

At the Sign of the Maple

A NEWS DEPARTMENT MAINLY FOR WOMEN

MISS EDITH MACPHERSON OF OTTAWA, the twice-crowned queen of the May Court Club, which will start with a busy-bee bazaar this season, instead of its accustomed butterfly ball. The club is devoting its efforts to relief work.



MRS. JOHN BRUCE OF TORONTO, whose duties as Honorary Treasurer of the National Chapter of Canada, I.O.D.E., have become much heavier of recent weeks by reason of the order's fund-raising campaign to mitigate the suffering caused by war.



MADAME DONALDA OF MONTREAL, who sang on Friday last at the concert in aid of the Westmount Rifles at His Majesty's Theatre. She is now planning to assist with a programme to be given at the Imperial Theatre shortly, in aid of the local unemployed.

UNLIKE most of the "bhoys" from Kerry, Lord Kitchener is said to be a bit stiff-jointed when it comes to picking up the feminine handkerchief, or springing to open a door that confronts a fair one. He is not a hall-marked "ladies' man," fortunately or otherwise, as it strikes one. And yet he is doing his duty like a soldier in visiting (by proxy) at the proper intervals, the headquarters at Devonshire House, where room after room has been thrown open to accommodate the congregation of knitted socks and belts for which the War Minister asked the Queen.

In this connection there is a story extant in which, after the Egyptian campaign, Queen Victoria is quoted as saying, in reference to the hero: "They say he does not like ladies, but he is always quite charming to me."

What moral is in being fair? It is Tennyson, I think, who asks that question. And it is the Kaiser who gives it a definite answer in a tale which is going the rounds just now about a grace of his towards the maids of Crefeld.

Now, Crefeld was a regulation Sleepy Hollow—a dull little town on the, yes, Belgian frontier, where nothing the least exciting ever happened—until Emperor William paid it a visit. To honour that occasion a grand ball was given at which a bevy of pretty young women were "dolled up" befittingly and "presented." The Kaiser was charmed with his fair subjects and expressed compunction upon ascertaining that the reason that the majority of them were maids, instead of matrons, was the sad small-town dearth of "eligibles." Chevalier-like, he promised to correct the oversight, to stock the place with inevitable husbands, and he, forthwith, made Crefeld a garrison town.

One wonders if the disgruntled hussars who were transferred ten years ago from Duseldorf to Crefeld, or their successors, are comforted now that that military station is no more on the edge of "a neutral country."

A GROUP of leading Ottawa women, including Lady Foster, Mrs. T. W. Crothers, Madame Louis Coderre, Mrs. Frank Oliver, Madame Rodolphe Lemieux, Mrs. Adam Shortt, Mrs. W. T. Herridge, Mrs. J. L. McDougall and Mrs. J. A. Wilson, have set in motion a movement known as "The League of Early Shoppers," which will undoubtedly go very far this year toward making Christmas more toler-

SOCIETY'S LATEST INVASION OF TRADE

In the Interests of the Montreal Day Nursery.



By kindness of the management of Bryson's drug store, a percentage of the sales on Wednesday last was set aside for this charitable purpose. Our photograph shows a corner of the tea-room, in which are seen Lady Allan and two attractive "helpers" of the Junior League. The room was in charge of Mrs. G. Macdougall.



Directing operations in the various drug departments was Mrs. R. A. E. Greenshields, assisted by a number of prominent women, of whom may be seen in our illustration, behind the perfume counter (left to right), Mrs. McCuaig, Mrs. F. Orr Lewis, Mrs. Alan McKenzie, Madame Donalda, Miss Brenda Williams-Taylor, and Mrs. Stephen White.

able for tradesfolk, including the hundreds of women who serve in stores. The leaders of the League are receiving, constantly, letters of promise of co-operation on the part of the shopping public—women mainly.

One supporter declares that in addition to shopping early, she will also make it her plan in shopping to avoid rush hours on the street cars. Which not only will mean greater comfort to herself, but will set an example in the consideration of the necessities of those who have no choice in hours. The general endorsement of such a principle would obviate that frequent circumstance of the plump and prosperous housewife seated while the fatigued girl from the counter grips the hanger. Not only at Christmas would this rule be in season.

Much in Few

MISS EDITH CHAFFEE is this year's president of the Junior League of Montreal, which was formerly known as the Debutantes' League.

The Local Council of Women of St. John, N.B., recently adopted a resolution, to urge upon all the local housewives the wisdom of buying "made-in-Canada" products.

It is expected that the Canadian branch of the Queen Mary Needlework Guild, which Miss C. W. Merritt, of St. Catherines, is organizing in several Canadian cities, will have its headquarters in Montreal. All contributions, according to the plan, will be received there first and forwarded to England through Mrs. Perley, wife of the acting High Commissioner.

A military wedding in Halifax last week was that of Miss Annie, daughter of Lieutenant-Colonel Grant, A.D.M.S., to Captain A. K. Hemming, R.C.R. Captain Hemming has been appointed Adjutant of the Eastern Battalion of the Ontario Second Contingent.

It was reported at the recent annual meeting of the Margaret Scott Nursing Mission, Winnipeg, that during the year just concluded the staff had paid some twenty-five thousand visits.

There has just been organized, in Port Arthur, a Women's Canadian Club, for patriotic service, which has a charter membership of two hundred and twenty-five.