

WOMEN and THE HOME

W. I. FEDERATION WILL MEET HERE

Prominent Speakers To Address Sessions in November—Prizes Awarded.

The Federation of Women's Institutes of Western Ontario is holding its convention in this city on November 3, 4 and 5. Mrs. George Edwards of Komoka, president of the district, will preside, and it is expected that she will call upon a number of others in attendance to act as sub-chairmen during the sessions.

An excellent program has been drawn up for the three days, including addresses from several prominent workers in Women's Institute activities. It has been drafted as follows:

Tuesday morning—Registration of representatives at the chamber of commerce headquarters.

Tuesday afternoon, at 1:30—The opening exercises will take place, followed by an address by Mrs. Shrier of Arkona, on "Education and Better Schooling." Three branch reports will then be given on this line of work, after which there will be a general discussion on the subject. It is expected that an address will be given by an educational representative of the city. The subjects of debates, plays and music, will then be taken up, and following a general discussion Miss Lois Wilson, Toronto, will address the assembly on "Music." The federation representatives of the district will meet during the afternoon for the election of members, of which there are three from Western Ontario, for the provincial board. The appointment of the chairman of the standing committee will also be made at this time.

Address of Welcome.

Tuesday evening—At 6 o'clock there will be a civic banquet, followed by an address of welcome by the mayor at 8 o'clock in the banquet hall, if such can be arranged.

FLOWERS

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TO SPEAK

Mrs. George Edwards of Komoka, president of the Western Ontario Federation of Women's Institutes, who will preside over the sessions of

Miss Jeckyll of Exeter, district president of South Huron, will make the reply. A report of the committee on "Home Economics" will then be given, and it is hoped that arrangements can be made to have a demonstration to give talks and girls present to give talks and demonstrations. Miss I. McVittie of Southampton will give the report. Southamptons will give the report. After which G. A. Putnam of Toronto will give an address on "The Bases of Success and Permanency in Women's Institute Work." The three Wednesday morning—The three best reports on community activities will open the session. These will be followed by a general discussion on the caring of cemeteries, community halls, libraries, roadsides, entertainments, etc. The health report will be given by Mrs. Ferguson of West Lorne and branch reports will also be heard. A representative from the provincial health department will be present to give an address. The utilization of literature will also come up for discussion.

Development of W. I. Wednesday afternoon—Miss Ethel Chapman, Toronto, assistant superintendent of the provincial W. I. Institute will give an address on "The Past Year's Development in the Institutes." Reports from the girls' institutes will be heard and it is expected that at this time there will be an exhibit of girls' work, including dresses, hats and several lemon-strations. Mrs. C. Field Robertson, Lanark, the provincial president, will speak on "The Provincial Federation." The report of the resolution committee will be given at the close of the afternoon session. It is made up of the convention committee members.

Wednesday evening—The report on

AT WOMEN'S INSTITUTES CONVENTION.

"Agriculture" will be given by Mrs. J. W. Macfee, of Appleton, and "Women and Agriculture" will be the topic of an address to be given by Mrs. Henry Atken of Beeton. An address will be given by Hon. J. S. Martin, minister of agriculture for the province.

Special Reports.

Thursday morning—The reports of the committees will be given as follows: Immigration, Mrs. W. T. Mead, Blenheim; Legislation, Mrs. Fred Haggan, Aylmer; and Publicity, Mrs. B. McGugan, Rodney. Other reports on each of these subjects will also be heard, after which Miss Emily J. Guest of Toronto will give an address. This will be followed by a discussion on the above reports. From reports submitted to the general committee, which includes Mrs. J. W. Macfee, Appleton; Mrs. Bolton Fitzgerald, Thorndale; and Mrs. Haggan, Aylmer, will be presented by Mrs. Macfee. This will be followed by a general discussion and conference. The presentation of prizes for the three best district reports will then be made, and also for the best girls' report. The prizes have been donated by Smallman & Ingram, Limited, as a recognition of the work being done by the W. I.

The judges will likely make their decision on the following points: Inclusion of the following: visiting to branches of officials, interchange of branch programs, uniformity of program throughout the district, co-operation with agriculture representatives, methods of utilizing departmental literature, community work, civic improvement, social activities, libraries, relief and district financing. The girls' prize will be for general excellence in their program throughout the year.

REHEARSALS STARTED FOR I.O.D.E. PRODUCTION

Miss Shrope, Directress, in Town—Practices at Chamber of Commerce.

Work has been started on Marcheta, the fall production of the I. O. D. E., which is to be presented shortly. Miss Shrope, the directress, arrived in town this week from New York, and a small rehearsal was held on Wednesday night. Last night the choruses had a short practice, and this afternoon the youngsters in the cast will have their first rehearsal. All practices are being held in the chamber of commerce building, and Miss Lenore Coughlin is assisting at the piano.

Dorothy Dix

Wives Want Fair Treatment and Appreciation.

What has marriage taught you?

"The chief thing that marriage has taught me," said a man who has had forty years of experience in matrimony, "is that women are human beings. When a man acquires that piece of information it always gives him a bit of a jolt, for most men never really think of women as human beings at all.

"They think, according to their kind, of women as angels above all earthly passions, with no nerves, or tempers, or selfish cravings for pleasure, and who find their joy in life in loving the unlovable and forgiving the unforgivable, and being a sweet, gooey, sticky mass of gentleness, and patience, and unselfishness.

"Or they think of women as being baby dolls to be dressed up and played with, and put on the shelf when they are tired of them.

"Or they think of women as pieces of household machinery—sort of automatic, self-starting cooks, and carpet sweepers, and washers and menders, who run on their own power and who don't even have to be oiled up with a few lubricating words of praise now and then.

"And so husbands treat their wives according to their conception of what women are, and that is why marriage is so often a failure, and why there are so many divorces. Because women don't want to be regarded as either saints, or toys, or domestic conveniences. They want to be treated as human beings, and for their husbands to give them the same sort of a square deal a man gives his business partner.

"About nine-tenths of the spats that married people have are over money. It gets on the husband's nerves for the woman to be eternally dunning him for money. It seems to him that before he gets his hat off in the evening that she begins asking for a few dollars for this and for that. Then the bills come in, and they are always bigger than he expected, and he rows about it, and she thinks that he is stingy.

"The trouble is that the man isn't treating his wife like a rational human being. He is expecting her to be a miracle worker and run a house on air. He is humiliating her and making her feel that he is a beggar to him for every penny because he has got an idea that women are miracle workers. Further, don't mind panhandling. Furthermore, he is expecting her to gauge her expenditures wisely, when she hasn't the faintest idea of what her resources are.

"I have found out that it saves friction over money to make my wife as liberal an allowance as I can. I have found out that if you will explain to a woman just exactly how the financial situation stands in the family and why you can't afford the thing she wants, that she will not only do without it gladly, but cut down her expenses in other ways and help you to save. It is believing that their hus-

STORE HOURS:
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Daily.

GRAY'S, LIMITED

Express Charges Prepaid on All Mail Orders of \$5.00 or Over.

SPECTACULAR SALE Silk Dresses, \$14.95

Today and tomorrow—Friday and Saturday. Here is the story. A silk dress manufacturer, desiring to turn his stock in hand into quick action for cash, offered us 60 NEW FALL SILK DRESSES (up-to-the-minute style) at a big reduction. We in turn offer you a selection from the lot at a TEMPTING PRICE. These dresses are authentic, new models. The materials are the fashionable FRENCH and SWISS SATIN-FACED CREPE and HEAVY CREPE DE CHINE. Beautifully trimmed. Choose from black and new and wanted colors. Sizes 16, 18, 20, 38, 40. Sale Friday and Saturday. The entire lot will go quickly at, each, \$14.95

Kindly note—No phone orders accepted or dresses sent on approval for this sale.

Third Floor.

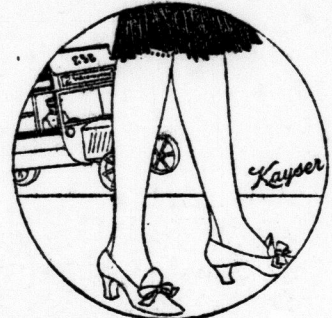
New Fall Millinery

Many new models for Saturday's selling, including Lyons Velvet, in black and all the new shades. Beautifully trimmed, becoming shapes. Priced Saturday at \$3.95, \$4.95 Exclusive French models, all the new shades and black. Priced at \$8.50 to \$15.00 One table of FELT HATS, new shapes. Saturday special \$2.98

Fourth Floor.

BUY THE BEST

KAYSER SILK HOSE



Say Kayser when you want the best in Hosiery. Featuring style and wear; black and colors. Priced, a pair,

\$2.00 and \$2.50

Main Floor.

BUY THE BEST.

Kayser Silk Underwear



Say Kayser when you want the best in Underwear and obtain the advantage of close-fitting silk and cleverly tailored styles.

VESTS at \$2.50 BLOOMERS at \$2.95

Main Floor.

LADIES' SILK AND WOOL HOSE

All good shades; sizes 8 to 10. Saturday at a pair \$1.00

CHILDREN'S GOLF HOSE

Heather shades, fancy tops, pure wool. Priced, a pair, 85c to \$1.25

CHAMOISETTE GLOVES

Suede finish, turn or straight cuff. Embroidered in contrasting colors; sizes 6 to 8. Special 98c and \$1.25 a pair.

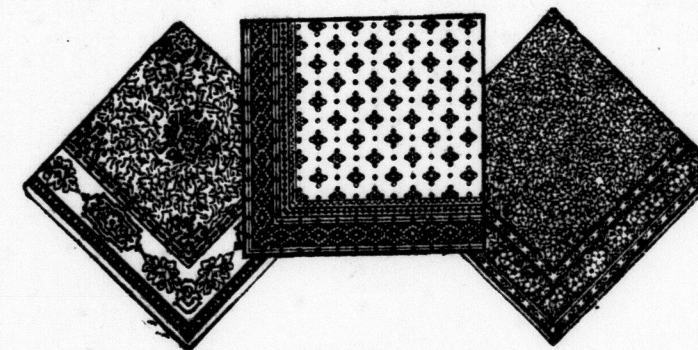
Main Floor.

LADIES' UMBRELLAS

Full size, good covering. Assorted handles; 20 only on sale Saturday at, each \$1.00

Third Floor.

Dominion Linoleum and Gold Seal Congoleum Rugs At 1-4 Off Regular Prices



Brighten your home, lighten your housework and save money by buying while this sale lasts. We can supply all your wants from the largest rug manufactured, 12x15 feet, to the small doormat, 18x36 inches.

SIZES AND PRICES IN BOTH CONGOLEUM AND LINOLEUM RUGS:

12x15 feet, \$24.00	10 1/2 x 12 feet, \$16.87	9x12 feet, \$13.50	9x9 feet, \$10.13
\$32.00, for	\$22.50, for	\$18.00, for	\$13.50, for
12x12 feet, \$18.00	9x15 feet, \$16.87	10 1/2 x 9 feet, \$11.85	6x9 feet, \$6.75
\$24.00, for	\$22.50, for	\$15.75, for	\$9.00, for

Small Rugs and Runners at corresponding prices. Mr. Finnegan in charge.—Fifth Floor.

YAMA FLANNELS for dresses, a cotton goods in wool patterns, plaids, checks and stripes; 32-inch width (two lengths for dress. Special, 39c a yard

REVERSIBLE RATHROBE MATERIALS, heavy quality—1-yard width at, \$1.15 a yard \$2.25 2-yard width at, \$2.25 a yard

FLANNELETTE BLANKETS, 12-4, largest size, all white or with pink and blue borders; also gray. \$2.59 Special, a pair

Main Floor.

COMFORTER CHINTZ, beautiful patterns and colorings; 36-inch width. Extra value at, 29c a yard

DARK FLANNELETTE for comforter covering; checks, plaids and stripes. Tweed and flannel patterns; 36-inch width. Special, 35c a yard

FLANNELETTES, beautiful quality and patterns; also plain colors in pinks, blues and all white; 36-inch width; 50c quality at, 35c a yard

Main Floor.

BATTS FOR COMFORTERS

COMFORTER BATTS, 6 ft. x 7 ft.; opens out full size for comforter. Per Batt \$1.00 and \$1.25

QUILTED COMFORTER BATTS—Opens out 2x2 1/2 yards. (A comforter is easily made with this Batt.) Per Batt \$1.50

1-POUND ROLL BATT, 39c Special at

COMFORTER BATT, \$1.15 ALL WOOL

KAPOK for filling cushions, tea cosies, etc. One-pound bag 65c for

Main Floor.

HEMSTITCHING and Picotting orders promptly filled. Fourth Floor.

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Look out! Two winners are coming! The flavor makes boys and girls pals with Kellogg's Corn Flakes.

Put sweet, crisp, golden-toasted Kellogg's Corn Flakes in a bowl with rich milk or cream. Delicious with fresh or preserved fruit. Easy for mother too. No sticky dishes to wash. You'll like it. Get Kellogg's Corn Flakes from your grocer. Ask for Kellogg's at restaurant or hotel.

Kellogg's CORN FLAKES

Open-fresh ALWAYS Kellogg's sweetest wrapper preserves the flavor and keeps the flakes crisp. This is an exclusive Kellogg feature!



Why Kellogg's is always on top!

It's the flavor—marvelous, indescribable—that makes Kellogg's Corn Flakes the leader among ready-to-eat cereals.

MURINE EYES

Under the convener of Mrs. Wyatt and Mrs. Walters, the members of the C. E. F. Returned chapter, I. O. D. E., are holding a sale of home cooking in the market-house tomorrow. On the 25th of the month a bridge and euchre is being held in

the last of it. "But if he tells her just what he is going to do, she is so flattered at being trusted and thought broad-minded enough not to begrudge her husband an evening's pleasure, that she goes to bed and goes to sleep instead of waiting up for him with a certain lecture bubbling and sizzling in her mind.

"Marriage has taught me that women think more of words than they do of deeds, and that a woman would rather have her husband tell her that he loves her than to have him work his fingers to the bone for her and

bands are holding out on them and not splitting fifty-fifty with them that makes women reckless spenders. "And I have found that a man is a fool who lies to his wife. In the end, she always catches up with him, and then she imagines things ten times worse than they were.

"If a man telephones his wife that he is going to stay downtown and meet a customer from Oshkosh, and she learns that he really played poker with the boys, she pictures a scene of wild debauchery and leaps to the conclusion that he is leading the double life, and he never hears

never make her a soft speech." DOROTHY DIX.

Moose Hall, with Mrs. Murdy as convener.

VELVETEX THE RIGHT WAY Through the failure of some attempts to renovate or renew old carpets, some people have lost faith in the possibility of reclaiming such material. But it can be done. Velvetex, the real method, can do it. People who have been disappointed in other methods have to see the unique display of the Canada Rug Company in the annex of the Crystal Palace to be convinced that there is the sensible and sanitary manner in which to turn old rugs and carpets as if by magic into clean new rugs. Send for booklet 27. Velvetex Building, Carling St., London, Ont. Phone 2455. —Adv.