

WOMEN'S HOME AND MAGAZINE PAGE

WEDNESDAY MORN BIG SHOPPING DAY

Half Holiday Pays—Demonstrates Value of Practical Appeal Advertising.

Does Wednesday afternoon closing pay? Do the merchants make up for the shortened hours of opportunity for disposing of their wares? The crowds that throng the streets on Wednesday morning all summer long, and the business-like shoppers making their way about the stores in purposeful manner, are the answer.

London women—and many men, too—have acquired the Wednesday forenoon shopping habit. The shops that specially advertise and very definitely advertise reap the benefit. This is the experience of big advertisers who each week specifically announce sales in certain lines of goods. The purchasers are at the departments betimes, knowing that the early skimmer gets the top cream. In eight cases out of ten, a clipping is carried along in purse or shopping bag, the advertisement of the day before.

Is it then my lady lacks? She scans very eagerly the Wednesday bulletins as contained in the advertising columns. She makes note of the stores where such sales are to be held, and, unless something serious prevents, she is sure to be there. It is cleansing materials for laundry and general clean-up purposes. The "day before" advertisements give her a reminder, and she sallies forth to give her order where she can get everything she wants with greatest dispatch and the best economy for herself.

Once the first inconvenience is over of the early May Wednesday closings, with forgetting to order the meat and groceries in time for late dinner, my lady quite as much enjoys the thrill of "shopping early" as she does the convenience of her family do a half-holiday.

Like To See Prices. Wednesday half-holiday divides the week into two shopping sections, with the double climax relieving the old-time Saturday congestion, harrowing to the nerves of buyers as well as clerks.

"One thing the half-holiday has achieved," said a well-satisfied Dundas street merchant this week, "and that is getting women to read the advertisements. As everybody knows, women do about 90 per cent of the buying, so we naturally appreciate the value of this."

"How do I know they read the advertisements and not just 'drift along with the procession' by keeping tabs on sales and watching the inquiries that are made, the trend of trade?"

A distinguished advertising expert who gave a course of lectures in the city some years ago to the contrary, women who do such a large percentage of the buying, like to see the prices attached. The average woman has a limited income. Naturally, she wants to use it to the best possible advantage. She is finding the advertisements that give her prices an invaluable ally. She doesn't need to waste time making a trip down town only to find out the article she has gone for is quite beyond her means. She can buy more, just as good quality, with the same allowance by making the advertising columns her guide, or she can supply her needs and lay something by towards a grand purchase she wants some day to make. Be-

For Thin Waists and Sleeveless Gowns

(Toilet Tips). A safe, certain method for ridding the skin of ugly, hairy growths is as follows: Mix a paste with some powdered talc and water, apply to hairy surface about 2 minutes, then rub off, wash the skin and the hairs are gone. This is entirely harmless and seldom requires repeating, but to avoid disappointment it is advisable to see that you get genuine talc. Mix fresh as wanted.—Adv.

MAGNESIA FINE FOR ACID STOMACH

Quickly Neutralizes Acidity, Stops Fermentation, Sweetens the Stomach.

Nine people in ten, when food upsets the stomach causing distress, think they have indigestion. In reality they are suffering from "acid stomach." An excess of acid in the stomach causes gas, heartburn, bloating and sourness.

To have a strong healthy stomach capable of easily and normally digesting three hearty meals a day, you simply must keep these stomach acids neutralized and the stomach contents sweet. No artificial digestants are necessary. Just get a few ounces of Bisurated Magnesia from any good drug store and take a teaspoonful of the powder or two tablets in a half glass of water right after eating, or whenever the slightest pain is felt. The result is amazing and you will be delighted with the almost instant relief it brings. This famous stomach sweetener combines Magnesia and Bisurated Magnesia in proportions and is not only splendidly effective but perfectly harmless. Its regular use keeps the stomach sweet, strong and healthy all the time.

Bisurated Magnesia is well known to druggists everywhere and is used annually by more than a half million people who now eat as they please, in reason, with no more fear of indigestion.—Adv.

Asthma

The terrible struggle to breathe, the choking from restricted throat muscles find wonderful help and permanent benefit.

Dr. J.D. Kellogg's Asthma Remedy

Two Sizes, 25c and \$1.00.

Chatham

R. G. McIntyre

T. C. Sullivan

E. L. Taylor

W. W. Turner

A. C. Chisholm

J. G. Clark (Riverside Drug Store)

L. K. Liggett Co., Ltd.

This Little Sister Needs Home.

IN the course of their "big sistering," which involves providing secondary education for a certain number of daughters of soldiers who gave their lives or were permanently incapacitated overseas, the members of the Campbell Becher Chapter, I. O. D. E., are confronted at present by a problem. One of their "little sisters," or educational wards, is in need of a home where she can give return for housing and board and other provision by assisting with the housework out of school hours. She is a capable little maiden, just entered on her teens, and ready to start to high school. It is stated. Further, the members of the chapter will be willing to give assistance with her clothing and school books, as they have done in other cases.

Is such a home of a desirable type open to a soldier's daughter for education?

The chapter is anxious to know before the special meeting to be held on Monday, when Mrs. F. J. Greenaway will present her report of the annual meeting of the National Chapter in Vancouver and arrangements will be made for the autumn work. The home will be needed for the opening of the fall term in September.

cause advertising writers are appreciating this practical trait in womanhood, they are doing without straight-from-the-shoulder talking in their day-before-Wednesday advertising, with the result that the Wednesday afternoon closing is paying for all concerned.

BYRON W. I.

The Byron Women's Institute held its July meeting at the home of Mrs. Wallace Meriam. Miss Mabel Patrick, a summer visitor, spoke on "Adequate Diet." Miss Patrick is associated with a New York hospital as dietitian, and her paper was interesting, instructive and thoroughly enjoyed by all. Mrs. Frank Tanton will be the hostess for the July meeting, to be held Tuesday afternoon, July 18. Papers will be given on "Canning and Pickling," and a demonstration of the making and serving of summer salads is to be given by the 'teen age girls.

Miss Ruth Little is spending her vacation at her home in Galt.

Mr. and Mrs. John Park or Toronto are guests in the city, spending the first part of their visit with Mrs. James Anderson, and the latter with Mr. and Mrs. Robert Wray, Briscoe street.

Following the match played by members of the London Hunt Ladies Golf Club Tuesday, Major Frank Spry and Mrs. Spry, with their guests, Mrs. Robinson of Hamilton and Mrs. Cheyne of California, motored on to Detroit.

Mr. and Mrs. T. G. Meredith are leaving the end of the week for Prospect Neck, Maine, where they will spend the remainder of the summer.

Miss Edith Wynne-Pryce goes to Jackson's Point, Lake Simcoe, on Friday, July 21, where she will be a bridesmaid the following day at the Kilgour-Urquhart wedding, to take place at the summer home of the bride's parents. Leaving for her vacation the beginning of August, she will spend a couple of weeks in further fitting herself for next year's work at Chautauqua School, Lake Chautauqua, N. Y. The latter part of August will be devoted to real holidaying at her home in Peterboro.

A very pleasant evening was spent at the home of Mr. and Mrs. J. W. Keenan, Mount Pleasant avenue, when Miss Madeline Gash entertained in honor of her cousin, Mrs. Norman Bohanan (formerly Leone Keenan), who has recently returned after an eleven months' tour of the

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British Isles. The evening was spent in games, music and dancing. Mrs. Gordon Barr and Mrs. Frank Copp, aunts of the hostess, assisted in serving a dainty supper. Amongst those present were: Mrs. Robert Gash, the Misses Pauline O'Rourke, Kathleen Williams, Gladys Burch, Hertha Jaeger, Tilly Barnard, Vivian Ferguson, Myrtle Johnson, Adeline Winderlin, Becky Richmond and Mrs. Fred McGuire.

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Personals

Mrs. William Lamb is visiting her daughter, Mrs. Harry Passmore, in Toronto.

Mr. R. M. Burns and Mr. E. R. R. Starr are in Toronto, guests at the King Edward Hotel.

Miss Annie R. Milne, Cromwell, is on an extended visit with friends at Niagara Falls, Hamilton and Brantford.

Miss Elizabeth Tucker of Chicago is returning home today, after spending ten days in London, the guest of Mrs. J. C. Judd.

Mrs. J. Pearson and Miss Emily Pearson have returned to Woodstock after spending the past few days in Port Stanley and London.

Mr. and Mrs. Ralph Slater are leaving in the near future for an extended visit in California, with the possibility before them of locating there.

Mr. and Mrs. D. Wilson, Brantford, are leaving to spend a month with their daughter, Mrs. Moorhouse, at her summer cottage, Hillboro Beach, Lake Huron.

Miss Marjorie Keyes, associate secretary Canadian National Committee for Mental Hygiene, is spending a few days with her cousin, Mrs. Bernie Smith, Yale street.

Mr. and Mrs. Elliot Walker, Miss Margaret Walker, Mrs. N. Fonger, and Miss Mamie Riddell have left on a two-weeks' motor trip to Grimsby, Hamilton, Toronto and Buffalo.

Mr. George Swallow, accompanied by his father, left early this morning on an extended trip to British Columbia and the Pacific States, going by boat as far as Fort William.

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Cook's Drug Store

E. C. Harvey

L. K. Liggett Co., Ltd.

Geo. H. Small

Clement Drug Co.

M. R. Findley

Ingersoll Bros.

P. T. McGibbon

McKee's Drug Store

Willard Pole (Two Stores)

Geo. C. Arnald

Stratford

E. A. Robertson

Walther's Drug Store

Woodstock

N. R. McHardy

J. T. Pepper

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