

WOMEN'S HOME AND MAGAZINE PAGE

Save Christmas Money, Worry, Shop With Advertisements

A woman advancing in years, who owns and directs a chain of novelty stores in Canada, is director of a big chain of departmental stores in the United States, and at the same time manages to have an exceptionally attractive home, which she personally supervises, one day told the secret of her success in achieving so much without apparent undue strain.

"I have learned how to delegate tasks to others," she said.

Frequently in the past few weeks Cynthia Grey has received the inquiry, "What is a suitable gift to buy for a young man friend, for mother, father, brother, sister, grandmother," as the case may be.

Throughout the city, the towns, the rural districts, all over the Christmas-giving world, no doubt, people are asking themselves and others these very questions at this time. The Christmas season is a season of joy, but it must be admitted, the days preceding have

compare prices without anybody but yourself knowing a thing about it.

Of course, the next step is making out a list. Probably you will revise this several times before it entirely satisfies you. Opposite each article you will place the name of the store where it can be bought to best advantage. You will save time and energy grouping the shops on your list in order to purchase the greatest number of articles in one expedition, with the fewest number of steps.

An added advantage of buying by the newspaper advertisement plan is that you are able to "cut your garment to fit your cloth." You have a fair, if not an absolutely accurate, exact idea of what Christmas shopping is going to cost. If you are clever in making use of the advertisement guide you will possibly be able to pay a little more here or there for something than you have hoped.

If, in the course of your tour, you see something that is very much more desirable than a certain article on your list, you can always substitute. There is no law against it.

If you haven't been able to do your Christmas shopping early, you need not despair. You can go about it in a common sense, labor-saving and money-saving way that will bring satisfactory results in the six shopping days which remain before Christmas.

An hour or so spent Saturday in studying the advertisement suggestions and prices, and in making out lists, will save you many hours and much weariness and anxiety next week.

Let the advertisements do your worrying for you. This is one task you should be glad to delegate.

Dash of Color With Dark Suit



The neck piece is exceedingly smart, worn choker fashion with the flower-like fastening at the back. It may be worn at the side, however, and quite becomingly.

These clever bits of something fancy at the neck are very kind to any type of face.

The rooms were lovely, with ferns and roses arranged throughout. During the evening Miss Patton was presented with a large basket filled with kitchenware, which was carried in by tiny Billie and Katharine Gammage. A dainty buffet supper was served from a table centered with Ophelia roses, gracefully arranged in a basket, and resting on a chum cloth, and Mrs. Gammage was assisted by Miss Mary Moran.

A happy event of Friday afternoon was a cosy and informal tea party given by Mrs. P. P. Pettis, city and provincial commissioner of girl guides, at her home in Queen's avenue in honor of Miss Alice Lee, Miss Lee, who has spent a busy fortnight in the city inspecting guide companies and giving special instruction of officers, leaves on Saturday for her home in Toronto, carrying with her the grateful appreciation of those who are interested in promoting guide work in London and the girls themselves actually taking part. The guests included the members of the London council of girl guides and the local officers, Mrs. V. P. Cronin, president over the tea table, brightened with chrysanthemums. Miss Beth Pennington, provincial secretary, assisting in serving.

Mrs. Fred Ward was the hostess on Wednesday afternoon of a charming bridge and tea given at her home on Princess avenue. Among those playing bridge were: Mrs. Gilbert Ward, Mrs. W. E. Green, Mrs. Ross Johnson, Mrs. Albert Judd, Mrs. Ralph McPhillips, Mrs. N. Pocock, Mrs. W. Fauds, Mrs. J. B. Orr, Mrs. Leslie Turner, Mrs. Arvida Smith, Mrs. Jenkins, Mrs. Wm. Ashplant, Mrs. S. Thompson, Mrs. D. Thompson, and Mrs. Doris Tensdale. Many dropped in at the tea hour, tea being poured from a table lovely with a chum cloth and yellow mums. Among those noticed at the tea hour were: Mrs. Savage of St. Thomas, Miss McMullen, Mrs. Jack Barnard, Mrs. Archie McMahon, Mrs. Montgomery, Miss Marjorie Gott of St. Thomas, Miss Doris Cotes, Mrs. Ed. Wyatt and Mrs. P. R. Clegg.

Dr. J. D. Barnett of the Western University is taking the role of the oldest shepherd in Noah's Ark's story play, "Bethlehem," to be presented by the Drama League, Wednesday evening, Dec. 21.

Miss Florence Dewey has returned from her Chautauque tour in Maryland, Virginia and North Carolina, to spend Christmas with her parents, Mr. and Mrs. George M. Dewey, Empress Avenue Methodist Parsonage.

Final arrangements for the Hadasah Chapter ball to be held on Dec. 27, in Dayton & McCormick Hall, were made at a meeting held this week. The ball is to be under the immediate future are Mrs. Green, Maitland street; Mrs. W. Left and Mrs. B. Lewis.

The Brotherhood of Robinson Memorial Church held a very enjoyable social in the basement of the church Thursday evening, when they entertained their friends. An interesting program was given, those taking part being the older members of the brotherhood. A delicious supper was served at the close of the evening.

Following the choir practice at Askin Street Methodist Church Friday evening, a social hour was held in honor of one of the most popular members, Miss Doris Rowntree, whose marriage to Dr. Colling takes place next week. A wedding gift from the choir was presented, a handsome silver and a buffet supper served.

In honor of Miss Cora Patton of the staff of the Chesley Avenue Mothers' Club, whose marriage takes place next week, the mothers' club entertained at tea in the school immediately after 4 o'clock Friday afternoon. During the progress of the social hour, in which the teachers participated, Mrs. J. M. Mills, president of the club, presented Miss Patton with a piece of silver. Mrs. E. Pellow, past president, reading an address of appreciation.

Mrs. Phillip Passey was the hostess of a delightful tea given at her home on Princess avenue Friday afternoon. The tea table, which was lovely with shaggy yellow mums and tall unshaded candles, was presided over by Mrs. A. K. Hemming. Among the guests present were: Mrs. H. A. Panet, Mrs. Hill, Mrs. Balderf, Mrs. W. B. MacDermott, Mrs. Holloway, Mrs. Hammond, Mrs. Norrie, Mrs. Innes Carling, Mrs. Gerald Pearson, Mrs. Harvey Skeg, and Mrs. Chas. Hunt.

Miss Cora Patton, the popular bride-elect of this month, was again the guest of honor at a delightful shower given last night by Mrs. J. G. Gammage at her home on Maitland street.

Personals

Miss S. Frederica Miller of Glen Miller, Ont., is a guest with Mrs. T. C. Duncan.

Mr. and Mrs. S. Rae of Regina street are spending Christmas holidays in Sarnia.

Miss Beatrice Gerrie of Hamilton is a week-end visitor in town, staying with Mrs. Kenneth Greene.

Mrs. W. B. MacDermott entertained at a bridge of two tables, Wednesday, at her home in Talbot street.

Mr. Geo. Curtis of Simcoe will be a Christmas guest with Mr. and Mrs. Walter Simson, Wolfe street.

Miss Eileen Boomer was the young hostess Friday evening of a dance at the Institute of Musical Art.

Mr. W. P. Hobbs of Toronto is spending the week-end with his daughter, Mrs. R. G. Fisher, Albert street.

Miss Marian Tanton, Waterloo street, who is attending Toronto University, is spending the Christmas holidays in London.

Miss Jean Jarvis will be the hostess of a small dinner party at the dinner table being held this evening at the Kennels.

Miss Nita Carson and Miss Helen Ross of Toronto are visitors in town, guests of Miss Eileen Boomer, Waterloo street.

Miss Peggy Johnston was the hostess of a bridge of two tables Thursday afternoon, in honor of Miss Margaret and Miss Hallie Elliott.

Mrs. W. Clark, Erie avenue, gave a miscellaneous shower Friday evening.

WITH THE BRIDES

LEVERTON-BECKETT.

A quiet wedding took place on Monday, Dec. 12, at Colborne Street Methodist parsonage. Rev. S. Judson Kelly officiating, when Mrs. Flora Rose Beckett of St. Marys and Mr. Arthur Levertton of St. Thomas were united in marriage. The bride wore a navy blue serge traveling suit and becoming hat. After a short wedding trip Mr. and Mrs. Levertton will take up their residence in St. Thomas.

CHEESE SAUCE.

Cheese sauce is a delicious addition to cauliflower.

WOMEN'S CLUBS

CHESLEY CLUB PLANS CONCERT.

The executive of the Chesley Avenue Mothers' Club at a meeting held this week arranged for a concert to be given next Thursday evening, Dec. 22.

COTERIE CLUB AIDS S. A.

The Helena Coterie Club held a pound social recently, which proved to be a big success. Nearly three hundred pounds of groceries were received which were given to Mrs. Ward, of the Salvation Army.

The step dancing by Prof. John Moody, proved to be the hit of the evening, also the sing song led by Mr. E. L. Brown, manager. Supper was very much appreciated.

HOLDS CHRISTMAS MEETING.

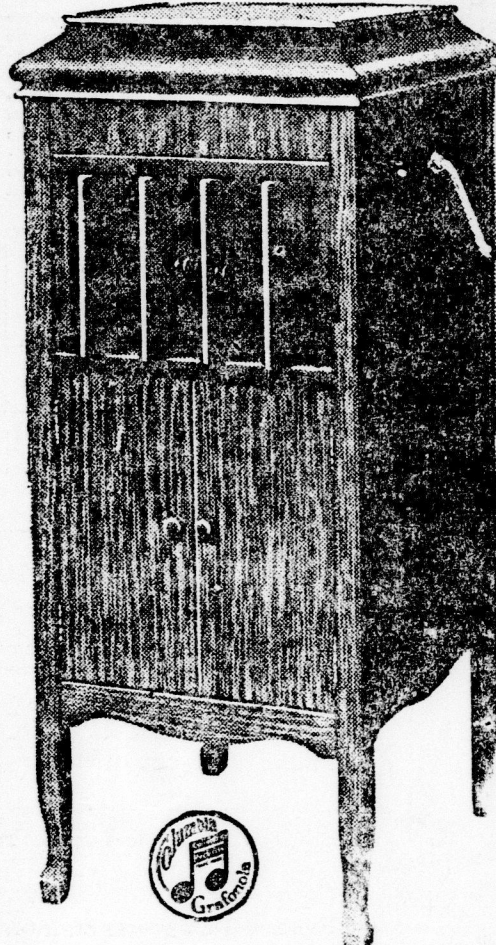
The Christmas meeting of the Empress Avenue Methodist Mission Circle was held at the parsonage, Miss Elsie Bowls presiding. Miss Eva Jellows favored with solos, Miss Florence Dewey delighted with two violin numbers, and Miss Laura Mitchell, Christmas readings. The study department, under the direction of Mrs. Dewey, was taken by Miss Maud Terryberry, Viola Smeltzer and Evelyn Mitchell.

for Christmas!

A Columbia
Grafonola
Model X

\$95

Make this instrument a member of your merry Christmas party. It will be a radiating centre of real, heart-filling cheer. The Columbia Model X has enjoyed the largest sale of any phonograph ever offered in Canada. Never in the history of the trade has an instrument of such quality, workmanship and reproduction perfection been sold at so low a price. It is made in mahogany, walnut, golden oak and fumed oak. A small deposit at any Columbia store will hold one for you.



All Columbia Grafonolas Reduced in Price

Model	B-Formerly	now	A-2644	You save	A-2644
" C "	\$57.50	" 82.50	" 60.00	" "	" 22.50
" D "	" 10.00	" 75.00	" 50.00	" "	" 25.00
" X "	" 135.00	" 95.00	" 75.00	" "	" 60.00
" E "	" 160.00	" 115.00	" 95.00	" "	" 65.00
" F "	" 175.00	" 135.00	" 105.00	" "	" 70.00
" G "	" 210.00	" 165.00	" 125.00	" "	" 85.00
" H "	" 230.00	" 185.00	" 145.00	" "	" 85.00
" K "	" 285.00	" 200.00	" 165.00	" "	" 120.00
" L "	" 360.00	" 250.00	" 200.00	" "	" 160.00

Delight your home on Christmas morning with some beautiful, cheery Christmas music:

On a Christmas Morning	Adette Fidelis, Chimes with organ	Prince's Orchestra	A-1078
Cathedral Chimes	Christmas Chimes	Harold Kopp and Prince's Orchestra	A-2644
Christmas Bells, Violin and Harp	Santa Claus' Workshop	Stell and Schuetz	A-919
Kiddies' Christmas Frolic Part I. (Morning)	Part II. (Evening)	Columbia Orchestra	A-2800
Memories of Christmas Part I. and Part II.	Prince's Orchestra and Male Chorus		A-2646
O Come, All Ye Faithful	Hark, the Herald Angels Sing	Temple Quartette	R-1473
God Rest Ye Merry Gentlemen and Christian Men, Rejoice		Temple Quartette	R-1474

Any Columbia dealer will gladly play them for you.

COLUMBIA GRAPHOPHONE CO., TORONTO



Choose Your Christmas Columbia Grafonola At

W. McPhillips, Ltd.
238 DUNDAS STREET, LONDON

Hear the Columbia Christmas Records.

NORDHEIMERS

227 DUNDAS STREET. TWO DOORS WEST OF MAJESTIC THEATRE.

TOYS AND GAMES

Endless Variety of CHRISTMAS GIFTS

- STEAM ENGINES
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- HORSES
- AND CARS
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- LANTERNS
- FUR TOYS
- CHRISTMAS CRACKERS
- DOLLS
- BUILDING BLOCKS
- TEDDY BEARS
- NOAH'S ARK
- CARPET
- SWEETERS
- TEA SETS
- WASHING SETS
- GUN BELTS
- TOOL SETS
- HUMMING TOPS
- TARGET SETS
- MUSICAL TOYS
- KITCHEN SHINETS
- DOLLS' SHOES
- JACK-IN-BOX
- DECK CHAIRS
- MECCANO
- DOLLS' DRUMS
- BOATS
- STOVES
- CHESS
- DOMINOES
- HALMA
- QUITS
- KINEMATO.
- PIANOS
- ROULETTE
- BAGATELLE
- PIANOS
- SCALES
- SPARKERS
- CHECKERS
- PAINTS
- RATTLES
- HORNES
- MONKEYS

We will be delighted to show you around at any time. All we ask is that you compare our prices. We have every confidence in the rest.

RED STAR NEWS COMPANY
10 MARKET LANE.

The winter months are coming. Why not get in touch with the La Salle Extension University and cash in on your spare time? IMPERIAL BANK CHAMBERS.

Ontario Dry Cleaners
We specialize in cleaning furs. Parcels called for and delivered. 616 TALBOT ST. PHONE 6985W

Phone 1274.

THOMSON'S

179 DUNDAS STREET.

LADIES' AND CHILDREN'S READY-TO-WEAR STORE

Gifts to Please Every Taste! Prices to Suit Every Purse!

The above two lines tell a story of why this store is always so crowded during the Christmas buying season.

USEFUL GIFTS.

Camolets, dainty and attractive, at 98c to \$3.95 each

Ladies' Leather Handbags, just in for Christmas, at from \$2.50 to \$5.95 each

Ladies' Fancy Collars and Vests, 12 dozen, traveler's samples, for Christmas gifts at half price. Collars 69c to \$1.50 Vests \$1.25 to \$3.95 each

HANDKERCHIEFS.

We are showing our usual variety of single or boxed handkerchiefs for ladies and children.

BLouses.

Ladies' Triclot, Georgette, Silk and Voile Waists, make acceptable gifts.

KIMONOS.

Ladies' Padded Silk, Flowered Velour, Crepe and Silk Crepe Kimonos marked at special prices.

HOSIERY.

A very complete line of Silk or Wool Hosiery for ladies and children.

CHRISTMAS WHITEWEAR.

Fancy Nightgowns, Corset Covers and Underskirts, very attractive.

Headquarters for Infants' and Children's Wear of All Kinds.