

NEWS OF SPECIAL INTEREST TO WOMEN

LATE SHOPPER UNJUST TO HIS OWN INTERESTS

In Addition to Discomfiting Store Employees, He Loses Chance of Wide Selection.

WIDE RANGE OF GIFTS

Something for Everyone From Soldier in Trenches to Child of Civilian.

The man or woman who shops frantically at the last few hours of Christmas Eve this year, in face of all the appeals that have been made to have mercy upon the poor store assistants, is doing himself or herself as great an injury as that inflicted on the clerks in the stores.

Everything is in favor of the early shopper, first selection, avoidance of crush and last, but not least, there is the peace of mind which comes from having one duty done ahead of time.

Going from store to store one finds a wide range of goods of all kinds to select from, and suitable for every purpose. To start with the children—buying for Christmas is essentially the children's season—was there ever a time when they were catered for as now? The toy departments are overflowing with alluring gifts for children of every age.

Another very favorite Christmas present that is coming more into vogue with busy people, who have little time to pick and choose gifts, is that of a year's subscription to some periodical. This is a happy thought where reading is enjoyed, ensuring a whole year of pleasant reminder to the recipient.

A good calendar is an appreciable gift, and one well within the reach of a modest purse, as well as that of the rich. Selections of these gifts in all the stores seem better and more artistic than ever. A rather new suggestion for a gift is that of good music player-plans.

"Made in Canada" Demanded. Many are asking for "Made in Canada toys" this year, remembering the good work that is being done along this line by the Patriotic League, and in the Memorial Institute.

Touchees of scarlet ribbon, holly-covered boxes and bright papers, all add to the attractiveness of Christmas parcels. Gifts for the soldiers, for those who may soon be going to the front in the shape of "trench" comforts, khaki hankies, unbreakable mirrors and useful first-aid cases are finding a ready sale.

Christmas shopping there is something suitable for everyone, man, woman and child; soldier and civilian. But shoppers are advised to remember the suggestion of the stores: "Only nine more shopping days to Christmas"—and shop early.

CAMPANA'S ITALIAN BALM. A few drops rubbed over the hands and face after washing, and before thoroughly drying will prevent chapping. For sale by all druggists, 25 cents the bottle. A special size sample bottle sent postpaid on receipt of ten cents in coin or stamps, by E. G. West & Company, 80 George street, Toronto.



FLORENCE MOORE AND MLE. DAZIE in "Maid in America," at the Alexandra Theatre.

GREAT NEED OF FUNDS FOR BLIND SOLDIERS

Secretary of Library for Blind Outlines Problem Which War Has Created.

FRANCE IN THE LEAD

Has Already Complete Machinery to Care for Unfortunates in Big European Struggle.

The fortnightly meeting of the Suffragists' War Auxiliary was held on Saturday evening at the W.C.T.U. headquarters on Gerrard street.

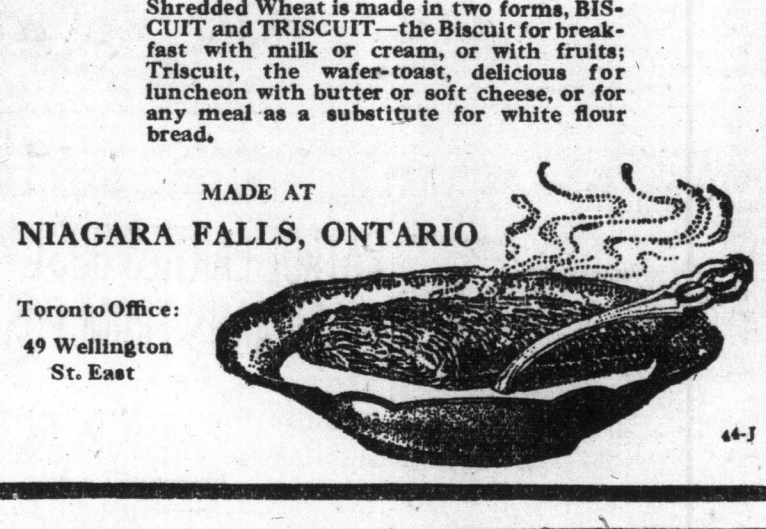
Secretary Swift of the Canadian Free Library for the Blind, made an extremely moving appeal on behalf of financial help and public interest in the state of the adult blind.

"Shut off from the world of sense, the blind person leads a life of high mental concentration and acquires a peculiar psychology which no one but an intelligent blind person can understand," the speaker said.

What are we going to do with our blinded soldiers? he asked. "Do they present a different phase or an addition to the already existing problem of the blind? They became a factor in the problem and the only consideration is that the question becomes one of dealing with larger numbers. What machinery is there to take care of

MADE IN CANADA

Woman's work is never done, but the woman who knows the nutritive value and culinary uses of SHREDDED WHEAT can find time for other duties, pleasures and obligations outside of the kitchen. The servant problem does not disturb her—nor does the unexpected guest. SHREDDED WHEAT is ready-cooked and ready-to-serve—so easy to prepare a delicious, nourishing meal with it in a few moments.



MADE AT NIAGARA FALLS, ONTARIO

Shredded Wheat is made in two forms, BISCUIT and TRISCUIT—the Biscuit for breakfast with milk or cream, or with fruits; Triscuit, the water-toast, delicious for luncheon with butter or soft cheese, or any meal as a substitute for white flour bread.

Work in the Old Land. The speaker outlined the work that is being done in France under the Valentine Hois Association, the founder of which was the first to educate a blind man in 1784, also the National Institute for the Blind in London, England, which has opened a new building, St. Dunstan's, especially for the instruction of blinded soldiers.

At the conclusion of Mr. Swift's lecture, a vote of thanks was passed, and the interest of the auxiliary promised on behalf of this most important national work.

Mrs. Hamilton reported that in answer to a letter asking for official recognition of the Serbian Relief Committee, the mayor had requested the members to appear before the board of control. The total collected to date for Serbian relief was \$271.

Undequate Facilities. The blind altogether are suffering from inadequate facilities, he continued. "What is needed is for Canada to get into line with the great world that is going on all over the world for the better and highest training of the blind."

Winter Evenings. Winter evenings are the ones spent at home—either the family only or entertaining friends. Make the evenings more enjoyable by selecting a Victoria from the large and varied stock of Ye Old Time of Heintzman & Co. Ltd., Heintzman Hall, 193-195-197 Yonge street, Toronto.



JANE FEARNLEY. With "Potash and Perimeter" at the Grand Opera House.

Ked Cross Contributions

- Col. the Hon. James Mason, hon. treasurer of the Canadian Red Cross Society, reports that since the last public acknowledgment, the following contributions to the fund of the society have been received, amounting to \$21,866.25.

ASHAMED OF THE PIMPLES. How embarrassing it is to have pimples and blackheads break out on the face, and particularly just when one is trying to look the best.

THREE SCORE AND FOUR

64 years is a long time. A product that can hold the popularity of an entire Dominion for 64 years must be meritorious—DEPENDABLE EDDYS' MATCHES

This Certificate or Making Money From the Soil. SHOW YOUR PATRIOTISM IF YOU CAN'T FIGHT HELP TO FEED GROW SOMETHING.

RED LETTER BIBLES

First shipment exhausted. Please hold Coupon for a few days, as a further supply is on the way. Watch this space for announcement.

THE WORLD TORONTO HAMILTON

Table listing various organizations and their contributions, including Women's Institute, Patriotic Fund, and Red Cross Society.

DON'T LOOK OLD! But restore your gray and faded hairs to their natural color with LOCKYER'S SULPHUR HAIR RESTORER.

Polly and Her Pals



WINTER EVENINGS.



By Sterrell



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INTEREST

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