

WOMEN'S HOME AND MAGAZINE PAGE

MUST ENFORCE LAW, KEEP UP EDUCATION

Mrs. Thornley Tells Advertiser Outstanding Features of Dominion Alliance Convention.

OPTIMISM DOMINANT

Declares More Dominion Co-operation Needed To Make O. T. A. "Easily Enforceable."

"The whole tone of the convention was most optimistic," is the report brought home from Toronto by Mrs. May R. Thornley, who with Mrs. Goodman, another delegate from the London W. C. T. U., has returned home after attending last week's meeting of the Ontario branch of the Dominion Alliance.

"To be sure," continued Mrs. Thornley, talking to the women's department of The Advertiser on Monday afternoon, "it was fully recognized that the prohibition forces cannot rest on their oars. The question of law enforcement was possibly the outstanding one. In addition, emphasis was laid upon the importance of keeping up the educational work along temperance lines, and a strong resolution passed favoring regulations calling for the teaching of scientific temperance, not only in public schools, but in high schools, colleges and normal training colleges as well. We have had striking examples of the fact that prohibition measures are only permanent as education is continued."

"In connection with the subject of law enforcement, Col. Guy D. Goff, assistant attorney-general of the United States, brought home the supreme importance of making the law effective, apart from the prohibition aspect at all. Contempt for enforcement of one law, he pointed out, made for contempt for enforcement of all law and consequent chaos."

"In addition to amendments to make the law in Ontario more easily enforceable, the convention fully recognized the need of new Dominion legislation, not touching the O. T. A. at all. For example, the Dominion government grants wholesale export permits. Ontario, a prohibition

Thorndale Bank Staff Touched By Sorry Plight of "37's" Family

An envelope in Cynthia Grey's Mail-Box, Monday, contained a clipping from The Advertiser of a week back, the touching story of the desperate plight of her family as told by the wife and mother, who signed herself "Thirty-seven." Pinned to the clipping was a check for \$10 and an explanatory letter from the manager of the Home Bank of Canada, Thorndale, together with a subscription list. The contents of letter and list explain themselves as follows:

The Home Bank of Canada, Thorndale, Ont., March 8, 1922.
"Cynthia Grey,"
The Advertiser,
London, Ont.
Dear Madam.—With reference to the enclosed clipping of your issue from The Advertiser of the 8th, we would beg to inclose herewith a donation of \$10 and would ask that you kindly see that this amount is forwarded to the unfortunate family as signed "37." This contribution is from the staff at this branch and we trust that some good may result from our donation.
Yours truly,
(Signed) S. G. DAVIS, Manager.

The appended list reads:
"We, the undersigned, realizing the desperate plight which poor '37' seems to be in hereby subscribe the amount opposite our names as a slight donation: R. E. Hobbs \$1, C. H. Leeson \$1, D. J. A. Lays \$1, C. J. Gordon \$1, Mrs. S. G. Davis \$1, S. G. Davis \$5.—\$10."

province, has wholesale liquor export houses established at border points, from which liquor is supplied to points in the United States, a country that has voted for prohibition. The one obstacle to this trade is the vigilance of customs officials. Such a state of affairs is simply a scandal. "An incident mentioned at the convention was that of a consignment of alcoholic products for Mexico, shipped by boat from Windsor. The boat in the case was a canoe launched on the river. Imagine how far that would travel on the road to Mexico—to the middle of the river, then back to the Canadian shore. "The necessity for further Dominion co-operation in order to make our own law effective is very strongly felt by temperance workers."

IS MADE REGENT FOR FOURTH TERM

The Lord Elgin Chapter is to have a grand celebration of its fifteenth birthday in May. This was decided at the annual meeting, an interesting affair, held on Monday afternoon at the home of Mrs. Raymond Blandford

Pin Their Faith To Basketball

Married Women Enthusiastic Over "Right Weight" Insuring Physical Training.

The final games of the season Monday night of the Y. W. C. A. Basketball League, held in the University gymnasium, suggested the question, "How many girls in London play basketball?"

The young physical director of the Y. W. C. A., Miss Edith Wynne-Price, ventured a modest estimate of "scores of them."

And basketball isn't by any means confined to the little girls in school, the maidens in their teens or even winsome young womanhood.

There's a bi-weekly married women's class enrolled in connection with the Y. W. C. A., attended every Monday and Thursday morning by a large representation of the membership, thirty-two. Just like the most juvenile seekers after health and grace, the women with the responsibilities of homes and families upon their shoulders engage in exercises, muscle-developing games, folk dances, rhythmic drills. They enter eagerly into basketball contests, and, last, but not least, these staid (?) wives and mothers work up a fine enthusiasm over indoor baseball.

They are healthier and happier, to be sure, they declare, because you can't possibly take time to worry when you are endeavoring to measure up to the fellow-members of your class in easy grace or keenly contesting a game that requires plenty of action.

And as for the figure—Irvine Cobb to the contrary—many a mature woman in London has been pinning her faith this season to the physical training class to give her the exactly right number of pounds for her height.

Miss Josephine Macfie is visiting in Detroit.

Mrs. J. Kerrigan was the hostess last week of a small dinner party at the kennels.

Miss J. Leake, Central avenue, is visiting friends in Detroit, Mich., and Dayton, Ohio.

Mrs. Thomas Mortimore was the hostess of a delightful tea Sunday afternoon.

Mr. and Mrs. Jack Smallman have returned home after spending several weeks in New York.

Miss Florence Wilson was the hostess of a bridge given at her home on Stanley street Monday evening.

Dr. Kennon Johnston spent the week-end in Niagara Falls, where he attended the Hix-Johnston wedding.

Mrs. Meyers, Hyman street, entertained at the tea hour Monday afternoon in honor of Mrs. W. Dent of Sarnia.

Miss Betty D. Thornley is in town from New York for a few days' visit with her mother, Mrs. May R. Thornley.

Mrs. Harris Elliott is going to Toronto for a few days this week to stay with her aunt, Mrs. Strong, at "The Selby."

Mrs. Henry C. Houghton has returned from Ottawa, where she has been visiting for the past month, and is again with her daughter, Mrs. A. D. Jordan.

Mrs. Archibald Graham is receiving Tuesday, March 14, before leaving the city to join Major (Rev.) Graham in Chelsea. Major Graham has taken charge as minister of Geneva Church, Chelsea.

Several informal little entertainments have been arranged for this week in honor of Mrs. James Cummings of New York, who is visiting her sister, Miss Bess Nixon, Hellmuth avenue, previous to leaving to spend several months in Italy.

A delightful and well-attended affair of Monday evening was the military euche at the De Luxe Cafe, given under the auspices of the Overseas Chapter, I. O. O. F., in aid of the War Memorial Hospital. Thirty tables were in play, and following a dainty supper the guests enjoyed dancing. The excellent arrangements were in charge of Mrs. A. Adams and Mrs. Heard.

CLUB NEWS

What Women Are Accomplishing In London.

HOLDING "STUDENTS' DAY." Thursday will be "Students' Day" at the Woman's Music Club, the festival to be held this week in the afternoon in the Normal school. Mrs. Herbert Eckert is program convener and these taking part include Fred Underhill, Elsie Currie, Grace Crouse, Harold Gray, Ray Eden, Lillian Sparling, Miriam Oxley, Margaret Laing and Dorothy Collier.

ST. PATRICK'S DAY. March 17 is not far off, and I am sure many of the Boxites are planning little teas and socials for that particular day. Tables may be made quite attractive laid with a white cloth and decorated with shamrocks and favors, such as potatoes, little baskets, pipes and harps, which can be procured at novelty counters, and candy shops. Paper napkins and place cards to harmonize may also be used, and green paper caps worn by the guests add greatly to the gaiety of the party. The assistants may dress as Irish Colons, at very little expense, in pretty costumes made of crepe paper. White carnations converted into green ones may be pro-



Keep that wedding day complexion

The blushing bride of today should be the blooming matron of tomorrow, retaining the charm of girlhood's freshness to enhance radiant maturity.

For bridal beauty should not fade, nor the passing of each anniversary be recorded on your face.

Keep the school-girl complexion which graced your wedding day, and you will keep your youth. With a fresh, smooth skin no woman ever seems old.

The problem of keeping such a complexion was solved centuries ago. The method is simple—the means within the reach of all,

Cosmetic cleansing the secret

To keep your complexion fresh and smooth you must keep it scrupulously clean. You can't allow dirt,

oil and perspiration to collect and clog the pores if you value clearness and fine texture.

You can't depend on cold cream to do this cleansing—repeated applications help fill up the pores. The best way is to wash your face with the mild, soothing lather blended from palm and olive oils, the cleansers used by Cleopatra.

Science has combined those two Oriental oils in the bland, balmy facial soap which bears their name. You need never be afraid of the effects of soap and water if the soap you use is Palmolive.

How it acts

The rich, profuse lather, massaged into the skin, penetrates the pores and removes every trace of the clogging accumulations which when neglected make the skin texture coarse and cause blackheads and blotches.

It softens the skin and keeps it flexible and smooth. It freshens and stimulates, encouraging firmness and attractive natural color.

Oily skins won't need cold cream or lotions after using Palmolive. If the skin is inclined to dryness, the time to apply cold cream is after this cosmetic cleansing.

And remember, powder and rouge are perfectly harmless when applied to a clean skin and removed carefully once a day.

Don't use it only for your face

Complexion beauty should extend to throat, neck and shoulders. These are quite as conspicuous as your face for beauty or the lack of it.

Give them the same beautifying cleansing that you do your face and they become soft, white and smooth. Use it regularly for bathing and let it do for your body what it does for your face.

Not too expensive

Although Palmolive is the finest, mildest facial soap that can be produced, the price is not too high to permit general use on the washstand for bathing.

This moderate price is due to popularity, to the enormous demand which keeps the Palmolive factories working day and night and necessitates the importation of the costly oils in vast quantity.

Thus soap which would cost at least 25 cents a cake if made in small quantities is offered at a price all can afford. The old-time luxury of the few may now be enjoyed by the world over.

THE PALMOLIVE COMPANY OF CANADA, Limited

WINNIPEG, TORONTO, MONTREAL

Also makers of a complete line of toilet articles

Volume and efficiency produce 25-cent quality for

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Made in Canada

Cynthia Grey's Mail-Box

GIVE QUICKLY, GIVE TWICE.

A London woman who has endured much hardship in the past few years, owing to sickness and unemployment in her family, said a few days ago, "No one needs to die of want in this part of the country, if the need is only known."

We were strangers here, but it is wonderful the kindness that has been shown us at times when we could not help ourselves."

"Thirty-Seven" has had a striking demonstration of the neighborly spirit of Western Ontario since her letter appeared in the Mail-Box just a week ago, a letter that told simply and directly the difficulties of herself and family, a letter that at the same time was wonderfully brave.

Almost every communication to our corner since has contained reference to Thirty-Seven, and in the majority of cases, a bit of practical help. Out of their own limited store, in some cases, members of the circle have hastened with their offerings to relieve in a small measure, at least, the distress in her home. They have poured out their hearts in sympathy. But sympathy, though sweet, is cheap when it ends in words alone. The garments passed along, the contributions of money, though small, and other "first aids" more effectively tell the story of sisterly and brotherly interest than the finest sentiments ever written.

One fine feature in the case of Thirty-Seven has been the promptness of the response. Giving promptly always has the effect of giving twice. Real danger lurks in delay in responding to the dictates of the heart after reading such an appeal as that of Thirty-Seven. Even among the best intentioned people the crowding of other interests has a tendency to make such postponement permanent.

THIRTY-SEVEN RECEIVE SPLENDID HELP.

Dear Cynthia Grey,—Here is a mite to help 37 on her way. It is not easy for many, but this may help to brighten the way for one who must find it very hard. Let-

ters like hers make us wish we had unlimited incomes, but we must be content to do what little we are able to until the better times dawn. ONE WHO CARES.

I have forwarded your generous donation to Thirty-Seven, and I am sure she will be very grateful for it. The Boxites have responded splendidly to the appeal for clothes and help, but if any other Boxites wish to help her will they kindly send for her address, as it is more satisfactory to send parcels direct?

Patricia—Will you kindly send in your name and address, as there is a letter waiting to be forwarded to you.

A Friend—Many thanks for the generous donation for Thirty-Seven, which has been mailed to her.

ENJOYS THE WOODS.

Dear Miss Grey,—Just a line to tell you I am still in the land of the living. I have had several lonely letters from Jip lately, but have not answered them. You may look for a letter shortly, Jip. I am sorry I neglected you all, but I lost a very dear relative, and could not settle down to write. I spent a very nice day with Mary Elizabeth recently, and she has the dearest little baby brother. He has dark hair and such a lovely complexion. I would like to have taken him home. Well, Miss Grey, did you ever have the pleasure of getting out in the woods at this time of year? It certainly is lovely to see the green moss and the stray green ferns that the winter has not killed, and to gather sap and make maple syrup. Would you like a bunch of ferns and twigs? Inclosed find another mite.

BUSSY HANDS.

I am forwarding the seeds to Leap Year Girl, and many thanks for sending them for her; also thanks for the hospital mite. It must be glorious in the bush just now. I envy you, Bussy Hands, but it is good of you to share it with the Mail-Box by telling us about it. I would be delighted to receive the ferns, and will be looking for them. They say that the maple syrup has an entirely different flavor, when freshly made.

which we city folks never have the pleasure of tasting. Is this true?

SIMPLE APPLICATION THAT DISSOLVES BLACKHEADS

No more squeezing and pinching to get rid of those unsightly blemishes, blackheads. There is one simple, safe and sure way to get them out and that is to dissolve them. To do this just get about two ounces of peroxide powder from your druggist—sprinkle a little on a hot, wet sponge—rub briskly over the blackheads for a few seconds—wash the parts and every blackhead will be gone.

Pinching and squeezing out blackheads makes large pores and you cannot get all of the blackheads out this way—while this simple application of peroxide powder and water dissolves every particle of them and leaves the skin and pores in their natural condition. Any druggist will sell you the peroxide powder and about two ounces will be all you will ever need.—Adv.

WILLOW HALL

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The materials, too, are the very finest of their kind. Gainsborough models are so varied that there is one to suit each individual taste.

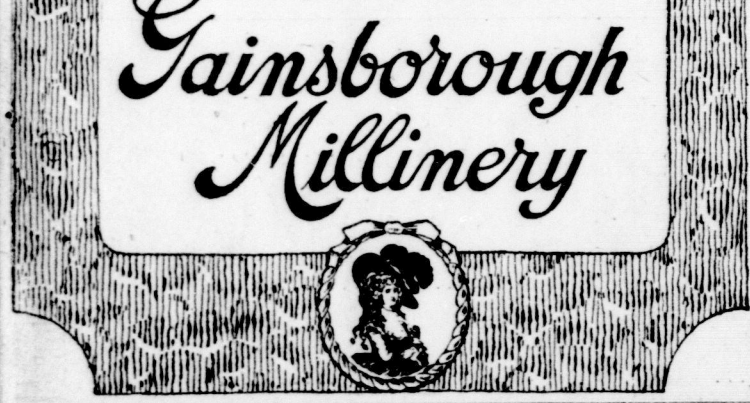
Look for the label in the lining of every Gainsborough. An actual model is shown above.

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Your Gainsborough will be yours alone. Enthusiastic admirers will not be able to duplicate your choice.

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Gainsborough Millinery



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We have fully equipped our plant at great expense to Dust, Dry Clean, Wash or Dye—Indian, Oriental, Chinese and Domestic Rugs. Handled Only by Experts.

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Laundress, Dry Cleaners, Dyers and Rug Cleaners.