

A PAGE OF GENERAL INTEREST TO WOMEN READERS

OUR BIG TWO DAYS' SPECIAL SHOE SALE IS NOW IN FULL SWING

We are giving the shoe buying public of London and district a rare opportunity to supply the whole family, from baby to grandfather, with Shoes, Rubbers, Lumberman's Rubbers, Rubber Boots, House Slippers, etc., for the winter at prices that will crowd the store with shrewd buyers.

Our values are always the highest, our prices always the lowest. But today and Saturday the bargains will be bigger and better than ever. We have added many new and attractive bargains to the list for Saturday. Come early and bring your friends. No disappointments. The racks and bins are filled with bargains for everybody. Plenty of obliging salespeople to wait on you.

Below is only a partial list of the many bargains that await you here:

Fifteen pairs Misses' Kid Lace Shoes, good heels, \$2.25 values, they last **\$1.13**

RUBBERS, 33c.

A big lot Women's, Misses' and Infants' Rubbers will be put on sale Saturday at 10 a.m., at 33c a pair. One pair to a customer only. No phone orders.

Twelve pairs only Women's High-Top Lace Shoes, in two-tone effects. Regular \$7.50 value. Going at **\$5.48**

Big lot Boys' Box Grain School Shoes, a good, solid wearing shoe for everyday wear; sizes 11 to 5. Good value at \$2.75. Friday and Saturday **\$1.98**

A Good Everyday Shoe for little lads, sewed and nailed soles, neat last, good fit. Sold regularly at \$2.25. Friday and Saturday **\$1.69**

35 pairs Men's Heavy Work Shoes, good soles and heels; suitable for farm and factory wear; \$3.25 value, Friday **\$2.69** and Saturday, sale price **\$2.98**

A splendid line Men's Gunmetal Lace Shoes, recede and rounding toes. A good shoe for business wear; \$4.00 value, Friday and Saturday **\$2.98**

75 pairs Men's Tan Military Shoes; \$4.50 value. On sale Saturday **\$3.48**

SEE OUR MONARCH SHOES FOR MEN.

KNECHTEL & COMPANY

THE BIG BARGAIN SHOE STORE.

Opposite Majestic Theatre, WOODSTOCK.

232 Dundas Street, LONDON, STRATFORD.



THE elegant art of cookery, Is a bride's perpetual dower, If she shows her perspicacity By the use of Purity Flour.

PURITY FLOUR
More Bread and Better Bread

Overseas Packets Should Contain CHOCOLATTA

Contains the chocolate, milk and sugar in powdered form—prepared instantly by adding boiling water only.

AT YOUR GROCER. 25 and 50 cents. NUTRIENT FOOD CO. TORONTO

HOUSE PLANTS THRIVE WELL ON MOIST AIR

Too Dry Atmosphere Bad for Humans and Plants—Sunshine and Shade.

Where there is a sunny window, with east or south exposure, flowers may be grown indoors from the advent of the first frost to the last, belated snowflake melting as it falls. And what pleasure, what interest, what diversion indoors

"Meat Prices Will Not Come Down"

is the cheerful news from the Department of Agriculture. Meat prices will not worry you man or woman who knows that a Shredded Wheat Biscuit will supply more real body-building nutriment than beefsteak or eggs and at much less cost. Shredded Wheat remains the same price, the same high quality, supplying all the nutriment a man needs for a half-day's work. Two shredded wheat biscuits with peaches and cream or other fruits make a complete nourishing meal at a cost of not over five cents.

Made in Canada

ADVERTISER WAR PRISONER'S FUND.

I pledge myself for the sum of _____ monthly (for the following six months), towards The Advertiser Mail-Box readers' fund for prisoners of war, and herewith inclose _____

Name _____ Address _____
Pen-name _____ Date _____

Return to Miss Grey, in care of Advertiser.

Cynthia Grey's Mail-Box

[Correspondents are requested to make their inquiries as brief as possible, and to write on one side of the paper only. It is impossible to give replies within a stated time, as all letters have to be answered in turn. No letter can be answered privately.]

Age to Marry.

Dear Miss Grey,—If I am not troubling you too much, I would like to have the answer to the following questions: 1. When a girl is employed at a place, how many Sundays and evenings is she supposed to have to herself?

2. What are the duties of a girl when she gets married? 3. Could you send me the following songs: "One, Oh, My Father, My Father," "We'll Never Let the Old Flag Fall," "Soldiers of the King"? I will sign myself _____

Ans.—So far as I know, there is no law regulating a servant girl's hours. Many girls are allowed one evening and one afternoon each week and every second Sunday; others are free every Sunday afternoon and evening. When you engage with a housewife you must make arrangements of this kind.

2. A girl undertakes to work for a legally without her parents' consent. 3. If any copies are sent in for you, I'll put a note in the Mail-Box so you may send postage.

Where Money is Made.

Dear Miss Grey,—Would you please inform me concerning the mint at the White House, Washington. Can they make any amount of money or is there a limit. Also have they a mint at Ottawa or Toronto, and if such is the case, is there a limit to the amount made, or is all British money made in England. I am anxious to know, as I must confess I am ignorant concerning the matter.

AN ANXIOUS ONE.

Ans.—Do not know that I can relieve that "anxious" to any great extent, but these bits of information may help some. In the United States there are three mints, at Philadelphia, Denver and San Francisco, and eight minor ones. In our Dominion the mint is at Ottawa.

Sorry to have kept you waiting for an answer. Consider the Price. Dear Miss Grey,—Here is another newcomer to your page. In speaking about the styles, we women all like to follow the styles. Still, I think we should all have minds of our own, both in styles and in prices, and not go astray in either and not depend on men.

I am sending some coupons of different kinds; you may give them to the ones you think best. I love this flower. Ans.—So do I, "Lily," so you're very welcome. What you say about prices and styles is very true. The trouble with so many of us is trying to dress like the stars. I would like to see just a glimpse of your writing for a "hard-working woman."

Just Needs the Tea.

Dear Miss Grey,—I see where "Sunflower" copied "Resignation," and also "Dora." I am sending a stamped envelope, and for her trouble I am sending her a cup and saucer (all it lacks is the tea), and a couple of crochets. I am not wanting the cup and saucer back, for I think the other readers would like the pattern. Did anyone ever get the crochets? I would like to get it for a pattern, for I am very fond of crocheting.

Ans.—Poems are being sent you, and I am sending designs. "Sunflower," "Mira" sent in the work-box design, but as it is for "Modern Priscilla" I don't feel free to send it first to you. "Bess" sends the address of a firm from whom crochets books may be purchased. Anyone sending addresses and stamps is welcome to the name.

The Sweetest Verse.

Dear Miss Grey,—Here I am back again to bother you. But last night I saw "Ruthy's" letter. I think perhaps she (or he) can get "Down Our Way" at the library, but if not I'll try to get her the reading from it. Am I including a "little piece" for anyone who would like it. I really think it's the sweetest verse I've come across and is handy for an answer.

What would be nice to send a soldier

Daily Bible Question Club

By Rev. T. S. Linscott, D. D.

The daily studies for this week constitute the International S. S. Lesson for next Sunday. Read the Bible story on the following questions:

1. "Superior" on Malta (Malta). Acts, xxviii, 35; Acts, xxviii, 16. Golden Text—"Jehovah redeemed the soul of his servants; and none of them shall be refused in his prayer." Psalm xxviii, 22.

2. Verse 3.—In view of the kindness of these so-called "barren" people, how can it be proved that all men are by nature totally depraved?

3. Are people who have never come in contact with civilization, nor with white men, generally kind to strangers when they first meet them? State your facts.

16. Verses 3-5.—How much education, riches or refinement must a man have to be above working with his hands when occasion demands it?

ADVERTISER PATTERNS



1520—Ladies' Costume with Sleeve in Waist Length, with or without Deep Cuff or in Short Length, with or without Flare Cuff.

This portrays a very smart style, suitable for any of the combinations now in vogue. In blue, poplin or moire, with satin to match, or green serge and matched satin, it will make a very handsome gown for afternoon or evening. The waist has surprise fronts, which form a yoke over the upper part. The sleeve may be finished in wrist length with a simulated or added deep cuff, or in short length, with a new flare cuff. The skirt is cut with ample fulness and has plaited extensions at the sides of the front panel. The pattern is cut in six sizes: 24, 26, 28, 30, 32 and 34 inches bust measure. Size 36 will require six yards of 44-inch material for medium size. The skirt measures 3 1/2 yards at its lower edge.

A pattern of this illustration mailed to any address on receipt of 15 cents in silver or stamps.

ADVERTISER PATTERN DEPT.

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

Name _____

Town _____

Province _____

Age (if child's or miss's pattern) _____

Measurements: Bust _____ Waist _____

Caution: Be careful to inclose the above illustration, and send size of pattern wanted. When the pattern is past measure you need only mark 32, 34 or whatever it may be. When in waist measure, 22, 24, 26 or whatever it may be. If a skirt, give waist and length measure. When miss's or child's pattern, write only the figure representing the size. It is not necessary to write "inches" or "years." Patterns cannot reach you in less than one week from date of application.

—Just a remembrance for Christmas? There are five I want to send to, so it must not be very expensive; these are besides my brothers, who will all be in France for their Christmas dinner.

Did I see something about sending a box to a prisoner from the Mail-Box? If I was not very much mistaken, I think I did. Please tell me about it.

Where have "Curly" and "Beautiful Doll" disappeared to? I wish they would write again and "Two-Oh-One" I think I'll have to knit him a pair of socks.

Now the other day I saw where two readers were debating over which was the best battalion. Do you not think they should all be termed "best"? They all have men in their country. Do you not think so, Miss Grey?

A "SETT" GIRL. Ans.—I agree with you as to the sweetness of the verses, and am taking the liberty of printing them. I've always been very fond of "Phyllida."

A khaki necktie or handkerchief would be an appropriate remembrance. I don't think the bookstores have little gift books, with boxes for mailing; the candy stores have nice gift packages, large and small, and the drug stores, too, have attractive gift specialties to send overseas. I am sure if you look around you will find something you like.

Our Mail-Box readers have started a fund for prisoners, and possibly we'll "adopt" one or two by paying regularly \$3 a month. You'll read about it elsewhere on the page.

As to the battalions—I believe you are right.

Wants the Books. Dear Miss Grey,—Did you think I had vanished entirely? Not vanished but just very busy. I wish to thank the person who so kindly sent the addressed envelope for "Patriotic" recitation. I would like the two music books which "Sunflower" has so kindly

Saturday at Gray's Two Remarkable Bargains in Millinery



Untrimmed Black Velvet Hats Worth From \$2.00 to \$7.00 On Sale for 98c

This is another splendid lot of Sample Shapes we've secured at a very special price. There are fine black velvet shapes in every fashionable style—tams, toques, turbans and sailors. The regular prices of these hats are from \$2.00 to \$7.00. On sale Saturday morning at 9.30 for **98c each**

24 Trimmed Hats On Sale at \$4.98 Each

These are beautiful hats, decidedly smart and dressy, in different stylish shapes of black velvet, trimmed with ostrich bandeaus, flowers and fancy feathered ornaments of beautiful colors, in dress and tailored effects. Special sale price on Saturday **\$4.98**

SEE THESE HATS ON DISPLAY IN WINDOW.

A Special List of Bagains in the Staple Department

20 pairs only of 12-4 Ibox Flannelette Blankets, the largest size (in seconds). On sale Saturday at **\$1.65 a pair**

PLAIN OR TWILLED BLEACHED SHEETS, ready to use, size 2x2 1/2. Special **75c each**

PLAIN BLEACHED SHEETS, size 2 1/4 x 2 1/2 **75c each**

40 AND 42 INCH HEMSTITCHED PILLOW CASES, very special. At **19c each**

PURE BLEACHED HUCK TOWELS, in a heavy quality. Special at **25c pair**

BORDERED TABLECLOTHS, size 2x2 1/2 yards, six only to sell. Saturday **\$1.25 each**

PURE LINEN TABLECLOTHS, in an extra heavy quality that wears well, specially adapted for everyday use; sizes—

2x2 yards at **\$2.49**
2x2 1/2 yards at **\$2.89**

Two Styles in Silk Crepe de Chine Waists Specially Priced at \$2.95

One style made with a high-low collar, hemstitched shoulders, front and cuffs, in a heavy crepe de chine, in white, flesh and black. At **\$2.95**

The other style in the same good-quality crepe made with deep sailor collar that may be worn high or low, in white, flesh, maize and black **\$2.95**

A CREPE DE CHINE SPECIAL.

Half-Silk Crepe de Chine at 50c Yard

38-inch Half-Silk Crepe de Chine that makes a good substitute for georgette crepe, as it has the same soft weave and lustrous finish, in champagne, white, sky, copen, navy and black. Very special at **50c yard**

75c Corduroy Velvets On Sale Saturday at 49c Yard

These are broken lines in narrow and wide cords in the following colors—cardinal, cadet, light tan, grey and purple; 27 inches wide; regular 75c qualities. To clear Saturday at **49c yard**

Brassieres at 25c

Front End...lers' Trimmed P...s, in a front-closing style; sizes 34, 36, 38 and 40. Very special at **25c each**

Special Clearance of All Ladies' Fall Suits

Our entire stock now selling at the following reduced prices:

\$13.50 Suits at **\$9.75**
\$15.00 Suits at **\$10.50**
\$16.50 and \$18.00 Suits at **\$12.75**
\$20.00 Suits at **\$14.50**
\$22.00 and \$25.00 Suits at **\$17.00**
\$27.00 Suits at **\$20.00**
\$35.00 Suits at **\$25.00**

GRAY'S LIMITED.

AGENTS FOR THE LADIES' HOME JOURNAL PATTERNS

140 DUNDAS STREET, PHONES 115, 116.

GRAY'S LIMITED.

Let Him Help Himself To CROWN BRAND CORN SYRUP

It will do more than satisfy his craving for "something sweet"—it will supply the food elements needed to build up his little body and help him to gain in health and strength.

"Crown Brand" is a well-known, nourishing food as well as the most delicious of table syrups.

The recipes in our new book, "Desserts and Cakes," will tell you just how to use it, in many novel ways. Write for a copy to our Montreal Office.

Dealers everywhere have "Crown Brand" in 2, 5, 10 and 20 pound tins and 3 pound glass jars.

THE CANADA STARCH CO. LIMITED
MONTREAL, CARDINAL, BRANTFORD, PORT WILKIN.
Makers of "Lily White" Corn Syrup, "Borden's" Corn Starch and "Silver Glaze" Laundry Starch.

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by offered. Also if I can give anything in return for books, "Sunflower," I will do it, as I am a little inclined to be musical. CANADIAN GIRL.

Ans.—Did you not receive the recitation from "Patriotic"? I have it marked on my book as "sent." You must send postage for the books; I will gladly send it to Sunflower with your address, and she can mail them.

Easter Next Year. Dear Miss Grey,—I have short curly hair, which will do up quite nicely any way I wish. I have been doing it in a curl down my back for some time, but wish to change it. Could you tell me some way I could do it as it would have to be pretty straight? I am only it.

2. What date does Easter fall on this year?

3. Please criticize my writing (not too severely).

4. Could I get a good recipe for chocolate fudge? HELENE.

Ans.—1. My advice is to stick to the curl down your back, "Helene."

2. This year Easter came on April 23; in 1917 it will be on April 8, I believe. 3. You write fairly well.

4. A fudge recipe: In two cups yellow sugar, good half-cup milk, two tablespoons of ground cocoa, lump of butter; boil over the fire until a little dropped into cold water will form a soft ball; remove from stove, add a teaspoon of vanilla and chopped nut meats if desired; beat until smooth; pour into buttered tin to cool.

London Advertiser COOK-BOOK

Recipes Supplied By Cynthia Grey's Readers.

[Essex Reader.]

Christmas Cakes Without Eggs.—Three-quarters of a pound of butter, two pounds of brown sugar, one and a half pints of sweet milk, one teaspoon soda, one teaspoon of cream tartar, half-pound mixed peel, one teaspoon cinnamon, nutmeg, three and a quarter pounds of flour, three pounds currants, two pounds raisins; put in tins and let stand half an hour; then bake. This recipe will make a large three-story cake and will keep fresh as long as you can keep it from being eaten up.

Sunlight Soap 5c The best and purest household soap made

We Are Sole Agents for the "EMPIRE" Line of Ranges and Heaters

Before you buy your stove make sure you see this line, as you will find it very interesting.

H. Wolf & Sons
285 DUNDAS STREET.

CEETEE UNDERCLOTHING Guaranteed Not To Shrink.

Say! Advise that friend of yours who has catarrh to snuff up nose a few drops of

COMPASS OIL

daily.

MUMS

Are here in variety. We invite your phone orders.

WEST FLORAL CO.
248 Dundas St. Phone 2127.

VEGETABLES DIRECT TO CONSUMER.

Cauliflowers, fine white **35c**
Spinach, Beck **15c**
Brussels Sprouts, box **20c**
Celery, "Hearts," 4 in bunch **15c**
Celery, fine **5c**
Tomatoes, choice table, pound **25c**
Tomatoes, Green, 10-lb. basket **50c**
Endive, excellent in salads **10c**
Lettuce, "Head," 20c **10c**
Salsify, Vegetable Oyster **10c**
Two for **15c**
Lettuce, Mint, Parsley, Radish **5c**
Pumpkins, Citron, Hubbard **5c**
Squash **5c**

Potatoes, Onions, Carrots, Turnips, Cabbage, 5c. Sprouts, 10c.

MAIN & COLLYER

Telephone 2831. P. O. Box 275.