MOMEN'S HOME AN MAGAZINE PA

Why Does My Composition Require Such Polishing?

ditor "Women's Department" Tells Inquirer and Other Contributors Who Help To Make the Page Interesting Why Printed Reports Are Frequently So Different From Manuscripts Submitted - Says News-Writing is Just Like Cooking.

ch polishing?

oubtless, a number of our other man. The reason is that there is the truth is the madness of a news- wanted. That is the foundation of as in dressmaking, cake-baking, se-building, piano-playing. One y be a "born milliner" (and withhe divine gift, supreme achievent is not possible), but no one can truly great cook, pianist, singer, iter, without following definite that govern these arts. Newsnering is an instinct with som

ift, but, it can be vastly improved pruning and otherwise cultivating. Climb Out of Rut. he first thing to decide in writing eport for Western Ontario woa's activities or any other part of newspaper is what constitutes s. It isn't news to say that the eting opened in "the usual way," with the singing of "O Canada," hem or Doxology." clated with every meeting. It petite. news to say that the secretary

ople, as in the case of the inquirer o writes, "Does my composition

nire so much polishing?" Style writing is also, to a great extent.

ews consists in new features, the at is worth knowing. But, in con-

ant fact, the decision reached. emparative values and order count necessary adjectives. uch in making a successful rea tablespoonful of salt when the torializing habit." e distinctly says a pinch of salt gs the speaker had to say about out, nary a word does the reporter She gives, instead, "a pinch of ter and a tablespoonful of salt," sends along her report, all out PROPORTIONED.

Get It Across.

Western Ontario women's ac-

correspondent to our Western | tivities column is, first and foremost tario women's activities column a news column. The first essential o sends in most interesting and in writing news is to tell news in y reports asks the question, the simplest, most direct fashion, making it, at the same time, as in-

teresting as possible. A secretary's report may be lued correspondents wonder the model of accuracy. But the num-ne thing when they see the dif-ber of times in a full program meetnce between the item in print ing that there is a motion to "accept the manuscript they sent in." the manuscript they sent in. the minutes as read," is evidence that to the public, many times, "for the said report is considered a neys that are queer and for tricks cessity in the interests of law and t are strange, the heathen editor order, rather than a feature that will peculiar," be that editor man or add interest and enjoyment.

per person of experience. In good reporting. But that truth must her words, there are "ropes" to be presented in a way which will w in writing simple news items, catch the attention and hold the in-

> Write real news. Write it while it is news. Write it on one side of the

paper. Keep in mind comparative

Tell your story clearly and concisely.

Don't editorialize. Let your story speak for itself.
Tell what you would like to

hear yourself if you weren't at

This applies to a four-line eport as truly as to one that spreads

ver a column or more. The merchant who wants to sell his goods must possess the trick of The writer who displaying them. he "Maple Leaf." It isn't news to wants his or her news to get across Mrs. T. C. Dunc that it closed with the "National to the public must display it ade-Those are quately, in other words, garnish it ngs the public takes for granted so it will appeal to the mental ap-

Ever notice how often in a report the minutes and these were that appeals as good the main thing That's what secretaries is said in the first sentence or para-

Does a women's institute branch second is that the readers may know president, Mrs. Talbot; de to sew for the War Memorial at least the most important thing dents, Mesdames J. H. deren's Hospital or make a do-ion to Russian relief?" That is through lack of space to cut out all Millson; recording secretary. Mrs. to Russian relief?" That is through lack of space to cut out all this necessary through lack of space to cut out all the rest of the story.

Subject, or a debate held?" Make It Up-To-Date.

Another law almost as binding as tion with a debate, it is important that of the Medes and Persians for and Mrs. C. E. German; superintenstate the subject, and which side good news-writing is to tell the news, dent Christian stewardship, Mrs.

1. If any unusual arguments have the whole news, and NOTHING BUT Charles Deacon; strangers' secretary, presented other people will like THE NEWS. In other words, editorihear about them. A decision alizing is absolutely out of order. meeting, Mrs. W. H. Braddon; alterning is always now to the second of the second o always news, yet, Some newspaper purists are so strict perienced and lay reporters fre- on this point, they will scarcely pereverything but the im- mit their poor reporters the use of the year, the treasurer made the the most harmless and descriptively-

One reason why pruning is done to No woman of such an extent to some of the corsense takes a pinch of butter respondence is because of the "edi-That is the chief sin, so far as the

a tablespoonful of butter. But Western Ontario women's activities intelligent woman will write a corner is concerned, of the interestort telling all about the secre- ing correspondent who asks, "Does 's minutes, "O Canada," "God my composition require so much the King" and who played the polishing?"

no, then tuck in as an afterught, apparently, that the chief
ture of the meeting was a paper
ture of the meeting was a paper
the district president on the sub"Are Our Farmers' Wives Preed For the Municipal Franchise?"

objectionableness of padding, is the
space problem. Why, even popular
Cynthia Grey has been crowded and
cynthia Grey has mers' wives all over Western On-o would like to know some of the on account of the space bugbear. article from the National Geographi-cal Magazine, telling of a visit of in-vestigation paid by an American ex-

But we want them to be REAL

NEWS, CONCISE, CLEAR, WELLup-to-date in a monthly or quarterly

DATE. A meeting two weeks past may be two editions daily.

success.

Plan Memorial

For Mrs. Tilley

The subject of memorial for the

late Mrs. Tilley, one of the enthusias-tic pioneer workers in the King's

Daughters in London, was discussed with interest at the annual meeting

and rally held Monday evening in St. George's Church school house, West

London, of the London City Union of King's Daughters. The form of

memorial favored was a reading desk

was much interested, to be used for

Miss Ella Davis presided, Miss Can-

up largely of reports, a social hour

was enjoyed, the hostesses, the Golden

Links of St. George's, serving re-

CAPTURE PRIZES

Baby Margaret

Five physically efficient babies of

FIVE FINE BABES

ried off the laurels for little

Harrison, 41 Garfield avenue, captured

the honors for best baby over 18

months, and Baby Leslie Goldie, 315

Simcoe street, made the greatest pro-

week," but several pairs of prepos-

their claims to special notice that

finally it was decided to arrange a special class for them, Margaret and

Alma Tapp winning first place.
At Rectory Street School only one

result is available. Edith Marshall,

928 Princess avenue, captured the

prize for best baby under 18 months.

An average of 70 babies has been ex-

amined at each of the three well-baby

Western Ontario

Women's Activities

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

CRUMLIN W. M. S.

ng of the Kintore Women's Institute,

gram for June 2, when this institute

will visit Thorndale W. I. On May

31, Embro W. I. is expected to visit

ZONE WOMEN'S INSTITUTE.

and the results of the lecture are

in a keener interest in this branch

of mixed farming."

Kintore and give the program.

Mrs. Alex. McDonald.

under 18 months.

of a year ago.

clinics.

Mrs. W. E. Millson, president of the London District Methodist Ministers' Chaulmoogra plantation in the Fail to Arrive—Fourteen Wives' Association, strongly advo-cated practical outside work in addition to the supremely important years, to be used for treatment of Bible study for organized adult Bible lepers within American territory. ferred specifically to assistance given the War Memorial Children's Hospisuch a worthy cause. In the discus-sion which followed, among those taking part were Mesdames Lucas, George Dewey, Hedley. Mrs. Creasy delighted with a solo. Following the business part of the meeting, which was held in Dundas Centre Methodist.

tending their grateful thanks to Willer frid Shortt, the members of his 40-better than expected." Instead of piece orchestra, and Rev. G. Q. Warner, and a) who generously assisted in making the entertainment such a states there will be fourteen to step Church, afternoon tea was served, Mesdames Godwin, Colling and Misson acting as hostesses.

M. C. EXECUTIVE MEETS.

At the meeting held Monday even-ing in the Technical School of the executive of the London Union Mothers' Club, the president, Mrs. John A. Rose brought up for discussion suggestions from the recent convention of the Ontario Federation of Home and School Clubs.

ABIGAIL BECKER CHAPTER. Abigail Becker Chapter, I. O. D. E., which has been devoting a generous share of time to sewing for child welfare, decided at the May meeting, to be presented to Victoria Home, held Monday evening at the home of an institution in which Mrs. Tilley

the secretary, Miss Kate Fraser, 77 Stanley street, to sew for the remain- the services held there. der of the season for the War der of the season for the war Memorial Children's Hospital in view nell giving the Bible reading. Memorial Children's Hospital in view nell giving the Bible reading. of the need of getting supplies made! At the close of the business, made of the need of getting supplies made up at an early date. In the absence, on account of illness, of the regent, Mrs. T. C. Duncan, Miss Florence

RAISES \$754.74.

Mrs. W. J. Weekes was unani-ously re-elected to the presidency at the annual meeting held on Monday afternoon of the Women's Missionary Society of the Dundas Center the Victoria School district clinic can There are two reasons for this. Methodist Church. Other officers for the first is to arrest attention. The the ensuing year are: Honorary Announcement has been made that in the the recent of the rec dents, Mesdames J. H. McMechan, less than five tots scored such splen-Heber Gibson: corresponding secre- Jack Biggs, 20 Cathcart street, cartary, Mrs. J. Parnell Morris; treasuers, Mesdames George Copeland While all returns are not yet in for

gratifying report that contributions have amounted to \$754.74. An interesting program feature

was a missionary pageant, presented by six young ladies of the league, Misses Helen Hardy, Mildred Pocock, Marjory Tanton, Dorothy Lettney, Thompson and Charity Webber.

HEAR OF WORK FOR LEPERS. "Home talent" presented an exceptionally interesting program at the

n account of the space bugbear.
We want reports, the more the merbert to Burmah to study the Chaulmoogra treatment for leprosy, of his

publication, but it is hopelessly on And we want them to be UP-TO- the shelf and should be in the wastepaper basket in a newspaper with

Fog, Weather Hold Up Party

Fail to Arrive—Fourteen Coming.

Fog and weather have been re-sponsible for holding up the eagerlyclasses, especially young women's Mrs. John Marr read an article on classes, in delivering an address before the association at the May meeting Manday on the subject of hards. ing Monday, on the subject of her ex- tary, in work among lepers in China London under the supervision of the periences as a teacher. She pointed out that the practical work is interesting to the girls, and, further, esting to the girls, and, further, affects the state of the supervision of th affords them a means of self-expression in service for others. She resion in service for others. She reThe sum of \$111 was cleared by the the Metagama, on which they, with of others sailed, had been Good Cheer Club at a Sunday even- a number ing concert held under its auspices prevented from making port, owing to tal by a class of her own, and the joy occasioned by raising the money for such a worthy cause. In the discusjective of \$1,000 had previously been to "personally conduct" them to Lon-

reached. The club members are extending their grateful thanks to Wil-For once "things are turning out in and help bear household burdens, and make homes the brighter (it is

> "Have you places for them?" the Women's Department of The Advertiser asked the adjutant. Places?" he exclaimed.

nough for the next two parties." While the Salvation Army has been bringing out household workers to Toronto and other Canadian cities for some time past, this is positively the first experiment where London is concerned, and the first experience the adjutant of the new domestic lodge in handling such a situation. Where did the girls get their train-

ing and experience? The adjutant does not know till he meets and hears from them. He understands, however, that they have been in service before coming to Canada, In any ease, they have been carefully se-

Mrs. R. M. Tagg is

Miss Dorothy Dickerson is in To-

onto visiting friends. Mrs. Joseph Pocock was in Sarnia

ast week, the guest of Mrs. Flora Vina Pearson, Belgrave

venue, has returned home after a month's visit in Exeter. Miss Florence Wilson has returned

from Toronto, where she has been the guest of her brother, Charles Wilson. Misses Kate and Alice Norton of gress during the year. Even his own York street spent the week-end with Mr. and Mrs. W. J. McAllister, Mt. nother, looking at the chubby, rosy infant, can scarcely believe he was the pathetic, under-nourished mite Brydges.

of Mrs. J. Rigney of This year there were to be no prizes Kingston, Mrs. W. J. Robinson is entertaining at a bridge Tuesday for twins at the clinic examinations, which are taking the place of "baby sessing twins arrived, so confident of

> ing a few days in Chatham, guests with Mr and Mrs. Robert Scott, Richmond street. Mrs. Dulmage and Mrs. Charles E.

Mr. and Mrs. Alex Reid are spend-

Wheeler were called to Montreal on Monday, owing to the serious illness of Mrs. Sidney Dulmage.

Mr. and Mrs. T. H. Purdom, Jr., for New York and Atlantic City, where they will spend two or three

Miss Madelyne Sharp, 869 Wellington street, is visiting in Toledo, the guest of her aunt, Mrs. H. Clough, and is going from there to Akron, where she will visit her cousin, Miss Lillian Dixon.

Miss Norah Carlisle of Detroit, a Very interesting papers were given by Mrs. W. Smith and Mrs. R. F. visitor in town during the past Matthews at the Easter meeting of month, the guest of Mrs. T. C. Dunthe Crumlin W. M. S., which was can, is suffering from an attack of held at the home of Mrs. John Wills. A piano solo by Alison Cation, and will be unable to leave for seva song by Edna Wills were much eral days. enjoyed. At the close of the meeting tea was served by the hostess.

Mr. and Mrs. David Milne, Sarnia, announce the engagement of their KINTORE WOMEN'S INSTITUTE. INTORE WOMEN'S INSTITUTE. daughter, Margaret Leys, to Mr. Thirty-six attended the April meet-Frederick St. Clair Fisher, Hamilton, son of Colonel Charles E. H. when a splendid program was given Fisher and Mrs. Fisher, of this city. as follows: A paper by Mrs. C. Yake; The rone by Mrs. J. Bradshaw on "Beauti-June. The marriage to take place early in

fying the Lawn"; one by Miss Lenora Relatives and friends of Mr. and Armstrong, "Conservation of Health"; information re the hospital work by Mrs. W. Cooke of Lambeth, formerly Mrs. John Henderson, and a vocal of London, who are leaving for Engduet by Mrs. (Dr.) McDonald and land, gave a party last week to wish them bon voyage. Mr. and Mrs. Bed jackets were brought in by the Cooke are sailing from Montreal members made up to send to the May 5, on S. S. Montcalm, on an ex-Sick Children's Hospital, while over 60 were taken away to be made be-ing feature of the evening was the fore the May meeting. A committee presentation of a club bag to the was appointed to arrange for the pro- guests of honor.

A jolly event, enjoyed by twentyfour girls and boys, was a party given the end of the week by Mrs. Will Orchard, Beaconsfield avenue, for her son, Master Wilfrid. Progressive Members of Zone Center Women's crokingle occupied the first part of Institute turned out in full force to the evening, Rose Boatman and Eric hear the demonstrated lecture on the Jarvis capturing the prizes. Supper culling of hens given by Kent was served in the dining-room at a County's agricultural representative, large table, centered with American W. Smith of Chatham. The cor- Beauty roses, in a silver basket. Blue respondent of this institute com- birds, and the favors, dainty baskets ments: "They were not disappointed, filled with sweets, also added charming decorative touch. Mrs. G. already apparent in the community A. Young, Miss Ethel Quick and Miss Adeline Orchard assisted in serving.

The dolls' party, given by the The meeting was held at the home of Mrs. Peter Weaver, and to the Senior and Junior Mission Circles of executive was added a second vice- Askin Street Church at the home of

GRAY'S, LIMITED

STORE HOURS: 9 A.M. TO 6 P.M.

Our Wednesday Sales

Begin Tomorrow Morning at 9 a.m.

We are determined to outdo our Famous 1921 Sales. Scan this list---they will surprise you. Be here early is our advice.

Third Floor.

Six Dozen

HOUSE DRESSES

Dark print, one or two piece

style, assorted styles, regu-

lar \$1.50. On sale Wednes-

79c

Ten Dozen

POLLY PRIM APRONS

"Seconds"

Ginghams and Chintz, also

Print Aprons. On sale Wed-

49c

Four only

MISSES' TAFFETA

DRESSES

Embroidered or tucked, in

navy and brown, sizes 16 to

20 years. Sale price Wed-

\$10.00

Five only

LADIES' ALL-WOOL

VELOUR COATS

Half silk lined, trimmed

with silk stitching, in rein-

deer, sand and copen shades,

regular \$22.50. On sale

\$15.00

Two only

Wednesday at

day, each

nesday, each

nesday

Main Floor.

15 DOZEN BRASSIERES

Bandeau style, closing in the back. On sale Wednesday,

29c

Ladies' Summer Combinations

Fine ribbed cotton, short sleeves, cumfy cut or sleeveless, plain or fancy yoke. On sale Wednesday morning, a

50c

SILK HOSE Grey, brown, white, navy,

lisle top, spliced heels and Sale Wednesday at, a toes.

69c

Three only Children's

Tweed Coats Belted styles, sizes 6, 8 and 10 years. On sale Wednes-

day at

\$3.95

Two only NAVY SERGE SUITS

embroidered, sizes 16 and 18. Sale price

RAW SILK

SPECIALS

We have received a ship-

ment of natural colored Raw

Silk, 33 inches wide, to be

put on sale Wednesday

59c

morning at, per yard

\$10.00

NAVY SERGE SUITS Trimmed with military braid, sizes 18 and 20. On

\$14.95

1,000 YARDS OF ONE-YARD WIDE WHITE COTTON

On sale Wednesday, a yard

15c

TOWELS. Honeycomb or twill. On sale Wednesday morning, each

5c

Third Floor.

Misses' All White or Colored Collar

Balkan Middies Braid trimmed, short sleeves, sizes 14 to 20. On sale Wednesday

\$1.50

LADIES' AND MISSES' Balkan Middies

With detachable serge collar, short sleeves, sizes 14 to 20. Sale price

\$2.00

Two only Bromly Dresses

Of all-wool flannel, middy with long sleeves, collar and cuffs of white flannel, skirt pleated, in browns, Sale

price Wednesday \$9.75

Children's Raincapes

With hoods, light summer weight, plaid lining, silk finished rubber, sizes 6 to 14 years. Sale price Wednesday

\$2.69

ALL OUR SPRING SUITS are being offered at exceptionally low prices for Wednesday sale, 25 to 40 Per Cent off.

500 Yards PURE LINEN TOWELING Red bordered. On sale Wed-

nesday, per yard 25c

JAPANESE BLUE-PRINTED CUSHIONS Washable, fast colors. On

sale Wednesday, each

39c

GRAY'S, LIMI

AGENTS FOR THE BUTTERICK PATTERNS, THE DELINEATOR AND THE BUTTERICK QUARTERLY.

Birds Singing --- Buds Bursting ---Spring Flowers---HOUSE CLEANING TIME---

The Parisian service helps you while you sleep-because we take away the heavy and toilsome work of cleaning your carpets, rugs, eiderdown comforters, blankets—in fact, anything in the house that will wash, dry clean or dye. A laundry plan to fit any pocketbook. Our service wagons pass your door nearly every day. Call

SOMEWAY AND SOMEHOW

THE PARISIAN SHOULD LAUNDRY

president, Mrs. H. Lunn. Misses GibMrs. F. A. Clark, Euclid avenue, was
son and Harrett were appointed a successful affair of Saturday afmany guests to the tea room, where ant. As this meeting concluded the
many guests to the tea room, where ant. As this meeting concluded the
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son and the son and Harrett were appointed a successful affair of Saturday affair

"Say It With Flowers" BY WIRE THROUGH

WEST F ora Co.

MILLOM HATT

DANISH POTTERY-A



HETHER on the street, at church, or amid the gay throngs on terrace or beach, what a world of satisfaction to know that not another woman will have a hat like yours. This satisfaction is yours when you wear a Gainsborough-for every model is individual. Your Gainsborough will be yours only. Into every Gainsborough model goes the best materials, the daintiest handiwork, and the smartest interpretation of the latest approved Paris and New York fashions. At the best shops, and more exclusive salons, you will find Gainsborough models, suitable for every occasion. Look for the Gainsborough label-it is in the lining of Look for this Label Imparts Distinction Emphasizes Personality Sainsborough Millinery