

Why Not an Ostrich Feather Gift for Yourself or Friend at Christmas?

London Feather Co., Limited assortment is so varied and so large that there is sure to be something to suit every need and every pocket. Catalogue Free.

Ours is the Largest Ostrich Feather Business in the World

LONDON SELECTED PLUME

The London Selected Plume is, as the name implies, an article every male feather of which has been selected with the greatest care. A more beautiful plume could hardly be made. Eighteen inches long, black, white, or any solid color. Delivery charges paid to any point. Satisfaction guaranteed or your money refunded.

\$5.00

LONDON FRENCH PLUMES

Twelve inches long, \$1.50. Fourteen inches long, \$2.50. Sixteen inches long, \$3.50. Eighteen inches long, \$4.50. Black, White and all new colors.

LONDON SELECTED WILLOW PLUMES

The London Willows are all hand knotted and guaranteed. They are unlike many cheap grades, the ends of which are pasted together. This London knotted plume, twenty inches long, 3 ply thick, was made to meet a popular demand, and is a magnificent plume that is giving splendid satisfaction.

\$10.00

LONDON WILLOW PLUMES

Three ply single tie: Seventeen inches long, \$5.00; Eighteen inches long, \$7.50; Nineteen inches long, \$8.50. Three ply double tie: Eighteen inches long, \$10.00; Twenty inches long, \$14.00; Twenty-two inches long, \$16.00.

FULL VARIETY IN OSTRICH FANS

Priced as low as \$1. and \$2. Special value, \$5. Superb fan, \$10. Others up to \$25. Prices one-third of those where fans are a side line only. Large variety in Marabout Muffs, Stoles, Ostrich Boas, Ostrich Mounts and Novelties.

IN OUR OWN WORKROOMS

We make all London Goods direct from advance models from our European and New York Warerooms, for sale only to our retail customers, at maker's prices. We save you all the middlemen's profits.

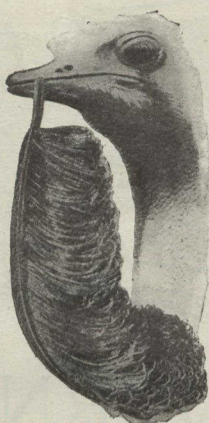
LET US SELECT FOR YOU

If you cannot wait for catalogue, send express or postal order for any article listed above, state color preferred, and we will select as carefully for you as if you were in our Sales Parlors. If it is unsatisfactory we will exchange or cheerfully refund your money. We guarantee satisfaction. All goods sent express paid.

Write our Toronto Office To-day for Free Catalogue and Price List.

LONDON FEATHER CO., LIMITED 144 Yonge St., TORONTO

London, Eng. Paris. New York. Montreal. Toronto
Dept. A



changeable as the wings of the grackle; green, like the back of the parrot; white, fluffy and foamy as marabout—all these and other tints quite as charming.

Gowns of Silk with Lace

SILK is one of the favorite materials of the season for afternoon costumes, and it is shown in numberless new and attractive weaves. The two gowns illustrated are, one of silk serge, and the other of the new satin duchess, which is soft and supple, of chiffon quality, the color of the latter is one of the beautiful fashionable greys, and the trimming is of the same material in a lighter, harmonizing shade.

The gown of serge is combined with both black and white lace, and such combination is exceedingly smart. The blouse is a very new one made in sections that are overlapped and arranged over a guimpe lining. This guimpe lining is faced with black lace and forms the V-shaped portions, with white lace for the yoke. It includes white lace undersleeves also, that can be seen through the over ones of black lace. The skirt is made with panels and overlap the side portions, and these side portions are finished and lapped onto the panels. It can be finished with either a high or natural waist line. For the medium size the blouse will require 3 yards of material 27, 2 yards 36, 1½ yards 44 inches wide, with 1 yard of all over black lace 18 inches wide, and 1¾ yards of white lace 18 inches wide; for the skirt will be needed 5 yards 27, 3¾ yards 36 or 44 inches wide, and 2 yards of lace banding.

The pattern of the blouse, No. 7234,

is cut in sizes from 34 to 40 bust, of the skirt, No. 7238, in sizes from 22 to 30 inches waist.

The second gown shows one of the new blouses that is made with a circular peplum and big revers. It can be worn over any guimpe. It includes kimono sleeves that are attached to the armholes, but the blouse is cut to extend over the shoulders, and this effect is one of the newest and smartest. The model will be found a charming one for the separate blouse, as well as for the entire gown, and if it is lined with soft silk, it becomes reversible. The skirt is made in three pieces, and is closed at the left of the front, where the edges are overlapped. If liked, these edges can be cut straight in place of being rounded as in the illustration. Worn with this blouse the skirt is finished with a belt at the natural waist line, but it can be cut higher and underfaced if desired for different use. For the medium size the blouse will require 2¼ yards of material 27, 1¾ yards 36, 1¼ yards 44 inches wide, and 1 yard of satin for the trimming; for the skirt will be needed 5¼ yards 27 or 36, 2½ yards 44, with ¾ yard of satin for the trimming.

The pattern of the overblouse, No. 7230, is cut in sizes from 34 to 42 bust, of the skirt, No. 7236, in sizes from 22 to 32 inches waist.

Smart Gowns in Tunic Style

EVERY possible kind of tunic is fashionable this winter, the long and the short, the straight and the shaped. Illustrated are two gowns that



Blouse Pattern No. 7234
Skirt Pattern No. 7238

Blouse Pattern No. 7230
Skirt Pattern No. 7236

BEETHAM'S La-rola



La-rola is a perfect emollient milk quickly absorbed by the skin, leaving no trace of grease or stickiness after use. Allaying and soothing all forms of irritation caused by frost, cold winds and hard water, it not only preserves the skin but beautifies the complexion, making it SOFT, SMOOTH AND WHITE, LIKE THE PETALS OF THE LILY.

The daily use of La-rola effectually prevents all redness, roughness, irritation and chaps, and gives a resisting power to the skin in changeable weather. Delightfully soothing and refreshing after Motoring, Golfing, Skating, yeling, Dancing, etc.

Men will find it wonderfully soothing if applied after shaving. Ask your Chemist for it.

M. BEETHAM & SON - - - **OHELLENHAM, Eng.**



Head Office . TORONTO

CAPITAL AND SURPLUS
\$6,650,000

TOTAL ASSETS
\$50,000,000



The Bank of Canada

INCORPORATED 1885

113 BRANCHES THROUGHOUT CANADA

Read our Advertisement Guarantee on Page Three of this issue.

An Account for Two or More Persons

A joint account may be opened by two or more persons, and it may be agreed that any one of the depositors may draw on the account. This privilege is a boon to travelers or people away from home frequently. Should any one of the parties to the agreement die, the survivor may obtain all moneys in the account on their own cheques without any expense or delay.

617