

# WELL-PAID WOMEN BUY NEW CLOTHES

New York.—A wounded Anzac had come to America to lecture. He bore some honorable scars on his body, which were symbolized by stripes on his arm. A woman touched the stripes and asked what were his worst wounds. He described one, which was a clean hole made by a bullet. In his informal Anzac manner, he asked if she would like to see it. She would. So would everyone else at the luncheon. So he showed her the bullet hole below the collar bone.

"How very disappointing!" she exclaimed. "I expected a great gash."

The Anzac buttoned his collar thoughtfully, and turning to the table said: "Now, I ask you, what are we going to do, with women if they begin to expect so much of men in this war?"

And what will they do with them? Men have begun to expect so much of themselves, that the situation is the most vitally interesting thing on this planet, next to the war, observes a distinguished fashion writer.

Women are gaining so much more by this war than they ever demanded, that many are puzzled and some are near-hysterical.

Once we were a contented race; then we became an unquiet sex; then we became a restless force; and then we became a militant power.

Those with the keenest visions saw ahead of them a long struggle. They



Black satin, tulle and lace. There is a long tunic, which starts with a pointed bodice built of the satin and swings free over a tight petticoat of black Chantilly lace. There is a shawl of black tulle, which stands well away from the shoulders and reaches to the elbows.

outlined the propaganda of self-education for women; they lectured to men and of men concerning what we should have in the way of industry and commercial opportunity. Whenever men said that we were not sufficiently educated to take over the commercial burdens of the world, we retorted that we would never be educated if we did not begin to study.

**Women Spend More Money.**  
Of one thing the prophets are sure; that women, making money, will spend more. Not having to ask for it, they will cease to be petulant about it.

## COLORS FOR THE RAINY DAYS

Red, Golden Brown, Purple, Bright Shades of Blue and Green Are Cheerful.

"If we give but a few minutes to the selection of our clothes for rainy days, we can add with our dress much of the warmth and cheerfulness that is lacking in nature," asserts a student of attire. "Bright-colored dresses are appropriate, and give a pleasant note to otherwise gloomy surroundings."

"If one must go outside of the home in rainy weather, high shoes with rubbers, a short dark skirt which does not soil easily with rain and mud, a raincoat, a rain hat, and dark gloves should be worn. However, a bright-colored tie or blouse will give a warm note to the costume when the wraps are removed.

"Red is a color of warmth, and looks well on rainy days. Golden-brown, purple and bright shades of blue and green are cheerful colors. Dull grays, blues and greens should be worn only on bright days. Light

When a woman knows there are three thousand jobs open to her and that she can command as good a salary as the man she sent to war, she is not going to be niggardly about getting new clothes, enjoying herself and re-furnishing her house.

Human nature never changes, no matter what else changes on this planet, and spending will be a woman's antidote to hard work. If she has been repressed in the matter of buying attractive things for the house or for her body, she will go out and gorge herself on those things when the first freedom from debt gives her a buoyant feeling of happiness.

The business of feminine apparel should always have been attended to by women, not men. This channel of activity is being directed to its right course. A million or more men on this continent, who are mixed up in women's apparel, will have to give up their places to women, who have an instinctive knowledge of what other women want, and do not want. With training, which will give them a cool head, a smooth tongue and the ambition to rise, they will make admirable clerks, floorwalkers, heads of departments buyers and shopkeepers.

It is toward the apparel business that they are rapidly drifting. That is their desire, and all their preliminary training of the centuries has fitted them for this particular sector of industry. Being in the business, they will spend more money on clothes, and they will influence the expenditures of other women.

It is useless to tell women that they must not buy clothes. The reformers mean well, but they are planting seed on barren soil. There must be some pleasure in this world, or we would all go mad with the pain and anxiety of it and if you ask three million women to work for their living, you must give them the chance to deck themselves out in a bit of gay plumage and go out and eat and laugh; otherwise, they will become useless for all service, patriotic or industrial.

### Demand for Evening Clothes.

Let me tell you an odd thing about this development of women's work, which has been brought about not only through their service in paying positions, but in war relief work.

It is the growing demand for evening clothes by women who have heretofore never indulged in them. We are only following in the footsteps of human nature as it has asserted itself in France and England during the last eighteen months. Paris has shown an extraordinary interest in this development, and the London thinkers and merchants have found it to be an engrossing by-product of the war.

Evening dress has always been a thing for the luxurious. It has been indulged in by those whose lives were more or less given to leisure. Millions of women have not considered it necessary to change their somber street clothes into low or half-low, fragile ones for the evening meal or evening gayeties. The street suit, with a few changes, has served during the waking hours. The shirtwaist and sport skirt have filled in the rest of the service needed.

But this condition no longer exists in Europe, and it has changed in America in the twinkling of an eye. Why?

Women have more money; they have more opportunities; industry, charity, war relief, hospital service and committee work have brought women from the depths of social obscurity into hourly contact with those who lead fashions and live leisurely lives.

All of this has lifted the art of dress instead of degrading it. It enlivens life; it brightens the prospect of our sacrifices; it is a light to our endurance.

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materials should be saved for warm, sunny weather or evening wear."

### New Idea in Curtains.

The soft graceful hangings at the doors and windows of a pretty room were the subject of comment by some visitors, so the hostess revealed the secret. "It hangs as softly as velvet, yet it's lighter in weight," commented an interested observer. "What is it—a new art fabric?" "Rather," laughed the hostess. "It's just a good grade of flannelette, dyed with ordinary commercial dyes. I used orange dye with a little deep pink, experimenting until I got this peach and apricot combination. It wasn't at all hard to do, and now I feel that I have a sunset at every window, even on the darkest day."

### Wide Girdles.

Very effective and useful are wide girdles with sash bow and ends made of fancy flowering ribbon when worn on simple white dresses. The coloring in the ribbon of such girdles is chosen usually to match the colors in the hat trimming.

# Temperance Notes

(Conducted by the National Woman's Christian Temperance Union.)

## WHAT INSURANCE MEN SAY.

A New York paper recently sent to large life insurance companies this question:

"As a rule, other things being equal, do you consider the habitual user of intoxicating beverages as good an insurance risk as the total abstainer. If not, why not?" The replies were:

Aetna Life: "No. Drink diseases the system."

Bankers' Life: "No. For habit is likely to grow."

Berkshire Life: "No. Drink destructive to health."

Fidelity Mutual Life Association: "No. Less vitality and recuperative powers."

Hartford Life: "No. Moderate use lays foundation for disease."

Massachusetts Mutual Life: "No. Drink causes organic changes. Reduces expectation of life nearly two-thirds."

Michigan Mutual: "No. Drink dangerous to health and longevity."

Mutual Life: "No."

New York Life: "No."

Pacific Mutual Life: "No. Predisposes to disease."

Provident Savings Life Assurance Society: "No. Drink cuts short life expectation."

Security Mutual Life: "No. Drink shortens life."

Union Central Life: "No. Use tends to shorten life."

United States: "No. Use affects heart, stomach, liver and kidneys."

## IN OUR TOWN.

In our small town there is no bar; no booze is sold, in flask or jar; no signs announcing ice-cold beer upon our long main street appear. When we'd assuage our thirst, we quote the motto, "Safety First," and to the nearest hydrant trail, and drink three quarts of Adam's ale. Ten thousand people, good and bad, are dwelling in our lovely grad, and when the week of toil is done, and they set forth to have some fun, not one of all that cheerful throng goes seeking liquor, red and strong; there is no liquor here to seek, and so the seeker'd be a freak. Of course, it makes a strong man groan, to have some money, all his own, and find he cannot buy it in for cool, refreshing, square-faced gin; and often-times, in his despair, he buys his children shoes to wear, or gives his wife a large green bill, which should be in the brewer's till. Or, driven frantic by the law which bars the bug-juice from his maw—a law devised by some fool crank—he puts his money in the bank, or buys himself a house and lot, while he's with indignation hot. The news our papers print is stale; there are no doings at the jail; our people lead eventless lives; our husbands seldom beat their wives; not once a year are prison bunks engaged by plain and fancy drunks. It is a stupid life we lead, and much I fear we'll go to seed; we ought to have a boozing ken, and put our jail in use again!—Walt Mason.

## CHICKENS, BROKEN GLASS AND LIQUOR.

Arrests for permitting chickens to run at large and for throwing broken glass in the streets outnumbered the arrests for drunkenness during the year 1917 in the city of Eugene, with a population of 12,000, says the Morning Oregonian. The arrests for drunkenness were only eight for the entire year. The score against chickens running at large and against broken glass was ten. The total number of offenders on the city's records for the year was smaller than that reported for many single days when the city had saloons, or when the liquor traffic flourished at Springfield three miles away. Under the law permitting two-quart shipments every twenty-eight days there were 25 arrests during 1918. The last year with the open saloons at Springfield 266 arrests were made.

## DOORS CLOSING TO DRINKING EMPLOYEES.

These scientific findings are illuminating: "It requires 15 men indulging in one glass of beer daily to do the work which should properly be done by 14 abstainers." "A drinking man cannot stand extremes of temperature as well; he cannot hear or see or smell as well; he cannot lift as much or lift it as often. He cannot walk as far, dig as much or carry as enduringly as though he were an abstinent." Plainly, it is for the mutual interests of the workman and employer that drinking shall cease. More than a million responsible positions in the United States, it is reliably computed, are now closed to the man who uses alcoholic liquors. "There is as much place in business for alcohol," affirms Mr. Edison, "as for sand in an engine."—Anna A. Gordon.

# ADVANCEMENT IN WESTERN CANADA FARM LAND PRICES

Stories of phenomenal advancement and prosperity in Western Canada have been told the reading public for some years past. The stories were told when there were hundreds of thousands of acres of splendid land adjacent to railways and projected lines, which could be had on the payment of a mere \$10 entry fee, and under cultivation and living conditions. As was prophesied then, the day has come when these are few. There are still available thousands of these; they are some distance now from the railways. The land is as good as ever, but pioneering conditions will have changed. A great many are still taking advantage of this free offer from the government. The story was told when good lands near lines of railway could be bought for from \$8 to \$10 per acre and the prophecy made that these prices would double in a few years, for the intrinsic value was far more than that. That day has come more quickly than expected. The immense crops of grain that could be raised has brought about the change, and the demand for low priced lands with maximum returns has prompted the keen purchaser as well as the owner of higher priced land from which no greater return could be looked for. Prices of land in Western Canada are still advancing, and will continue to advance until, of course, the limit is reached—when returns will warrant no further increase. That day is not far distant. But, in the meantime, there are large tracts of land owned by land companies and private individuals that have not felt the advance that has been shown in other districts. The opportunity to purchase these should not be lost sight of, and if there are those amongst the readers of this article, which is authorized by the Canadian government, who wish cheap land, such lands as produce from 25 to 40 bushels per acre, and will pay for themselves out of one year's crop, advantage should be taken of the present opportunity.

Coming to Alberta with his family thirteen years ago, his assets consisting of a small outfit and \$20 in cash, Mr. O. F. Malmberg has accumulated by farming and live stock raising assets to the value of more than \$300,000, and has a personal credit, worth on demand, \$100,000. He has not speculated in land, but bought only to farm. Near Blackie, Alberta, he operates 3,100 acres of wheat land. He has just purchased an additional 11,500 acres near Cardston, in Southern Alberta. His personal credit enabled him to finance this deal in Calgary in a little over three hours. The ranch just purchased is a fully equipped stock and grain ranch. At the present time it carries a thousand head of cattle and several hundred horses, and is fully equipped with buildings, machinery, corrals, sheep sheds, dipping vats, etc. That is a story from one district. Let us select one from a district some hundred or more miles from that.

"Peter A. Klassen, who recently moved to Herbert, Sask., from Kansas, has purchased a section of prairie land in the Hillsboro district, about 24 miles northwest of Herbert, for which he paid \$12,000 cash. He is erecting temporary buildings to live in while putting the place in cultivation, and this summer plans to erect good buildings on the farm and equip it for a home. Mr. Klassen recently sold his 80-acre farm in Kansas for \$15,000 and is investing the proceeds in Canada."

With the proceeds of the sale of his land in Kansas, this farmer purchased in Saskatchewan a place eight times as large as he had previously been farming, and had a balance with which to purchase equipment, stock, etc., of \$3,000. Moreover as land in Saskatchewan may be expected to yield twice as much grain per acre, he will be able to produce sixteen times as much as formerly.

The average value of farm land for the whole of Canada, including land improved and unimproved, together with dwelling houses, barns, stables and other farm buildings, is approximately \$44 per acre as compared with \$41 in 1916, according to the latest report of the Census and Statistics branch at Ottawa. The average value of land in the Prairie Provinces is as follows:

Manitoba .....\$31.00  
Saskatchewan ..... 26.00  
Alberta ..... 26.70

It is the low prices at which land can be obtained in Western Canada which is rendering this country such an important factor in the production of foodstuffs at the present time. It is enabling men who have been farming small areas in older districts to take up and farm with the same capital areas not only many times as great, but which are also capable of producing considerably larger crops to the acre.—Advertisement.

# Save the Babies

**INFANT MORTALITY** is something frightful. We can hardly realize that of all the children born in civilized countries, twenty-two per cent., or nearly one-quarter, die before they reach one year; thirty-seven per cent., or more than one-third, before they are five, and one-half before they are fifteen!

We do not hesitate to say that a timely use of Castoria would save many of these precious lives. Neither do we hesitate to say that many of these infantile deaths are occasioned by the use of narcotic preparations. Drops, tinctures and soothing syrups sold for children's complaints contain more or less opium or morphine. They are, in considerable quantities, deadly poisons. In any quantity, they stupefy, retard circulation and lead to congestions, sickness, death. There can be no danger in the use of Castoria if it bears the signature of Chas. H. Fletcher as it contains no opiates or narcotics of any kind.

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