

Answer to Correspondent

"HOW could you?"—asks "Ivy Sen"—"after spending seven sleepless nights and as many pre-occupied days working out a most worthy solution to Problem No. 4, you spoil everything by inserting my nom de plume over a simply impossible one—for all to see! I find it hard to forgive you."

We really do owe you an apology. I think a lively sub-editor or a bored printer transposed the noms de plume for amusement. Do forgive us this once!—"Savoir-Faire."

EFFIE notices the error and in drawing our attention says:—

"I was not successful last week, but have tried again. I think it is a splendid competition, and as I live away in the backblocks and sometimes go weeks without seeing anyone other than my husband and little sons, I find it quite interesting to be able to take part in helping to solve the problems."

Advertising Electricity

Britain Moves Forward

TRADE papers from Britain give evidence that electricity is booming in the Home country, and provides at the moment one of the high spots of prosperity in British industry. Since electricity has become available in the home for both power and lighting, the task of the housewife has been made easier, and there is a definite swing toward the use of electricity in its application to domestic requirements.

It is stated that it is probable that the next few years will see a great increase in advertising activities as applied to the development of the consumption of electricity, and the added use of all electrical appliances. An extensive advertising campaign is now being conducted in the trade by various electrical companies in conjunction, in some cases, with the manufacturers of electrical cleaners, cookers and appliances.

At the annual luncheon of the British Electrical Development Association, Mr. Herbert Morrison (Minister of Transport), told the assembled members and guests: "It is not much use having a good thing to sell unless the world knows about it. Therefore, advertising is one of the essentials of most branches of modern industry. You should not rest content until the whole of Great Britain has been converted to the beauties and benefits of electrical supply."

A Youthful Lawyer.

Willie: Mummy, I tell everybody that you're the sweetest, prettiest lady I've ever seen.

Mother: Oh, come, darling, that's exaggerating.

Willie (stoutly): Well, that is my story, and I'm going to stick to it.

Rosy Red.

Dick: "Rose seems to blush a lot."
Donald: "Perhaps it's only put on."

Prize Poem Competition

THE prize of half a guinea this week is awarded to John Storm, whom we congratulate upon the skill of his phraseology and the versatility of his muse, exemplified in the musical imaginative "Cradle Song." Very close to it in literary merit, though not quite so completely rounded off, is the "Eventide" of J.R., the grave and dignified beauty of whose work is to be commended. In entirely different vein, we appreciated the quaint humanity of "Thur's" contribution, in which a dainty lady speaks her mind to plodding partner, whom with his endless talk of "shop" she finds "a most prodigious dull" dog, and we can't help hoping Benedict will mend his ways and take his pretty, preaching spouse to the pictures for which she confesses a penchant.

"Niobe," by no means all tears, sends some verse intended to be very funny indeed, but somehow it isn't. R.I.C. contributes a lay of a pretty, prancing dickie-bird, wherein perky is placed in juxtaposition with jerky. The rhyme is unquestionable, but something more than obvious jingle is needed, as is demonstrated by study of the poets, even the minor ones.

"Francesca": Extremely facile. Too many words and not enough thought in your ambitious ode to the elements.

"Jonathan" unsuccessfully tries his hand at a Shavian topic. Undoubtedly he has a flair for paradoxical expression, which would benefit by more extensive perusal of the plays of "the immortal Bernard" himself.

Cradle Song

*When the crimson sun is setting slowly,
And the poppies in the garden close,
When each flower is sleeping—calm and holy
Be those sunset hours of your repose.*

*Sleep, my dearest, sleep, the stars shine bright,
God His watch will keep through this calm night,
Sleep until the dawning; while I sing to you
Of the gifts that fairy hands shall bring to you.*

*Gifts of innocence, of joy, of laughter,
Faith and hope and charity twice blest,
That shall serve you in the long days after
When you forth go faring on LIFE'S quest.*

*When the moon at hide-and-seek is playing
With the stars among the mists of blue,
When each bird is nested, I am praying
Blest be sleep and dreams that come to you.*

*Sleep, my dearest, sleep, the stars shine bright,
God His watch will keep through this calm night,
Sleep until the dawning; while I sing to you
Of the gifts that fairy hands shall bring to you.*

—John Storm.

Fragments

(By Hearsay.)

IN 1560 Queen Elizabeth was presented with a pair of black silk stockings by one of her attendants, and she thereafter refused to wear woollen stockings any longer. Surely the "Age of Reason" is not a new idea.

THE members of a Philadelphia athletic club are attempting to grow hair by electricity. They have installed a machine, under which the patient sits, while the scalp is treated with ultra-violet rays and a cooling fan system. Evidently a new sport.

IF you are troubled with misty glasses when outdoors at this time of the year, try rubbing them with a little glycerine before starting out for the day. This will prevent the moisture in the air condensing on the glasses and causing annoyance. I learn on good authority it is no cure for seeing double.

IF you want a choker necklace to match any particular frock, you can bring any old one into line by winding coloured wool or crochet silk over each bead until it is completely covered. Thread a tiny gold or silver bead between each of the large ones and your necklace is complete. Of course, the modern Miss will need more than one choker.

DO not discard your next worn-out tire, but employ it as a cover for the spare. Cut out a short length (about 6in. or less) and slip it over the new spare, where it will afford protection against rain. There may be difficulty in cutting or filing through the wire beading, but overcome this, even at the cost of a few hacksaw blades and some candid comment. The protector can be given one or two coats of paint, and afterward enamelled a glossy black, or any other colour to harmonise with the coachwork of the car. A job recommended as especially suitable for men.

The Danger Sign

Nature's Methods

THE yawn, says this physician, is one of Nature's danger-signals. She is warning you that your lungs are in need of oxygen and that certain unused muscles in your face and neck are in need of exercise.

Fatigue, headache, and drowsiness are all induced by lack of oxygen in the system. They can also be resisted to a great extent by a plentiful supply of oxygen. Nature, being aware of this, and knowing of its preventive, gives her warning. You yawn, once or twice, perhaps, and the fatigue or headache gradually increases. You have not heeded the danger-signal at the first sign of fatigue. Go, then to an open window, stand erect and breathe deeply ten times with arms extended. Prolong the acts of inhaling and exhaling the air as long as possible.

Do this every ten minutes and in half an hour or less an increase of vigour will be noticed. Very often the incipient headache will have been driven entirely away.

Few sleepers awake without the need of replenishing the oxygen in the system. This is why most of us have the impulse to yawn immediately on waking. It is not because we need more sleep, but because we need fresh air. Practise deep breathing exercises every morning for two weeks and the habit will be formed. It will seem as necessary a part of "starting the day" as one's breakfast, and it will surprise you how it will change your usual form of breathing.

You will soon breathe in a natural manner—that is, from the diaphragm—entirely filling the lungs, instead of breathing unnaturally, moving the chest only and filling but the top part of the lungs.

It is the seldom-used muscles that droop and sag as we grow older. Those that cause the unpleasant sagging of the cheeks are the muscles running from the ears to the corner of the mouth; those that extend from above the ear, over the jawbone, to the throat; and those directly under the chin. This sagging of the cheeks can be prevented, and, in every case, corrected to a great extent by giving these muscles exercises that harden them, and keep them in a youthful condition.

After practising your deep-breathing exercises on rising, lie down again, and place your pillow in a comfortable roll under the back of the neck. Your head will thus be thrown back, your chin will point into the air, and you will feel the muscles of your throat become taut.

Now, slowly, indulge in a whole-hearted yawn. Then, holding the mouth wide open, try to grin from ear to ear. Then, close the mouth slowly, puffing out the cheeks as far as possible, taking care not to pucker the lips. Keep this position for one minute and repeat the exercise five times. Then, write to me in about three weeks and tell me how much younger your husband says that you are looking.