



LAST year a big brewery firm of Dublin decided to advertise for the first time in its career. Its profits have increased by £553,432 for the year.

IN order to preserve new silk stockings rub the heels and toes with a piece of paraffin wax. The white mark of the wax will disappear with walking, and it will be found unnecessary to darn the stockings for many weeks.

FRUIT stains on cotton or linen should be rubbed immediately with salt. Boiling water should then be poured over, and the cloth laundered. On wool or silk texture, use warm oxalic acid solution, about 1 in 20, rinse well and wash.

THIS is the newest neckwear: A necklace of large wooden beads, covered with crepe de chine, alternating with smaller wooden and metal beads in between; a large artist's bow of the same crepe de chine tied on to the necklace at the front.

THE latest Paris dress sensation is pyjama trousers, instead of skirts for women's evening wear. The trousers are cut square and full, and look like skirts, and with them are worn short evening coats in black satin or velvet, or white ermine jackets.

IF you have any old stale cake left over you can transform it into something delicious for afternoon tea in the following manner:—Cut it into narrow strips about one inch thick, coat each thoroughly with condensed milk, toss in desiccated coconut, and toast over the fire.

THE latest novelty in Paris (says an English writer) is the illuminated heel. It is made of glass, concealed in which is a tiny electric lamp. When the wearer dances she presses a switch and she is in the spotlight all the time!

Lady Smokers, Read This!

Your happiness and success depend upon your physical fitness. The Tobacco Habit is holding you back and robbing you of your health, ability, power and money. We can help you quit this habit. Home Welfare Pty., A.M.P. Buildings, 36R Hunter St., Wellington.

VERY soon all the suburban lines of the London North-Eastern Railway, radiating from King's Cross, will be electrified. Negotiations are also in hand with other railways to have electric trains running to three of their terminal stations in the city of London. How long will it be before New Zealand follows suit?

TRY salting your own almonds. Take a small pan and enough butter to make it one inch deep when melted. When it has reached boiling point throw in the blanched almonds, so that they all brown alike. Mix some salt and a little cayenne together on a paper. Take out the almonds and roll them in it, shaking them well till nearly cold.

BUYING expensive electrical appliances on the time-purchase system spreading over a long period has not yet been inaugurated in New Zealand. Stoves and refrigerators can be bought by payments spreading over one year. However, in England there is an electricity committee which installs electric cookers on the hire-purchase system, free of charge, and the repayments are allowed to spread over five years. This would be a boon to residents who have to depend on coal fires or electricity, where no gas is available.

ARCHITECTS sometimes have strange stories to tell about the

stocked cellar and every electrical luxury in the kitchen. In fact, the "Flying Scotsman" has an all-electric kitchen, and it is possible to order any delicacy you fancy, invalids being specially catered for.

A NOVEL use for a vacuum cleaner is recorded in a Home paper. Recently the timbers of the belfry and vaulting over the presbytery in the ancient Watching Tower of St. Alban's Abbey were found to be imperilled by the ravages of the black beetle. A vacuum cleaner was promptly carried up to the tower and was used to effect a thorough cleaning of the dust and dirt in which the beetle flourishes. It was also found that the suction of the cleaner was sufficient to extract the beetle itself from the holes in the timber. Four tons of dirt were quickly removed from the tower.

WITH that discretion which so often accompanies true valour (says an English writer), the Men's Dress Reform Party chose a day on which summer is officially understood to be definitely with us for a "West End Demonstration of Sensible Dress for Men." But, alas! the humorous gods who stage-manage our climate decided that the time was ripe for a practical joke. The reform party has a membership of 3500, of which 700 are in London. Yet only nine heroes braved December conditions to demonstrate the beauty of bare knees and open-

worked on this system, and for the insertion of a small coin you can feel warm and comfortable and monarch of all you survey, and under no obligation to anyone.

THE latest idea in interior wall-decoration is the use of plastic paint. This material produces a textured relief finish which, when glazed over, is especially suitable as a background for antique furniture. It can be applied to almost any surface, and will provide a uniform coating over a variety of different surfaces, such as glass, cement, brick, or wall-board. Almost any colour effect may be obtained by experimenting with the blending of different tones. Plastic paint can be applied over an old surface as successfully as over a new, but it is advisable first to scratch the old surface with coarse sandpaper. If the wall has been papered the old paper should be removed first before applying the plastic paint.

WE hear of the pride of the housewife when she speaks of her vacuum cleaner, but greater yet is the pride of the woman who owns her "scrubber-polisher." This is a very wonderful contrivance. It has a brush ring, on which are mounted four sectional brushes. Then there is a water tank which will hold seven quarts of water, and this is fed through the centre of the brush ring when scrubbing time comes. The water feed is very simply worked, just by touching a switch in the handle. In big offices and wholesale places in Wellington, it would surely be well worth while to purchase this, so the time of the caretaker spent in scrubbing could be utilised on something else which would enhance the letting value of the building.

Thought For the Week.

In business be as able as you can, but do not be cunning; cunning is the dark sanctuary of incapacity.

(Lord Chesterfield's Letters).

queer clients they meet, and their curious fads. One man, a simple Scotsman, who had made a fortune, had a fine country house built to the design of a leading architect. But the house, though fully furnished, remained unoccupied, the humble Scot preferring his own simple dwelling. Occasionally he would take some friends over to see his new possession, giving full rein to his pride as owner of the "big hoose."

IN the old days, fifty years ago, people when travelling by train used to carry a packet of sandwiches and a flask. Then an experimental dining-car was brought to England from America, the kitchen being fitted with a coke stove. Nowadays every car has a well-

shirted collars. One way and another our male dress reformers seem to have very little luck. Or, should one say, too little pluck?

NEW ZEALAND is usually to the fore in most things, but we have not yet made arrangements to have electricity paid for by a shilling in the slot, or even by a penny, which would go quite a long way as payment for electricity. This is where the gas company scores, for there is no doubt that in the letting of rooms, flats and offices this is an ideal way of paying. In the bedrooms of the railway hotels at King's Cross, London and Sheffield, electric radiators are being installed which are to be

THE bi-centenary of Michael Faraday's discovery of electricity is to be celebrated in September, 1931. At this ceremony there will be present many staid and learned professors, who will lecture on the famous scientist's discovery of the electric spark. But there were other theories which Faraday expounded with equal conviction, notably, that love is a nuisance to everybody, consequently nobody should fall into that unhappy state. He himself, however, succumbed to the charms of a girl whom he pursued and eventually won. This son of a blacksmith, who became the greatest scientist of his time, used to sell newspapers for a living, and had to borrow money in order to pay his fees for his university lectures.