

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 monas about modern tendencies, never in 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 to say 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 the Saturday 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 another farmer next to him quite snappily.

Run About Country.

"What are women coming to?" exclaimed a fruit farmer, when asked his experiences with picnics by the Women's Department of The Advertiser. "Truth to tell," he continued, "a week ago Saturday was as good as 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."

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?"

"A ridiculous price," he grumbled. "Another market gardener had a similar tale of woe. 'The women come alone,' he said, 'on a Saturday, admire your fruit and tell you they would love to do up a whole crate of it, but they simply can't. 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 nice quality, too? I cut up 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 that means we won't have any raspberries put away this year."

"Couldn't 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 these days," said the long-experienced market gardener, shaking his head.

"Do you suppose it is all fun for homemakers and house mothers 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.

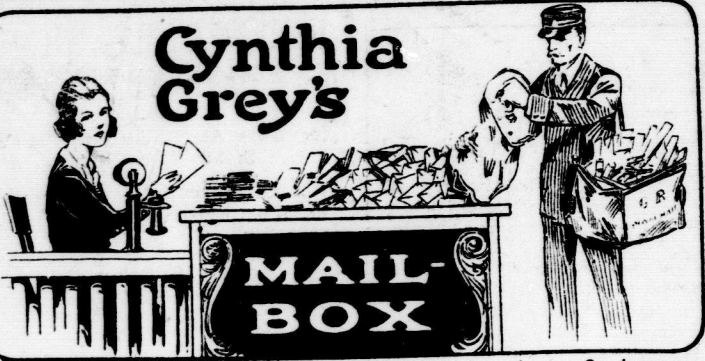
"Why, isn't it?" said a fruit grower with a touch of well-belligerence in his tone.

"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 pans in warm weather when they should be outdoors increasing their store 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 making Saturday fruit sales jazz merrily ahead, permitting dealers to go home early with light freight, 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.



FANNED BY LAKE BREEZES.

Could I 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 out in the chair, and we all bless Maw for her big, kind heart. I 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. HAPPY SARAH.

Wouldn't I JUST like to be where you live this hot afternoon? Nothing I like better than moonlight on the water, a track of silver or gold leading into a wonderful country, where everything desired comes true. But though you drew and row, or sail, sail along that track you are 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 on 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 pan 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 bugs. They vanished 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 it will leave a mark. 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 new house, I am 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 it 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.

I see something in The Advertiser about helping to get a child out of a hospital. Please explain it to me. I will help it along if possible. Again thanking you, I am, sincerely yours, LADY NAPOLEON.

Have been immensely amused to read about your warfare against bedbugs and ants, though I can appreciate the fact that it wasn't the least funny to you while you were going through the grand siege. Am sure you have been very successful with your valuable information. I think we will have to dub you Lady Napoleon, since you haven't chosen a name for yourself. May you never meet another Waterloo!

Am so glad our paper is your favorite, and trust it will always be up to our expectations, especially our Women's Department. You must help to keep it bright and useful by writing often.

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, orthopedic, etc. Well, the Mail-Box family some years ago started out with the idea of contributing \$500 to endow a room in that amount was reached ambition stretched until they were determined to make the gift \$1000 to endow a cot in memory of the well-known of Boxites who gave their lives in the Great War. Every day the money is coming in, a little bit at a time, five cents, ten, twenty-five, with an occasional dollar bill as a big boost. 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 boxites 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 round the bowl, and place one end in the bowl, and the other end of the stem place in the water.

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, Mrs. 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 his holiday in Bracebridge, accompanied by P. W. Crowley, of Muskogon, Mich.

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

In honor of Miss Ada Dicks of Toronto, who is spending her vacation at her home in the city, several young friends gave a jolly picnic at Springbank Thursday evening.

Mrs. C. J. Ward, Ottawa, accompanied by her two daughters, Madeline and Marjory, is visiting her sister, Mrs. Harold Phillips, and Miss B. Johnston, Princess avenue.

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 "Nemagh 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

The chief symptoms of cholera are vomiting and purgings occur either simultaneously or alternately, and are usually sudden and very violent, and the matter ejected from the stomach has a bilious appearance and a nasty bitter taste.

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."

77 years reputation stands behind "Dr. Fowler's," therefore you are not experimenting with some new and untried remedy when you get it.

Price, 50c bottle; put up only by The T. Milburn Co., Limited, Toronto, Ont.—Adv't.

Western Ontario Women's Activities

Address News For This Column to The Editor of Woman'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 old 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 prepared on "You Cannot Buy With Gold the Old Associations." Music by the Misses Whetstone was much enjoyed. Miss Bessie Henderson read the poem entitled "The Prairie Rose." A delightful piano solo, after which the roll was called. Tea was served, and a pleasant social half-hour spent. Thorncliffe 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 Corners, on Friday afternoon, July 21. Miss Clara Waring, who is leaving shortly for India, was present and gave an address. The society took this opportunity to present Miss Waring with a life membership certificate. After the meeting the ladies quilted a quilt for the missionary bazaar. Dainty refreshments were served by the hostess.

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 Phillips 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 doll, surmounted by a crown, and all, surrounded by a

ADVERTISER PATTERNS

New "Overalls" For Our Boy.

3982. In these "rough and tumble" play days, your small son will find this style very comfortable, and will just revel in the joy of the roomy pockets.

Denim, crash, gingham or repp, would be good materials for this model.

It is cut in 4 sizes: 2, 3, 4 and 5 years. A 4-year size requires 2-1/2 yards of 27-inch material.

Pattern mailed to any address on receipt of 15c in silver or stamps.

Address pattern orders to Pattern Department.

Name

Town

Province

Age (if child's or miss's pattern).....

Measurements: Bust..... Waist.....

CAUTION: Be careful to inclose the above illustration, and send size of pattern wanted. When the pattern is bust measure, you need mark only 28, 34 or whatever it may be. When in waist measure, 22, 24, 26, or whatever it may be. When in skirt or child's pattern, write only the figure representing "inches" or "years." Patterns cannot reach you in less than one week from the date of application.

TORTURED BY KIDNEY TROUBLE

Quickly Relieved by Short Treatment With "Fruit-a-Tives"

MADAM LALONDE.

170 CHAMPLAIN ST., MONTREAL, P. Q.

"I am writing to tell you that I owe my life to 'Fruit-a-tives'. This fruit medicine relieved me when I had given up all hope of recovering my health."

"I suffered terribly from Kidney Trouble, Dyspepsia and Weakness. I had these troubles for years and all the medicine I took did not do me any good."

"I read about 'Fruit-a-tives' and I tried them. After I had taken a few boxes, I was entirely relieved of the Kidney Trouble, and Dyspepsia, and had gained in strength."

"I hope those who suffer with Kidney Trouble, Dyspepsia and Weakness, will take 'Fruit-a-tives' to recover their health."

"JEANNETTE LALONDE."

50c a box, 6 for \$2.50; trial size, 25c. At dealers or sent postpaid by Fruit-a-tives, Limited, Ottawa.—Adv't.

mass of pink roses. Streamers from the electrolier above were draped to the corners of the table, and caught there with vases of fragrant roses.

Where Appetite Meets Satisfaction.

Wong's

431 Richmond Street.

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