NENT
IN CANADA

-a-tives" and Have Allowed
n their Home Newspapers

S TO GET WELL

Social and Political Life of
heir Photos to Appear, To-
ling How They Have
it-a-tives."

s of the magnificent success of
e men and women who have writ-
Former Member of the Cabinet, a
ers, two Justices of the Peace, a
Post master, two Superintendents
issioner. These letters were sign-
e company's offices in Ottawa.

it-a-tives" of Stomach Trouble,
ldder Disease, constant Backache,
nic Headaches or Neuralgia—Bili-
t, are glad to let the whole world
ey feel that they are only doing
a-tives" and to urge their sick
derful tablets made from fruit

ering people have cured them-
werful factors in inducing many
e, this, for if some relative or
satisfied with it, you are apt to
has cured thousands of people, all
y you should try these wonderful
suffering with any of the compla
uit-a-tives" today.

rs at 50c. a box, six for $2.50, trial
rice by Fruit-a-tives Limited, Ot-

ARMISTICE
n, 6.02 p. m.—American
before Liege have request-
to pick up dead and wound-

ERVE MEN.
Department requests prom-
:
en desiring information as
ect to Naval Service Depart-

n, Aug. 7, 7.40 p. m.—The
ery made an attack on the
novatz on the River Save to
an guns quickly silenced the
damaged guns.

Mc CALLUM'S
Perfection
SCOTCH
The Whisky
For The
Home

he
Digestibility of
ge Belongs To
Mc CALLUM'S
Perfection
SCOTCH

For D.&J. McCallum's

The Woman's World

THE Womans department of the Standard is conducted by Miss Hazel Winter of Fredericton, superoisor of the Women's Institutes of NewBrunswick, and all matter for publication in this page must be submitted to Miss Winter for approval.

THE MODERN HOUSEKEEKEP AND HER OPPORTUNITIES.

Written by Miss Imogene Jonah, of Sussex, N. B. and read by her before the Fredericton Branch of the Women's Institute.

King Solomon's Definition.

King Solomon has defined a virtuous woman as one "who looketh well to the ways of her household," and King Solomon was accounted a wise man,—and certainly King Solomon should have been an authority upon what constituted an ideal woman. In this same chapter of Proverbs, the wise King enumerates some of the qualifications of the good housekeeper. It is a long chapter and one virtue follows upon the heels of another in rapid succession, and we find today many modern "wise men" who lay down rules and qualifications no fewer than those of Solomon. And so whether King Solomon is to blame or not for starting this thing, certain it is that the housekeeper has always had a strict code of moral's and a high standard to live up to.

Problems of Modern Housekeeping.

The problems of the household are more difficult today than they ever have been. for each advance in science, each modern invention, has brought in it's train new responsibilities and new duties. With the increase in conveniences has come increased cares. The old home, which manufactured for all its needs within it's walls demanded chiefly labor and manual skill. The modern home equipped with electric stoves, incinerators and vacum cleaners, demands of course, much less manual skill, but vastly more mental qualities.

The well trained and efficient housekeeper of today must be a business woman to the tips of her fingers, and she must realize that her business is not bounded by the four walls of her home. The trained housekeeper of today does not, like her grandmother, do all the weaving, carding and spinning of the home. Present industrial conditions have changed all that. She must, however. because she is the buyer, know good quality when she sees it. As a consumer of manufactured products she has responsibilities which the old-fashioned housekeeper never dreamed. A housekeeper of today will not make soap at home because she considers it an economy, she will instead learned reason why she is paying her servant the soap manufacturers too high a price. She will learn to control public utilities—to cut down the wages she pays them. Any intelligent homekeeper who takes, as a basis of calculation the existing price or rarity of a thing is missng her best chance. Her underlying idea should be, not only to make the best use of what she can have under existing cnoditions, but to show who can change existing conditions so that she can have what she needs.

Woman's Part in the World's Work.

Women are to have hereafter a much larger part in the work of the world, than they have had hitherto. They are going to occupy a great many positions and undertake a great many responsibilities that the women of the past generations never contemplated. But it seems highly improbable that society will for any length of time relax it's demand on women for the particular service to which in the best civilizatons we have yet known she has given her strength, the building and care of the home. In whatever fields she may display efficiency in this one she must not fail. Young women desiring a "career" would do well to realize that the biggest career they can have is the career of home-making. A woman with business instincts cannot have a wider scope for her abilities than in the management of the home.

A Demand For Efficiency

The demand for efficiency in home management is the most imperious demand of our Twentith Century Times. Home-making has now become a science. and many young women look upon it in the light of a profession. Realizing the importance of their position from an economic standpoint and as disbursers of the nation's wealth, they are getting sytematic training in the up-to-date colleges of our country. Every women is inherently a home-maker, and the best thing for her happiness and the welfare of society is a thorough training for this work. Home-making is not a simple kind of knowledge that can be left to chance, but it is a serious many-sided study, brimful of a knowledge of science and art and all the ideals of culture and education.

The Idea of Some Educators

There are educators who insist that a woman will be a better and happier home-maker if she is taught definitely-how to apply her art, her knowledge of chemistry and geology to the real problems of the home. They ask—Why teach art without showing her how to bring art into the furnishing and decoration of her home? or—Why teach Chemistry without teaching the right or wrong combination of food materials? They ask—Why teach psychology without teaching her how to train her children's minds. or—Why teach Sociology and Economics without showing her how to manage home finances and her relation as a purchasing agent to the great world of finance?

There are, however, very few colleges as yet, teaching Home Economics to any degree, but the time will probably come when the cultural studies and the practical work of Home Economics can be taught side by side without sacrificing the value of either. But it is not until Home Economics becomes dignified as a science and placed on a level with other cultural studies, that the young women of today will recognize and accept the dignity of home-making. Then only will housework cease to be more toil and dull drurgery, and become a fascinating and profitable profession. a fine antidote against the unnatural craving for "careers" and the reluctance to give attention to and take pride in those things which a woman's part in life make it imperative for her to know. When women begin to realize that house-keeping is a business proposition, when they understand that as consumers, they can control industrial conditions, the feverish cry "Votes for Women" will end.

A Growing Demand for Efficiency

If the home is going to survive, it must do so on a re-organized basis. No industry dependent upon unwilling, uninterested workers can be a success, yet everyone admits the discontent among the mass of housekeepers. As at present operated, housekeeping is distasteful to the brightest, most intelligent women, and is only endured in a dull way by the masses of women. This is because they do not consider their vast opportunities,—they have not had the necessary training and they are not efficient. But there is now a growing demand for better training. Lectures on Domestic Science and Home efficiency are increasing by the hundred. The growing demands among householders that hand labor be replaced by machinery, has created an immense market for labor-saving devices; and the Universities—especially Cornell and the University of Wisconsin are giving more attention to the practical side of the question.

Most significant of all, perhaps is the fast increasing interest which is being taken in the rural Womens problems. Until lately, the government has seen fit to do little for the rural housewife, while many dollars have been spent to decrease the toil and increase the results of man's work on th farm. The farm kitchen has remained in the same archaic state as in the day when men gathered wheat with the cradle scythe—while the barn has been filled with wonderful new machinery.

Clear minded and far ageing men in our provinces are now realizing that the stamina of the country depends as much upon the standards and ideals of the farm house kitchen as upon the farm itself and its products, and are providing training and equipment for the rural housekeepers.

The Home the Centre of all that is Best in Life.

The home is the centre of all that is best in life. All the qualities of Christian manhood and womanhood,—love, reverance, unselfishness, forebearance, order, regard of property, the rights of others, should find their beginning here. The strength of civic life, respect for government, and the honest administration of public trusts depend to a large degree upon the high ideals of the home life, and whatever effects the home, effects the state. The moral standing of a nation depends upon the home life of its individuals.

It is then, imperative, that the home maker be efficient that she is trained and skilful—that her sympathies be wide and her education broad.

Definition of the Term; "Good Housekeeping."

It would perhaps be difficult to define the term "good housekeeping." It is one we often hear and yet few realize the extent of its meaning. Taking the term in its broadest sense, we must asknowledge that the qualifications demanded would not be fewer than those ennumerated in Proverbs. Our housekeeper of today still "strengtheneth her arms" and her "candle goeth not out "by night." And although literally we cannot perhaps say of her that she "layeth her hands to the spindle and her hands hold the distaff," for times have changed and our modern housekeeper does not waste much time in manual toil, still speaking metaphorically, she has "er hands full" for her interests are various and wide-spread.

Ruskin writes of housekeeping that it "means the knowledge of Medea and Circe and of Helen and of the Queen of Sheeba. It means carefulness and inventiveness and readiness of appliances. It means the economy of our grandmothers and the science of the modern chemist; it means English thoroughness and French art and Arabian hospitality, and, in fine, it means that you are to be perfectly and always ladies—loaf givers.

What Women's Clubs are Doing.

The clubs and women's organizations of today are taking up and studying matters of live importance,—not only matters of importance in the home, but questions of public and national interest, and we find, that narrow strip of territory known as "woman's sphere" gradually broadening. If I had time I might quote many good laws that have been passed through the influence of women's Clubs, and many civic wrongs that have been righted all over the Province by our own Women's Institutes.

All the Women's organizations of today are thoroughly interested in Women's problems of work. Not only are country conditions discussed, but those of the city as well, the problems of the tenement worker, and the mill worker. It may seem to some of us in the country that these are not matters for us, but surely by every law of humanity, they should be, and one can never tell how far our influence may reach. Moreover, are we not more intelligent helpful citizens, for knowing of these conditions,

WOMAN'S OPPORTUNITIES FOR INFLUENCE.

Anne Bryon McCall writes "There were never before as many women as there are today playing important parts in the world's affairs. Never before was there so varied an opportunity for a woman to have influence and power. Look about you and you will find many a woman of influence, and you will find many a woman of influence, and you will find too that the desired influence is widespread among women. The typical girl or woman of today is not content to sit and work samplers. She longs for influence and longs to have her life felt."

Far from decrying in our girls or women of today the longing to be women of influence, I would encourage it if I could. Mind you, I am not speaking of nor approving that blind over-meaning passion for power which is a natural and beneficient thing—the longing to have a recognized place among our fellow beings.

Fairy Tales That Have Come True.

It was that kind of longing that Cindrella had to go to the ball in silks, ash girl though she was, even as her sisters want to it; the kind desire that the awkard young swan had, who believed himself to be only and "Ugly Duckling" when he watched the great stately swans swimming upon the lake and wished to be like them. And, you remember, Cinderella did, after all, go to the ball—yes, and danced with the Prince, and wedded him we are told, afterward, and the Ugly Duckling grew in time to be as graceful and as beautiful as the Great White swan he admired.

But these are fairy tales you say. Yes, but there is something you overlook, namely that fairy tales,—the ones that last from generation to generation, and do not die, are only facts put into poetic symbols. The facts of life are quite as fairy like as fairy tales themselves, only we do not think of them in that way. The stories of Cinderella and the "Ugly Duckling" are truths as old as the hills, told in a fairy manner; and you who have lived what has seemed to you an obscure life, occupied with homely tasks, like Cinderella's perhaps—who have looked a little longingly at the lives of more powerful and influential people, are in the strict, clear meaning of the work—influential yourself. You, too, are a person of "influence."

I only ask you to remember that this gift of influence is yours and mine. I only ask you to realize they are there no matter how uneventful our lives may seem. Each morning as we face the dawn and turn our steps to a new day, we must say to ourselves, "Let us not misuse this power, let it always help, not hinder." And so it will surely come about that your power shall grow and your influence be a lasting and a beautiful thing, blessing yourself and others. In such a way shall all of us become women of influence and of an influence sweet to remember. By such means shall the life of each of us stretch away like a shining river, farther than we can see, blessing as it goes, receiving and giving as it flows and carrying on it the freight and happiness of many lives and many cargoes of precious things to enrich and bless the lives of those whose faces we may never even see.

ENCOURAGING WOOL GROWING

Mr. James D. Thopmson, overseer in the wool department of Messrs. Bates & Innies, Ltd., has just returned from Shawville, Que., where he has been the past week in the interests of the firm, grading and buying the wool brought together by the Pontiac Wool Growers' Association, under the auspices of Macdonald College, Que. This movement was started about a year ago, and Mr. J. K. King. Macdonald Demonstrator, and Mr. Macmillan, extension lecturer of the Live Stock Department of Macdonald College, have been visiting the farmers in Pontiac county and demonstrating to them how to clip and prepare the wool for the market. Formerly no care was taken after clipping the wool, and as a consequence the wool was marketed in a very unsatisfactory condition. Its value for manufacturing purposes was lowered through being mixed with straw, chaff, etc., and where it had been washed. it was felted so much in the process that the felting properties of the wool were destroyed. Now the farmers have been instructed not to wash the wool, but to send it in unwashed so that the fleeces will be entire and more suitable to the manufacturer, as he could grade it into the qualities required for the different fabrics. The result of the efforts put forth by Macdonald College has been that 12,000 lbs of unwashed wool was brought into Shawville in four days, and another 5,000 lbs. of washed wool will be in by the 12th of the month. The wool was graded into four different grades by Mr. Jennings, expert wool grader for the Dominion, assisted by Mr. Thompson, and their opinion was that they had never handled a better grade of wool suited for the different classes of fabrics made in the country. Mr. Jennings and Mr. Thompson demonstrated the different qualities to the farmers, who took a lively interest in all that was said, and there is likely to be a great competition amongst them next year so as to obtain the higher prices. A record was given each of the quality his wool graded (also the breed of his sheep) and the price for each grade. The Pontiac Association also keeps a copy and one is sent to the Live Stock Commissioner, Ottawa. where it is kept on file, and next year they will be able to tel whether the farmer has improved the quality and bettered the marketing conditions of his wool. Next year the Association expect tohandle as much as 100,000 lbs. of wool.

Mr. Macmillan expects next year to have eight associations similar to the Pontiac he formed, which will take in as many different counties in the Province of Quebec. Messrs. Bates & Innes, who have taken a great interest inthe movement, bought all the wool, 12,000 lbs., at record prices and the farmers were all satisfied.

(The Journal of Agricultural and Horticulture.)

Outward Bound.

"I hear the sea captain is in hard luck. He married a girl and she ran away from him."

"Yes; he took her for a mate, but she was a skipper."

The Unkindest Cut.

Mrs. Cronan heard her little granddaughter Margaret crying as if in great pain. and hastened to the child.

"Why, dear, what is the matter?" inquired Mrs. Cronan. "Did you meet with an accident?"

"N-no, grandma!" sobbed Margaret. "It w-wasn't an accident! M-mother did it on p-purpose!"

Teacher—"What is the best place to keep milk from turning sour?"

Boy—"In the cow, sir."

Not Rooted.

"What kind of a plant is the Virginia creeper?"

"It isn't a plant, it's a railroad."

London's Beauty Writers

Weekly Selections from Noted Beauty Experts Writing for the English Press. Simple and Effective Methods.

By OLGA AMSDELL, Special Correspondent, London, Eng.

Each week in this department I will endeavor, by careful clipping from the London papers, to keep my Colonial readers informed on the latest and best advice of the London beauty experts. Owing to the persistent demand most London newspapers and periodicals are now devoting much space to the serious consideration of beauty culture. Many of them now employ high salaried experts to advise and instruct in methods most efficient for enhancing or restoring beauty of face and figure. I append herewith a few clippings from leading English publications. Any of the ingredients mentioned could be obtained from Canadian chemists or druggists, so I am told. Look out for more hints next week. I shall endeavor to keep right up to date.

What All Women Hate.

Every woman hates a shiny nose and a dull or greasy complexion. Few know that there is an instantaneous remedy at hand in the home, one that is absolutely harmless, and that defies detection even under the closest scrutiny. If you have no cleminite in the house get about an ounce from your druggist, and add sufficient water to dissolve it. A little of this lotion applied to the face instantly causes the greasiness to disappear, and the skin has a peffectly natural, velvety, youthful bloom any woman might envy. The effect lasts many hours, and no powder is required, even under the most trying conditions, indoors or out. To prepare face, neck and arms for a long evening in a hot ball room nothing can compare with this simple home-made lotion.

Curling The Hair To Stay.

From as far back as the time of ancient Athens, hairdressers have tried to find some method of producing an everlasting curl. While unsuccessful in this, we now have a way to make the curl last longer than has been possible heretofore and which is free from every objection. The ruinous curling iron and the sticky, greasy curling fluids have had their day. The proper thing now is to apply plain liquid silmerine to the hair. Do this before retiring, using a clean tooth brush, and in the morning the hair will have a beautiful natural wave and curliness, yet absolutely no evidence of your having used anything. A couple of ounces of pure silmerine costs very little at any drug store.

Clipping The Eyelashes.

The practice of clipping off the ends of the eyelashes to make them grow longer and stronger, has fallen generally into disrepute because of the high percentage of failures in securing results. Smart women now-a-days are unwilling to take the risk of having their lashes remain permanently stubby and ugly, and they resort to a far less radical and much more effective method for producing long, dark, curling lashes and fine eyebrows. There is a somewhat rare and very delicate substance known to druggists as mennaline, which is now largely used for the purpose. It is absolutely harmless and may be applied directly with the finger tips to the eyelash roots.

How To Make Hair Grow.

The first thing necessary to restore a weakened hair growth is to get rid of the dandruff and the next step is to stimulate the hair roots. Your druggist can tell you that boranium is the best known dandruff solvent. Ask him for about an ounce of pure boranium and mix it with ¼ pint of bay rum. Apply this with the finger tips to the scalp occasionally and watch the dandruff disappear. This pleasant preparation not only rids the scalp of the dandruff, so depressing to the hair growth, but quickly stimulates the hair roots as well. The hair should be well brushed night and morning with a brush whose bristles reach through to the scalp.

Magic For Superfluous Hair.

It is astounding the number of women who suffer from unsightly growths of hair on the face, and it will come as a piece of good news to know that there is a simple substance known as powdered pheminol which will remove it immediately and permanently. Mix a small quantity into a thin paste with a little water, and apply to the objectionable growths. In two minutes all trace of the hair will have entirely vanished, and your skin will be as soft and smooth as a child's. Be sure to ask the druggist for powdered pheminol; an ounce will be sufficient.

"Wavy" Shampoos.

Few people know that stallax can be used as a shampoo and is far better than anything else for the purpose. It seems to have a natural affinity for the hair, leaving it very glossy, fluffy and with a pronounced natural "wave." A teaspoonful of stallax granules, dissolved in a cup of hot water, is more than sufficient. Genuine stallax comes to the chemist only in sealed tins, a quantity sufficient to make up twenty-five or thirty separate shampoos. The indescribable lustre it imparts to the hair is quite inimitable.

USE PILENTA COMPLEXION SOAP, THE GREAT ENGLISH COMPLEXION CLEANSER. ALL DRUGGISTS.—ADVT.

PRESERVE BABY'S SKIN

With
CUTICURA SOAP

Assisted when necessary by Cuticura Ointment. They keep the skin and scalp clean and clear, sweet and healthy, besides soothing irritations which often prevent sleep and if neglected become chronic disfigurements.

Cuticura Soap and Ointment are sold throughout the world. A liberal sample of each, with 32-page booklet on the care and treatment of the skin and scalp, sent post-free. Address Potter Drug & Chem. Corp., Dept. 3K, Boston, U. S. A.

MRS. WILLIAMS' LONG SICKNESS

Yields To Lydia E. Pinkham's Vegetable Compound.

Elkhart, Ind.:—"I suffered for fourteen years from organic inflammation, female weakness, pain and irregularities. The pains in my sides were increased by walking or standing on my feet and I had such awful bearing down feelings, was depressed in spirits and became thin and pale with dull, heavy eyes. I had six doctors from whom I received only temporary relief. I decided to give Lydia E. Pinkham's Vegetable Compound a fair trial and also the Sanative Wash. I have now used the remedies for four months and cannot express my thanks for what they have done for me.

"If these lines will be of any benefit you have my permission to publish them."—Mrs. SADIE WILLIAMS, 455 James Street, Elkhart, Indiana.

Lydia E. Pinkham's Vegetable Compound, made from native roots and herbs, contains no narcotic or harmful drugs, and to-day holds the record of being the most successful remedy for female ills we know of, and thousands of voluntary testimonials on file in the Pinkham laboratory at Lynn, Mass., seem to prove this fact.

If you have the slightest doubt that Lydia E. Pinkham's Vegetable Compound will help you, write to Lydia E. Pinkham Medicine Co. (confidential) Lynn, Mass., for advice. Your letter will be opened, read and answered by a woman, and held in strict confidence.

"After trying every flour on the market, I now use

REGAL FLOUR

exclusively because I have found that no other flour gives such invariably satisfactory results. With Regal I know I can make bread and pastry that will always excel. There isn't a doubt in a barrel of *Regal*. It's all good and always good. That's why I always use *Regal* and recommend it to other housewives. They take no risk in trying it for they can buy a barrel subject to the condition that if not satisfactory they can get their money back."

The St. Lawrence Flour Mills Co., Ltd.
Montreal

The One Dish That Agrees With The Aged

Kellogg's
CORN FLAKES
Get the Original

Let me talk to you about
Anaemia

Our blood is composed of red and white corpuscles—the red to nourish the body, the white to fight disease. In Anæmia, the red corpuscles are more or less deficient. Thus the blood cannot properly sustain and nourish the body. The eyes become dull, the face white, and a feeling of intense weariness pervades the whole system. There is nothing so effective in Anæmia as 'Wincarnis.' Because 'Wincarnis' floods the body with *new, rich, red blood*, which gives a sparkle to the eyes, brings the roses into the cheeks, and gives *new* vigour, *new* vitality and *new* life to the whole body. Will you try it?

Begin to get well FREE

Send for a liberal free trial bottle of 'Wincarnis.' Enclose six cents stamps for postage. COLEMAN & Co., Ltd., Wincarnis Works, Norwich, England. You can obtain regular supplies from all leading Stores, Chemists, and Wine Merchants.

WINCARNIS
The Wine of Life
Recommended by over 10,000 Doctors

Representative for the Dominion of Canada, Mr. Frank S. Ball, P. O. box 577, Toronto. 'Phone No. Main 2875. Telegrams, "ONIT" Toronto.

The Kitchenless Home

has not arrived as yet, but the cookless kitchen, with comfort and contentment, is possible in every home where the housewife knows

SHREDDED WHEAT

With the crisp "little loaves" of ready-cooked, ready-to-serve cereal in the home you are ready for the unexpected guest, for the uncertainties of domestic service. No kitchen worry or drudgery. We do the cooking for you in our two-million-dollar sunlit bakery. Make our kitchen your kitchen. Ask your grocer.

Always heat the biscuit in oven to restore crispness; then pour over it milk or cream, adding salt or sugar to suit the taste. Deliciously nourishing for any meal in combination with berries or other fruits of any kind. Try toasted Triscuit, the Shredded Wheat Wafer, for luncheon with butter, cheese or marmalades.

Made by
The Canadian Shredded Wheat Company, Limited
Niagara Falls, Ontario
Toronto Office 49 Wellington Street East