

# The Woman's World



THE Woman's department of the Standard is conducted by Miss Hazel Winter of Fredericton, supervisor of the Women's Institutes of New Brunswick, and all 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, seeing that everything 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.

In business letters, a tough, durable paper is used. Some people prefer paper with a slightly roughened edge. Never use thick paper that allows the ink to spread.

### 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. Never use this envelope in business correspondence, but 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. In 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 year, for example, we may write 23rd May or May 23. The numeral showing the date of the month should not be followed by "rd" or "th" when the year is added.

In replying to an undated letter, especially a business one, it is right to call attention to the fact that the letter was without a date.

## Digestive Disorders Yield When

the right help is sought at the right time. Indigestion is a torment. Biliousness 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 relatives 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 the first line of the letter. It is written, if there is no address at the beginning it occupies the place of the address, 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 tulle with very long tulle, wide waist and short bolero top. Black velvet hat with jet beads.

capal part. It may be begun on the same line as the salutation or on the line below. A margin varying from one quarter of an inch to three quarters, according to the width of the sheet, should be left on the left side of the sheet. The margin should be the same width throughout the entire letter.

### 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 is 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."

Next comes the address when written at the margin on the line below the signature. The punctuation and arrangement of it are the same as when written at the beginning.

### 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 Stohart, 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 ANNE OF PORTUGAL.

Queen Anne, of Portugal, has volunteered her services to the British government and will serve as a nurse officer having been accepted. It is probable that the widow of the slain Portuguese ruler will be attached to the staff of Devonshire House.

### EMBROIDERY.

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 Indian 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.

### The People of the Orient.

They continue as in ancient times to excel in the art of embroidery. The Chinese are perhaps the most elaborate hand embroiderers of modern times; their best work is upon silk. The figures are either in colored silk alone or combined with gold and silver thread; sometimes the figures of men, horses, dragons, and the like are outlined in gold cord and filled up with shaded silk. The Persians, Turks and Hindus use, besides silk and gold silver beads, spangles, pearls and precious stones. Some of the Oriental embroideries include a still wider range of materials.

Feathers are largely and very tastefully employed, and also the skins of insects, the nails, claws and teeth of

## CASTORIA

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

There are the golden cradles, leaves that fill the kitchen with the aroma of fresh-baked hickory nuts—See the eager kiddies follow their noses to table. To-day—Bake with Five Roses Flour.

Not Bleached Not Blended.

MADE BY THE WOOD BAKING CO., LIMITED, CANADA.

THE CANADIAN SHREDDED WHEAT COMPANY, LIMITED

Niagara Falls, Ontario

Toronto Office: 49 Wellington St. East

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## THE BELGIANS' FIGHTING ATTITUDE 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 ecologist.

animals, nuts, pieces of fur and skins of serpents are among the materials drawn upon. Coins which are commonly used as ornaments of the hair of unmarried women are also worked into the embroideries on their dresses.

### 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.

During the Paly Days of the Roman Empire.

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.

During the closing half of the nineteenth century, machine embroidery was developed to a pitch of great mechanical perfection, and various machines have been devised for this purpose.

### Teach the Girls to Embroider

Some may say we have no time for embroidery, and should teach our girls something more useful. I claim for embroidery that it is more useful than we, perhaps, realize. It cultivates a taste for the beautiful, it is a pleasant work into our lives all the pleasure and beauty which we can.

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

This tissue of the life to be woven in colors all our own. And in the field of destiny. We reap as we have sown."

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

THE ORIGINAL AND ONLY GENUINE Beware of Imitations Sold on the Merits of Minard's Liniment.

There are the golden cradles, leaves that fill the kitchen with the aroma of fresh-baked hickory nuts—See the eager kiddies follow their noses to table. To-day—Bake with Five Roses Flour.

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### Iron 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' mesagets widout wires or poles?" Pat—"Sure, it's a great invention! I expect wan av these days they'll find a way t' travel widout lavin' home."

### Uncle Dal!—Western Mail.

### Little Willie—Glasses of what.

Uncle Dal—"Glasses, my boy, glasses."

### 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.

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## 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 we thought my child's trouble was his teeth. The whole body was a solid rash and at the arm pits and elbows and on the neck and face. It was a very thick fine rash, red in color and intensely itchy and burning. I got him just wiped off leaving a raw sore with little specks 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 got a chance to 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 in 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.