

WOMEN'S HOME AND MAGAZINE PAGE

ARE LONDON WOMEN GROWING FRIVOLOUS

Market Fruit Vendors Declare Preserves are Being Sacrificed For Picnics.

"If work interferes with your pleasure, give up your work."

Are citizens of London taking this advice, doubtful from an ethical standpoint, more and more to heart? In other words, are people and housewives and homemakers in particular, playing more this summer than they were wont to do in the past, at the expense, perhaps, of time-honored institutions?

The institution to which special reference is made is fruit-canning with jelling and jam-making. Fruit growers of the district who do their vending on the market are inclined to shake their heads and preach sermons about modern tendencies and chasing after pleasure. Never in their lives have the long-established dealers witnessed such giddings about and picnic-going as appear to have swept off their feet even the most sedate of homemakers. Berries and other fruits fail to sell on Saturdays, not because berries and other fruits are not up to the quality of other years, but simply because wives, mothers, homemakers are too intent upon picnic-going to do them up.

"There must have been a terrible lot of picnics last Saturday and Sunday before," said a farmer, who is a large grower of berries, as he stood beside his crates a day or so ago.

"I never remember hearing about so many picnics before," said fruit farmer next to him quite snappily.

Run About Country.

"What are women coming to?" exclaimed a fruit farmer, when asked his experience with picnics by the Women's Department of The Advertiser. "Truth to tell," he continued, "a week ago Saturday was not as good a market day as the Thursday and Tuesday before, though we had splendid berries in. Any of the other growers will tell you the same thing. Ask 'em, farmers, farmers' wives."

SUMMER HEAT HARD ON BABY

No season of the year is so dangerous to the life of little ones as the summer. The excessive heat throws the little stomach out of order so quickly that unless prompt aid is at hand the baby may be beyond all human help before the mother realizes he is ill. Summer is the season when diarrhoea, cholera, are most prevalent. Any one of these troubles prove deadly if not promptly treated. During the summer the mother's best friend is Baby's Own Tablets. They regulate the bowels, sweeten the stomach and keep baby healthy. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.—Adv.

The Only Remedy Says This Doctor

"The treatment of skin diseases (eczema) and diseases of the scalp is known to be difficult," writes Dr. W. L. Randolph. "However, there is one remedy that is known to be entirely dependable in the treatment of these diseases. I refer to D. D. D. Prescription."

If you have never tried D. D. D. for skin diseases, whether a small spot, or whether one of the dreaded forms—the torment of eczema or the hard scales of psoriasis—get a bottle at once on our guarantee that it doesn't relieve you, money will be refunded. \$1.00 a bottle. Try D. D. D. Soap, too.

D. D. D.
The Lotion for Skin Disease
Strong, Drug Store, Standard Drug Co., Limited, Taylor's Drug Store, 330 Richmond St., London, Ont.

If you can come conveniently to our store, write to the D. D. D. Co., Dept. 46, 27 Lyall Ave., Toronto, and they will send you free trial bottle for 10c, which merely pays postage and packing.

SAVE YOUR CLOTHES
Don't rub them to pieces

MIRACLE
Washing Cream
makes clothes clean without rubbing.

Use it with soap.

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No matter how old, how dirty, how dilapidated, tie a rope around them and send to us to be made into

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CANADA RUG COMPANY
86 CARLING STREET, LONDON, ONT.
Established 1909. Phone 2488.

WITH THE BRIDES

SMITH-FOSTER.

A quiet wedding was solemnized at Christ Church rectory, Delaware, on Tuesday, July 25, when Pearl, eldest daughter of Mr. and Mrs. Charles Foster, of Komoka, Ont., was married to Charles B. Smith, of London, Ont. The ceremony was performed by Rev. E. H. Croly. Mr. and Mrs. Charles B. Smith are spending their honeymoon in Muskoka, and after August will be at home to their friends at 82 Duchess avenue, London, Ont.

market gardeners, fruit growers, bucksters. Where are the women who used to come to market Saturday mornings to secure a large amount of fruit at the right price in order that they might do it up Saturday afternoon and evening? Where are the women who thought about stocking their preserves cupboards and providing for their families first and amusement afterwards? Off to Port Stanley and Springbank on picnics and running about the country in automobiles.

"You didn't dispose of all your fruit, then?"

"At a ridiculous price," he grumbled. "Another market gardener had a similar tale of woe. 'On a Saturday, come along,' he said, 'on a Saturday, come along, and tell me they would have time to do up a whole crate of other fruits, but they simply can't. They won't have time to touch it. They must go to a picnic.'

Thursday, a woman who had been out of town all July until a few days ago, hurried down to the market and approached a market gardener whom she knew.

"Oh," she said, "so you have raspberries left, and such nice quality, too. I cut my holidays short because my conscience bothered me over not having any small fruit. I'd love to take a crate of yours, but it is out of the question. I have to go to a picnic this afternoon. I suppose those who won't have any raspberries put away this year."

"What do you do them before you go to the picnic?" suggested market gardener, who happens to be a good salesman to boot.

"Picnics No. Joke."

"If I could have them right away, delivered at the door, I'd take a crate," said the homemaker.

"I'll take them right up within ten minutes," answered market gardener, who negotiated with his neighbor to look after his wares in his absence.

The homemaker in this case showed a sincere desire to preserve as well as picnic by riding right along home on the fruit delivery wagon.

"But there aren't many women who are interested as that that means," said the long-experienced market gardener, shaking his head.

"What do you suppose it is all fun for homemakers and housewives going to picnics Saturday afternoon, Tuesday or Thursday, for that matter?" asked The Advertiser, as a come-back for all the criticisms to which she was listening during the tour of the market.

"Why, isn't it," said a fruit grower with a touch of well-belligerence in his tone.

"What about the cooking she must do, and the lunch packing? And didn't people used to make the complaint against wives and mothers that they stayed at home too much, shut themselves up over hot pots and spat in warm weather, when they should be outdoors increasing their state of health and strength, and living with their husbands and children in their amusements? What about the old quarrel that wives made their husbands help them with the fruit on Saturday half-holidays instead of letting the poor dears enjoy a well-earned rest?"

From the fruit grower's point of view, the "old-fashioned" housewife of say a year or two ago or more had her excellent points, her wisdom and thrift, her considering of the fruit cupboards and attending to their replenishing that reacted in merrily ahead, permitting dealers to go home early with light hearts, but heavy purses and light hearts.

Miss Edith McMechan, King street, leaves early in the week to join her cousin, Miss Annie Saunders, at Bigwin Inn, and will remain in Lake of Bays district for the month of August.

Miss Laura Macdonald, superintendent of "Lenmore," the King street Y. W. C. A. residence, returns the beginning of the week, after spending her vacation in Kingsville and Grand Rapids.

WILSON'S FLY PADS
Kill them all, and the germs too. 10c a packet at Druggists, Grocers and General Stores.

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FANNED BY LAKE BREEZES.

Could I also have Berkshire Lass's address? I also am from old London, and it would be very nice to get in touch with anyone from there. I have five children, four boys 14, 10 and 5, and a daughter 10 months old. We live alongside the Lake Huron beaches, and it is a pretty resort and full of visitors just now. I am so glad T. C. C. has been able to get into the chair, and we all hope T. C. C. will have much pleasure in her chair. Please find small mite for the fund, which is growing fine. Inclosed please find stamped addressed envelope for Berkshire Lass's address. Good-bye, Miss Grey. I wish you were up on Lake Huron beaches, as the breezes from the lake are lovely now.

"Wouldn't it just like to be where you live this hot afternoon? Nothing I like better than the moonlight on the water, a track of silver or gold leading into a wonderful country, where everything desired comes true. I thought you row and row, or sail, sail along that track, you never get quite to the end. Am forwarding the address of Berkshire Lass this very mail. Sure she will be delighted to hear from such a cheerful correspondent. Thanks for mite."

MAKES WAR ON PESTS.

Dear Miss Grey,—I am a newcomer to your corner. Please excuse lead pencil, as I have just moved, and can't find pen or ink yet. My people always insisted on taking another paper, but now we have moved out of town a few blocks, and there is no delivery of it this far. Thank goodness there is an Advertiser delivered at my door each day. I do and always have loved the dear old Advertiser, and I have waited a long time to have my way about taking this paper, so you see everything comes to those who wait.

I have just moved out of an old hotel, where I was compelled to live for twelve months for account of the scarcity of houses, and this hotel, when we moved into it, was almost alive with bedbugs. I did not know what to do to kill them before they got into my furniture, so I just took a pail of gasoline and a whitewash brush and went over the rooms I was using, woodwork, wall-paper, and everywhere I saw the mark of the bug. They were as if by magic. I just had to repeat the operation once, and I have not seen one live one, but plenty of dead ones. The beauty of the gasoline is that it will leave a mark on the paper or woodwork. Put it on good and heavy for a few days, and do not use a fire in the rooms for one or two days, until it is thoroughly dry. When I moved into the house I am in at present the men who moved me here put my bag of sugar on the pantry floor. A few days after I wanted some sugar for canning, and behind the bag was just covered with little red ants. I swept them down with a broom and poured boiling water on them to kill them. I then looked around and found where they were coming up under the base board on the floor, and I took the coal oil can and poured the oil all along the base board, and they all vanished as if by magic.

These two pests are frequent trials to the busy housewife, and I hope this remedy will help others, as it has helped in my home.

Now the school girl's life is more strenuous, are more numerous studies are heavier tax on blood strength. Also, girls enter business soon after leaving school—at an age when they most need rest and outdoor life. Their womanly development is hampered by the stress of working hours, hurried and often scanty meals. Girls are more liable to bloodlessness today, but there is a condition now more easily remedied than in the years past. Such medicine as Dr. Williams' Pink Pills have helped thousands of weak, anaemic girls and women, simply because they contain the elements necessary to good health and vitality.

This is proved by the statement of Miss Eldora Acker, Lake Pleasant, N. S., who says: "I shall be glad if some other ailing girl will profit by my experience with Dr. Williams' Pink Pills. I was very much run down; my face was pale and there were dark circles around my eyes. My appetite was bad, and I had no ambition to do anything or go about. I had once before been helped by Dr. Williams' Pink Pills and decided to try them again. It proved a wise decision, for in less than ten months I felt as if my way was better; my appetite, the tired feeling disappeared, and I can work with enjoyment. Naturally I think there is no better medicine for young girls than Dr. Williams' Pink Pills."

You can procure Dr. Williams' Pink Pills through any dealer in medicine or they will be sent to you by mail at 50 cents a box or six boxes for \$2.50 by writing direct to The Dr. Williams' Medicine Co., Brockville, Ont.—Adv.

Of course you know about the War Memorial Children's Hospital in London, which is to be opened in September, and which will provide treatment of all kinds for children of Western Ontario, orphaned, etc. Well, the Mail-Box family some years ago started out with the idea of contributing \$500 to endow a crib. When that amount was reached ambition stretched until they were determined to make the gift \$1,000 to endow a cot in memory of the loved ones of Boxes who gave their lives in the Great War. Every day the money is coming in, a little bit at a time, five cents, ten cents, with an occasional dollar here and there. We have already turned \$720 over to the treasurer of the hospital committee.

Writing you, as you requested, to answer questions you did not want published.

Temperance: Thank you for generous offer to help "A Pitiful Case." Have forwarded you the address sent in to me. Thank you also for mite, one of the "mickies" which is going to give us that "muckle" thousand dollars for the S. C. H. before very long.

PLANTS WATER THEMSELVES.
Here I am again so soon. Hope you won't mind. Please to see my letter in print. I am inclosing money for the S. C. H. fund, and also a little hint for flower lovers, as I've read lately that the Boxes have lovely gardens of flowers, and I am sure some have plants indoors during summer and wonder how they will be watered while they are away on holidays. Here it is: Place a large bowl or pail of water on a chair or the floor (chair the best) and arrange plants on the table and on the ground. For each plant, take a length of soft, loosely made string or wool. Soak it in water and place one end in the bottom of the bowl to touch the bottom, the other end of the string place in the soil near the

stem of the plant. So long as there is water in the bowl a sufficient supply of water will reach the plant by way of the string. One can leave plants for weeks or more by using this method and the soil be still moist. Dear Miss Grey, I also have a recipe for making rose beads which is just lovely. Will send also. Save petals from roses in full bloom, mirror the first place in an old iron pot (or pan) with enough water to keep them moist. More chopped petals can be added from time to time until a sufficiency is secured. Stir occasionally, and when reduced to a soft pulp mass they are ready for molding. Take small quantities of the pulp, squeeze well to remove most of the water, roll between finger and thumb, then string each bead on a hatpin. Dry slowly. When they become quite hard they are then ready for stringing. The beads, after a few days, become surprisingly fragrant and also take on a deep and very rich black color, and a fine polish can be given them by rubbing gently with silk. Hoping these will be of some use to the Boxes, dear Miss Grey, I'll sign off. From BERKSHIRE LASS.

Delighted to hear from you so soon again, particularly in view of the fact you have brought along such valuable suggestions. I know any number of flower lovers who have house plants are going to bless you for telling them about your ingenious method of keeping the soil moist by means of a string. It must be a pleasure to come home and find the plants alive and cheerful to welcome you. It is so disheartening to meet rock-dry earth and dead, dried-up stalks, leaves and petals, where you left behind life and bloom. It makes me feel you have committed a crime. I feel just as if you have shut up some poor helpless animal in the house to die of hunger and thirst. Isn't it a dreadful thing to think that some people can actually leave birds, cats and dogs in to suffer in this manner while they go holidaying? I feel just as if you have shut up some poor helpless animal in the house to die of hunger and thirst. Isn't it a dreadful thing to think that some people can actually leave birds, cats and dogs in to suffer in this manner while they go holidaying?

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Miss Elizabeth Ross, lady superintendent of Victoria Hospital, returns Saturday evening after spending her holidays with her father in Nova Scotia.

James Morrison, son of Mr. and Mrs. R. S. Morrison, 513 Queen's avenue, has returned to Toronto after spending a holiday with his parents at their summer cottage, Port Stanley.

Sidney Kingsmill, who is summering at the Lake of Bays, Muskoka, came down to the city this week to spend a few days with his mother, Mrs. Harry Kingsmill, who is here for July and August.

Miss Agatha Rogers of Geneva, N. Y., and Miss Helen McNulty of Rochester, N. Y., are spending a few weeks with Major and Mrs. T. J. Murphy at their summer home "Munagh Nova," Sauble Beach, Ont.

Miss Edith Wynne-Pryce leaves, the middle of next week, for Chautauqua, N. Y., where she will take a two-weeks' course in the physical training department, going afterwards to her home in Peterboro for a fortnight's holiday. She expects to return to London about the sixth of September.

Mrs. Fred Matthews of Toronto is in town, visiting her mother, Mrs. Stanley Williams, previous to leaving, the middle of August, with her husband for England, where they will make their home. Thursday afternoon half a dozen girl friends of Mrs. Matthews enjoyed a chat with her over the tea cups.

Miss Edna Jackson, bride-elect of the coming month, was delightfully surprised by the office staff of the Empire Brass Manufacturing Company.

Husband and Wife Nearly Dead With CHOLERA

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On the first symptoms appearing, Dr. Fowler's Extract of Wild Strawberry should be taken, and the trouble checked before it becomes serious.

Mrs. Isaac Smith, Campbellton, N. B., writes: "We have been using Dr. Fowler's Extract of Wild Strawberry for cholera. My husband and I were pretty nearly dead with it until we started to use your medicine, and thanks to it, we have found great relief, and are recommending it to all our friends."

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Personals

Mr. Ross Taylor is holidaying at Bayfield.

Mr. F. B. Ware is spending the week-end in Sarnia.

Mr. and Mrs. Lebert Jones and family are summering at Grand Bend. Col. Eric Reid and Mrs. Reid are spending a couple of weeks at Port Stanley.

Mr. and Mrs. J. A. McKay, Oxford street, of this city, are holidaying in Sarnia and Detroit.

Mrs. S. L. Taylor, accompanied by Miss Helen Miller, is motoring up to Bayfield for the week-end.

Miss Winifred McLeod, 230 Tecumseh avenue, has returned home after a fortnight's visit in Chicago.

Misses Myrtle and Lauretta Johnston, Princess avenue, are visiting friends in Windsor and Detroit.

Mrs. MacArthur and daughter, Miss Jean, are guests of Mrs. Patterson at her summer home, Grand Bend.

Miss Margaret Gibson, Richmond Apartments, left Friday evening to spend her holidays with friends in New York.

Major Gordon Ingram, Mr. Ingram and children are at their summer home in Delaware for the remainder of the season.

Miss Ada Dicks of Toronto, has arrived in town to spend her holidays with her parents, Mr. and Mrs. F. Dicks, Wortley road south.

Miss Dora English, Dundas street, and Miss Beulah Fontaine, of Lobo, are guests of their cousins, Mr. and Mrs. George Chadd, Comber, Ont.

Mr. and Mrs. R. Metcalfe of Kitchener, have returned home after spending a few days with Mr. and Mrs. J. C. Park, 430 Rectory street.

Mr. A. T. Brownlee, manager of Mahaffy Bros., this city, is spending a few days in Bracebridge, accompanied by P. W. Crowley, of Muskogon, Mich.

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Western Ontario Women's Activities

Address News For This Column to The Editor of Women's Page

KINTORE WOMEN'S INSTITUTE.
The July meeting of Kintore Branch W. I. was exceptionally good, over forty being present. Meeting was opened by all singing. "Old Kentucky Home." Some parcels of warm clothing were brought in to be sent to Northern Ontario, and it is hoped more will come in at next meeting. The picnic date was not decided. It was decided to invite Mrs. Greenaway of the War Memorial Children's Hospital committee to come and speak at the next meeting. Some discussion took place regarding sending help, in the line of fruit, eggs, etc., to Woodstock Children's Shelter. Two very good papers were given on "A Girl's Preparation for Life," by Mrs. A. Chalmers and Miss Belle Stainton. A very well rendered vocal duet was given by the little Misses Helen Dunster and Mary Skelton. "You Can't Play in Our Yard." A paper was read by Mrs. Dunlop, which Mrs. Blashill presided on. "You Cannot Buy With Gold the Old Association." Music by the Misses Westwood was much enjoyed. Miss Bessie Henderson read the poem entitled "The Prairie Heroine." Miss Dorothy Varden gave a delightful piano solo, after which the roll was called. Tea was served, and a pleasant social half-hour spent. Thorndale branch W. I. is to be invited to visit Kintore on Aug. 30, and give the program.

MAKE HER LIFE MEMBER.
A large and very interesting meeting of the Women's Missionary Society of St. Andrew's Church, Thamesford, was held at the home of Mrs. Robert Kerr, sen., at Dickson's Corner, on Friday afternoon, July 21. Miss Clara Vining, who is leaving shortly for India, was present and gave an address. The society took this opportunity to present Miss Vining with a life membership certificate. After the meeting the ladies quilted a quilt for the missionary bazaar. Duty refreshments were served by the hostesses.

pany on Friday afternoon when, on returning to the office, she found her desk a shower of confetti and centered with a large silver flower basket, a token of good wishes of her friends.

Owing to the fact that a number of the members of the Y. W. C. A. tennis club are out of town on holidays, the physical education committee, of which Mrs. Gordon Philip is convener, has decided to postpone the July tennis tea planned, until after the vacation season. The event will take the form of a rally tea, early in September.

Members of Hamilton Road Presbyterian Ladies' Aid enjoyed a picnic at Springbank Park this week talking over plans for their dining hall at the Western Fair, as they sat around the supper table. Mrs. (Dr.) E. M. Copeland is to be the convener of the exhibition business venture, and will be assisted by a committee of ladies from the society.

In honor of Miss Jean McCrimmon, whose marriage takes place in September to Mr. Roderick MacKay of Ashcroft, B. C., the members of her class in New St. James Sunday school held a delightful party recently in the home of Miss Norma Nobbs, Oxford street. During the evening the presentation was made to the bride-elect of two beautiful pictures. A buffet supper was served in the dining-room, where a pink and white color scheme was carried out in the artistic and appropriate decoration of the table. In the center was a lovely old bride veil, orange blossoms and all, surrounded by a

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