

WOMEN'S HOME AND MAGAZINE PAGE

Seeing Week-End Market With Aunt Maria's Eyes

"That will make up a whole quart. You put it in a quart sealer and take a tablespoonful three times a day." The return of the birds is not the only harbinger of an early spring. The tried and tested prescription for an unfailing spring tonic was waited to the ears of Aunt Maria on the clear, frosty air of the week-end market Saturday. The woman who delighted in doing a neighbor a good turn was all packed up, ready to go home—on her way, in fact, to her own Ford car. And the conversation, which was unavoidably overheard, occurred right out in the open, with the brilliant sunshine streaming on wagons, motor cars, apples, cabbages, people and things.

There was an inspiring optimism about everybody on the market, due doubtless in a measure to the crisp, frost-edged air. The people who were there to sell had an idea it was because things were moving more quickly than usual.

"We had five pigs in, today," said the woman who always sells pork, "and we have only one quarter left now."

"Now" was at high noon, in the parlance of wedding write-ups.

She had been offering pork at 18 cents a pound for front quarter, 20 cents for hind quarter, and getting it quickly. More or less than last week? Just the same, but selling was more brisk Saturday, 25th.

Less trouble was taken to display the vegetables in tempting manner than in the autumn, when there was real competition. The carrot veiled its carrot-red gold in a modest coat of drab earth dust; the potatoes, beets, oyster plants, parsnips and turnips were all unscrubbed, but people who wanted them bought them just the same, carrots at 40 cents a peck or \$1.50 a bushel; oyster plant, 10 cents a bunch or three for a quarter; turnips, 5 cents each, 30 cents a peck.

"Why do you suppose one of the big fruit stores is displaying carrots among the expensive fruits?" a marketer asked of a friend who was negotiating to have half a bushel of carrots delivered at her house.

Carrots De Luxe.

"Did you see the price?" said the friend significantly. (When that had time to "sink in," she continued impressively. "Those carrots you are talking about cost 25 cents a bunch, five or six in a bunch. Why? Because they are shipped into London all the way from California.")

Now, if you want to impress upon family and friends that the carrots you serve on your table are patrician as well as good for the complexion, just mention that they are "imported" all the way from California, freight rates and all the rest of it.

Is dairy butter better than creamery butter?

"Forty-five cents a pound," came answer after answer from farm homemakers to the inquiry of Aunt Maria Saturday when she first arrived at the market. One woman, whose wares always command top-notch prices, replied apologetically, "I'm taking 45 cents a pound for butter, and I'm ashamed to do it. I got 45 cents last Saturday."

"But what is the reason you are charging 45 cents?" Aunt Maria finally asked one owner of a tempting-looking basket of rolls of butter. "Creamery butter was advertised in the papers last night at 42 cents a pound for Saturday."

"My dear," said the farmer's wife reproachfully, "don't you know dairy butter is always better than creamery butter?"

But it didn't use to be considered so when it came to price.

Butter was plentiful, if poultry scarcer than for some weeks. And many there were who sold their butter at 40 cents a pound, and excellent butter, too.

Eggs, "all laid this week," were 55 cents; at least that is what several lots of them were demanding.

A lone, lone goose at 12 o'clock wanted 35 cents a pound for itself.

Its companion bird had up and left it for somebody's Sunday dinner, and the owner pointed out the fact that the goose had been late hatched, and was consequently young and very tender.

To the Market Born.

Some salesmen are born, some are made, and doubtless some have salesmanship thrust upon them. The "born-to-the-market" salesman of the market is a slim little lad, whose eyes do not reach very far over the counter of a certain inviting market stall. In front of him were smooth-skinned, evenly-matched lemons, lettuce, parsley, water-cress at 10 cents a bunch, ruddy strawberry rhubarb, quart boxes of Brussels sprouts.

In the background of the stall were quantities of cabbages, a stall from which a painter might take a picture or John Drinkwater a poem.

"How do you sell your cabbages?" asked a possible customer. "Seven (or was it 7?) cents a pound," said the young man crisply. "By the pound?" repeated the customer-elect in surprised tone. "Yes, by the pound. Fairest way to sell them for everybody concerned."

The lady hesitated, then her eye fell upon the Brussels sprouts. Apparently they were new to her.

"How do you cook them?" she asked, when she had been told her suspicions were correct, and that they really and truly were Brussels sprouts.

"Same as cabbages," said the little man. "Wash 'em well, and put 'em on in boiling water."

On the strength of the advice a box of the sprouts was transferred to the shopping bag.

The business-like young man turned his attention to the next customer in line, and proceeded to sell two bunches of strawberry rhubarb for 25 cents, the very "best kind of rhubarb" to buy to get good results in cooking, he assured.

Talking of rhubarb reminds that something was to be said this week about the cooking. The woman who always has it as soon as it appears in the winter on the market or in shops, washes the stalks and cuts them into desired lengths without removing the peel. She puts them in an aluminum saucepan with just enough water to keep the rhubarb from sticking. She likes the rhubarb sweet, so she uses a whole cup of sugar to a bunch. That is a matter of taste, she says. In any case she pours sugar right over the rhubarb and boils it quickly, watching, of course, that it does not burn. The rhubarb comes off the fire rosy red and tempting, with clear, rich syrup and each piece intact.

"It only takes a few minutes, scarcely more than boiling up once," she says. "It must be cooked through, but a minute too long will cause it to fall to pieces."

Now, if you would have rhubarb fit to grace any table, try this method of cooking, and avoid the "mushy," uncertain colored "sauce" the rhubarb has a habit of turning out, even in the hands of very capable cooks.

CLUB NEWS

What Women Are Accomplishing in London.

HOLD CLUB SHOWER.

A largely-attended event of last week was the tea given by the Victoria Mothers' Club at the school. The tea took the form of a shower for the fish pond at the valentine bazaar, to be given by the club on Feb. 14. During the afternoon numerous little articles were made, and an interesting program included reading by Irene Deacon, solo dances by Peggy Robbins and several songs by Mrs. W. Westcott.

TURPENTINE.

A light showering of turpentine on clothes that are liable to be moth-eaten will keep the moths out.

Personals

Mrs. J. F. Sullivan is spending several days in Kitchener.

Mrs. McPherson of Dundas is the guest of Rev. Quintin Warner and Mrs. Warner.

Numerous parties are being arranged for the fortnightly dinner-dance, which will be held this Saturday at the Kennels.

Mr. and Mrs. A. M. Miller of Toronto were week-end visitors in town, the guests of Mr. and Mrs. Thompson-Smith, Waterloo street.

Mrs. Joseph Lancaster of Chatham returned home Saturday after spending the past week with her mother, Mrs. W. W. Muir, Elmwood avenue.

Mrs. J. M. Brown, Hayman Court, was the hostess Saturday afternoon of a delightful little tea in honor of Miss Inez McArthur, bride-elect of this week.

Mr. and Mrs. Charles McNeil of this city and daughters, Marjorie and Eleanor, spent the week-end with Mr. and Mrs. Norman McNeil, St. Thomas.

Mrs. Gerald Pearson is entertaining this afternoon in honor of Mrs. Kirtland, who is a guest with Dr. W. J. Robinson and Mrs. Robinson Ontario Hospital.

Mrs. S. Rhodes is entertaining at afternoon tea on Wednesday for the benefit of the Lord Roberts Mothers' Club fund for the War Memorial children's Hospital.

Miss Mildred Baker leaves for Toronto next week, where she will continue her study of music with Mr. McHardy-Smith, at the Conservatory of Music, in that city.

Miss Katharine Eastman has returned home from Hamilton, where she was called owing to the death of her aunt, Mrs. J. T. Middleton, wife of Sheriff Middleton.

Mrs. F. J. Greenaway, Mrs. Claude White, Mrs. E. H. Younger, Mrs. J. J. Symes have returned home after attending the meeting of the Provincial Chapter, I. O. D. E., in Brantford.

There was a large attendance at the Badminton Club Saturday afternoon, a number of tea members dropping in at the tea hour. The finals which were to have been played this week will be postponed until after the motor show which takes place in the armories.

Among the gay events which will mark the week before the Lenten season are the Elms' Club dance Thursday evening, the Trinity Chapter, O. E. S., dance Friday night, the Tuscan Lodge dance in the Masonic Temple on Feb. 8, and the grand ball which the Drama League is planning for Feb. 17. It is stated that it has been decided not to make the Drama League ball a masquerade affair this year.

This week, on Thursday, the Campbell Becher Chapter, I. O. D. E., is meeting for two purposes, to elect officers for the ensuing year, and put the finishing touch on plans for the tea on the motor show, Feb. 6 to 12.

Much of the social interest in the automobile show will center in the team room, the other chapters of the I. O. D. E. in the city extending their co-operation. Each day regents of three or more chapters will pour tea, and the tea hostesses have been grouped as follows:

Monday—Tea room convener of Campbell Becher Chapter.

Tuesday—Mrs. Becher, honorary regent; Mrs. E. B. Smith, regent Municipal Chapter; Mrs. E. H. Johnston, regent Lord Roberts Chapter; Mrs. J. J. Symes, regent Nicholas Wilson Chapter.

Wednesday—Mrs. Howard Higgins, Lord Elgin Chapter; Miss Eula White, Princess Patricia Chapter; Mrs. Ram. Trafalgar Chapter.

Thursday—Mrs. F. H. Butler, 7th Regiment Chapter; Mrs. A. Eggleston, Janey Canuck Chapter; Mrs. A. H. Clinger, Overseas Chapter.

Friday—Mrs. E. H. Nelles, regent-elect of Senator Coffey Chapter; Mrs. Ross Thomas, Isabel Hampton Chapter; Mrs. Emerson Nichols, Hugh Niven Chapter; Mrs. R. M. Tass, Loch Lomond Chapter; Miss Margaret McCormick, Sir George Ross Chapter; and Miss Jessie Gillespie, Sir John Carling Chapter, assisting.

Saturday—Mrs. F. Foristall, retiring regent of Senator Coffey Chapter; Mrs. T. C. Duncan, Trafalgar Chapter; Mrs. W. G. Coles, C. E. F. Returned Chapter.

WITH THE BRIDES

SCHNEIDER-ARNOLD.

A quiet wedding took place Tuesday morning, Jan. 24, at St. Ignace Church, Deemerton, when Clara Priscilla, third daughter of Mr. and Mrs. John Arnold, was married to George P. Schneider, Rev. R. M. Haller officiating.

SORE THROAT

IS A COMMON AILMENT. IT MAY BE CAUSED BY A COLD, OR BY A BACILLARY INFLUENZA. IT MAY BE TREATED BY A COLD, OR BY A BACILLARY INFLUENZA. IT MAY BE TREATED BY A COLD, OR BY A BACILLARY INFLUENZA.

DR. THOMAS' ECLECTIC OIL

Milady Faithful!



BY MARIAN HALE.

LONDON, Jan. 29.—London in the main is yet faithful to her black. Vainly do modistes try to lure her from sombre paths to those of sapphire, fuchsia, petunia and glowing flame.

"I will have that frock—but in black," says Madame, and the modiste sighs, puts the glorious colors away and begins the model in black.

But Madame makes up for the somberness of her gown with the brilliance of her jewels! Her arms are literally ablaze with bracelets, some of them wide dog collar bands of seed pearls, chip diamonds and black enamel. Others are fascinating bands of natural color flowers done in ivory and fastened together with slim bands of gold and silver.

The vogue for bracelets comes of course with the sleeveless gown. The graceful gown shown might be effectively fashioned of black velvet with collar, fringe and flower of mulberry. It might also be done in gray with petunia.

WIDE PUBLICITY GIVEN CONVENTION

Many Delegates Expected For London Educational Campaign.

Programs for the educational campaign which will be held in the city at the end of February, under the auspices of the London Union Mothers' Club, will be printed in the course of a few days, and will be mailed to organizations sending delegates all over Western Ontario. Notices of the convention are also being sent to "37 varieties" or more of newspapers in Western Ontario. As a result of the publicity and interest awakened in the convention among home and school clubs, women's institute branches, etc., it is expected that a very large number will attend.

Dr. A. E. Marty of Toronto, Ontario's first woman school inspector, has accepted an invitation to attend the convention and deliver an address. The subject of "Special help for special children" has been given a place in the final draft of the program. Miss May Hay and Miss F. McDowell to be the speakers in this section.

The collegiate orchestra will furnish music.

DO HONOR TO MEMORY OF VICTORIA NURSE

London delegates to the meeting of the Provincial Chapter, I. O. D. E., in Brantford last week had a special reason for being interested in the proposal that the Provincial Chapter in some way do honor to the memory of Nursing Sister Dorothy Baldwin, so far as is known, the only nursing sister who was a member of the order to make the supreme sacrifice in the great war. Nursing Sister Baldwin was one of a number of graduates of Victoria Hospital, this city, who enlisted for overseas service.

One proposal is that the memorial may take the form of naming a chapter of the I. O. D. E. after the heroic girl who gave her life staying faithfully by her patients when the hospital in which she was on duty was being bombed. It is stated that she had been warned, and could have made her escape, but refused to leave the helpless in her charge.

CEMENT.

A paste effective for mending fine china can be made by dampening rice flour with cold water and simmering it gently on the back of the stove until it becomes quite thick. Since the paste is white it scarcely shows in mending.

MURINE You Cannot Buy New Eyes But you can Promote a Clean, Healthy Condition of Your Eyes. Murine Eye Remedy. Keep Your Eyes Clean, Clear and Healthy. Write for Free Eye Care Book. Murine Eye Remedy Co., 9 East 40th Street, Chicago.

DOLLAR DAY TO MAKE BUSINESS DEMAND SOUND

Will Bring Buyers and Sellers Into Closer Personal Touch With Each Other.

PUBLIC WILL UNDERSTAND

Policy of Local Merchants To Restore Confidence That Prices Are Again Normal.

Dollar Day, which will be staged in London Thursday next, Feb. 2, has become a semi-annual event in London, something of an institution. And this year Dollar Day may be regarded as a firm guarantee to the shopping public of the city that London possesses, in its retailers, some of the most alert, up-to-the-minute merchants in the country, merchants who are really alive and abreast of the times, and Dollar Day should really point this out, and impress it as a fact into the confidence of the buying public of the community.

Seldom does the general public grasp the significance of the position that real wide-awake store owners play in the progress of a city or town. It is the stores and their owners in London who, actually, by a lackadaisical slackness that leads to trade stagnation, or by a willingness to keep up the consumer's end of commerce, settle the rate progress of a city. Dollar Day is an effort at progress or business stimulation, which is the same thing.

Merchants Mean Much.

It is the merchants here now in London, and the volume of business that they do each year that decides the advance the city makes. London will not stride forward and be the premier city of Western Ontario, as it is and should be, unless the community co-operates with its retailers, to swell business volume in which case the city's natural position as a trade centre will be taken by some town to east or west.

London stores are capably-managed stores, whose first and foremost aim is to cater to the needs of the individual buyer. Few shops can be found to be behind the times, or said to be without ideas of service of the most efficient description, either in price of goods or quality of commodities. None in London, or very few indeed, lack good staffs, or proper display of goods, or are undervaluing of the fullest patronage from every citizen whose home is in the city.

Attracts Many Outsiders.

London, even now, attracts great numbers of buyers from surrounding districts, the credit for which, without doubt, may be given to the enterprise of the retailers.

It does not often occur to the casual citizen to think of the retailers of London as "our" merchants, yet it is the right of all the community to think of the retailers as "our" storekeepers, and to pride themselves upon the fact that they are men of vision, of broad outlook and of high ideals, as they must be and are, just as much as the citizens have the right to exult over a competent civic administration.

Advertising the Keynote.

London retailers advertise their wares. They push sales and make prosperity. They keep in touch with the trend of trade, the fluctuations of the world's business, and bid strenuously for business by good judgment in pricing their stocks. It requires of the merchants of the city a certain investment not only of their money, but of their confidence in London's innate possibilities of a future to purchase large stocks. They do so in the great faith that London citizens are behind them and will support them in any sacrifice that they make to put the city ahead of other urban centers. The result of this is that when the community responds an appreciable volume of business is secured.

Dollar day will show beyond shadow of doubt that our merchants possess ability and are willing to serve the community and its needs and to serve them well.

All Is Now Ready.

Preparations for dollar day have been on foot for some time. Everything is ready for Thursday's business. The merchants are doing their best to bring the world back to normality. Evidences of a great slump in prices in commodities of all classes and description are foreseen.

It is to the credit of the merchants that they have allowed their price lists to sink with equanimity in order that the total of Thursday's business city, who enlisted for overseas service.

Both the public and the merchants will gain. The public will find bargains and the merchants business. Thursday's prices will go down with a thump and a new record of merchandizing will be established as well as for good buying. Thousands of shoppers will take advantage of the reductions and grasp the big money-saving opportunity.

NIBBLE BOX.

The nibble box has arrived. A nibble box? A small, cleverly ornamented box which Milady may keep near her bed. If she is wakeful during the night, nervous from an overcrowded day, a bite or two of a sweet cake will soothe her nerves and send her off to sleep. Thus the nibble box, with its burden of small, sweet cakes, is fast becoming a part of every smartly appointed sleeping-room.

CLEANING RUGS.

India grass rugs can be cleaned by scrubbing with boiling water in which a handful of bran and a tablespoon of soap powder have been dissolved. Rinse the rugs in clean water and hang them in fresh air to dry.

GRAY'S, LIMITED DOLLAR DAY

THURSDAY, FEBRUARY 2, 1922

PUT YOUR DOLLARS TO WORK!

This is your tip. This is your cue. Put your dollars to work at Gray's Dollar Day Sale. The goods we offer are not old or out of season, but mostly the new Spring Goods just to hand, and specially priced for our Big Dollar Day Sale. (We're out for a record sale). See our Wednesday's advertisement. Read the items of our money-saving bargains. Come early and put your dollars to work at Gray's Dollar Day Sale.

GRAY'S, LIMITED
140 Dundas Street
Phones 115-116

Cynthia Grey's Mail-Box

WISHES SONG FOR FATHER.

Dear Miss Grey,—I am asking you for a song for my father. The name of it is "Two Soldier Lads." It starts: "Just before the last fierce charge, Two soldiers drew their ring, With a parting word and touch of hand, 'We never might meet again.'"

Kindly send a stamped self-addressed envelope, repeating your request, and if the words are sent in the meantime I will be pleased to send them to you.

JANUARY THAW ENTERS.

Dear Miss Grey,—Would you please send me Signet E's address in self-addressed envelope, and the words of "Peggy O'Neil," if you have them in? This is my first letter to you. Would some young girl of 22 like to correspond with me? I will leave my address with Miss Grey. What do you think of my writing "A Happy New Year to All!"

JANUARY THAW.

Am forwarding you Signet E's address, but the words you ask for are not on file. Your writing implies that you are of a very unsettled nature, January Thaw.

CACTUS IN BLOOM.

Dear Miss Grey: Have any of your readers crochet patterns suitable for chair backs or for sewing machines? I should like to get some and I would copy off and return as soon as possible.

Miss Grey, I wish you could see mother's Christmas cactus. It is in bloom and is just beautiful. A NEWCOMER.

I have placed your name on our family list, Newcomer, and if the patterns you refer to are sent in, I shall be pleased to forward them to you. Your mother's cactus must be lovely. They are a wonderful sight when in full bloom, aren't they?

SKATING IS THE RAGE.

Dear Miss Grey: Although it has been a long time since I have written to the mail-box, I always read the letters and find them very interesting.

Could any of the Boxites please send me a few velvet patches? I am making a cushion top, and have not enough pieces. Will pay postage and return favor in any way I can.

How many like skating? It is all the rage around here just at present. Was out skating last night and expect to go again tomorrow night. Am going to a pie social tonight. How many would like to go? Come on "Bep." I know you would, anyway.

Inclosed find mite for S. C. H. P. S.—What day did July 18, 1903 fall on? Thank you.

MISS TOOSEY.

If any reader has any velvet patches for Miss Toosey she may have her address from the mail-box and send them direct. Don't you love skating these sharp winter evenings? The pie social sounds appetizing. I don't remember ever being at one, July 18, 1903, fell on a Saturday.

WHO WILL HELP?

Dear Readers,—Some time ago, there was an appeal in this column from the Campbell Becher Chapter, I. O. D. E., for old woolen underclothing or stockings (but clean), which they are willing to make into clothing for the little stranger that a boxite signing "A Young Mother" is expecting in the spring. The chapter has promised to call for any parcels that are sent to this office, and since they are willing to make the little garments, I think the least we can do is to hunt up some old underwear and stockings and send them to the chapter.

PURITY FLOUR

More Bread and Better Bread and Better Pastry too

Use it in All Your Baking

EAT LESS MEAT IF BACK HURTS

Take a Glass of Salts to Flush Kidneys If Bladder Bothers You.

Eating meat regularly eventually produces kidney trouble in some form or other, says a well-known authority, because the uric acid in meat excites the kidneys, they become overworked; get sluggish; clog up and cause all sorts of distress, particularly backache and misery in the kidney region; rheumatism, twinges, severe headaches, acid stomach, constipation, torpid liver, sleeplessness, bladder and urinary irritation.

The moment your back hurts or kidneys aren't acting right, or if bladder bothers you, get about four ounces of Jad Salts from any good pharmacy take a tablespoonful in a glass of water before breakfast for a few days and your kidneys will then act fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to flush clogged kidneys and stimulate them to normal activity; also to neutralize the acids in the urine so it is no longer irritating, thus ending bladder disorders.

Jad Salts cannot injure anyone makes a delightful effervescent lithia water drink which millions of men and women take now and then to keep the kidneys and urinary organs clean, thus avoiding serious kidney disease.—Advt.

Strong Nerves

Pure organic phosphate, known as Standard Phos. Co., also Anderson & Nelles, and most other druggists at Hittor-Phosphate, is what nerve-exhausted, tired-out people must have to regain nerve force and energy. That's why it's guaranteed.—Advt.

GIRLS! LEMONS

WHITEN ROUGH CHAPPED HANDS

Squeeze the juice of two lemons into a bottle containing three ounces of Orchard White, which any drug store will supply for a few cents. Shake well, and you have a quarter-pint of harmless and delightful lemon bleach lotion to soften and whiten red, rough or chapped hands. This home-made lemon lotion is far superior to glycerine and rose water to smoothen the skin. Famous stage beauties use it to bleach and bring that soft, clear, rosy-white complexion, because it doesn't irritate.

CAUTION: Be careful to inclose the above illustration, and send size of pattern wanted. When the pattern is sent measure, you need only mark 36, 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.

Name
Province
Town
Age (if child's or miss's pattern).....
Measurement: Bust..... Waist

RED ROSE TEA

GOOD! Because Its Fine Qualities Are Protected by the Sealed Package

DOLLAR DAY ANNOUNCEMENT

Barnard's two big show windows will be full of remarkable Dollar Day Specials tomorrow and Wednesday—One look will convince you that when Barnard says he will save you money he really means it.

Can you imagine buying an \$8.50 Rich Cut Glass Berry Bowl for One Dollar?

Well, that's only one of many such offerings for Thursday, Feb. 2—The best Dollar Day London has had yet.

BARNARD'S

"Where Particular People Are Buying Right Now."

Diamond Merchants and Jewelers.
399 RICHMOND STREET, LONDON.