

The Woman's World

The Women's department of the Standard is conducted by Miss Hazel Winter of Fredericton, supervisor of the Women's Institutes and what matter for publication in this page must be submitted to Miss Winter for approval.

Etiquette Of Letter Writing.

As far back as history goes, letter writing has been made use of. The civilization of ancient Egypt was greatly benefited by this means of inter-communication. The Greeks, who were the most highly civilized of any people, communicated very much with one another, and by means of letters, the different colonies in Asia Minor and Italy were kept bound in thought, language and trade with the mother land. Then again frequent mention of letters is made in the Old Testament and what greater writer of letters could we have than the Apostle Paul?

Business Letters.
Letters are of various kinds. We have the business, social and public letters. The importance of business letters cannot be over estimated as business must mostly be carried on through correspondence. Of course before anyone can do any letter writing they must have suitable paper. Of the various kinds of paper manufactured, very few are suitable for letter-writing. The style of paper depends on the nature of the correspondence. Note paper, that is paper with four pages, was formerly used for both business and social letters, but now this is used for social letters only, business letters being written on letter paper, which is made only in single sheets. This paper varies in size from eight inches by ten inches, to nine inches by eleven inches. Although for short business letters, paper of a smaller size, about four inches may be used. Never use less than a full sheet of paper, however, short the letter may be.

In business letters the only color allowable is white, although bills, receipts and other business forms are often written on colored paper. In social letters ladies often choose paper of delicate tints with envelopes to match. While it is not wrong to use ruled paper, yet unruled paper is preferable. Anyone with a little practice can easily write on paper without lines.

Paper Should be of Good Quality.
The paper and all the materials used in writing should be good quality and great care should be taken in the appearance of it, so that it is neat and tidy, because people often are judged by the appearance of their letters. Many people, in applying for positions, are often rejected because of the poor paper and the untidiness of the letter.

Envelopes.
Envelopes must always correspond in size, color and quality with the paper that is used. The envelope should be slightly longer than the width of the envelope. In letters of social correspondence the square envelope is the one used. In business letters, the oblong one. White is the color generally used for envelopes although buff colored envelopes are often used for business letters.

The Six Essentials in Letter Writing.
Each letter consists of six essential parts: The Heading, including the address, date, salutation, body, conclusion and superscription, or outside address.

The Heading.
Includes both the place in which and the date on which the letter is written. In business letters, the heading occupies only two lines, but in social letters it may occupy two or three or even four lines. The heading should begin one inch from the top of the page in business letters, but two inches in social letters, near the middle of the page so as to end near the right margin. In writing the date, the day of the month may either come before or after the month, for example, we may write 3rd May or May 3. The numeral showing the date of the month should not be followed by "rd" or "th" when the year is added.

Digestive Disorders Yield When
The right help is sought at the right time. Indigestion is a torment. Bilioousness causes suffering. Either is likely to lead to worse and weakening sickness. The right help, the best corrective for disordered conditions of the stomach, liver, kidneys or bowels is now known to be

Beecham's Pills
and the right time to take this famous family remedy is at the first sign of coming trouble. Beecham's Pills have so immediate an effect for good, by cleansing the system and purifying the blood, that you will know after a few doses they

Are the Remedial Resort
Largest Sale of Any Medicine in the World. Sold everywhere. In boxes, 25 cents

When the address is complete, it consists of the name, title and residence of the person to whom the letter is written. In business letters the address should be at the beginning of the letter immediately before the salutation, but in letters to intimate friends or relations the address should be placed at the end of the letter and on the left side.

Salutation.
The salutation is the words of greeting that are used in addressing a letter. It is written at the beginning of the letter, but when the address is there and consists of two lines, the salutation begins about one inch to the right of the first line in the second line of the address, but when there are three or four lines to the address it is better to begin the salutation right under the address. The different parts of the address are separated from each other by a comma and a period is placed at the end. The salutation is followed by a colon, although the comma is often used, the colon being more formal.

If the first line of the body of the letter is on the same line as the salutation, the punctuation mark, which ever is used, should be followed by a dash, but when it begins on the line below, the dash is not necessary, and should not be used.

Body of Letter.
The body of the letter is the principal part.

THE DAILY HINT FROM PARIS



Worn at French races. A gown of white lafeta with very long tunic, wide waist and short bolero top. Black velvet hat with jet beads.

Conclusion.
The conclusion consists of the complimentary closing, the signature and the address when placed here. The complimentary closing should be begun on the line immediately below the body of the letter, about one-half of an inch or three-quarters of an inch from the right of the margin. It, like the salutation, should suit the feeling that exists between the writer and the person to whom the letter is written. Both the salutation and it should correspond. How absurd it would be to begin a letter with "Sir" and close it with "Devotedly Yours," or to begin in with "My Dear Friend" and close with "Respectfully Yours."

The signature follows the complimentary closing and begins on the line below it. It should end at or near the right hand edge of the sheet. The full name must be written if the letter contains anything of importance and it should also be written correctly and plainly, so that the receiver will have no trouble in making out the signature.

When a lady is writing to a stranger she should always indicate her sex by prefixing "Miss" or "Mrs."

Superscription.
The superscription or outside address is what is placed on the envelope. The first line contains the name and title, the rest following in order, each item being on a separate line. If the letter is addressed in care of someone else, "Care of" may be placed on the second line. There should

be a comma at the end of each line except the last. To make sure of the return of the letter in case of non-delivery, it is wise to place the address of the sender in the upper left hand corner of the envelope or in the left margin of it. Written by Miss Nellie Stothart, member of the Centre Napan Branch of the New Brunswick Women's Institute.

FORMER QUEEN WHO WILL NURSE ENGLISH SOLDIERS



A PICTURE OF THE BEAUTIFUL QUEEN AMELIE OF PORTUGAL. Queen Amelie of Portugal, has volunteered her services to the British government and will serve as a nurse for the wounded English soldiers.

During the Paly Days of the Roman Empire.

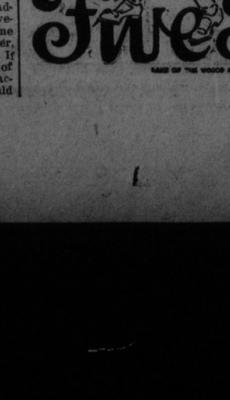
Embroidery in its crudest form is one of the oldest of the decorative arts. It was probably applied to skin before the art of spinning and weaving had been developed, and almost as soon as the use of the needle and thread for joining together skin garments was developed.

Among the primitive tribes of Central Africa the girls embroidered skins with figures of flowers and animals, bright shells and feathers also being used in their decorations.

The Laplander embroiders upon his reindeer garments, with the needle of reindeer bone, thread of reindeer sinews and applique of strips of hide. The blanket of the early American Indians was commonly ornamented with embroidery. Among the earliest of the civilized nations, the Egyptians and Assyrians, the art of embroidery was highly developed as is abundantly testified by the remains which have come down to us.

From the Egyptians the Jews learned the art, and the early books of the Bible contain many descriptions of embroidery. Ancient Tyre and Sidon were famous for the embroidery, as well as other forms of decorated fabrics which they produced. The writings of Homer contain many descriptions of elaborate needlework. The embroidery of the later Greeks and Romans was largely copied from Oriental patterns, and never equalled the originals in quality of workmanship.

CASTORIA
For Infants and Children.
The Kind You Have Always Bought
Bears the Signature of Dr. J. C. Watson



THE BELGIANS' FIGHTING SPIRIT AND HIS CONSORT.



Shown above in the latest photograph of King Albert of Belgium, who is riding at the head of his army of 200,000 men, and the Queen, his consort, who is a full fledged physician. She was Elizabeth, daughter of the Duke Carl Theodore of Bavaria, the famous ecclesiast.

The Indian Women.
Embroider with their own hair and that of animals.

The oldest embroideries among the civilized nations are executed in thread of cotton, wool and linen. The use of silk was a later discovery and was not known to the most ancient embroiderers. It is now considered the material par excellence for effective work. The fineness of embroidery depends upon the fineness of the thread with which it is executed.

Embroidery was developed to the pitch of the greatest elaboration and being at once the most rapid and most showy, became the favorite method of ornamenting personal apparel.

Let us gather into our lives all the pleasure and beauty which we can. As there is a lesson for us in everything, let us learn from embroidery to work into our lives charity, kindness, love and all the graces which make some characters so beautiful and desirable.

Written by Mrs. A. G. Dickson, president of the Centre Napan Women's Institute.

Irons and Irony.
First Caddy to Second Caddy on the green—Why don't you never put back the pin?—Does it make you dizzy looking down these 'oles?—Punch.

The Cause.
Little Willie—"How did you get the red marks on your nose, Uncle Dal?" Uncle Dal—"Glasses, my boy, glasses."

Future Wonders.
Mike—"Phwat do yez tink av the way they have now av shinin' mes'ages without wires or poles?" Pat—"Sure, it's a great invention! I expect now av these days they'll find a way t' travel without lavin' home."

Little Willie—Glasses of what, Uncle Dal?—Western Mail.

Do you eat the best corn in the whole world?

Perhaps you couldn't say off-hand what corn is the sweetest and most nutritious. Then let us tell you—it's the peerless Southern White Sweet Corn which is used in making Kellogg's CORN FLAKES. We don't stop at selecting the best corn. We take only the hearts of it. These "Sweet hearts" are cooked under very high temperature, then rolled into flakes. Then comes the toasting which gives them their rich brown color. Surely, when you buy Corn Flakes, you want the original—which is Kellogg's. 10c per package Sold Everywhere

A Five-Cent "Banquet"
The costliest banquet ever spread for the stuffing of the richest gourmets does not contain as much real, body-building, digestible nutriment as two SHREDDED WHEAT BISCUITS. The food that contains all the muscle-building material in the whole wheat grain steam-cooked, shredded and baked. Two Shredded Wheat Biscuits with milk or cream and a little fruit make a perfect, complete meal at a cost of five or six cents. Your grocer sells it.

Always heat the Biscuit in oven to restore crispness; then pour over it milk or cream, adding salt or sugar to suit the taste. Deliciously nourishing for any meal in combination with berries or other fruits of any kind. Try toasted Triscuit, The Shredded Wheat Wafer, for luncheon with butter, cheese or marmalades.

The Canadian Shredded Wheat Company, Limited
Niagara Falls, Ontario
Toronto Office: 49 Wellington St. East
Ask your druggist for it. If he cannot supply the MARVEL, write to us, other, but send stamp for illustration. Particulars and directions invaluable to ladies. Write to SUPPLY CO., Windsor, General Agents for Canada.

WHOLE BODY SOLID RASH

Thick, Fine and Red, Agony of Itching and Burning Frightful. One Cake of Cuticura Soap and Box of Cuticura Ointment Cured.



Lower Onslow, N. B.—"At first I thought my child's trouble was his teeth. The whole body was a solid rash and at the arm pits and elbows and the neck it was a very thick fine rash, red in color and intensely itchy and burning. The skin just wiped off leaving a raw sore with little spots of yellow matter in them. Each side and looked like a ruff. His toes broke out in little yellow pimples and the bottom of his feet did the same and he would say he could not walk, that there were pins sticking in his feet. The agony of itching and burning was something frightful. If he sat a chance he would scratch the skin right off and make a sore, but to prevent that I made mittens for him out of cotton. Every night from twelve o'clock until three the morning he would have to be taken up out of bed and rocked, his sufferings were so bad. With no permanent cure in sight I got the Cuticura Soap and Ointment. The first night the child slept the whole night through, the first night for four months. I am thankful to say the cure was completed and I just got one cake of Cuticura Soap and one box of Cuticura Ointment." (Signed) Mrs. Samuel Higgins May 17, 1913. Cuticura Soap and Ointment sold everywhere. For liberal free sample of each, with 32-p. book, send post-card to Potter Drug & Chem. Corp., Dept. D, Boston, U. S. A.

Magical Effect of New Face Peeler

To maintain a clear, white, youthful complexion, there's nothing so simple as using the New Face Peeler. It removes the cold wax, which you can get at any drug-store. Just apply it to the skin as you would cold cream. In the morning wash it off with warm water. It never irritates the skin, and it keeps the skin soft and healthy. It causes the old wrinkles to disappear, and the fresh young under skin to come out. It is a beautiful, refreshing, and free from any artificial and harmful ingredients. It is a marvelous complexion-renewing secret long ago.

WOMAN SICK FOR YEARS
Wants Other Women to Know How She was Finally Restored to Health.

Hammond, Ont. — "I am passing through the Change of Life and for years had hot flashes very bad, headaches, soreness in the back of head, was constipated, and had weak, nervous feelings. The doctor who attended me for a number of years did not help me, but I have been entirely relieved of the above symptoms by Lydia E. Pinkham's Vegetable Compound, Blood Purifier and Liver Pills, and give you permission to publish my testimonial." — Mrs. LOUISE BRUCE, Sr., Hammond, Ont., Canada.

New Brunswick — "I can highly recommend Lydia E. Pinkham's Vegetable Compound to any suffering woman. I have taken it for female weakness and painful menstruation and it cures me." — Mrs. M. DEYENS, BARRON, Harve, Bank, N. Brunswick, Canada.

Lydia E. Pinkham's Vegetable Compound, made from native roots and herbs, contains no narcotic or harmful drugs, and to-day holds the record of being the most successful remedy for female troubles we know of, and thousands of voluntary testimonials on file in the Pinkham Laboratory at Lynn, Mass., seem to prove this fact. Every suffering woman owe it to herself to give Lydia E. Pinkham's Vegetable Compound a trial.

If you want special advice write to Lydia E. Pinkham Medicine Co. (confidential) Lynn, Mass. Your letter will be opened, read and answered by a woman and held in strict confidence.

GOLD WATCH FREE
A watch of gold value \$100.00. People all over the world are interested in this offer. Write to us for a free trial. We will send you a gold watch if you send us a small amount of money. The watch is yours for good. Write to us for a free trial. We will send you a gold watch if you send us a small amount of money. The watch is yours for good. Write to us for a free trial. We will send you a gold watch if you send us a small amount of money. The watch is yours for good.

EVERY WOMAN
is interested in this offer. Write to us for a free trial. We will send you a gold watch if you send us a small amount of money. The watch is yours for good. Write to us for a free trial. We will send you a gold watch if you send us a small amount of money. The watch is yours for good.

THE MUSHROOM AND ITS CULTURE.

(The Eastern Farm and Home.)
The cultivation of mushrooms has lately become of commercial importance owing to the high prices which have been obtained both in Canada and the United States. In most European countries, the gardeners and florists have long been successful growers. The growing of this crop is rather uncertain. While I have no desire to discourage anyone from undertaking the cultivation of this valuable fungus, it should not be attempted on a large scale by amateurs until they have become thoroughly acquainted with all the details, which require very careful attention.

The condition under which mushrooms may be successfully grown are limited, therefore much care is necessary from the start. In a good many cases, failures can generally be traced to the reckless disregard of conditions or to wrong ideas as to the cultural requirements. They are usually due to (1) poor spawn, (2) unfavorable temperature, (3) very poor material or manure, (4) too heavy watering during the early stages of growth. They should be grown where conditions can be controlled, and success should then be inevitable.

Mushrooms may be grown to advantage in sheds, caves and cellars. Very often the vacant spaces beneath greenhouses benches are utilized. Where the conditions of temperature and moisture are favorable this would be a good place in which to grow them.

Perhaps the most important factor is that of temperature. I have found the best temperature at which to grow the valuable crop to range between 55 and 59 degrees Fah. If we have sudden changes this will retard the growth, and a very heavy watering will destroy a white house full, thus greatly decreasing the profits of the mushroom crop.

The most important factor is the moisture. A very damp place or one that has water dripping from the ceilings or walls is very undesirable. But a fairly moist condition of atmosphere should be maintained through out the entire season of growth. There should also be proper means of ventilation to control it.

A cellar or some similar construction is generally used for the growing of mushrooms where the temperature and moisture are more easily controlled. If artificial heat is required to maintain the proper temperature, it

With Every
of bread you make will be successfully, you will not didn't try it before. Now RECOGNIZED FLOUR now, and avoid baking-day trouble. Too many cooks spoil the flour. Don't you make this mistake. Success in baking by using our flour acknowledged to be the most uniform flour sold. Get a barrel from your grocery, we'll refund your money. The St. Lawrence Flour Mills Co.

Weak Nerves
Don't let your health — don't remain Weak. Down! Let us give you new blood, new nerves, a tonic, a rest, a nerve food, a delicious beverage gives new rich nerves to the less, new vitality, new life to the only Wine Tonic not containing...

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Close 6 cents stamps for postage. COLEMAN & Co., Ltd. For sale in Canada regular supplies from all leading S... WINGAR... Recommended by over