

FOUR

## CLUB NEWS

**CAMPBELL BECHER CHAPTER.**  
The ice cream booth which the Campbell Becher and Trafalgar Chapters, I. O. O. F., are to conduct in the Crystal Palace balcony at the Western Fair this year in aid of the Children's Hospital, promises to be one of the most attractive spots at the whole exhibition.

**ABERDEEN MOTHERS' CLUB.**  
The Aberdeen Mothers' Club held its first meeting of the fall season this week, Mrs. Sidney Read being the chief speaker of the occasion. The program included duets by Miss Ada Jolliffe and Miss Velma Luck, a skipping-rope dance by Miss Marion Smith and readings by Miss Viola Leff.

**GIRLS' BASKETBALL.**  
A very interesting game of basketball was staged on Thursday night at the Tecumseh School, when the girls of the Ridout Street Methodist Church beat the girls of the Robinson Memorial Methodist Church, with a score of 21 to 9.

**RIDOUT STREET LADIES' AID.**  
It was a unique function which was held at the Ridout Methodist Church on Thursday night of this week, when the Ladies' Aid of that church held a vegetable shower to gather in supplies for their luncheon booth at the Western Fair next week. The gardens of the church attendants yielded a splendid supply, making the undertaking a great success. Musical numbers by Mr. Hurlburt of Dresden and Mr. Deacon of this city added greatly to the enjoyment of the evening, as did the vocal solo by Miss Jean Kewston, and the before.

reading by Miss Peggy Taylor. Miss Edith Deacon acted as accompanist.

**TRINITY CHAPTER, O. E. S.**  
An official visit of the worthy grand matron, Mrs. Elizabeth Taylor of Preston, Ont., to the local Trinity Chapter, O. E. S., will be made on Monday evening next, September 13.

**LORD ROBERTS CHAPTER.**  
To raise money for the Children's Hospital, the Lord Roberts Chapter is again this year undertaking to serve luncheon and dinner for the fair board directors, and Mrs. George A. Routledge of Lambeth has been made convener, with Mrs. E. H. Johnston, regent of the chapter, a valued assistant.

**DUNDAS CENTRE MISSION CIRCLE.**  
The Young Ladies' Mission Circle of Dundas Centre Methodist Church held its first meeting for this season Thursday, September 8th, in the church parlor with 23 members present. Mrs. A. C. Deacon occupied the chair. Mrs. Deacon read a very cordial letter from Mrs. Bert Childs, district superintendent of circles, which contained some splendid suggestions as to the coming season's work, and Mrs. Wm. Edgington gave a most instructive talk on "Stewardship." Miss Louise McCullough favored with a delightful solo, Miss L. McMechan reported for the "Watch Tower," by reading a letter from Mrs. (Rev.) A. J. Thomas of Montreal, on the work among the foreigners in that city. In her letter Mrs. Thomas spoke interestingly of the work amongst the Italians, Jews and the French Protestants.

The circle members had been given little bags for "pennies" for use during the summer months, and these were collected and it was found they totalled to the sum of \$18.75. The circle is looking forward to a year of more earnest endeavor and greater success than ever before.

## New York Women Enjoy Shopping in London; Find Latest Models On Show

Revel in Viewing Latest Creations of the Modiste's Art—Gowns Fashioned From the Materials of Contrasting Shades—Fur Trimmings a Popular Feature—Fur Scarves Will Be All the Thing This Fall.

Dear Editor,—The shops are certainly the most fascinating places in town at this time of the year. I'd rather wander from counter to counter, where I can see the makings of my winter wardrobe than sit a whole afternoon watching the most thrilling movie picture of man's invention. And the reason is that I'm a woman, and nothing delights the heart of woman more than an orgy of shopping, be her pocketbook full or slim.

If she is fortunate enough to have a plentiful supply of money at hand, and I'll confess right now that I have not, then she can go boldly ahead and buy as the fancy takes her. Lucky woman! But if her funds are short and her imagination long, she is even luckier still, for she has the inexpressible delight of buying over and over again the garments which still remain crisply displayed in the shop cases, and cost her not a cent.

A recent bride told me that nothing caused her greater joy on her honeymoon trip than her daily exploration of the stores. In fact it became such a mania with her that her newly-made husband rather jealously inquired whether it was a honeymoon trip or a shopping expedition on which she had come. He was early coming up against one of women's characteristic weaknesses—one of her delightful faults for which she is at the same time loved and hopelessly misunderstood.

There are some few disadvised creatures who pretend they would rather do their shopping in New York or Paris (I have seen them secretly slipping into the London stores, and ordering their French models, and then they were safe. They didn't wish Mrs. Thomas White-Brown-Green-Black to know where they had purchased their latest costume, but secretly they knew that they could secure it at one of London's shops, and get away with it in the same manner as if it had come direct from a Paris modiste or one of New York's most fashionable costumers. It was all in knowing how to buy.)

Something to Talk About.  
Just to prove that these same people who patronize the London shops know what they are about, let me tell you about my New York friend. She has been visiting me for the past few days, stepping off on her way to the west. We talked over old times as long as we possibly could. At first I was really interested, but as every source of gossip gave out I began to feel uneasy. No longer able to contribute to the conversation, my mind flashed back to an advertisement I had seen in the paper on the day of my friend's arrival. "Newest Fall Models. Just Arrived. Come Early and Get Your Pick!" That was two days ago, and I know how many other women in the city had seen the same announcement. I couldn't leave my guest, and how could I ask her, a New Yorker, to spend her time looking through the London shops?

Almost as if sensing my difficulty she came to the rescue, and suggested, if you please, that she would like to see the London shopping district. And do you know, most of the New York stores are so big and crowded that it is almost impossible to shop there successfully, she said. "I just love to get to a small city where I can wander around in the smaller stores. And do you know, I often think that the purchases made in a small town are more satisfactory. At least, one is not always confronted with the thought that there are millions of garments one might have been and which might pos-

sibly have been a better buy than one's own purchase."  
In Elysium.  
And so we two went shopping. And my New York friend, in fact, made several things in little London, Ontario. She remarked on the up-to-dateness of the shops, and went mad over two attractive little hats which we found during our rounds. There were probably other like them in New York, but it might have taken weeks to discover them in the hundreds of stores there. One of them suited her type exactly, a little black straw hat, with long pheasant feathers swinging back along the side. She is a dark Frenchy looking little woman, and the hat was marked "Paris" in the lining. So she bought it, and is wearing it on her trip to the west. Never a soul will guess that she bought it in London, but should the question arise, she will out with the truth immediately, for she is a frank little person, and loves to put the credit where it belongs.

Dainty Creations.  
But hats weren't the only articles we "shopped." We saw many of them, 'tis true—pretty shades of silk duvetyne, silk, beaver and lovely velvets mixed—largely quiet in tone, but a few gay with color. However, it was in the departments advertising "Gowns" that our feminine natures had full play. Quiet as to foundation color, the gowns were found riotous in their trimmings of braid, wool and sequins. Extremely narrow bands of long-haired fur was sometimes used to give the necessary "touch" to a gown, and then again flowers, quaintly fashioned from the gown material in contrasting shades, would peep here and there from its folds to make us eager to buy. We found all of the dresses loosely made, to hang from the shoulders and thus give the wearer the freedom of a countless waistline.

Freed From Slavery.  
This emancipation of women from the old tight waistline of twenty-five years ago has greatly interested me, as has the shortening of the skirts, which have risen from their filthy place, sweeping the floor, to a modest few inches below the knees, in the same twenty-five years. It has taken twenty-five years to do it (an old gown of my mother's now reposing in an attic trunk measures a scant 18 inches about the waistline), but now that it has come, surely fashion will never drive women back to their former slavery. It is rather pitiful to see the attempts of the designers to lengthen the skirts each season. They send bulletins broadcast proclaiming their decision, but still my

lady's ankles remain free in defiance of their half-made laws.

Soft Materials.  
The dresses were as a rule of soft, cotton crepes, substantial satins and the ever-popular taffetas. For street wear tricotines and like materials were used, mostly navy in shade, and all made on loose lines, the smartest of which were of dressy material. Suits were also fashioned of soft-finished materials with long coats coming to the knees, many of them fur trimmed.

The furs themselves were lovely, and I cast envious eyes whenever I passed them by. At one shop, a sympathetic saleswoman slipped a large soft seal coat over my linen street dress, and I cuddled luxuriously down into its caressing silken lining, and wished I could afford a new coat every season. I must have made an attractive picture in its dark furiness, for another shopper happening by, with a larger purse or perhaps a greater nerve, I don't know which, insisted on having it for her own.

Fur Scarfs.  
I may get a fur scarf, however. They're all the thing this season, says my New York friend, and they're not quite so expensive as a coat. My old coat will do in that case, for it'll be entirely covered with the lovely fur trimmings. When we were looking at furs we came across the sweetest white fur coat, cap and muff for a little four-year-old girl, and she reminded me of the children's departments. And once there, it was almost impossible to drag us away. My friend has two small children at home, and children's garments have always been a source of fascination for me.

Kiddee's Wear.  
Perhaps the most practical things we encountered on this our last lap of shopping, were small black satin rompers, attractively trimmed with bands of color. But what we enjoyed most of all was the babies' millinery opening. There were all the wee bonnets in a special showcase, very youthful by reason of their white color and shape, but quite grown-up as to material and trimming. Silk duvetyne is "the rage" for mothers' hats, and so babies' hats had to be made of that same material, too, if you please, and trimmings ranged from simple ribbon bows to bindings of white ostrich feather. For the larger children we found the good old standard gray little straw hat, and shades of the popular sports materials, but attached to sensible white underwaists by which they are suspended from the shoulders of the youthful wearers. Tiny wool capes, just like those fashioned for grown-ups, and wee sweater coats were also sources of fascination on this shopping expedition which came only too briefly to a close. My friend was scheduled to leave by an early afternoon train, and we had barely left time for lunch.

Thank you very much for your space, kind Editor. I am  
MERELY A WOMAN.

### ROOMING DIRECTORY PREPARED BY "Y"

Officials of the local Y. M. C. A. are at present making a survey of all boarding houses in the city, which they have on their list, getting the full details regarding the facilities in each individual home, exact location in the city, the number of people in the family and in a general way all information pertaining to the home so that anyone in search of a room or rooms may see at a glance just what he wants without taking all the trouble to go out and search for himself.

Hitherto, the stranger coming into the city has been forced while conducting his business to put up at a high-priced hotel for two or three weeks while seeking apartments. Very often he was unable to secure rooms even at a hotel at any price, all available room having already been taken up.

When this new directory is complete, probably by next week, anyone desiring room and board or rooms alone, will be able to consult it at the "Y," and be directed to just the sort of place he desires.

### KERR OF CREDITON HIGH GUN AT JORDAN SHOOT

Jordan Station, Ont., Sept. 8.—The Jordan Gun Club held their fourteenth annual fruit shoot today, and it undoubtedly was the largest tournament ever staged by the club. Over two hundred baskets of peaches were given as prizes.

High average prize was won by Fred Kerr of Crediton with 96 out of 100. Nelson Long of Hamilton, L. L. Porter of Niagara Falls, M. E. Fletcher of Hamilton and George Dunk of Toronto tied for second high average with 95 out of 100.

Some of those shooting high scores in 100 follows: G. Valley, Tillsonburg, 75; G. Bradley, Tillsonburg, 73; W. W. Livingston, Carlisle, 88; Jack Griffiths, Freeman, 73; C. Smith, Freeman, 90; W. J. Marshall, Galt, 93; C. A. Lewis, Galt, 90; H. Newlands, Galt, 93; P. Laur, Stratfordville, 77; G. A. Simmons, Brantford, 74; J. Sleeman, Guelph, 78; Fred Kerr, Crediton, 96; J. McCausland, London, 88; Dick Jordan, London, 93; G. Marr, Woodstock, 91; A. J. Mabon, Brantford, 89.

### WHEN WEDDING BELLS RING

It is the time for happiness and bliss—and flowers, speaking a language of their own, aid wonderfully in making the occasion a cheerful one. For the bride and groom, or decorative purposes here are flowers you will want.

**WEST FLORAL CO.**  
249 Dundas St. Phone 2187

### MOOVIT CORN PENCIL



JUST RUB THE PENCIL ON THE CORN AND AWAY GOES ROOT AND BRANCH. DOES NOT BURN OR SMART. A FEW RUBS WITH MOOVIT CORN PENCIL AND ALL IS OVER. FOR SALE AT ALL DRUG AND DEPT STORES

Sold in London By All STANDARD DRUG COMPANY STORES. S.10,17,24

## W. McPHILLIPS, LIMITED

### Piano and Phonograph Exhibits at the Western Fair

Gerhard Heintzman  
Martin-Orme

GRAND, UPRIGHT AND PLAYER

Pianos

The New Edison  
The McLagan  
Gerhard Heintzman  
CONSOLE AND UPRIGHT  
Phonographs

We cordially invite all visitors to the Western Fair to inspect our exhibits in the Main Building and in the Annex.

Open evenings during Fair Week. We are offering special prices and inducements to customers.

## W. McPHILLIPS, LIMITED

238 DUNDAS STREET - LONDON.

### Fair Visitors

After the Fair, when your out-of-town visitors have left, don't worry about how you are going to do that extra lot of washing. Phone us.

### FOREST CITY LAUNDRY

White Wagons.  
DRY-CLEANERS & DYERS

## UPPER CANADA COLLEGE

TORONTO

Autumn Term  
begins  
Tuesday,  
September 13th,  
at 9:15 a.m.

W. L. GRANT, M.A.,  
Principal.

Automobile enthusiasts are invited to our exhibit at the Western Fair, and also to our downtown showrooms. We have demonstrated automobiles of quality and service the longest of any dealer in London. Our success is built on satisfaction to all our customers.

# BEEHIVE & CO., Ltd.

—DISTRIBUTORS FOR—

Cadillac and Reo Motor Cars and Reo Speedwagon

127-133 QUEEN'S AVE.

JUST WEST OF POSTOFFICE