand over night.





# Hygiene in Clothing

Clothing is worn to cover, to give beauty and to protect the body. Clothing retains the heat and absorbs the moisture from the body. Clothes should be light in weight, warm, loose and suitable to the occasion.

Fashion in clothing is now governed by health principles. The average person needs suggestions as to what clothes to choose to fit his particular need. In choosing our clothes we should consider the following points: freedom of movement, maintenance of good body functions, and ease of cleaning.

The cut of a garment helps to determine its hygienic qualities. Clothes should be so cut as to give free, unrestrained movements. There should be no tight bands on clothing which interfere with the circulation of the blood in the body. The weight of the clothes should come from the shoulders. People of today design their clothes on free, graceful lines with little or no binding.

High-heeled shoes interfere greatly with our freedom of movement. Incorrect foot wear changes the body's normal line of weight bearing. High heels tip the body forward. This tilting forward puts an unnecessary strain on the individual. Young girls and working women who use high heeled shoes for utility wear endanger their health, by weakening their spine, decreasing their energy and their abdominal organs often become congested. Within the past few years with the increased popularity for sports has come a greater need and appreciation of low heeled, comfortable shoes.



Cutting Rawleigh's Vegetable Oil Soap into Bars by automatic methods. Rawleigh's many time and labor-saving methods result in much greater values to consumers in quality, quantity and price



In order that all parts of the body function properly we need to maintain the normal body temperature. If we do not tend to the regulating of our body temperature by

wearing proper clothing, the body will tend to do the regulating by physical and chemical changes which will cause the body a great loss of energy. Thin hose or too little clothing on an extremely cold day will bring about a condition of lowered resistance.

The dress should fit the day and not the season. If judgment is used there will be a heavy outer garment for the cold outdoors. There will be heavy shoes and rubbers for wet weather. There will be woollens for snow and cold; for indoors or summer when warmth prevails one may dress as the whim dictates.

Cotton and linen fibers which are good conductors of heat will not protect the body from loss of heat in winter. Silk and wool are poor conductors of heat and they prevent loss of heat from the body. Underwear of silk or wool, or a combination of both is very desirable for babies, children and people with poor circulation.

Too much clothing may keep the skin from absorbing air and sunlight, or it may make the skin tender so that the cold air hurts worse than it would if we were more thinly covered. Instead of the many layers of underclothing which people used to wear, it has been proven advisable to wear more outer garments which can be removed when one enters a well heated building.

Light weight clothing is the best for health, because they allow evaporation of body moisture and they permit the air to penetrate through to the body. Light weight and simple garments are also easily cared for and cleaned.

The value of a study of clothes for health is important. Choose your clothes to suit yourself, bearing in mind your occupation, your age and the season of the year.

# Milk, the Protective Food



The free use of milk protects against dietary deficiencies of many sorts because it contains tissue building material of excellent quality, a good supply of bone building material and the vitamins that are necessary for growth.

## Sour Milk

Sour Milk contains everything that sweet milk does, but it is often a cause of worry for the inexperienced housekeeper, especially in hot weather. It should not be allowed to go to waste, because it is nourishing and often can be substituted for sweet milk by adding baking soda.

When meals are prepared for the sole purpose of pleasing the palate, and with little knowledge of the nutritive values of different foods, there is liable to be considerable waste, unless the careful wife makes use of the left overs. The following suggest a few of the many uses for sour milk.

## Sour Milk Biscuits

1 quart flour  
1 teaspoon soda  
1 teaspoon salt  
2 tablespoons butter  
1 teaspoon sugar  
Sour milk to moisten  
(about 1½ cups)

Sift dry ingredients together, cut in butter with knife, add milk to make a stiff dough. Roll out thin and bake in hot oven. Serve hot with honey or maple syrup.

## Sour Milk Pie

2 cups sour milk  
½ cup raisins  
½ cup currants  
½ teaspoonful salt  
½ teaspoonful Rawleigh's Cinnamon  
2 tablespoonfuls molasses  
1 tablespoonful melted butter

Mix together ingredients in order given. Pour into a crust-lined tin; place strips of pastry latticewise over the top and bake until crust is golden brown.



## Sour Cream Pie

1 cup sour cream  
½ cup chopped raisins  
½ cup granulated sugar  
2 eggs—yolks  
Pinch of spice  
Pinch of salt  
½ teaspoonful Rawleigh's Vanilla

Beat all together, cook in raw crust.

## Sour Cream Dressing

¾ cup sour cream  
½ cup vinegar  
1 tbs. sugar  
½ teaspoonful salt  
1 pimento chopped fine

Mix well, chill and serve with cabbage chopped fine, or shredded lettuce.

## Sour Cream Cake Filling

½ cup sour cream  
½ cup sugar  
½ cup chopped pecans  
2 egg yolks, well beaten  
¼ teaspoonful Rawleigh's Vanilla

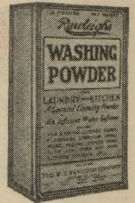
Mix together the sour cream and sugar. Boil for five minutes, then add remaining ingredients. Boil in a double boiler until thick enough to frost cake.



One of the Sessions of the Rawleigh Training School for Dealers. Schools to teach Dealers to give the best service to Consumers were held in 1929 in Canada at Montreal, Winnipeg, Calgary, Edmonton, Kitchener and Moncton.



# Household Sanitation



A product especially useful in kitchen and dairy

Health authorities have now proven that germs or bacteria are everywhere, even on surfaces which look absolutely clean and spotless.

The woodwork may look clean, the rug bright, every shelf and closet spotless. Yet on all the surfaces many germs are lying. They are so small that they are invisible to the human eye. But a microscope would reveal the presence and the deadly menace of countless germs.

Germs do not like sunlight or fresh air. They like darkness and dampness and are carried in dust. Germs are carried by flies and other household insects.

Every woman loves a house that is spotless and free from dirt. The woman of today knows that "spotlessness" is not sufficient. If you are to safe-guard effectively the health of your family your house must also be free from germs or bacteria. The corners and crevices may be the lodging places of disease causing germs.

Every housewife should try to keep her home germ-free. She should flood her house with sunlight, ventilate the house regularly and often. The dark corners, cellars and other damp places should be disinfected thoroughly and frequently. Rubbish or waste material should not be allowed to accumulate. All dust should be eliminated with disinfectant. Flies and other insects should be destroyed or kept out.

The only way to make sure of germ-free cleanliness in your home is to disinfect as you clean. Use disinfectant in all your cleaning water. This will destroy the invisible germs as well as the visible dirt. Rawleigh's Kreo is a highly efficient germicide and purifier for the home, while Dip and Disinfectant is suitable and economical for farm use.

The small quantity of disinfectant required makes its use economical as well as thoroughly effective. It should be used everywhere and everytime you clean. You will be keeping your home not only clean but safe and healthful from cellar to attic.

The hands of every member of the family are constantly coming in contact with woodwork and door knobs. Small children play on the rugs and floors that are germ laden from shoes. Safety from contagion from these sources demands frequent and thorough disinfecting and cleaning with disinfecting material so that finger marks are not only removed but also the hidden germs are killed.

The kitchen, where food is prepared should be free from germs and everything absolutely clean. Shelves, tables and walls should be cleaned regularly with some disinfecting material to keep them spotless and germless. The kitchen sink, the plumbing and the garbage pail should be given special attention.

The milk pails, the separator, the milk pans and everything that comes in contact with milk should be thoroughly washed with soap and water and Rawleigh's Cleanser or Washing Powder, then rinsed and dried in the sun.

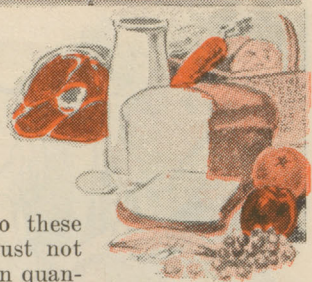
The problems encountered in carrying out sanitation in the home for the purpose of producing higher quality food products, for the prevention of human disease is one of our most important questions. Before germs and bacteria and the need for disinfecting were understood, it was the custom to use soap and water, which were not efficient. Now the need for more efficient cleansers and disinfectants are well recognized and their use protects health.



Use these helps to Household Sanitation



# Know Your CALORIES



The calorie is a unit of measure — a measure for food. The calorie value of a food is its fuel value, and its fuel value is equivalent to its nourishing value. When a food is high in calories, it is high in nourishing properties.

The calorie value of foods can be presented most clearly by measuring out 100 calorie portions of the common foods. This 100 calorie portion comparison is valuable, because some of the results are so spectacular that it makes an impression on our memories that we are not likely to forget. It also enables us to figure approximately the portions that we should eat in order to obtain the number of calories required to keep our body healthy.

The number of calories needed per day varies chiefly with the age, size and occupation of the individual. A man of medium size, doing office work will require about 2300 calories each day, while a man doing strenuous muscular work may require double that amount. A woman doing the same work as a man will require fewer calories.

A boy in his teens will require approximately 2500 calories and a girl of the same age two or three hundred calories less. A child from 9 to 13 years of age should have about 2000 calories, and a child 6 to 9 years of age 1700 calories; a child 2 to 3 years of age 1300 calories. Very active boys and girls may require more than the above number.

If you wish to lose weight you should (1) eat less than your maintenance diet; (2) increase your exercise to burn up more fuel; (3) decrease the food and increase the exercise. The third way is best. If you eat less than maintenance diet, body fat is called upon. 1200 calories a day will give you enough food and yet you can reduce on it. With exercising and only 1200 calories a day, the body will call on reserve fat. The usual cause of underweight is inadequate diet, the inadequacy being due to the quantity or the quality of the food supply. The most common cause is insufficient calories to meet the requirements of the body. These must be increased—and an increase of 200 to 400 calories a day must be added to allow for storage of fat.

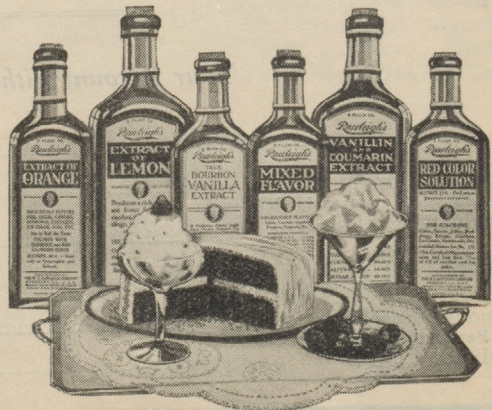
In order to do these things, the diet must not only be sufficient in quantity but also in quality. It must contain all of the food elements in proper amounts.

1. The right kinds of foods.
2. The right amounts of foods.
3. Foods prepared properly.
4. Right ways of eating.

The following table will give you a general idea of the approximate number of calories in some of the most common foods. Fruits and vegetables will vary in their calorie value in relation to their size and the amount of starch that has been changed to sugar. Prepared foods will vary according to their ingredients.

## One Hundred Calorie Portions of Foods

1 large apple	20 stalks asparagus
1 large banana	1/2 cup lima beans
1 cup berries	1/2 cup baked beans
4 dates	2 cups string beans
20 grapes	4 beets
3 peaches	5 cup raw cabbage
2 pears	4 to 5 young carrots
1 slice pineapple	1 cauliflower
4 plums	30 stalks of celery
2 prunes	1/2 cup canned corn
3/4 cup cereal (cooked)	3/4 cup of peas
1 1/2 cup cereal (dry)	1 1/2 cup canned tomatoes
1 large egg	3/2 medium tomatoes
1 large slice of bread	1 cup turnips
2 graham crackers	1 tbs. mayonnaise
4 soda crackers	4 olives
1 cup vegetable soup	1/4 cup raisins
1 cup tomato soup	2 tbs. sugar
small portion of meat	1 tbs. maple syrup
small portion of cake	1/2 cup cream sauce
1/2 cup ice cream	1/2 cup brown gravy
1/4 cup sherbert	3/4 oz. Rawleigh's Cocoa
1/2 piece of pie	1 tsp. Rawleigh's Genuine Norwegian Cod Liver Oil
1 pat of butter	
1 piece of fudge	





# NECESSITIES

FOR Every Home



The 40 million packages of Rawleigh Products now made, sold and used annually consist of Good Health Household Products, Food Products, Soap and Toilet Products and Stock and Poultry Raisers' Supplies. Brushes and Cleansers are a new line. There are so many Rawleigh Products it is impractical for any Dealer to bring them all to your home and explain their usefulness but if

you are not receiving the Rawleigh Service every home is entitled to, please write to the nearest Rawleigh Factory or Branch for Consumer's price list and order blanks.

Millions of families welcome the coming of the Rawleigh Dealer, talk over their needs with him and have him leave stocks of everything they may need. Your Rawleigh Dealer who left this book offers you the most convenient and economical household service.

The following list will be helpful to you in checking the needs in your home each time before he comes and in keeping a record of what he leaves with you.

## Rawleigh's Good Health Products

*'Tis Better To Have Them and Not Need Them Than To Need Them and Not Have Them*

- |   |   |   |  |   |
|---|---|---|--|---|
| <p><b>Medicines</b></p> <ul style="list-style-type: none"> <li>Liniment</li> <li>Anti-Pain Oil</li> <li>Camphor Balm</li> <li>Anti-Pain Plasters</li> <li>Asafen Tablets</li> <li>Medicated Ointment</li> <li>Vapor Balm</li> <li>Mustard Ointment</li> <li>Healing Salve</li> <li>Catarrhal Relief</li> <li>Cough Syrup</li> <li>Thyme Compound</li> <li>Cold Tablets</li> <li>Cough Lozenges</li> <li>Cod Liver Oil Extract</li> <li>Cod Liver Oil</li> <li>Nux &amp; Iron Tablets</li> </ul> | <p>Ru-Mex-Ol</p> <ul style="list-style-type: none"> <li>Laxative Tablets</li> <li>Cathartic Pills</li> <li>Tonic Laxative</li> <li>Laxative Tea</li> <li>Effervescent Salts</li> <li>Liquid Antiseptic</li> <li>Diuretic Tablets</li> <li>Headache Tablets</li> <li>Worm Lozenges</li> <li>Application for Corns</li> </ul> <p><b>Extracts and Spices</b></p> <ul style="list-style-type: none"> <li>Vanilla Pineapple</li> <li>Lemon Strawberry</li> <li>Mixed Wintergreen</li> <li>Orange Maple</li> <li>Banana Cassia</li> <li>Red Color Almond</li> </ul> | <p>Peppermint</p> <ul style="list-style-type: none"> <li>Walnut</li> <li>Fruit Flavor Drinks</li> <li>Black Pepper</li> <li>Whole Mixed Spice</li> <li>Cinnamon</li> <li>Mustard Allspice</li> <li>Nutmeg Sage</li> <li>Ginger Cloves</li> </ul> <p><b>Toilet Preparations</b></p> <ul style="list-style-type: none"> <li>Complexion Powders</li> <li>Cold Creams Rouge</li> <li>Vanishing Cream</li> <li>Dental Cream</li> <li>Tooth Powder</li> <li>Tooth Brushes</li> <li>Face Lotion</li> <li>Hair Tonic</li> </ul> | <p>Shampoo Jelly</p> <ul style="list-style-type: none"> <li>Liquid Shampoo</li> <li>Brilliantine</li> <li>Sweet Clover</li> <li>Rose Pomade</li> <li>Lip Stick</li> <li>Perfumes</li> <li>Talcums</li> <li>Toilet Waters</li> </ul> <p><b>Toilet Soaps</b></p> <ul style="list-style-type: none"> <li>Vegetable Oil</li> <li>Cocoa Castile</li> <li>Transparent</li> <li>Shaving</li> <li>Cocopalms</li> <li>Economy</li> <li>Shaving Cream</li> <li>Pine Tar</li> </ul> | <p><b>Food Products</b></p> <ul style="list-style-type: none"> <li>Baking Powder</li> <li>Prepared Mustard</li> <li>Cream of Tartar</li> <li>Pie Fillings Cocoa</li> <li>Chewing Gum</li> </ul> <p><b>Miscellaneous Products</b></p> <ul style="list-style-type: none"> <li>Fly Fluid</li> <li>Insect Powder</li> <li>Disinfectant (Kreco)</li> <li>Washing Powder</li> <li>Cleanser</li> <li>Sewing Machine Oil</li> <li>Furniture Polish</li> </ul> <p><b>Stock and Poultry Raisers' Supplies</b></p> |
|---|---|---|--|---|

## Your Account with the Rawleigh Dealer

	DATE.....	19.....	19.....
Amount Unpaid	\$.....	\$.....	\$.....
for Products previously delivered	\$.....	\$.....	\$.....
Products left this trip	\$.....	\$.....	\$.....
<b>Total</b>	<b>\$.....</b>	<b>\$.....</b>	<b>\$.....</b>
Amount Received	\$.....	\$.....	\$.....
in Payment this Date	\$.....	\$.....	\$.....
Balance Unpaid	\$.....	\$.....	\$.....

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# RAWLEIGH DEALERS

## Sales and Service

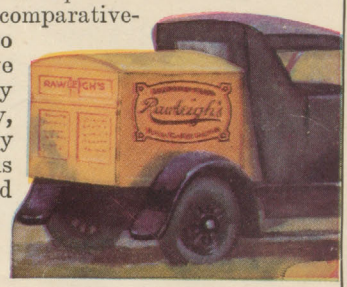
FOR MANY YEARS Rawleigh Dealers have been trained to give that frequent, regular and dependable service to consumers that is necessary to merit confidence and respect and secure, hold and maintain large public patronage.

Now millions of farm, village and city consumers throughout nearly all the Counties and Districts of all the States and Provinces in Canada, Australia and the United States welcome the coming of the Rawleigh Dealer to supply their needs in Good Health and Food Products, Extracts, Flavors, Spices, Toilet Preparations, Stock and Poultry Raisers' Supplies and other articles of daily necessity in all homes.

During the early years when the superior value and usefulness of Rawleigh Products were comparatively unknown it was more difficult to make sales but now since they have stood the test in actual use for so many years and their superior values in quality, quantity and price are almost universally

known, Rawleigh Dealers are welcomed everywhere and it is much easier to make sales and give consumers better values and satisfaction than ever before.

It is not difficult for Rawleigh Dealers of average industry, ability and capacity to make unusually large Sales and good profits. They go to the homes with their cars and sample cases, explain the usefulness and value of their Products, take orders, make deliveries, leave their Medicines and other Products on approval on their merits with a guarantee of satisfaction or no sale. And the better acquainted the people become with Rawleigh Products the more they buy and recommend them to their relatives, neighbors and friends.



### More Dealers Wanted Everywhere

At this writing there are between 7000 and 8000 Rawleigh Dealers and the number grows larger every month. But with larger Factories and Branches, and new Products that have been recently added to the Rawleigh Lines, many more Dealers are wanted to introduce, take orders and make deliveries for each of the following lines of Rawleigh Products:

- 117 Household Products;
- 14 Stock and Poultry Raisers' Supplies for Rural Selling;
- 34 Soaps and Toilet Preparations for City Selling;
- 30 Brushes and Cleansers.

If you are not entirely satisfied with your occupation and are willing to work steadily for good pay write, telephone or call upon the nearest Rawleigh Dealer and request him to explain how you could get started. Or write our nearest factory or branch. Give your age, occupation, state which Lines you would prefer to handle, when you could be ready to begin and ask for full particulars.

## THE W. T. RAWLEIGH CO., LTD.

*The largest industry of its kind in the world*

➡ Nearly always has good rural or city and town openings for the right kind of persons who are able to qualify, and only small capital is required to get started. The Company makes all of its own auto outfits, sample cases, etc. and supplies everything at the lowest wholesale prices and on the most favorable terms either for cash or credit. ➡

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