

PURE AND DELICIOUS

BAKER'S COCOA

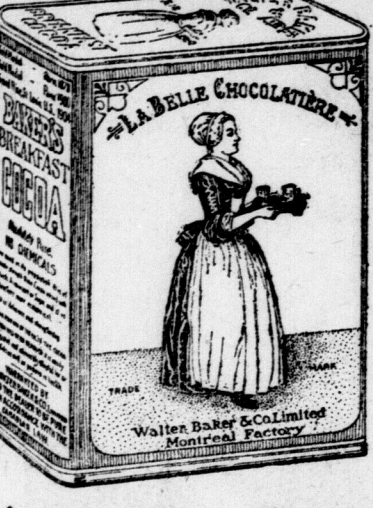
Is a most satisfactory beverage. Fine flavor and aroma and it is healthful.

Well made cocoa contains nothing that is harmful and much that is beneficial.

It is practically all nutrition.

Choice Recipe book free.

Walter Baker & Co. Limited
Established 1780.
Dorchester, Mass. Montreal, Can.
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THE ONYX SHOE

THE new autumn styles as introduced by the Onyx Shoe, have an individual charm that will appeal to women of discriminating taste.

The ONYX SHOE

Is skilfully and comfortably constructed of fine, close-grained leathers, cut from selected portions of the hide. The beauty of its finish is indicative of its quality and of the sturdy wear you may expect and will get from every pair of shoes bearing the Onyx trade mark.

SOLE BY THE BETTER SHOE STORES THROUGHOUT CANADA

On Sale in LONDON at
J. P. COOK CO., LIMITED



There are as many different varieties of tea as of roses—but only ONE Red Rose Tea.

Red Rose is a blend of about a dozen varieties of teas, chiefly hill-grown ASSAMS—the richest and strongest teas grown.

The skilful blending of these teas produces the delightful and distinctive Red Rose flavor.

The rich, strong ASSAM leaves in the Red Rose package are so full of tea essence that three teaspoons go as far as five of ordinary tea.

The Red Rose combination of Quality and Economy is obtainable only in the Red Rose package.

RED ROSE TEA is good tea



Page of Interest to Women

Dominion Federation Women's Institutes in Toronto Nov. 11

The Dominion Federation of Women's Institutes will be held in Toronto on Tuesday, November 11, Judge Emily F. Murphy of Edmonton, the Dominion president, presiding. Speakers on this occasion will be Lady Hearst, Toronto; Mrs. W. E. Sanderson, Hamilton, president of the National Council of Women; A. Putnam, superintendent of Institutes, Toronto; Dr. Margaret Patterson, convener of public health and child welfare, Toronto; Anita E. Hill, convener of home economics; Mrs. Jean Robson, convener of immigration, Ottawa; Miss E. Smith, M.L.A., convener on legislation, Vancouver; and Mrs. Alfred Watt, M.A., M.P.E., representing the women's institutes of Great Britain.

The executive of the Dominion Federation is as follows: Patroness, her excellency the Duchess of Devonshire; honorary presidents, Lady Borden, Lady Hendrie, Mrs. R. B. Brett, Edmonton; Lady Aikens, Winnipeg; Mrs. W. Fugate, Rotherham, N.B.; Lady Fitzpatrick, Quebec; Lady Barnard, Victoria; Lady Lake, Regina; Mrs. M. G. Grant, Halifax; president, Judge Emily F. Murphy, Edmonton; vice-presidents, Mrs. Wm. Todd, Orillia, and Mrs. J. P. Camanche, Pont Rouge, Que.; corresponding secretary, Mrs. J. P. Camanche, Pont Rouge, Que.; treasurer, Miss Eliza Campbell, Fredericton, N. B.

Another Call For Canada's Daughters

In considering the factors which contributed to the overthrow of the enemies of civilization, a prominent place must be given to the wonderful work performed by women. In the home, hospital, canteen, munition factory, farm, office, store and on the battlefield they won imperishable fame by their labors of love and sacrifice in the days of the nation's anxiety.

They were no less generous in their response to the calls for money, with which to provide the sinews of war, and today when the need for money exists to finish the job and to apply lubrication to the wheels of Canada's industrial machinery, the daughters of Canada will not fail to share the burden of responsibility.

They will rally to the support of the Victory Loan, prepared to subordinate their individual and perhaps long-cherished plans and deny themselves luxuries and pleasures in order that Canada's prosperity may be assured. The call to Canada's daughters during the present reconstruction period will be answered in the whole-hearted fashion which characterized and illumined their response to war's demands.

SOCIAL AND PERSONAL

Bishop David Williams has returned from Owen Sound.

Dr. and Mrs. William Brown have returned from Montreal.

Dr. Colon A. Smith and party left on a deer hunting trip to New Ontario today.

Mrs. Wilkinson of New York, is visiting her parents, Mr. and Mrs. O. Ellwood.

Mrs. H. T. Houghton of Buffalo, has been a guest with her daughter, Mrs. A. D. Jordan.

Rev. W. J. Doherty returned on Tuesday from England, where he spent two months visiting with relatives.

Mrs. William E. Holland (formerly Miss Eva I. Baquette) will receive on Tuesday, November 4 at her home, 61 Stanley street.

Mrs. J. Thornley Bowman will receive for the first time since her marriage on Thursday, November 6, at her home, 183 Wortley road.

Mrs. W. E. Prescott of London will address the Grove W. M. S. meeting on Tuesday afternoon, November 4, at the home of Mrs. V. A. Tackabury.

Mrs. Yorke Miller, who has returned from Florida, will receive with Mrs. and Miss Fowler, Victoria Apartments, on Tuesday afternoon, November 4.

Mr. and Mrs. Norman McLeod, 129 John street, announce the engagement of their daughter, Lulu, to Mr. William Nelson of Detroit, the marriage to take place in the middle of November.

A pleasant social hour was spent at the home of Mr. and Mrs. Thomas Martin on the occasion of their fifth wedding anniversary. Many guests were present at the reception held in their honor.

The marriage was solemnized by Rev. Judson Kelly of Miss Gladys Lutz. Mr. Fred H. Dowling, both well known in London musical circles. They were unattended. After a short wedding trip, Mr. and Mrs. Dowling will reside in this city.

Mrs. L. F. Real and Sergeant Real of the 15th Battalion, have just returned after four and a half years' service. Mrs. Real having served with the Canadian Red Cross for over four years. They are staying for a few days at 40 Vernon street, West Toronto. Mrs. Real was the winner of the watch, given by The Advertiser in 1915. Sergeant and Mrs. Real formerly lived at 563 Dufferin avenue, and will be returning to the city shortly.

The London Hunt and Country Club was the scene of a jolly Halloween supper-dance given by Mrs. Allan McLean on Friday evening.

The large rooms of the club, thrown open to over 100 guests, presented a brilliant spectacle decorated in yellow and black. Little black cats and life-sized witches and ghosts appeared in the most unexpected corners, and in the dining room a witch was just emerging from the chimney. The programs were carried out in a really color scheme of yellow and black, and yellow chrysanthemums decorated the tables.

At the mid-night hour, supper was served, charming dance music was played by the Tony Cortese Orchestra, and some of Dame Fashion's prettiest gowns were seen flitting past the black witches and white ghosts.

The Shriner and Mocha Temple of the Masonic Order in London royally entertained six hundred guests last evening at a Halloween ball, which opened their social functions for the season.

Entrance was made to the ball-room under a canopy of black and yellow streamers and Oriental tapestry. The decoration were wonderful, the scheme being carried out entirely by the Masons themselves. Every little window was draped with yellow curtains, across which flitted black witches on their brooms and black cats perched all over the walls. All along the balcony pumpkin faces smiled down on the merry dancers. Little button chrysanthemums were the only flowers used, and sheaves of wheat in the corners of the room, and autumn leaves encircling the whole lent added beauty to the scene.

In an alcove banked with palms, hung with Oriental draperies and made brilliant with illuminated emblems of the Shrine, the Masonic Augmented

Orchestra, under the leadership of Mr. Roselle Pocock, played delightful dance music.

At the midnight hour, certainly made bewitching on this occasion, the dancers passed from the golden glow of saucy pumpkin faces to the banquet hall in the basement, where, too, the same striking decorations as those in the ball-room were carried out. Little tables for two, four or eight were arranged very attractively under streamers of yellow and black, and mysterious little Halloween favors reposed on pumpkin faces.

It is needless to say that every guest at the ball will remember that the Shriner and Mocha Patrol are excellent hosts.

Many pretty costumes were seen, from elaborate gowns of black with jet trimmings, to fluffy turbaned frocks of debutantes in all the pretty pastel shades, making a striking contrast against the Halloween colors.

Women At Home and Abroad

ON SWEEPING GERMS AT INNOCENT PEDESTRIANS.

"Chui! Chui! What a horrible dust!" exclaimed a business girl as she hurried to work about 9 o'clock yesterday morning, vainly trying to avoid the succession of industrious brooms which choose that particular hour to sweep the previous days' accumulated filth from in front of stores and other places of business. She has been educated in the belief that street refuse is full of germs, yet strive as she may she is unable to reach her destination each morning without breathing in quantities of the horrid little "bugs."

It seems most unfortunate that this sweeping should be done at the hour when a large majority of the business men and women of the city must be on the streets. And it is still more un-

fortunate that those who have the task of sweeping, should pay absolutely no attention to the passer-by, sweeping up a cloud of dust just at the moment when the nostrils of the unfortunate pedestrian are close enough to receive it in quantities. And the woman or man who goes into a close office with his lungs thus filled with foreign matter has little opportunity of throwing it off during the day. Couldn't shopkeepers be a little more thoughtful in this matter?

HOME FOR WORKING GIRLS NEEDED IN CITY.

The housing problem of the working girl has become a big one in every city. Although the wages of the working man have gone up considerably, due to pressure brought to bear on their employers by organization, the wage of the working girl has not increased comparatively. The working man may

be able to pay for the high price of food and lodging, but the working girl is not able to do so, and unless something is done, and done quickly, to provide for her accommodation which will suit itself to her income, the result is going to be disastrous.

The housing question is a serious one even for those who can afford to pay the prices asked. But what of the girl who cannot afford to pay?

In Boston there is a model home for girls known as "The Franklin Square House," which affords splendid living conditions for the girl or woman dependent on her own resources. It is not carried on for profit, and is governed by the girls themselves. The house will seat 1,000 girls, and there are 664 rooms. Franklin House is made possible by private subscription.

The Y. W. C. A. in London is doing excellent work in the housing line. It cannot begin to meet the needs of reasonable accommodation. Girls being turned away constantly because there is no room for them. Such institutions as Franklin House would be a great asset to the city, and it might be carried on under Y. W. C. auspices.

Free!

97 Piece Dinner Set
and Lovely Set of Rogers Spoons

A MARVELLOUS OFFER TO QUICKLY INTRODUCE A DELIGHTFUL NEW PERFUME!

YOU can secure without a penny of cost this magnificent 97-piece English Dinner Service and a lovely set of half-dozen W. A. Rogers spoons. Each dinner service is guaranteed full size for family use, 12 7/8 pieces comprising 11 cups and 12 saucers, 12 tea plates, 12 dinner plates, 12 soup plates, 12 more plates, 12 oval covered vegetable dishes, a cream jug, covered sugar bowl, a gravy boat, a butter dish, and a salad bowl. It is handsomely decorated in rich gold design and will surely delight the most fastidious housewife. The beautiful set of teaspoons are in the famous Wm. A. Rogers Diamond Castle design beautifully finished and fully guaranteed for years and satisfaction.

Read Our Wonderful Offer!

We have just produced a delightful new perfume known as "Coronation Bouquet." It is so delicate and fragrant that we know every woman who tries it will use it always, so we are giving away a complete dinner service to all parts of Canada who will help us by introducing this lovely new perfume to their friends and neighbors. That is why we offer to give away this magnificent and costly perfume.

Will you sell just 16 bottles among your friends at only 25c each?

You can do it quickly and easily in your spare time as everybody you know will gladly try a bottle of this lovely new perfume at only 25c. Send us your name and address today and we will send you the 16 bottles all postage paid, and trust you with them until sold. Then return our money, only \$4.00, and we will promptly send you the beautiful set of spoons, and the handsome dinner set you can also receive without selling any more goods by simply showing your fine reward among your friends and getting only seven of them to sell our goods and earn our fine premiums as you did.

WE WANT YOU TO TAKE NO RISK. You do not spend a cent of your own money. We guarantee to pay all delivery charges right to your door.

We trust you with our goods until sold, and if for any reason you cannot sell them we will take them back and give you beautiful premiums or pay you a full cash commission on the quantity you do sell. Write to-day. Address: 110 THE REGAL MANUFACTURING CO., Dept. D 7 Toronto, Ont.



Nothing Added, Nothing Taken Away.

SOME people think the blacker the coffee the better it is. That is a mistake. A cup of good coffee is the color of amber. The proper proportion is a (level) dessert spoonful for each cup.

If the coffee is deeply colored it contains a generous proportion of adulteration. Chicory is one adulterant. It has coloring qualities, that is all. But when you purchase

Rideau Hall Coffee

STEEL-CUT CHAFFLESS

you get the best and purest blend—Nothing is added. Nothing is taken away. Your coffee is ready prepared for table use. Just pour boiling water on it—don't boil it—let it stand for 10 minutes, then drink the most naturally refreshing drink obtainable. At all grocers, in pound and half pound sealed tins.

ORMAN, ECKERT & CO., LIMITED.
LONDON AND WINNIPEG.



A FRIEND

A FRIEND to the girl who needs a friend
A HOME to the girl who needs a home
A PLAYMATE to the girl who needs to play
A LIFT to the girl who needs a lift

THAT'S THE

Y.W.C.A.

Did You Know That the Y.W.C.A. Operates Four Different Special Departments?

If you are in sympathy with such activities—and we know you are—help by giving to the Y. W. C. A.

\$15,000 Campaign, Nov. 5 to 8

THE BOARDING-HOME—Which seeks homes for the girls and locates the stranger.

THE EXTENSION DEPARTMENT—Which organizes clubs, and sees that the girls get education and friends.

THE GIRLS' WORK DEPARTMENT—Which welcomes the 'teen-age girls and helps them to the best development in every sense.

THE TRAVELERS' AID—Which meets trains, gives information, cares for the lonely one, and finds her a good home.

