

Special Values

SATURDAY at
Brick & Dundas, Ltd.

Wool Pull-Overs
Smart new models, most popular shades. Regular \$5.95, for \$4.95

Wool Serge Skirts
Navy blue and black, button-trimmed, gathered back. Saturday only \$3.29

White Crepe Waists
Tucked front; sizes 36 to 44 \$3.95

White Jap Silk Waists
Sizes 36 to 44. Special value \$2.50

Navy Cheviot Suits
All wool, stylish and serviceable, coat (satin lined), full belted, skirt gathered back. Special value \$29.75

Jimmy Coon and His Friends

The Adventures of the Little People of the Great Forest.

AN INDIAN BOY COMES TO MIRROR POND. Quilly Porcupine on the way: "I'd like to see Mr. Silver Fox touch me! Why, I'd throw a gas bomb at him, so that he would struggle to death in short order." And Quilly laughed and remarked: "If I once get one of my never stop until it pierced his heart. And how those two brave warriors did fight!"



Mr. Silver Fox was admiring his beauty in the looking glass.

But Mr. Silver Fox was admiring his beauty in the looking glass of his beautiful black curls, and he said, "Oh, pool, what fairly cats those silly Beavers are! They're afraid of their own ugly shadows!"

Tomorrow: Sammy Muskrat Plans Trouble for the Beavers.

The World's most famous Dressmakers

are making changes in styles to which this season's D & A Corsets are perfectly adapted.

The D & A Corsets are fitted on living Canadian models and bring to Canadian women the latest styles adapted specially to their requirements.

The prices of D & A Corsets average one-half those of imported corsets.

D & A Corsets are made by the Dominion Corset Co., makers of the La Diva Corsets and the D & A "Good Shape" Brassieres.

517



DOMINION CORSET CO., QUEBEC

POLLY AND HER PAIS.—Well, You Can't Have Both Light and Heat.



Page of Interest to Women

MUNICIPALITIES MAY NOW APPOINT FAIR PRICE COMMITTEES

Advertiser Patterns

Housewives Will Have Opportunity To See Whether the Prices Are Reasonable.

Consumers of Canada have now an opportunity of ascertaining whether the prices they pay for foodstuffs are reasonable and fair, or possible extortions by alleged profiteers. All they have to do in each municipality in Canada is appoint a fair price committee to investigate the prices asked by retailers, and to draw conclusions as to whether those prices are fair and reasonable. These fair price committees will then publish their findings in the form of lists.

In this way the consumers will make sure whether they are paying prices which are unreasonable and unfair, or not. It may be that the prices which the committee considers to be fair and reasonable will not be higher than the present prices charged by retailers. In some cases they may be higher. But that need not bother the consumer so long as he is satisfied that the investigation of the impartial fair price committee within his own municipality and reasonable standard to guide both consumer and retailer, having in mind war conditions and the unsettling of fair prices.

If there is a desire on the part of the consumers to find out just where they stand in regard to prices which they have to pay for foodstuffs, they now have a golden opportunity to have the matter dealt with once and for all under the provisions of the recent war-in-council, fathered by the department of munitions and the appointment of municipal fair price committees.

In some quarters it is said that fair price committees will not solve the food problem present in most households. It may be pertinent to suggest that municipal fair price committees first should be given a chance to show that they can find a solution before the principle of municipal fair price committees is condemned out of hand. It is a good rule to support measures that seem to tend in the right direction. A similar program has been effected in the United States.

The virtue of this order-in-council, giving authority to municipalities to appoint fair price committees to investigate the prices consumers have to pay, lies in the publicity that will be given to the findings. In this way public opinion will be informed, and enlightened public opinion may be trusted to co-operate in all national food efforts if it knows the facts. You can always give anything a thorough trial once.

Lady Jean Hooper
Tells How to Fight the 'Flu' Epidemic
Methods Used Successfully When the Last Epidemic Raged in England.

To the Editor Woman's Page: Seeing so much of the terrible deaths from many deaths from influenza, I thought perhaps it would be a great pleasure to send, Mr. Editor, a great recipe to help fight the flu. I am a nurse, and I have used, and gave to his students, of course it may be out of date, but I think it is worth a try.

There were told to keep our bodies perfectly clean, and above all, our hands. Then every morning and every time we came into contact with the hands of one in 100th of carbolic acid, and that was one drop of carbolic acid to every 100 parts of water. We were also told to keep a quart bottle with alum in it, about 5 cents worth, and on going out rub the throat with the alum and hands, not with the bridge of the nose and hands, not with the hands. To use onions at all meals and leave onions cut up in the rooms, replacing them by fresh ones every day. But above all, not to think we were going to take it.

Of the 163 students in St. Thomas's hospital not one died, and very few were sick.

As you think, Mr. Editor, publish this or not, but I know what it can do. Yours, the young of humanity, REV. LADY JEAN HOOPER.

RED CROSS AND C. W. C. A. COLUMN

A communication received from the prisoners of war department, Canadian Red Cross Society, London, England, is as follows: The Canadian Red Cross is ordering a special 15c parcel to be sent to each Canadian prisoner of war for Christmas. This parcel will be sent in the place of one of the usual 15c parcels. The contents will be as nearly as possible the following: 1-lb. tin roast beef, 1-lb. tin sausage or bacon, 1-lb. tin turkey or fowl, 1-lb. tin Christmas pudding, 1-lb. tea, 1-lb. loaf sugar, 1-lb. tin milk, 1 tin sardines in oil, 1-lb. packet plain chocolate, 2 packets, Wrigley chewing gum, 1-lb. tin drippings, 1-lb. carton biscuits, 1-lb. tin cheese, real turtle soup square, packet, 2 dried eggs, 1 cake brown Windsor soap, tobacco or cigarettes and Christmas card.

WHEN You Want Flowers, Think of WEST FLORAL COMPANY
HOME 2127, 249 Dundas Street, 257



Waist 2608. Skirt 2590.

Here is a stylish dress that is developed from Waist Pattern 2608, and Skirt Pattern 2590. In satin, velvet, or silk poplin this will make a very attractive gown. Lace or embroidery may be used for trimming. The pattern is cut in seven sizes, 34, 36, 38, 40, 42, 44, and 46 inches. Bust measure. The skirt is cut in seven sizes, 28, 30, 32, 34, 36, 38, and 40 inches. A medium size will require 5 1/2 yards of 44-inch material. The skirt measures 2 1/2 yards at the foot. This illustration calls for TWO separate patterns, which will be mailed to any address on receipt of 10 cents FOR EACH pattern, in silver or stamps.

Please send above-mentioned pattern as per directions given below:

Name
Town
Province
Age (if child's or misses' pattern)
Measurement: Bust.....Waist.....

Caution: Be careful to enclose the above illustration, and send size of pattern wanted. When the pattern is sent, you must send only mark 34, 36, 38, 40, 42, 44, or 46 inches. Bust measure, 22, 24, 26, or whatever it may be. If a skirt, give waist, bust, and hip measure. When misses' or child's pattern, give only the bust measure. Write the age. It is not necessary to write "inches" or "yards." Patterns cannot reach you later than one week from the date of application.

Daily Bible Question Club

UNIFORM LESSON FOR SUNDAY, OCT. 27, 1918. ONE GOLDEN TEXT SUGGESTION.

By Rev. T. S. Linscott, D.D. Isaac and Rebekah.—Gen. xxiv. QUESTIONS FOR TODAY.

14. Verses 29-42.—Who was Laban, and what part does he play in Bible history? 15. Why is it that presents form an important part in courtship and marriage?

16. Verses 43-45.—Of two young men, the one frank, cheerful, communicative and giving, the other reserved and self-contained, which is the more likely to get a good husband? (This is one of the questions which may be answered in writing by members of the club.)

Golden Text: Let not kindness and truth forsake thee: so shalt thou find favor and good understanding in the sight of God and man.—Prov. 3:24. WE MAY PLEASE GOD. Solomon, in the text, indicates that we can act as to find favor and good understanding in the sight of God and man. A lot of teaching which we hear that no matter how conscientious a man may be, or how careful or even prayerful he may be over his words and actions, he must of necessity still be displeasing to God, unless he is a Christian. God expects us, by his grace, to do those things that please him, and when we do not succeed, God blames us; hence it is not because we cannot do for what we would not blame them, we have the grace and love of God in us, such a way as to receive the favor both of God and man.

Stick It, Women of Canada

(By Marjory MacMurchy)

Strong to endure, tireless in activity, wise in decision, united in spirit and organization, resolute in sacrifice, proving that love is the most powerful force in the world, the women of freedom have shown that when a nation calls its men woman in Canada is asked by the Government to help in making this year's Victory Loan by far the greatest Canada has had yet.

Bring in the silver and gold, all the wealth our nation must have to win the war, to care for our soldiers, to make certain a Right Peace, to keep away the desolation of widespread unemployment from Canada, to assure safety and plenty for our homes. Subscribe yourself. Secure as many other subscribers as possible. The goodwill and help of one hundred thousand women can break any nation that we have had yet.

Whoever you are, this call is for you. Home woman, business woman, munition worker, woman of the farm, professional woman, national service girl, wage earner, school helper, member of a national organization, university student, mother, daughter, sister, wife, sweetheart, take your part in Canada's greatest proportional total of subscribers for our Victory Loan. Your enthusiasm, your pluck, your influence, your belief, yet, British, Canadian or American. The help of our women will build a gold, without which our soldiers' supreme sacrifice may fall in its final glory of an ultimate, complete, enduring Victory for Righteous Peace.

GRAY'S BULLETIN

New Coats

Third Floor.

ALL-WOOL VELOUR COAT
in three different models, plush collar, fancy pockets, button trimmed; colors of taupe, green and dark brown; sizes 18 to 42. Specially priced, \$35.00

SALT'S PLUSH COATS
in brown and green, large convertible collar, and belt, lined and interlined throughout; sizes 36 to 44. Moderately priced at \$38.50 and \$40.00

EXTRA!

A notable economy event, a prudent money-saving transaction. Note these remarkable prices:
\$2.00 50-Inch All-Wool Basket Cloth
Well finished and good-wearing quality, excellent for coats, suits and separate skirts, in navy, brown, green, rose and panne; regular price, \$3.00 (old value). Special price, per yard \$2.00

\$1.15 36-Inch Silk (Union) Crepe Cord
This is an exceptionally low price for such a beautiful fabric, rich, lustrous finish, in a splendid line of new fall shades, suitable for dresses, waists or skirts; worth today \$2.00 a yard. Special price \$1.15

89c Broken Lines of Silks at a Bargain Price
30-inch MESSALINE SILK, in brown and two shades of navy; regular \$1.25. 36 and 44 inch MOIRE SILK, taupe, paddy, navy and mahogany; regular \$2.00. Also CORDED AND JAPANESE SILKS. To clear at one price .89c yard

New Blouses

Third Floor.

BEAUTIFUL NEW MODELS IN VOILE WAISTS, some with embroidered fronts, others in stripes with lace-trimmed collars or with high collars. Price \$1.50 Oversizes \$1.75

BLACK STRIPED VESTING WAISTS. Price \$2.00

BLACK VOILE WAISTS, with convertible collar. Price \$1.50

Dainty Silk Waists

in flesh, maize and white, with square neck and lace-trimmed collars. Price \$3.50

Towels and Towelings

Staple Department, Main Floor.

Ready-Made Tea Towels, red check 25c each
Ready-Made Tea Towels, red check with border 35c each
Ready-Made Tea Towels, narrow red border, width 23 inches 39c each
Ready-Made Roller Towels, 2 1/2 yards long 49c each

Roller Towelings, excellent quality, dark with red border 25c yard
Unbleached Bath Towels 59c pair
Two-yards wide BLEACHED SHEETING, good quality, free from dressing. Special value, at 75c yard

GRAY'S

LIMITED.

Agents for the Ladies' Home Journal Patterns.

140 DUNDAS STREET

Phones 115, 116.

GRAY'S

LIMITED.

Patriotic Western Ontario

Address All News for This Column to the Editor of the Women's Page.

TORONTO POOR.

Owing to the abundance of apples throughout the district, the Women's Institute are packing and shipping a considerable quantity to the poor people in Toronto.

FOREST RED CROSS SHIPPED 27 BOXES TO HYMAN HALL.

At the annual meeting of the Red Cross workers, held at the home of the president, Mrs. J. D. Livingston, on Tuesday evening, the 22nd inst., the secretary and treasurer, which showed among other things that 27 boxes had been sent to Hyman Hall during the year, containing soldiers' comforts to the value of \$2,750. Besides the shipments, socks to the value of \$100 were donated to Lambton boys. The Penny Boy Fund (October to be yet collected) amounted to \$1,850.00, the total receipts for the year amounting to \$2,244.46. A comfortable balance of \$180 is on hand.

The following officers have been elected: Honorary president, Mrs. G. Cole; president, Mrs. J. D. Livingston; first vice-president, Mrs. R. Jennings; second vice-president, Mrs. W. Beaton; secretary, Miss M. McBean; treasurer, Miss K. McCall.

Comrades of the various committees are as follows: Work committee, Mrs. V. Smith; buying committee, Mrs. T. Cole; shipping committee, Mrs. H. Seaton; packing committee, Mrs. H. Seaton; finance and social, Mrs. (Dr.) E. A. Walters.

PALMERSTON P. L. RAISES \$1,229.

The Palmerston Women's Patriotic League shows increasing vim as the war continues. The year's receipts total \$1,229, besides numerous articles and shipped to soldiers overseas \$100 pairs of socks, 252 shirts, and also costing \$275, collected by the ladies of Palmerston. The women are determined to show the Hun that they will back the soldiers right up to the final victory.

EMERO TO PACK CHRISTMAS BOXES.

The Embro and West Zorra Red Cross workers are busy packing Christmas boxes for the soldiers.

NOTICE TO USERS OF HYDRO

We revert to the old time on the 27th of this month, when darkness will set in at about 5:30 in the evening. This will cause a very much increased demand on the hydro system, due to the fact that FACTORIES, STORES, OFFICES AND RESIDENCES will be using a maximum amount of current simultaneously. In order to maintain an adequate service, it will be necessary for the greatest co-operation on the part of all lighting consumers.

BETWEEN THE HOURS OF DUSK AND 6.30 P. M.

No Electrical Appliances of any kind should be used—Lighting should be cut down to the minimum—All lamps which are not absolutely necessary should be switched off.

WATCH FOR THE SIGNALS!

Your lights will be dimmed two or three times to remind you that it is necessary to conserve. On receiving this warning, switch off all unnecessary lamps and appliances. Compliance with the above request will make it unnecessary to inconvenience anyone seriously by shutting off the current altogether.

THE CITY HYDRO

PHONE 6480.

CYNTHIA GREY'S MAIL-BOX

Watch As a Compass. Dear Miss Grey:—Do you or any of the mail boxers know how to use a watch as a compass? I have seen this described somewhere, but cannot remember the instructions. I have many valuable hints from the Mail-Box, for which I thank you all. ANS.—Some time ago the same query was propounded in our Mail-Box, and through the directions kindly given then by several Pageantists, I am able to tell you now: Place the watch with hour hand directed towards the sun, then:

By Cliff Sterrett

NO BOILING—LESS RUBBING

Every Woman Knows that hard water "sets the dirt," makes more labor and wastes soap. It takes about three ounces of pure soap to take twelve gallons of ordinary city water before the suds have any cleansing effect upon the clothes.

Taylor's BORAX SOAP is pure soap and borax, combined by our own process. Softens the hardest water, loosens the dirt instantly, and WASHES THE CLOTHES WHITER. Sold everywhere.



SOFTENS WATER—WASHES WHITER

midway between that hour and the numeral XII, will be south; opposite will be north; three hours or numerals to the right of south, or given point, to the left of given point will be east. An example: Suppose the time to be 3:10, or south; 4 will be north (opposite is 10, or south; 4 will be north (opposite is 10); then 3 hours to right of ten will be 1, or east; 3 hours to left of 10 will be 7, or east. At noon 12 is south, 6 is north, 3 is west and 9 is east. At 4 p.m., 2 is south, being midway

Wants a Pattern. Highland Mary.—Your enclosure for the pattern department has been handed over, along with the request for pattern.

Norwich.—There is no charge for the stocking foot pattern beyond the enclosure of a stamped addressed envelope. Your enclosure has been handed to the right department.