

PAGE FOR ADVERTISER WOMEN READERS

Advertiser Patterns



9990—A Charming Gown for Home or Calling—Ladies' Dress With Long or Short Sleeve, and With or Without Flounce or Tunic.

French linen in a new rose shade, with braiding in self color, is here shown. The design offers much in the way of variety. The sleeve may be long or short, with a neat cuff trimming. The skirt may be finished in plain outline with a tucked lap at the centre front. It may have a flounce just below hip length, or be finished with a tunic and flounce, or a tunic only. The waist is finished in the now so popular blouse style, with set-in sleeve. The design is also good for linen, ratine, duvetyn, voile, crepe or taffeta. The pattern is cut in six sizes: 34, 36, 38, 40, 42 and 44 inches, bust measure. It requires 6½ yards of 44-inch material for the dress in a 36-inch size. If tunic and flounce are omitted, it will require 4½ yards. The skirt measures about 13½ yards at the foot.

A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

PATTERN DEPARTMENT OF THE ADVERTISER.

Please send above-mentioned pattern, as per directions given below, to

Name

Town

Province

Age (if child's or misses' patterns).....

Measurement—Bust..... Waist.....

CAUTION—Be careful to inclose above illustration, and send size of pattern wanted. When the pattern is bust measure you need only mark 32, 34, or what ever it may be. When in waist measure, 22, 24, 26, or whatever it may be. If a skirt, give waist and length measure. When misses' or children's pattern, give only the figure representing the age. It is not necessary to write "inches" or "yards." Patterns cannot reach you in less than one week from the date of order. The price of each pattern is 10 cents, in cash or in postage stamps.

REPENTANCE POSTPONED.

An old negro parson in a Southern church was denouncing theft to his congregation, when he said:

"If there is any member of this congregation who is guilty of theft he had better repent at once and be saved."

On his way home he was stopped by old Rastus, who had listened to the sermon intently.

"Don't you think, parson, that next Sunday will do just as well as tonight to repent?"

"But, Rastus, why not repent tonight and be saved, man?"

"Well, parson, it's this way," explained Rastus. "I want just one mo' chicken for tomorrow's dinner, and I know what I can get dat chicken widout bein' caught to-night."

"Well," said the parson, hesitating, "I don't know what to say, so I think I will take dinner with you tomorrow, and then talk the matter over with you."

The handkerchief linen are so smart and fresh-looking, they deserve the popularity which is being given them.

Science Is Camping on Trail of Roach

Here are Some Ways to Swat Him.

BY CAROLINE COE.

Cockroaches carry diseases.

They are almost as dangerous as the house fly, to which medical research has traced the spread of germ diseases, and through a campaign of publicity has educated the public to wage merciless war upon.

Now science is camping upon the trail of the roach, having pronounced it a death-dealing agent.

"Ware the cockroach! Kill him at sight. He is a menace to your life and the lives of your children."

Evidence as to roaches spreading other diseases is less direct, but there is no doubt they play an important part in the dissemination of diphtheria, tonsillitis and tuberculosis, carrying the organisms on their feet and in their intestinal canals.

Cockroaches overrun kitchens, pantries, garbage heaps and decaying matter, picking up particles with their feet, or feelers, and dropping them later in another place. When hundreds and thousands of cockroaches do this, the amount of matter they carry from place to place is larger than the average housewife considers possible.

Flourid of sodium will exterminate the cockroach.

YOUR MITE NEEDED FOR KIDDIES' VACATION

No Sum Too Big, and None Too Little to Add to Fresh Air Fund.

Have you planned to give in your little donation, young man, or young woman, towards the Advertiser's plan for giving some of the poor little city kiddies a good time in the country?

Have you ever known what it is to be cooped up with no front yard, no back yard, no place to play but the street? Have you ever lived in a grimy house, situated so near the railway or a big smoke-belching factory that the mother of the house got utterly discouraged trying to keep herself and house and children clean?

If you have, then you will know all about it, and just how much of a treat it will be for children living amid such surroundings to exchange them for a fortnight of green fields, orchards, a big clean yard, and all the rest of the delights of the country.

Or on the other hand, if you have never experienced living in a smoke and dust choked atmosphere, in a dingy house on a dingy street—sit down a minute and count your blessings, then follow up your thankfulness in a practical way by a contribution towards the "Fresh Air" fund. It may mean a bit of self-denial, a new book not purchased, or a cheaper necktie bought than you had intended, but think what it will mean to the little chap or girl who gets to the country with your donation. It need not be much from any one, but if we all work together, we can make it a happy, happy vacation for some of London's forlorn little folks of whom there are indeed, a-plenty.

THE HOROSCOPE

MONDAY, JULY 6, 1914.

Evil influences mingle with the good today, but still astrologers read it as a fortunate time for dealing with men in places of power. Mars is in benefic aspect, while Jupiter, Venus and Uranus are all mildly adverse.

The rule is propitious for business associated with large enterprises. Engineering contracts for structural iron work, and buildings of complex architecture are subject to a favorable sway of the stars.

Whatever is connected with surgery, medicine, pharmacy, assaying and chemistry should benefit today. It is a good time for dental work and severe operations.

Soldiers and policemen, all who guard life and property, are under the kindly sway of Mars. The influences tend to make men brave, energetic and resolute. There is a pronouncement of widespread changes in the organization of certain branches of the military.

The rule tends to success and promotion through resourcefulness and enterprise. It is most encouraging for all line of publicity and promotion.

Women should be cautious while this configuration prevails. Their judgment is likely to be poor, either in choosing friends or in making business plans.

There is a prophecy that lives will be lost in large numbers on battlefields and in accidents, from time to time, in the next few months. Warnings concerning railway disasters are repeated.

Agriculture is still under a beneficent sway. Large crops will be harvested. The West will be especially fruitful, the seers predict.

Care of the health is enjoined most earnestly by the seers. Children may be especially liable to disease.

Exceedingly warm weather may cause much suffering at the end of this month. The old should be careful.

Persons whose birthdate it is may have an anxious year. They should not speculate or remove from their business location. Danger of illness in the family is foreshadowed.

Children born on this day may have changeable, unsettled dispositions, but they are likely to be gifted. They may be rather eccentric in manner, but they will progress in any art or profession, which they may adopt.

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"PIE THAT'S PIE" IS CHERRY PIE. Line a medium-sized pie pan with a crust of rich pastry. To two cups of cherries after pitting, add two-thirds cup of sugar, one teaspoonful of cornstarch, and a pinch of salt. Put in the crust and dot with a little butter. Wet the edges of the bottom crust. Pinch down tightly, brush the top with a little milk, and bake in a quick oven twenty minutes. Take from the oven, sift powdered sugar over the top, and serve warm.

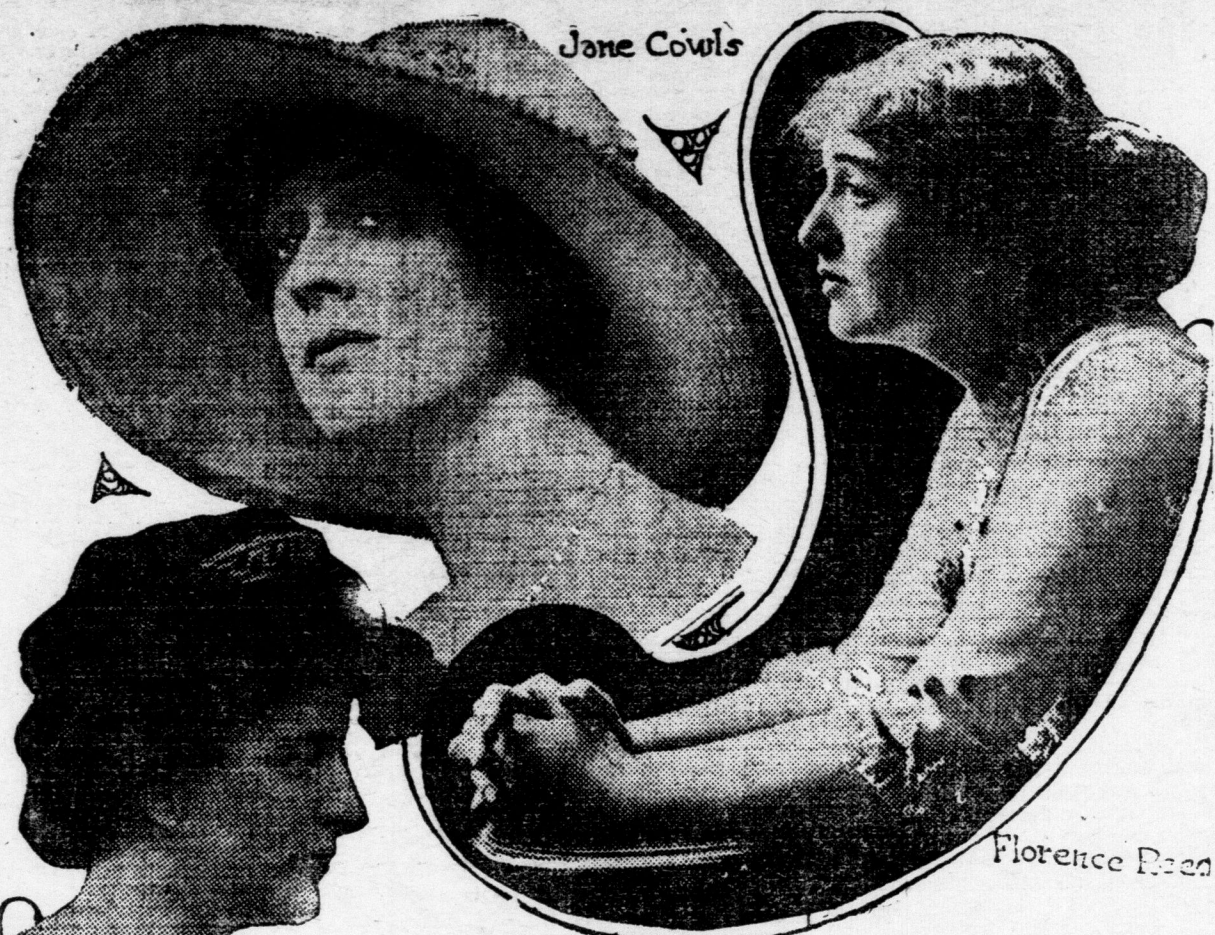
"Mis' Rogers," said Belle, wiping her hands on her apron, "yo' jist got to git rid of that trifflin' Jim Johnson or I leave yo'."

"What's the trouble, Belle?"

"Why, that colored trash is stealin' from me same as if I was white!"

SAYS CAREFUL EATING IS THE BEST COSMETIC.

ACTRESS' BEAUTY SECRET TOLD—FAIR OF FACE IF "FADDY" ON FOOD.



THREE OF AMERICA'S FAIREST WOMEN WHO ATTRIBUTE THEIR BEAUTY TO CAREFUL DIET.

one's complexion," and he could have gone further and said that our food not only affects the coloring of our skins but it changes our bony structures and our curving flesh.

The woman is one of the old-fashioned novels who insisted when her daughter went to boarding school she should only eat corn bread, milk and New Orleans molasses for fear that anything else would ruin her complexion had the theory but the wrong practice.

However, "what is one man's meat is another's poison," and we cannot all eat the same things.

There is no class of women that are more "faddy" in their eating than the women of the stage, and those society women who are called professional beauties. These women are as careful of what they eat as they are of every other act of their waking days.

You will find no pampered appetites among beautiful women who are over thirty.

"Did you ever stop to think what effect your food has upon you?" said Maxine Elliott once to me, during an interview on beauty. "You take drugs and expect that they will have immediate effect upon you, but you don't realize that everything you eat must have some effect as well."

"If we would regulate our diet we would have no use for drugs," said Florence Reed to me at another time. Miss Reed plus her faith to raw vegetables; a salad of thin slices of raw carrot, cabbage and green peppers is a daily dish with her in the spring.

Maxine Elliott believes in the "grape" and each year she lives on the luscious fruit for at least ten days.

Beautiful Jane Cowles is fond of tomatoes for her spring diet each year.

All these women are dark-haired, dark-eyed beauties with complexions of Spanish hue.

They can eat and should eat things which are active upon the liver as dark-complexioned people are more apt to have sluggish livers than blondes.

It will be seen that each of these beauties has hit upon some one of the fruits or vegetables that is a splendid "liver twister."

If you are a dark beauty go and do likewise for all the creams and powders in the world will not help your skin if your liver or stomach is out of order.

them cheaper myself? I am inexperienced in this work, but think I could manage by following instructions given with outfit. Do you think I could?

3. Will you remove coffee stains from a sage blue silk toy dress?

Hoping I have not taken up to much space, I remain, "BLUE EYES."

Ans.—1. This is a fine tonic for dandruff and dry scalp: Olive oil, 1-2 ounce; tincture of cantharides, 1-4 ounce; bay rum, 2 1-2 ounces. Apply to the scalp three nights a week.

2. Yes, I am sure you would be able to do the developing and printing at home. You would doubtless have some failures and mishaps at first, but experience is a fine teacher. Follow instructions carefully—and here's good luck to you.

3. Try this: Mix 5 parts glycerine with 6 parts water and one-quarter part of ammonia. Sponge the coffee stain on the wrong side of the dress, press between cloths, and hold for a few minutes before the steam of a tea kettle. The stain should be quite removed.

Handbag for Norma.

Dear Miss Grey,—This is the first time I have written to you, and hope that you will write to me in answer my questions. I am very much interested in your column.

1. Are purses crocheted with silken crochet cotton; if so, what is the fashionable color, and are they used very much this summer?

2. My eyes are blue, and my hair is fair; what are my colors?

3. What will remove tan from the arms?

4. What will remove paint stains from woollen material?

Wishing you every success, NORMA.

Ans.—One sees a number of crocheted bags in white, but they have not the vogue of a year ago. The bead bags, those of silver mesh, and the flat, book-like purses of silver, are most in use.

2. Shades of blue are invariably becoming to a blonde, and pink, gray and mauve are also favorable shades.

3. Applications of lemon juice diluted with a little water; afterwards rub with cold cream.

4. First apply turpentine, then scrub with a clean handbrush dipped into hot, soapy water; sponge then with clear water, and press between cotton cloths.

Cheese Straws.

Roll out plain or puff paste until one-fourth of an inch thick. Spread one-half of it with grated cheese. Fold over the other half and roll out again. Repeat the process three or four times. Cut into strips and bake. Serve with soup or salad.

Salad Biscuit.

One-half pound of cheese, two cups of flour, four teaspoonfuls of baking powder, one and one-half teaspoonfuls of salt, one cup of water. Mix for cheese biscuits.

Cheese Gingerbread.

One cup of molasses, four ounces of cheese, one teaspoonful of soda, one-half cupful of water, two cupfuls of flour, two teaspoonfuls of ginger, one-half teaspoonful salt. Heat the molasses and the cheese in a double boiler until the cheese is melted. Add the soda and stir vigorously. Mix and sift dry ingredients and add them to the molasses and cheese alternately with the water. Bake fifteen minutes in small buttered tins.

Songs We Used to Whistle and Sing

TA-TA, MY BONNIE MAGGIE DARLING.

Drums were beating loudly, Highlanders were marching proudly, To embark upon the ship bound for the war.

The pipers pipes were skirling, When I left the town of Strirling, And the lass I vowed to love for evermore.

On the quay the regiment halted, O'er the barrier I vaulted, And with eager heart rushed to my Maggie's side.

Her bonnie blue eyes glinted, As a fond kiss I imprinted on her cheek, Then when I got on board I cried:

Chorus: Ta-ta, my Bonnie Maggie, darling, You are my guiding star, Don't forget your sojor laddie, When he's fighting in the war.

Duty calls and I must leave you, But I know that you'll be true, And if I survive the battle, And the cannon's deadly rattle, When I come back again I'll marry you.

Against the foe engaging, When the fight was fiercely raging, And the bullets swishing around me just like hail.

W' grim determination, I fought with desperation, The Scotch Brigade had sworn that they'd prevail.

I moved them down in batches; I was mentioned in dispatches, My deeds have gained an everlasting fame.

It was one fond heart that fired me, 'Twas a bonnie lass inspired me, And the parting words I uttered leaving home:

Now the fighting's ended, And my country I've defended, When we meet we'll be a happy pair, To my bosom I'll enfold her, She'll rest upon this shoulder, And I'll tie the wee bit ribbon on her hair.

And I'll promise no' to leave her, Cause the parting it would grieve her, But yet I'm still a sojor of the king, And though I love her dearly, W' my heart and soul sincerely, Should another war break out, she'd hear me sing.

(Copy sent by "J. A. G.")

RUSSIAN TUNIC OF STRIPED AND SOLID SHADES

It looks as though the popularity of the long Russian tunic would be its undoing as a long worn mode.

This one is of cotton awning stripe

for the underskirt and a pleated plain gingham for the tunic. The awning stripe forms the belt and the tunic on the bodice.

When Answering Invitations

SOME TIPS UPON ACCEPTANCES AND REFUSALS.

In answering invitations there is a wide margin for expressing pleasure or regret, and no two persons probably use the same set of words, but vary them according to the circumstances which actuate refusals or acceptances.

It is a matter of some uncertainty with not a few as to whether an answer should be written in the third or first person, and whether the fact of its being given in the former obliges the recipients to be equally formal in the answers given. There is a for and against this.

First and Third.

Take a wedding invitation, for instance. It is issued in the third person, because some hundreds of invitations are probably issued, but it does not follow that those to whom these invitations are given are bound to reply in a like manner. Between slight acquaintances this rule would be followed, and "Mrs. A." would signify her "pleasure in accepting Mr. and Mrs. B.'s invitation to the marriage of their daughter, Eve, with Mr. Claude Blank at St. James' Church on Wednesday, the 21st of June."

It is necessary that it should do so, for were it not written in this way, and the word "invitation" only was written, it might leave it uncertain as to the event referred to in the note.

When formal invitations are sent to intimate friends, their number obliges them to be issued in the third person; but the answers to such, when given by them, are written in the first person, it being considered over-formal to make use

of the third person under such conditions. Consequently the acceptances are written in the familiar and friendly style that is in use between friends in ordinary intercourse, and to do otherwise would be almost to ignore the friendship existing, and would be quite out of order under these conditions.

How to Decline.

It is a recognized fact that to decline invitations offers more difficulties than to accept them; but this is not quite so, at least in every case. The phrase "Mrs. Blank accepts with pleasure Mr. A.'s invitation," etc., is a phrase much fancied; but it should be instead, "Mrs. Blank has much pleasure in accepting Mr. A.'s invitation," etc.

As regards refusals. They offer a wide margin for mistakes to be made, and no judgment is required as to what should or should not be said. The general reason for declining is a prior engagement, but when this is pleaded without the nature of it being stated it sounds rather ungracious.

On the other hand, there may be good reason for its not being stated. For instance, if it is a dinner engagement, for those with whom it is made are of better social position than those to whom the letter of excuse is written, there is a notion that perhaps a refusal sounds rather uncomplimentary to those whose dinner invitation has to be declined, and therefore the previous engagement, without all the strict excuse upon which to rely, between acquaintances.

VEGETABLES

"Fresh From the Garden"

Wax Beans, per lb.20c
Green Peas, in pod, lb. 10c
Green Peas . . 3 lbs. for 25c

Bunch of Mint gratia with above.
New Beets, per bunch4c
New Beets, 3 bunches for10c
New Carrots, per bunch5c

Tomatoes, hothouse, per lb.20c
Tomatoes, imported, per lb.16c
Cucumbers, large, each10c

Cucumbers, medium, each8c
Lettuce, head, each8c
Lettuce, leaf, large6c

Lettuce, leaf, medium4c
New Cabbage, small each5c
New Cabbage, medium, each2c

New Cabbage, large, each10c
White Onions, Dutch sets, bunch 4c
White Onions, 3 bunches for10c

Watercress, bunch4c
Mint, bunch4c
Parsley, moss curled, bunch5c

Radishes, choice, per bunch4c
Radishes, 3 bunches for10c
Gooseberries, per box10c

Red Currants, per box10c
Minimum charge, 25 cents. Mail orders solicited.
Telephone 2831. P. O. Box 275.

MAIN & COLLYER

We Express Parcels

to any point in Canada. Goods called for and delivered to the point of destination. AMERICAN DRY CLEANING AND DYE WORKS.

55 Dundas Street, ywt Phone 1955

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The sign of a good store. We have it.

W. R. LUTZ
North End Druggist. ywt

Victoria Home Bake Shop

Ice Cream St.—Phone 4778.
Daintily served.
Mrs. Baxter. Miss Willets. ywt

Wightman and Von Schilroth

440 Park Avenue,
will sell, while they last, a few pieces of imported embroidered robes patterns at 10c each.

New Flowered Crepes, 15c

White grounds, with floral effects, in white, sky and mauve, 27 inches wide, suitable for waists, dresses or trimming.

ARTHUR'S
LONDON EAST 231 PHONE 3513

A Fine Collection

Notice the laundry work we send back to you from our establishment. It is always

CLEAN,
ATTRACTIVE,
WELL FINISHED.

If you want quality of work, care of your linen and attention of your best interests, send your bundle here.

We darn your hosiery free.

Parisian Laundry

PHONES 558, 559.
J. CHIERA, Manager. ywt

Attend Our Mid-Summer Clearing Sale

Everything in our Ladies' Wear Department going at from one-third to one-half off.

H. WOLF & SONS
263-265 Dundas St. South side.
Near Wellington.

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