There's a Real Treat in Store for You When You Try

Special Ale

This rich, sparkling beverage trickles real joy, to the inner man. The tang of it spreads a mantle of sweet charity over the disposition, warms the very cockles of your heart, and forces the conviction that this is a pretty good old world after all. Try a bottle—or a case—and get wise to this superb brew. On sale at Groceries, Cafes, Hotels, or direct from the Brewery.

JOHN LABATT, LIMITED

ESTABLISHED 1832 LONDON, ONT., and No. 4 St. Helen Street, MONTREAL

Cup Quality

Our coffee is selected from the world's best plantations blended by experts; roasted and ground in an up-to-theminute plant.



is packed into air-tight,

Rideau Hall Coffee

moisture-proof tins. Not one atom of dirt can get in-not one lota of its surpassingly delicious aroma, gratifying strength or exquisite flavor can get out. At all grocers. POUND TINS, 45c. SMALLER TINS, 25c.

GORMAN, ECKERT & CO., Limited London and Winnipeg



A ready-to-eat refreshment—good milk and Dominion Toasted Corn Flakes.

You can be sure the children will be



pleased when they get a big dish of these crisp, appetizing flakes.

Always Packed WAXTITE

Made by KELLOGG TOASTED CORN FLAKE COMPANY Toronto and Battle Creek

Let us get back to commonsense natural food

innannannannamarmannanni

A CENTURY ago a wealthy faddist in old London invited his friends to a "white dinner." Nothing but the oldtime whole-grain bread had ever been used before, but a Hungarian miller solved the problem by removing from the dark-colored flour everything but the white starchy parts so that the bread too, at the dinner, might be white. The idea of white foods became a fad and the craze spread all over the world.

Dr. Jackson's

Roman Meal



Bread

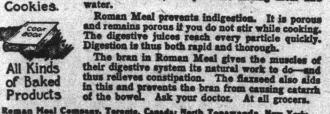
Gems

is a return to the old-time, common-sense, natural diet. The almost universal use of white foods is founded upon a FAD. The daily growing popularity of Roman Meal is founded upon NATURE.

Roman Meal is a well balanced combination of whole berries of wheat (30%), whole berries of rye (35%), wheat bran (10%), and flaxseed (25%). The flax has been rendered absolutely tasteless and odorless by electricity; it is the most nourishing seed known. Roman Meal prevents indigestion. It relieves constipation, or we will return your money.

There are many Roman Meal recipes printed on There are many koman Meal recipes printed on the package—but you can use all or any of your own favorite recipes by mixing 1-3 white flour with 2-3 Roman Meal. Roman Meal restores the lost balance to the white flour. It makes pancakes so digestible that the most delicate person will relish them, also waffles, muffins, fruit rocks, gingerbread, brown bread, steam pudding. Pancakes. CE D

You just ought to see how the kiddles and grown-ups relish Roman Meal porridge with its delicious nut-like flavor. Roman Meal porridge MUST never be stirred, except while mixing meal and Fruit Rocks



Reman Meal Company, Terente, Canada; North Tenawanda, New York; Tacoma Washington.

CEETEE UNDERCLOTHING



A PAGE OF INTEREST TO WOMEN

SOCIAL AND PERSONAL

Mrs. J. Kirk has returned to her home in Detroit after a pleasant two months' visit with her sister, Mrs. W. Sadler, 45 Byron avenue.

Jack Scherr and Frank Schu of Buffalo, N. T., were week-end guests of the Misses Beatton, Pall Mall street.

An event of interest to Londoners

Mrs. A. B. Ormsby, president of the Ontario Woman Citizenship Association, and Mrs. W. H. Becker, secretary, left for Toronto yesterday after a visit in town, the former the guest of Mrs. Gordon Wright and the latter of Mrs. S. S. Lawrason.

JIMMY COON STORIES

"Oh. Jimmy Coon, my mother sent me over to invite you to my birthday dinner party today. Can you come?"
It was the voice of Teddy Possum. He stood on the front steps of the Hemlock Apartments, and was yelling up to the twentieth story of the big Flat Building, which was over 200 years old. And Jimmy stuck his head out of the top story and shouted: "Of course I'll, be there; I'll come awfully early, before anyone size gets there. And say, Teddy, what is your mother going to have to eat?"
"Oh, don't ask me such a foolish question," replied Teddy Possum. You know our folks are high livers."
And you would have laughed to see all the neighbors sticking their heads out of all the windows of Hemlock Square.
"They wanted to beer all the nears of CHAPTER III.-Jimmy Coon is invited to a Dinner Party.

out of all the windows of Hemlock Square.

They wanted to hear all the news of the neighbors, especially about anything to eat. And Chatterbox, the Red Squirrel, stuck his head out of his little bay window and yelled at the top of his shrill voice: "Say, Teddy Possum, am I invited to your dinner party? Ma says I can come, and wear my new red suit."

"Oh, go along with you, Chatterbox, you are not invited this time, for we can't invite you every single day of your life."

And Chatterbox looked very sheepish

you are not invited this time, for we can't invite you every single day of your life."

And Chatterbox looked very sheepish and drew his red head inside the window, for all the neighbors in the block were laughing at him.

Well, Jimmy Coon arrived at Teddy Possum's birthday party two hours before the dinner was ready.

The dinner table was set on the lawn in their Summer House, where it was cool and shady in the hottest weather. Fossum was near Spring Brook. The Possum was near Spring Brook.

The dinner table was set on the lawn in their Summer House, where it was a cool and shady in the hottest weather. Fossum cost had invited several of Teddy's uncless had invited several of Teddy's uncless. And if each guest was not very smart in getting his share, why then his portion would soon be gone in the leep grass. Jimmy Coon got hold of his big share in a most nimble way, and if the day was and all, in the twinking of an eye; and his mother had to box his ears, even at his birthday party.

And Father Possum looked up and inquired: "Where has Jimmy Coon gone? I fear he has been taken sick, for I saw him leave the table saidenly, and I thought I saw him running as Brook."

And everybody got up from the table and ran to the brook. And what wonderful sight they saw! There was a said to say Jimmy Coon for lightning towards the suddenly, and I thought I saw him running as Brook.

And everybody got up from the table and ran to the brook. And what wonderful sight they saw! There was a said to say Jimmy Coon for lightning towards the suddenly, and I thought I saw him running as Brook.

So all the guests runhed from the table and ran to the brook. And what wonderful sight they saw! There was a said to say Jimmy Coon for him the suddenly and the provided the

We Must Have Some Pleasure In Spite of War So Here Are Some New Party Ideas

Proceedings of the control of the co

The editor of this page will be pleased to answer all inquiries for suggestions for entertaining on Halloween.

Every Halloween party has a witch, sometimes several witches, flitting scarlly here and there with a broomstick, or hovering over a kettle or presiding at a fortune-telling tent. At this party, however, the witch is the chief attraction and all the entertainment. A big room, garret, hall, vestry of acturn or possibly a barn would be suitable for the scene of the party, only one room being required. Instead of the usual booths, tents, tables, etc., the whole apartment is made to represent a witch's cave. Branches and limbs of trees, leaves, cornstalks, etc., are used in profusion, covering wails, hanging from rafters and strewn on the floor.

Bats made from stiff paper are hung from the ceiling, rafters or chandelieres low enough to brush against people as they pass by and add to the creepy

Women.
Crepe, net, mull, chiffon, satin, charmeuse, messaline, tulle, nun's veliing and cashmere are all lovely for
this style. The lines are simple. The
design is easy to develop. Embroidered voile or flouncing could be used.
The pattern is cut in 4 sizes: 14, 16, 18
and 20 years. It requires 4½ yards of
44-inch material for an 18-year size.
The skirt measures about 2 2-3 yards
at the foot.

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

A SIMPLE, BUT PRETTY GOWN
A Simple but Pretty Gown for Dancing
or Other Dress Occasions.
1960—Dress for Misses nd Small

Advertiser Patterns

1960

ADVERTISER PATTERN DEPT.

nose.

The sandwiches were of brown bread cut as witch's hats. A large cake was frosted with chocolate, and on its dark background sheeted ghosts and spirited goblins in white-icing garments diported in perfect harmony. Candies and nuts ended the feast.

Cynthia Grey's Mail-Box

A Would Be Lawyer.

Dear Miss Grey,—Could you answer the following questions in your valuable columns?



Showing of New Stamped Goods In the Art Department

Tea Aprons, Negligees, Gowns, Children's Dresses, Laundry and Knitting Bags, stamped in pretty designs. None too early to buy these to make up for Christmas gifts.

Linen-Colored Laundry Bags, embroidered in colors, splendid value. To sell at 50c each Made-up Knitting Bags, stamped in tinted colors, large size. Special value at ... 98c each Lace-Trimmed Negligee, stamped, in white only, on fine quality lawn. Price....95c each Dainty Tea Aprons, stamped on white and flesh-colored mull50c each Hot Water Bottle Covers, stamped on Turkish toweling. Price 39c each Stamped Gowns of fine cotton. On sale at 85c each Children's Stamped Dresses of fine quality lawn, sizes 6 months to 2 years. At 50c and 75c Children's Pique Dresses, stamped in dainty patterns, sizes 3 to 6 years. . 50c and 75c each Children's Stamped Dresses of fine white poplin, sizes 2 and 4 years. At........75c each

Smart New Neckweard

Ladies' Pique Hunting Stocks at 50c, 75c and \$1.00 Ladies' Hunting Stocks, made of fancy silks. At\$1.25 and \$1.50

Clearance of Ladies Hand Bags

Ladies' Fancy Hand Bags with change purse and mirror, to be had in blue, mauve and Ladies' Pretty Net Stocks, with picot edge | Ladies' Black Leather Hand Bags, with or lace trimmed, to be had in white or ecru. | change purse and mirror, regular \$1.00. To

Gray's

Agents for the Ladies' Home Journal Patterns. 140 DUNDAS STREET. Phones 115, 116,

Gray's

Town — To

Preparing for Winter.

Dear Miss Grey,—I have never written the page before, but thought someone might like to try my recipe for good. Boll together six green tomatoes and five sour appies (chopped) for ten minutes, then add three chopped onlines, a pinch of red pepper, one teaspoon salt, one cup sugar (brown), one cup vinegar, one teaspoon ground cinnamon, one teaspoon whole cloves; soil till soft.

I won't stay long this time, Miss Grey, and hope I may come again. I am busy these days getting ready for the cold days. Best wishes.

Ans.—The recipe sounds so good I am sure pageites will be glad "Slim" did not "keep silence" any longer. When your busy days get over, bring your kintting and come in for a chat.

Not a Deserter,

Dear Miss Grey,—May I come in again interfere smooths of hickory nuts from cotton goods. I am a mouner who has all her three boys at the front, or



Canadian Salt **Hindsor** rable THE CANADIAN SALT CO. LIMITED

WOMEN'S HEALTH may be protected by keeping the blood pure, the stomach well, the liver active and the bowels regular BEECHAM'S PILLS

In boxes, with full directions, 25c.



71 Grenville St., Toronto, Ont. Toronto's Select Family Hotel. Street. Convenient to Shopping and Theatre district. hates: American Plan—\$2.50 up per day. European Plan Single, \$1.25 up per day. Double, \$1.50 up per day. Write for Descriptive Bookl-t.

Whenever you sprain your ankle or wrist, think of

COMPASS OIL The oll that soothes, strengthens and limbers up the joints.

FERNS WEST FLORAL CO.

SPECIAL. MAIN & COLLYER PHONE 2831