

WOMEN'S HOME AND MAGAZINE PAGE

Why Does She Choose Fur and Flannel To Wear Torrid Days? Says Mere Man

"How do they stand it?" exclaimed the perspiring man, who had found it necessary even to remove the coat of his Palm Beach suit on sultry Thursday afternoon. His gaze was fixed in a panicky way on the girl approaching, cool as a cucumber, apparently, in her flaming scarlet tuxedo coat of flannel, cream flannel skirt and white felt hat with vivid dash of scarlet.

Along from the station came new arrivals from a train, amongst these a young woman carrying a smart leather bag. She was smartness personified from the top of her bronze feather hat to the tip of her fashionably cut pumps. In between was a dark brown, heavy, smooth-finished cloth gown, gracefully cut, with long side panels, falling two or three inches below the hem of the skirt, which only cleared the ground by six or seven inches. The only revealing touch to the study in brown was the broad band of gray squirrel

which edged the bateau neck. And she didn't look hot at all.

Two business women hurried back from lunch. One was snugly buttoned into a homespun tailored coat costume in which gray was the predominating note, with felt hat to match. Her companion had chosen, for the torrid occasion, a black and white jersey cloth and black velvet hat.

Miss "Just Nineteen," who has any number of pretty summer frocks and fetching hats, just couldn't be seen in these. The only wear for her was the vastly becoming new outfit of tweed, annexed within the past few days, in which she will still be appearing when the snow flies, and long afterwards for that matter.

"They didn't do such things when I was young," said the perspiring man. "They had a proper regard for the weather, and, if they wore winter hats in summer, you pitied them for not being able to afford suitable clothes."

THINKS LONDON MUCH IMPROVED

After a visit of some weeks in London, his home city, Professor Frederick Abbott of San Antonio, Texas, goes on Friday to Toronto, where he will be a guest in the home of his cousin, Mr. William F. Eaton.

What have been his impressions of London after an absence of several years?

"I was struck immediately with the increased appearance of stability and evidences on all sides of progressiveness," he said to The Advertiser.

"London is exceptionally well supplied with banks, and these are always a sure indication of the estimation in which a city is held by financial institutions. The business blocks have changed for the better and are modern, efficient and agreeable with the times."

"So far as educational matters are concerned, in which I am perhaps particularly interested, the development of the Western University has been a matter of great pride to former Londoners who are living in the southwest in the States, and, in fact, all through the States. We get

together occasionally in San Antonio, and talk over the old town, and exchange the latest news. By the way, one of our very successful and wealthy men in San Antonio is a London old boy, Dr. F. Thompson, who sold an oil well recently for over a million dollars."

And this brought the conversation around to the Texas oil boom and Canadians who have "struck oil." According to Professor Abbott, reports of geologists are most encouraging, and former Canadians living down there are getting their share of oil profits.

"Wherever I go," commented Professor Abbott, "I find ex-Londoners and former Canadians recognized as substantial citizens. I can't think of one I have run across who was 'on the rocks,' so to speak."

Western Ontario Women's Activities

Address News For This Column to The Editor of Women's Page.

LOBO WOMEN'S INSTITUTE.

Owing to death in the family of one of the members, the August meeting of Lobo Women's Institute has been postponed till Tuesday, Aug. 22, at 8:30 o'clock, when it will be held at the home of Mrs. Charles V. Tucker. A program of exceptional merit has been prepared, it is stated.

CHEAPSIDE W. M. S.

The Nanticoke Mission Circle which was being entertained, furnished the program at the regular August meeting of the Cheapside Methodist Church Women's Missionary Society, held at the home of the president, Mrs. James L. Pond. At the close Cheapside circle served delicious afternoon tea.

ADVERTISER PATTERNS



A Comfortable Play Frock.

4031—The good features of this style are readily apparent. It may be attractively developed in percale with bindings of a contrasting color, or in chambray, ponce or crepe.

The pattern is cut in three sizes, 6 months, 1 year and 2 years. A 1-year size requires 1 1/2 yards of 36-inch material.

Pattern mailed to any address on receipt of 15 cents in silver or stamps. Address all pattern orders to Pattern Department.

Name _____
Town _____
Province _____
Age (if child's or misses' pattern) _____
Measurements: Bust _____ Waist _____

CAUTION. Be careful to inclose the above illustration, and send size of pattern wanted. When the pattern is sent, you need mark only 38, 44 or whatever it may be. When in waist measure, 22, 24, 26, or whatever it may be. If a skirt, give waist and length measure. When misses' or child's pattern, write only the figure representing the age. It is not necessary to write "inches" or "years." Patterns cannot reach you in less than one week from the date of application.

Save the Buttons

Your laundress doesn't mean to pull all the buttons off your clothes, but she sets so tired turning the wringer after she has been rubbing the clothes all day that she gets careless. Let her wash and wring with



and note the difference. With the Blue Bird wringing by electricity she has two hands to guide the clothes. The copper tub saves the clothes as the wringer saves the buttons; it is absolutely smooth inside, with no holes, slats or projections to wear or tear and is just proof.

Blue Bird saves your health too. Write today for our illustrated book. Let us ask our dealer to give you a free demonstration.

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TELL YOUR LOVE WITH ONE ROSE

Expresses More Sentiment Than Whole Basketful



"SAY IT WITH FLOWERS" is good advice, but of still greater importance is to choose the right flowers to fit the occasion, according to Miss Irene Hayes, a charming Kansas City girl, who owns her own successful florist shop in an exclusive section of the city. In other words, the "flapper age" in the world's history is recognizing the desirability of a revival of the "sentimental" Victorian era language of flowers.

TAYLOR CLAN GATHERS AT SPRINGBANK PARK

Eighty-Five Attended First Annual Reunion, Devoted to Getting Acquainted.

Following the fashion of clan gatherings, which has become very popular this summer, a Taylor family reunion was held this week at Springbank, descendants of four brothers named Taylor, who came to Ontario from Norfolk, England, a number of years ago, gathering from far and near for the event. Eighty-five or more in all assembled shortly after 11 o'clock at the rendezvous, in a shady nook not far from the loop. Since the reunion was the first for the family connection, many introductions were in order among the relatives, and the day was spent in getting acquainted, with picnic dinner and tea as pleasant features.

The idea of the outing originated with Mrs. Chester Gloin of Yarmouth Centre, and the large response proved a happy surprise of the day. Guests were present from John Taylor, Esq., Saginaw (Mich.), Sarnia, Windsor, Toronto, Exeter, St. Thomas, Windsor, Appin, the majority coming by motor. Mrs. A. G. Pearson, 27 Belgrave Place, South London, a daughter of the first brother to come to Canada, the late John Taylor, Esq., who settled in Huron County, had an important part in organizing the event. With her at the picnic party were her husband, two daughters, Mrs. George Bonney and Miss Pearson, and little grand-daughter, Dorothy Bonney. In addition to descendants of Mr. John Taylor, children and grandchildren of his brothers, William, Robert and James, attended to establish relations with kith and kin.

WITH THE BRIDES

FRANCIS—HAMILTON.

Miss Helen Hamilton, daughter of Mr. George Hamilton, Thamesford, was married to Mr. B. Francis, London, at 4 o'clock Wednesday, Aug. 16. The ceremony was performed at the pretty home of the bride's parents by Rev. W. S. Galbraith of St. Andrew's Church, in the presence of about 45 near relatives. The bride looked very girlish in a dainty frock of white silk crepe. Following the ceremony and congratulations, a buffet luncheon was served. Mr. and Mrs. Francis left on a motor trip to New York City. As principal of the continuation school, Mr. Francis has won the respect and good wishes of the community, and as a baseball player of the local team and the team's star pitcher, he is the idol of the small boys and deservedly popular in sport circles. Mrs. Francis has been a popular girl in her home village, and good wishes for a happy future follow the young couple. Both the school and ball team remembered Mr. and Mrs. Francis with gifts.

WATSON—ADDY.

A marriage of interest to London friends and fellow students of the groom in the Western University was that of Dr. Earl Macbeth Watson, son of Mr. and Mrs. Rev. John Watson of this city, and Miss Zoe Elsie Addy, daughter of Mr. and Mrs. George Addy, "Ranmoor," which took place in St. Augustine's Church, Sheffield, England, on Aug. 1, Rev. A. F. Mitchell officiating.

A number of the students of the Sheffield University, where Dr. Watson is taking a post-graduate course, were present, and the lord mayor was among the guests who attended the reception held after the service by the bride's parents. Dr. Watson,

a 1919 graduate of the Western Medical College, is remaining to finish his course in Sheffield, after which he will take up practice in this city. The bride is a most accomplished violinist, and will be a great acquisition to London musical circles.

PAGE—GROGAN.

An event of wide interest was the wedding which took place at the home of Mr. and Mrs. Charles Grogan, Brampton, on Wednesday, when their only daughter Eva was married to Rev. Arthur Page, the popular minister of the Methodist Church, Guilds. The rooms were beautifully adorned with palms and gladioli, the ceremony taking place in front of a bank of greenery and flowers. Rev. Bruce Hunter of Toronto conducted the service. After the wedding breakfast the happy couple left on a honeymoon trip to Montreal, Lake Champlain and New York.

Cynthia Grey's Mail-Box

MAIL-BOX RULES.

1. Write on one side of paper only.
2. Sign name and address.
3. Inclose stamped envelope for postage, patterns, etc.

SENDS A DOLLAR.

Dear Miss Grey,—At last I am inclosing my little miss for your wonderful cot, not that I didn't think about it long enough, but just to set about it, and to tell you how we enjoy The Advertiser. It always has some nice bit of history, and especially your Mail-Box. You certainly must be wonderful, keeping everyone in such a good humor and everything straight. The letters are interesting, and the recipes and hints are splendid. I cut them out from time to time. Do tell me what days these dates come on: April 3, 1864; April 19, 1871. This is my first visit to the Mail-Box, and wish you every success. Sincerely yours, DIANA.

Your little miss by no means a little one; in fact, it was ten times as large as the average one. Now, Diana, you would think that my Boxites were a most disagreeable family, and that it was a terrible proposition keeping them in good humor. But generally it is just the reverse, their bright letters often cheer me up, although occasionally someone gets annoyed at me, and tells me just what she thinks of me. We very rarely get letters from your city, Diana. Have you been living there very long? April 3, 1864, fell on Sunday, and April 19, 1871, on Wednesday. We will be pleased to hear from you soon again.

WANTS A COAT.

Dear Miss Grey,—Noticed where one of the Boxites were offering a coat. Would be very glad to get it, as my mother is very handy, and I need a coat for school badly. Hoping I am not too late, and wishing you and all the Boxites good luck. I will pay express. I am inclosing a wee mite for the Sick Children's Hospital. Will sign myself, ONE IN NEED.

If the Boxite wishes to send you the coat, One In Need, she may have your address from the Mail-Box file. I hope you receive the coat, as school will soon be opening, and that means that the cool weather will be commencing. It is pretty cold starting early in the morning in the fall, isn't it, One in Need.

Personals

Miss Helen Harris was a visitor in Toronto this week.

Mrs. G. Luther of Sarnia is the guest of Mrs. W. Pope, Smith street.

Miss Agnes Malloch, Colborne street north, is holidaying at Port Elgin.

Dr. George Hale has returned to the city after a month at Metis, Quebec.

Mrs. Donald McLean has returned home after spending ten days in Goderich.

Miss Vina Pearson, Belgrave Place, left Thursday to spend a few weeks with friends in Windsor.

Miss Isabel McCrimmon is visiting at the summer home of Col. and Mrs. Lyne-Evans, Goderich.

Mr. and Mrs. John Weid have returned home after a fortnight's visit at the Caledon County Club.

Mr. and Mrs. J. I. A. Hunt have returned home after spending three weeks at the Caledon Club.

Miss Louise Chiera, Maitland street, is spending the month of August in Detroit with relatives.

Miss Margaret McCrimmon is visiting in Stratford, the guest of Lieut.-Col. Berdan and the Misses Berdan.

Mrs. Bécher, Mrs. A. V. Bécher and two small sons, John and Alexander, have returned home from Scarborough, Maine.

Mr. and Mrs. J. M. Miller are staying at "Midfields" at Orchard Beach, Port Stanley, for the remainder of the season.

Lieut.-Col. Hill and Mrs. Hill have returned home after a delightful motor trip through Quebec, spending two weeks at Tadoussac.

Prof. James Bowman and Mr. Hubert Bowman of New York have left on a canoe and fishing trip in the vicinity of Bobcaygeon.

Mr. and Mrs. W. A. Brunton, who have been visiting the former's sister, Mrs. C. B. Hunt, have returned to their home in Newmarket.

Major George Moncrieff of Petrolia was a visitor in London this week, and while here greatly enjoyed the golf course at the Kennels.

Mrs. Emerson Corrad and son Donald of Corunna, Mich., are visiting Mr. and Mrs. William A. Bentley, Jun., McKinnon Place.

Mrs. Joseph Beaton, sen., and Miss Rina Foster of Granton, have returned home after spending a couple of weeks in London and Port Stanley.

Judge Duncan Ross and Mrs. Ross of Stratford are guests with Mr. and Mrs. Leslie Wilson of Toronto at their summer home, Bushby Point, Put-In-Bay, Muskoka.

Mrs. J. Studley Ashplant, accompanied by her sister, Miss F. Bawden of Chicago, motor to Toronto this week, staying while there at the King Edward.

Miss Meta Macbeth and Mrs. Fletcher of Detroit paid a little visit to friends in town this week on their way to Goderich, where they are spending a fortnight.

Miss Sankey of London, England, is a guest with Mrs. W. P. Malone, King street. Mrs. Villiers Sankey of Toronto was also a guest with her daughter, Mrs. Malone.

Dr. D. L. McCrae, who has returned from a brief visit with friends in the country, will occupy his old pulpit in the Hamilton Road Presbyterian Church on Sunday morning and evening.

Mrs. W. G. Coles and Miss Marian Coles have returned home after spending two weeks in Quebec visiting in Montreal and Quebec. They also enjoyed the boat trip up the Saguenay.

Mrs. W. H. Moorhouse of this city and her sister, Mrs. J. Gordon McIntosh, Winnipeg, formerly of London, have been spending a few days in Toronto this week, staying at the King Edward.

Miss Geraldine Hedden, 159 Tecumseh avenue, has left for a month's vacation trip to the West, where she will visit her grandmother, Mrs. R. Handford, in Snowflake, Manitoba, and her cousins, Dr. and Mrs. Cooper, Winnipeg.

Mrs. Robert A. Smith of Philadelphia has been visiting her sister-in-law, Mrs. C. H. Rice of Ridout street, and her daughter, Mrs. Verne Hewes of Kent street. Before returning to her home, she will spend some time with other relatives in Woodstock.

Duncan McCall Jun., of Edmonton, Alta., who has been spending a holiday of several weeks in the east, making his headquarters at the home of his father, Mr. Duncan McCall, Glenora, leaves Monday for the west, after a week-end visit with friends in the city.

Mr. Le Moyne Hedden, formerly of London, who has been living in Vancouver for the past year, has written friends telling of a holiday he is enjoying at a Vancouver Y. M. C. A. summer camp. The instruction course, which is a feature, with university professors as leaders, is giving special attention to boys' work problems.

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One table of VOILE WAISTS, assorted styles and colors. Saturday to clear at,

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WHITE VOILE WAISTS, with short sleeves, collar and cuffs of pink or blue check ratine. Saturday priced to clear

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Middy Specials.

LADIES' AND CHILDREN'S MIDDIES, all white or with colored collars, short sleeves, sizes 6 to 20 Saturday special

89c

Third Floor.

10 dozen LADIES' WHITE CAMBRIC PRINCESS SLIPS, hemstitched, in black or white Extra special at,

89c

Third Floor.

D. & A. CORSETS of pink broche, low busts, long hip, four horse supporters, sizes 19 to 26. Price, a pair,

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D. & A. CORSETS, for a stout figure, made of strong coutil, reinforced front, elastic in back, sizes 22 to 36. Price, a pair

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Four Good Values.

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Dress Goods Department, Second Floor.

Good Values in Tabling.

70-INCH BLEACHED TABLING, splendid laundering quality, rose, shamrock and fleur de lis patterns. Special, at a

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yard

56-INCH BLEACHED TABLE DAMASK—Special at, a

69c

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Novelty stripe or all white, beautiful, fine, soft quality, short lengths, 2 to 5 yards; 36-inch width. Regular 40c. Sale price, a

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yard

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20c

price

36-INCH CHEESE CLOTH—Four specials. At, a yard

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