ALMOST ANYTHING CAN BE BOUGHT IN THE LONDON MARKETS, ONIONS SOLD IN COVENT GARDEN

Of the hundreds of permanent indoor and outdoor markets in London the principal ones are those which provide meat, fish, fruit and vegetables for nearly a fifth of the nation's population congregated in the 700 square mile area of the metropolis. Chief among these are Spitalfields, Billingsgate, Metropolitan and Covent Garden. Billingsgate became years ago a synonym for a lurid type of speech, but the fish porters there today make more sparing use of expletives. Covent Garden esttablished under a charter of Charles II in 1661, provides an environment of flowers, cabbages and onions for the home of grand opera in London, Covent Garden Opera House. As the operatic season embraces the weeks of spring and early summer the tolling cockney marketman are spectators of a daylight fashion parade every evening of the season. In no other community of the first rank does the homely vegetable or its odors intrude so irreverently on a temple of music. Because of its situation near the Strand the Covent Garden market is well known to most American tourists.

Street Names

Street names are seldom changed in the older parts of London, but Petticoat Lane in the East End has become Middlesex street. For people of the neighborhood, however, the original attractive designation is still good enough for this famous narrow thoroughfare, which is a curb market every Sunday morning. As in years past, most of the stallholders are Jews and the sales are conducted along the lines of the "Dutch auction"—the dealer offering his goods at a high price and finally knocking them down at a much lower price. It is possible for a customer to obtain internal as well as external rehabilitation in the Lane. Before buying a pair of shoes there are facilities for undergoing a pedicure in public. A heavyweight dispenser of strength-giving tonics advertises the potentialities of the elixir by threatening every few minutes to rend a heavy chain encircling his shoulders. He sells buckets of the power-producing stuff, but never rends the chain. The principal business done in the Lane is in ready-made garments for both sexes, and evry sale is negotiated with a minimum of privacy. The Coney Island barker has nothing on the seasoned go-getter of this market when it comes to voice production. Among the swells who perambulate the nearby Aldgate High street are many who have obtained their suits in the Lane. Next in importance to garments is a wide range of household furnishings, with particular emphasis on highly decorative china ornaments for parlor mantelpieces.

Another market of such interest to American visitors is the Caledonian in Islington, still popularly known as the "thieves' market" because in times past so much of the stuff for sale there, from pedigreed puppies to antiques, was stolen property. When a knowing Londoner discovered that his valuable household "pooch" was missing he reported his loss to the police and then journeyed to the Caledonian market to have a squint at the caninie section. But as a result of police vigilance nowadays and the increased risks of detection, stolen goods do not find their way to the market with the former regularity. The market is open every Tuesday and Friday. A few years ago collectors of antiques made frequent visits to the Caledonian because of the possibility of making a real "find" and even now an exceptional piece of furniture may be spotted in a great jumble of supposed rarities. The principal trade, though, is done in low-priced clothing and section is well patronized by housewives of white-collar households in the lookout for old pewter or objects in iron, copper and brass. This market, like that of Farrington street, also lures the collector of prints. At Farringdon, before the war the browsers of the book stalls were as numerous as the frequenters of similar stalls along the quays of the Seine in Paris. But the chief attraction of this market nowadays is the horticulture section. Hundreds of suburbanites have created attractive gardens through their purchases of plants at bargain prices in Farringdon.

A Sucessful eVnture

Recognizing the premeinence of London as a market or fair town the organizers of the Bath and West cattle show, one of the chief agricultural events of the year, staged that exhibition in a metropolitan suburb this spring. It proved an exceedingly successful venture. Market-minded Londoners attended in their thousands. An international horse show could not have obtainer more publicity. Fat stock exhibits are seasoned events in several London boroughs, but the Bath and West cattle show was staged in a residential suburb where the atmosphere is anything but bucolic. Among the market fairs of much antiquity that might be described as metropolitan events of the most noted are those held yearly at Mitcham and at Barnet, but there are numerous others where the "fun of the fair" includes the inevitable coconut shies and "Punch and Judy." The calliope, however, is now tolerated at only a few. It is the plant of those who despair over the changing character of the amusement feature of market fairs that mechanicization is the source of trouble. Coney Island in the miniature arrives at fair grounds on motor lorries and under a single directing head. There are more forms of amusement than of yore, but it is all standardized.

COD LIVER OIL FED HENS BRING IN BIGGER EGGS

Grand Rapids, Mich., Aug. 27—Give a hen cod liver oil and she will lay bigger eggs, the International Baby Chick association was informed Wednesday.

A cod liver oil feeding experiment in England was described which resulted in eggs weighing an ounce more per dozen. To the consumer this extra weight, was said to be equal to adding one large egg for every two dozen in the market size, The report was made by Dr. R. T. Parkhurst, Harrison, N.J.

Ain't Nature grand! Except a good deal of human nature.

MANY TREKKING TO GOLD FIELDS

Georgetown, British Guiana, Aug. 27—Adventurous fortune seekers in large numbers are trekking their way to new diamond and gold fields in British Guiana's hinterland, made accessibly by construction of the Baritca-Potaro road.

The new highway, cutting through almost virgin territory, has greatly reduced the time required to reach the fields and has made it possible to transport equipment and supplies to the scene quickly and easily. A fleet of seven government trucks carried 500 tons of freight over the road dur- year, and brought 1,700 persons to ing the first seven months of this the fields in this. time

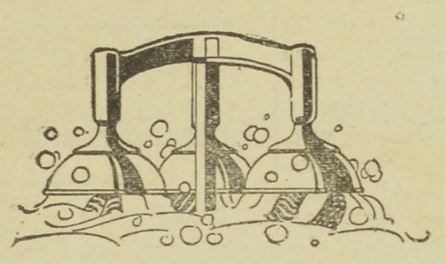
Tourists also are taking advantage of the scenic attractions over the route, now that the hazards of mountain, forest and dangerous rapids have been overcome. Already several parties of Canadians have made the trip to Kaieteur, the world's highest waterfull.

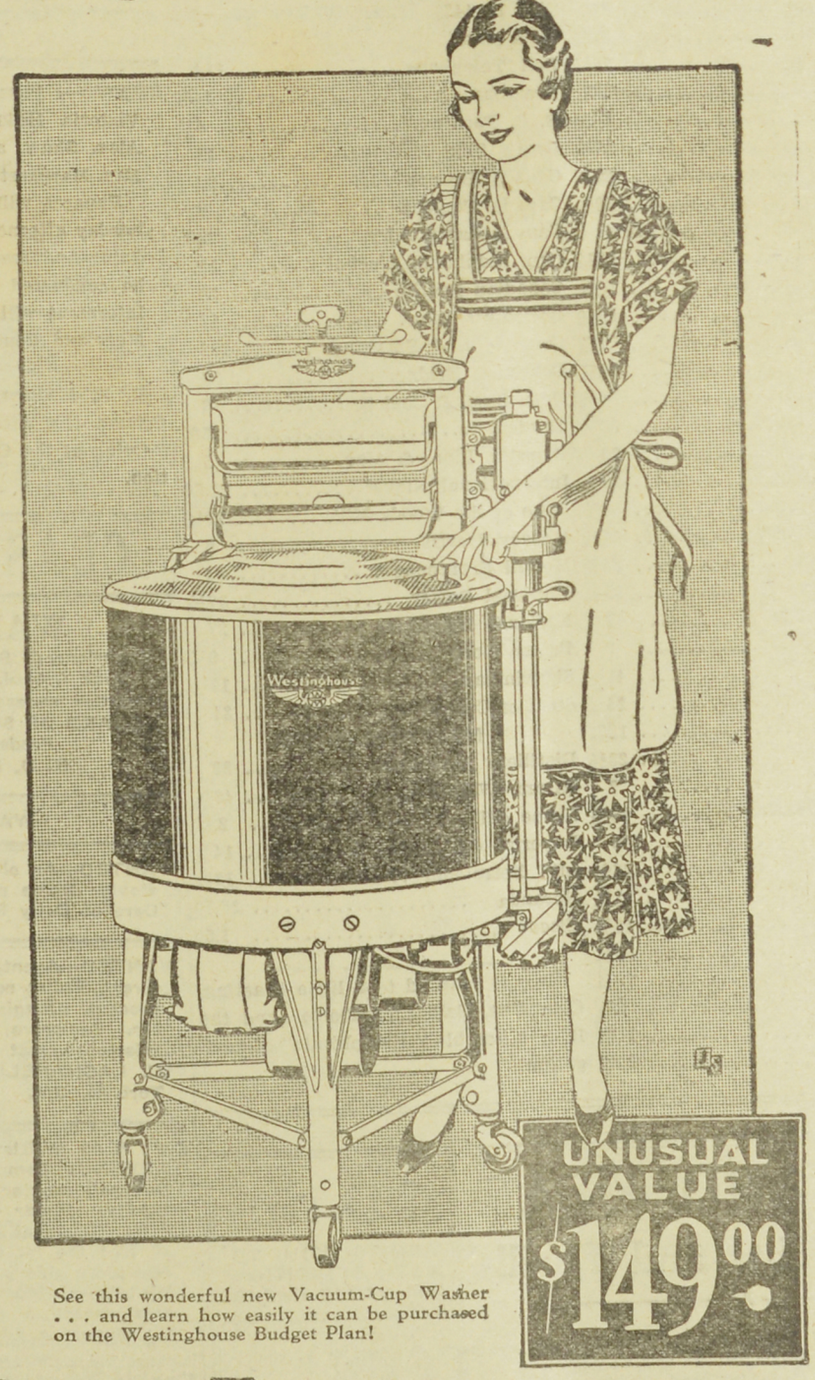
GETTING THE PRICE

The Druggist—"You want about ten cents' worth?"

The Customer—About that. What do you charge for ten cents' worth?"

A New Perfected VACUUM CUP WASHER





TO the women of Canada, Westinghouse presents a new, advanced Vacuum Cup Washer . . . a washer that *looks* different, *is* different, and employs the Vacuum Cup Principle which has for years stood supreme in the regard of careful housewives.

Gently as human hands, yet irresistibly, the three powerful vacuum-cups force air and cleansing suds through every mesh and fibre of the fabric . . . without friction, without the slightest injury to the most delicate weaves.

Even deeply imbedded dirt cannot withstand the searching, thorough "Vacuum Cup" action.

Beautifully finished in smart, modern color combinations . . . Crystal Black, Coral and Silver . . . or Nile Green, Light Green and Silver . . . the new Westinghouse-Easy Vacuum Cup Washer presents a combination of important refinements found on no other machine, including hand height control lever, all enclosed oil-bath main gears, instant accessibility, single point oiling system and the wonderful Lowndes clutch (an exclusive feature on the new Westinghouse-Easy Vacuum Cup Washer) which removes forever the old risk of accidental damage through overload to motor or wringer.

And here is more good news! Now, for the first time you can have this perfected Vacuum Cup Washer for no more than the price of an ordinary washer . . . *the lowest price* ever offered in Canada on a vacuum cup electric washer.

See this wonderful new Vacuum-Cup Washer . . . and learn how easily it can be purchased on the Westinghouse Budget Plan!

UNUSUAL VALUE $149.00

Westinghouse

34-1

ELECTRIC SERVANTS FOR THE HOME



Are You Among Those Who Say "I never read Advertisments"

TO SAY "I never read advertisements" would be much like saying, "I never use soap" or "I never read newspapers," or "No one can teach me anything," or "I know everything."

Many good—but not very wise persons seem to think that all advertisements are just the vainglorious braggings of those who publish them—designed to part fools and their money. The truth is that most advertisements are incitements to their readers to do or be or buy or use something for their immediate or prospective advantage. Advertisers, to be successful and to live long, have to *offer something of value or of desire*—something really wanted or needed by the public. Advertisers, to live long, *must not cheat the expectations or confidence* of those who buy what they offer or propose.

Here are some questions to be answered by those who say "I never read advertisements"—

1.—What alarm clock would you buy if you needed one?
2.—What camera would you buy, for your own use, or to give to a son or daughter?
3.—What motor car possesses your favor?
4.—What face cream or shaving soap or cream, or tooth paste did you use today?
5.—What laundry soap (or flakes) is in your kitchen right now?
6.—What brand of tobacco would you buy if you were a user?
7.—The watch on your wrist—what name does it bear?
8.—What theatre is presenting the best program?
9.—Your life insurance policy--what company issued it?
10.—The ginger ale which you serve to guests—what brand is it?
11.—The tea which you buy regularly—what brand is it?
12.—The baked beans and the tomato catsup now on your pantry shelves—what brands are they?

YOU SEE! Whether or not you consciously or habitually read advertisements, you buy, by preference, what advertisements have recommended to your confidence and what experience has proven to be satisfactory.

The things which we DON'T buy and which have a sickish life, are those which are not advertised, and which try to ride onto public favor on the backs of well-advertised products.

It is to one's discredit to say, "I never read advertisements"

THE DAILY MAIL with its large quality circulation is a first-class advertising medium!