

WOMEN'S HOME and MAGAZINE PAGE

OLD RUGS MADE NEW IN MODERN LAUNDRY

Bachelor Gets Socks Darned Without Humps—Dye-Pot Works Magic.

A collar just home from the laundry, say such a progressive and up-to-date institution as the Parisian Laundry of Ontario, is not merely a trifling article of attire to be tossed lightly about, selected or rejected at whim. It's something to be treated with respect, not to say reverence, even if it only took 3 1/2 cents to restore it to the owner, immaculate, starched to just the right degree, properly folded, spaced to hold a tie, and glass-smooth as to riga. A collar, in whatever class it may come, garden variety or creation de luxe, undergoes 21 distinct processes from the time it arrives with soiled linen until it is ready for the "family gathering" prior to being bundled up to go home.

All next week, from Monday, Oct. 23, to Saturday, 28, the public will be privileged to see how its collars are washed and ironed, its curtains and rug sweaters and fur coats are cleaned, and old rooms made new through the modern dyeing processes for rugs, drapes and other furnishings. The Parisian Laundry of Ontario, Limited, is observing National Laundry Week in Canada and the United States by keeping "open house" daily from 10 to 5, Monday to Saturday, during which time all who are interested will be conducted through the plant at Dundas street by thoroughly informed guides.

Visit Aida S. C. H.

A feature which will very specially appeal is the fact that an educational trip will mean not only an interesting experience, but helping along the good cause of the War Memorial Children's Hospital. For every adult who visits the National Laundry Week in Canada and the United States announced on the days announced 10 cents will be given by the company to the War Memorial Children's Hospital.

Delighted with the prospect of such a generous gift for the War Memorial Children's Hospital, committee, under the convener'ship of Mrs. Arthur H. Smith, has arranged to have groups of hostesses from the committee and affiliated societies on duty each forenoon and afternoon to receive and look after registration, in order that not a single dime may be lost.

The privileged press, enjoying a preliminary peep on Friday forenoon, discovered a number of surprising things about the plant, the War Memorial Children's Hospital, and the United States, that will be open for inspection next week.

The old conception of a laundry was a place where clothes were properly soiled in soap and water, bleached, starched, if they were that kind of articles, mangled or ironed (frequently mangled). In the Parisian Laundry visitors of next week will discover emphasis placed on dry cleaning, pressing, dyeing, making the baby carriage fur rug look like new, effectually routing moths in furs, rich draperies, rugs and garments, then some more emphasis placed on washing soiled household linen, personal attire, etc., with the minimum of friction, and ironing by caressing steam pressure, with the exception of a finishing brush up with the iron.

If, in spite of all the tender care lavished, a break will appear, then quickly, dextrously, with the aid of the most progressive machinery, an almost invisible patch is matched in. If it happens to be "His Hostery"

PLAN YEAR'S PROGRAM

Cheley Avenue Mothers' Club Selects Subjects From Suggested List.

Meeting Friday afternoon at the home of the president, Mrs. James Mills, the executive of the Cheley Avenue Mothers' Club drafted a program for the year, choosing subjects from the list suggested by the Union Mothers' Club executive.

Opening in September with an address by Dean H. W. Hill of the London Institute of Public Health, the October meeting will be a social affair, an old-fashioned Halloween party on Oct. 24. On Nov. 23, just previous to the municipal elections, "Good Citizenship" will be considered, along with a fine miscellaneous program, after which the executive will entertain those taking part in the program at the home of Mrs. James Mills.

The December meeting will take the form of a "mothers' conference" with regard to getting all mothers of the district interested in the club and promoting the club spirit.

The adolescent act will be studied in January. In February there will be an address on "Self-Respect and Respect for Others." In March an address, "Value of Time and the Value of Music." April, "Duty to the Community." May, "My Child's Ideals"; election of officers to take place at this meeting. June, "Use and Abuse of Holidays and Recreation for the Child During the School Period."

The hostess served afternoon tea, assisted by Mrs. Edward S. Little and Mrs. Harry Huddard.

PERSONALS

Mrs. Harold Anundson, Yale street, and small daughter are visiting in St. Thomas.

Miss Gertrude Morgan is entertaining Saturday in honor of the bride-elect, Miss Elsie MacQueen.

Mrs. E. Shuttleworth, Brick street, accompanied by her two children, is visiting her parents in Toronto.

Huron Chapter, O. E. S., is paying a friendly visit to Ruth Chapter in this city on Wednesday, Nov. 15.

Mr. and Mrs. T. W. Hawkshaw, Central avenue, are visiting their daughter, Mrs. W. R. Loney, and Mr. Loney in Hamilton.

Mrs. Mary Ferguson of Exeter has returned home after spending a month with her sister, Mrs. J. G. Robinson, 573 York street.

Dr. Berne McDougall, son of Mr. and Mrs. McDougall, Princess avenue, has been appointed assistant superintendent of the Parry Sound General Hospital.

Mrs. William Hartley, president of the Simcoe Street Mothers' Club, was called to Lindsay this week owing to the death of her father, Mr. Hartley accompanied her.

Mrs. R. E. Ruse, Ridout street south, is giving a trousseau tea Saturday afternoon in honor of her daughter, Miss Helen, whose marriage to Mr. Harry Down takes place in the course of a few weeks.

Mr. and Mrs. E. Dawson of Los Angeles, Cal., formerly of Brick street, are returning home next week after visiting relatives and friends in the city. They are now guests with Mr. and Mrs. S. D. Dawson, Brick street.

The following committee has been appointed in charge of the bridge to be given Nov. 9, under the auspices of the Campbell Becher Chapter, I. O. O. E.: Mesdames Harry Bell, Gordon Edgemoor, Atkins, Winn and Elford.

Mr. J. R. Minihinnick has granted the Harriet A. Boomer Chapter, I. O. O. E., the use of the Grand Theatre on Sunday evening, Oct. 29, for a sacred concert, in aid of the chapter's War Memorial Children's Hospital endowment.

Miss Ella Brown of Glendale was the hostess recently of a miscellaneous shower given in honor of Miss Verlyn Dale, a bride-elect of next week, by thirty of her friends. Miss

Donations Flood Civic Center, Carload Speeds On Way To North

Sympathy for the fire sufferers in Northern Ontario on the part of the citizens of London has literally "tidal waves" in donations sent in during the past week to the civic headquarters at 539 Richmond street.

After the three great lorries had left on Friday with enough goods to fill a whole car, Mrs. A. T. Edwards, convener, and her assistants, were weary enough to throw up their hands and entreat a merciful breathing spell.

The car, northward bound from London, contains furniture of every description, two sewing machines, a couple of stoves, twelve bedsteads with mattresses and springs, a dining-room set complete, two good sofas, great quantities of men's, women's and children's warm clothing, and thousands of pairs of boots and shoes for people of all sizes. It was unnecessary to spend money for new shoes, so many in good repair were donated.

The money voted by the council, and donations sent in, have been spent by Mrs. Edwards for warm caps for men and boys, cap sets for girls, bedding, groceries, condensed milk, junket, etc., with special attention to the needs of the very young children in the way of food. Further donations of money will go for food for children.

Dale was the guest of honor also at a tea given at the home of Miss May Caldwell, Tecumseh avenue.

Miss Dora Bradish, who is leaving the services of the Bank of Montreal, Market Square branch, was presented Friday by the members of the staff with a silver basket and tray. The presentation, which was made by the manager, Mr. G. F. Pearson, was suitably responded to by Miss Bradish.

In compliment to Miss Helen Ruse, a much-feted bride-to-be, Miss Anne Burgess entertained at her home in Stanley street on Friday evening, the guests showering the fair guest of honor with many useful and novel articles. Miss Pirie Holm, Wharfedale road north, is entertaining for Miss Ruse next Tuesday evening.

The annual chicken supper given by the Brick Street Methodist Church was a happy event of this week. The hall was attractive with flags and autumn foliage, and the long tables were decked with autumn flowers and unshaded candles. The Harmonic Quartet, assisted by Mrs. W. H. R. Smith, gave a charming program, which was greatly enjoyed.

Mrs. J. E. Weir, Erie avenue, gave a kitchen shower Thursday evening in honor of her sister, Miss Helen Ruse, a bride-elect of the near future. Jack O'Lanterns, black cats and other Halloween decorations made gay the rooms where a merry evening was spent. A tea wagon decked with tulle bows and ribbons was wheeled in, laden with all manner of useful and attractive pans, pots, etc., for kitchen service. The table from which the tempting supper was served was covered with a cluny lace cloth, and centered with a coy Kewpie doll bride.

Beavers destroy the fish productivity of many streams.

REALIZE NEED OF INSTRUCTION

A request from the London Council of Girl Guides will go to the provincial committee.

On Wednesday, Oct. 18, the regular meeting of the Lobo Women's Institute was held in the Masonic Hall, Lobo, with 17 members in attendance.

In answer to a call for help for the sufferers in the Cobalt fire-swept district, it was decided to send twenty-five dollars.

Delegates to attend the convention being held in London, Nov. 7, 8 and 9, were appointed as follows: Mrs. E. T. Caverhill (president), Ruby C. McVicar (sec.-treas.), Mrs. J. W. Graham, Mrs. Jas. G. Edwards and Mrs. Andrew Ferguson.

Mrs. A. Fraser gave a talk on her course at Guelph, and Mrs. A. Ferguson a short address.

The next meeting will be held in the Masonic Hall, Lobo, Wednesday, Nov. 15, at 2 p.m.

Roll call will be answered by Cynthia Grey's Letters on Page 8.

M'GILLIVRAY SOCIETY ENDOWS HOSPITAL

Supplied Comforts For Soldiers During War, Now Benefits Sick Children.

Mrs. Cl. T. Campbell, honorary treasurer War Memorial Children's Hospital Fund, received a very pleasant surprise on opening her mail Thursday morning. A letter from the McGillivray Soldiers' Comfort Society stated the members were sending a check for \$1,000 for a cot. The inscription to be "In memory of the McGillivray boys who served in the war."

After providing comforts for the boys while they were engaged in defending their country, the society is continuing its good work by endowing a cot that children may be made well and strong.

Other donations gratefully acknowledged by Mrs. Campbell are as follows:

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|---|----------|
| Advertiser Mail-Box, per Cynthia Grey | \$ 37 00 |
| Edinburgh Castle Camp | 35 00 |
| Daughters of Scotland, city | 35 00 |
| Belmont Women's Institute | 10 00 |
| Loch Lomond Chapter, I. O. O. E., city | 100 00 |
| Mr. Ivey, city (making \$500) | 300 00 |
| Patriotic League, St. Peter's Church, Wallacetown | 50 00 |
| Miss Margaret MacDonald, city | 2 00 |
| Mrs. J. Weston, city | 2 00 |
| Lucknow Chapter, No. 147, Royal Arch Masons | 20 00 |

BIRW, I.

Mrs. M. Kehl will entertain the Bir Women's Institute at the next regular meeting, which will be held Thursday, Nov. 2, instead of the 8th, as earlier announced.

Difference between kissing and being kissed is there is no satisfaction in the former.

IF SICK, TAKE "CASCARETS"

Clean Your Bowels! End Headache, Biliousness, Colds, Dizziness, Sour, Gassy Stomach

To clean out your bowels without cramping or overacting, take Cascarets!

You want to feel fine; to be quickly free from sick headache, dizziness, biliousness, colds, bad breath, a sour acid, gassy stomach, constipation. One or two Cascarets, anytime, will start the bowels acting. When taken at night, the bowels work wonderfully in the morning. Cascarets never sicken of inconvenience you next day like pills, calomel, salts of oil. Children love Cascarets too. 10 cent boxes, also 25 and 50 cent sizes. Any drug store.—Advt.

Just Do This
Send me a Post Card—That's all
Address it like this

CANADA POST CARD
THE ADDRESS TO BE WRITTEN ON THIS SIDE

John Hallam Limited
(Department No. 212)
Toronto Ont.

On the back write this

Please send me free the 1923 Edition of the Hallam Fur Fashion Book

YOUR NAME (in full)
STREET NO. OR RURAL ROUTE
POST OFFICE PROVINCE

Headaches

Are Usually Due to Constipation

When you are constipated, not enough of Nature's lubricating liquid is produced in the bowel to keep the food waste soft and moving. Doctors prescribe Nujol because it acts like this natural lubricant, and thus replaces it.

Nujol is a lubricant—not a medicine or laxative, so cannot grip. Try it today.

Speed Up

—5c Everywhere

Don't lag. Eat little raisins and speed up.

Delicious when you're hungry. New life when you're tired.

1560 calories of energizing nutriment per pound—75% fruit sugar, in practically perfect form—therefore almost immediately effective.

Furnish food-iron also. Get little red box now and try. —5c everywhere.

Music With Meals

Wong's

For lunch, dinner and special hours, McCauley-Russo Orchestra in attendance.

Little Sun-Maids

"Between-Meal" Raisins

No. 1308. Is a tight-fitting corset cover that will help to make your outer garments set better and slenderize the appearance. Cut in sizes 36, 38, 40, 42, 44, 46, 48 and 50 inches bust measure. Size 36 requires 7-8 yard 36-inch material.

No. 9805. Bloomers like these have become the popular petticoat substitute. Cut in sizes 24, 26, 32 and 36 inches waist measure. Size 24 requires 2 1/4 yards 36-inch material.

No. 9812. An excellent style for the junior girl to wear to school is shown in this sketch. Cut in sizes 4, 6, 8, 10, 12 and 14 years. Size 8 requires 2 yards 36-inch material with 1 yard 36-inch contrasting.

No. 1518. It's really a "cinch" to make an apron like this, for with the aid of rick-rack braid, all you have to do is stitch up the side seams and add your time-saving trimming and the garment is finished. Cut in sizes 34, 36, 38, 40 and 42 inches bust measure. Size 36 requires 2 1/2 yards 36-inch material.

No. 1417. A house dress that is both attractive and practical is shown in this sketch. Cut in sizes 36, 38, 40, 42, 44, 46 and 48 inches bust measure. Size 36 requires 3 1/2 yards 36-inch material, with 1/2 yard 22-inch contrasting.

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