## A PAGE OF GENERAL INTEREST TO WOMEN





his vacation and resumed teaching. Miss Chrissie Benbow is spending her vacation in Chatham, the guest of the Misses Harborn.

Mr. and Mrs. J. M. Thomson an-

Rev. Robert Norwood will preach his farewell sermon on Sunday next, having been appointed to a parish in

### DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSON.

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

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August 19, 1917.

"The Benefits of Total Abstinence." (Temperance Lesson). Daniel, i.

Golden Text—"Daniel purposed in his heart that he would not defile himself with the king's dainties, nor with the wine which he drank." Daniel, i., 8.

11. Verses 11-13—What should be our rule as to the kind and quantity of food

Miss May Boyes of Brantford, is staying over the holidays with Mrs. C. Say, Hamilton road,

nounce the engagement of their only daughter, Blanche Irene to W. Mark Falmer of Buffalo, the marriage to take place in October.

\* \* \* \*

Mr. and Mrs. W. Cloes, Belmont, announce the engagement of their only

Miss Sutherland spent the week-end Hensall, where she has spent the past week with friends.

Cynthia Grey's Mail-Box

Some Home-made Preserves. Dear Miss Grey,—I am a new-comer who would like to ask a question. Could you please, through your column, state some recipes for elderberry and plum wine, also preserves, and oblige Yours truly, A BRIEF ONE, Stratford.

SUNDAY SCHOOL LESSON.
By Rev. T. S. Linscott, D.D.
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August 19, 1917.

The Benefits of Total Abstinence, inperance Lesson). Daniel, i. inden Text.—Daniel purposed in his the the King's daintles, nor with the community is really the healthier, the rich or those electable people who have to struggle make ends meet?" Give your really the healthier, the rich or those make ends meet?" Give your really the healthier, the rich or those make ends meet?" Give your really the healthing the returned to their home in Campare the returned to their home in Campare the rich of the general hose than the wolf in the friends in Brantford, with friends in Bra

herself, and really, she looks just as kind and nice as her letters have sounded all along. Now this is not flattery "Sister S. C. B." so don't blush!

"She's A Farmerette."

My Dear Miss Grey,-You gave me My Dear Miss Grey,—You gave me "Just as the Ship Went Dow anyone a copy of the words? here I am again. When reading your column the other night I noticed where "A Lover of the Farm" wished to cor-respond with me if I were willing. Well, I have never corresponded with an un-known person before but would like her

an enjoyable correspondence. Wishing our page all success, I am still,

A SOLDIER OF THE SOIL.

Ans.—I do not seem to find "Lover of the Farm's" address, but maybe she will send a letter to be forwarded to you, "S. O. S." You are tackling your farm job in the right spirit, I think, and should be proud of being able to relieve the labor situation in your particular surroundings.

1. "S. O. S." underlines the words "real good," so any reader who has a chocolate cake recipe answering that description, is welcome to send it along.

along.

2. Believe the song was entitled
"Tust as the Ship Went Down." Ha

SARDINE EGGS. her a mortar with some scraps of sarding of a little pepper, salt and vinegar a chopped parsley. Fill the whites with mixture, add a little chopped par ley, and garnish the dish with parsley

RED CROSS COLUMN

YOUR COUNTRY NEEDS YOU. Out along the country roads the Golden Rod is waving its yellow plumes, and the gardens of the city are ablaze with asters, two of summer's parting tokens. They are her gift and her can feel the breath of her coming.

for a moment.

We have an army of wounded men in Canada distributed among our hospitals and convalescent bomes, and more are coming to us every month; men who have been gassed, or torn by shot and shell, men who bear the fatal stamp of tuberculosis.

There is our pitiful army of wounded.

quarter of a century. Bread baked with Royal Yeast will keep fresh and moist longer than that nade with any other, so that a full week's supply can easily be made at one baking, and the last will be just as good as the first.

E.W.GILLETT COMPANY LIMITED WINNIPEG TORONTO, ONT. MONTREAL

where can one get words that will covey any impression of the thousands at thousands of pairs that must be provided are not think of it, and whose dreadful of our words of our prisoners in the hands of a mercitess enemy, who are crying out to us for food, and who will perish of hunger and the list. And the sock one of the items in the list. And the sock are mittens and mufflers—and the sock where can one get words that will covey any impression of the thousands at thousands of pairs that must be provided at once?

Our hospitals are full: battles ray every day; the fearful list of wound swells alarmingly. At Hyman His can be said of every Red Cro Society in Western Ontario. Is the any true woman who can say that so is too busy to heed this, her country urgent call? There is something feveryone to do, and everyone can see the society in the list. And the sock where can one get words that will covey any impression of the thousands at thousands of pairs that must be provided at once?

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we do not give.

And there is that other army, with everyone to do, and everyone form we are not so familiar, that auntless army "who go down to the ea in ships," and who sadly need the MARIAN KEITH, Press Secritical with the battle in this the day of outry's most terrible need.

warning, a hint that she will not long be with us. Already the golden door stands open for autumn's entry, and we can feel the breath of her coming.

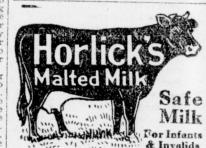
And are we going to do it? Let us face the situation squarely. There is no shadow of doubt that the accomplishing of this our heavy task does not come within the limits of possibility with our present number of possibility with our

And with the advent of autumn there comes a clarion call, an imperative call, to every woman to take up the burden comes a clarion call, an imperative call, to every woman to take up the burden of a fourth year of war.

So much has been said in the past about the urgent need of women for our Red Cross and C. W. C. A. tasks that it would seem impossible to say more. And one is staggered by the knowledge that while last year's work was stupendous, and the utmost difficulty was extended in getting a sufficient staff of women to carry it on, this fourth year of war work upon which we are entering is immeasurably increased.

Every woman and gift, old and young, rich and poor, sick and well, they are all needed. This is a matter of life and death. It means everything to our army of wounded room it of all miserably and to leave our sick and disabled soldiers to uncared for suffering.

Won't harm anything that pure water



A Nutritious Diet for All Ages. Keep Horlick's Always on Hand Quick Lunch; Home or Office.

UNDERCLOTHING Guaranteed Not To Shrink

MEN! LOOK AT THIS

A splendid line of Men's Gunmetal Lace Shoes, rounding toes and good fitters; \$4.00 \$2.98 A price in Men's Shoes unheard of since before the war, considering the quality. Men's Gunmetal Lace Shoes, with neolin soles; \$6.00 value, to go at ......\$4.98 Men's Gunmetal and Patent Lace Shoes, good Men's High-Grade Patent Lace Shoes, English Men's Tan Calf Lace and Button Shoes; \$6.50 value, to go at...... Men's Dark Brown Lace Shoes, neolin soles, English recede toes; \$7.00 value, Men, look! Here's your chance to buy a good strong Work Shoe for ..... Men's Tan Grain Work Shoes:

SAVE THIS AND WAIT

Public Money-Saving Shoe Sale ON FRIDAY MORNING, SEPTEMBER 7, AT 9 O'CLOCK, THE BIG SALE OF THE PEOPLE'S SHOE STORE STOCK OF HIGH-GRADE BOOTS,

SHOES, TRUNKS, SUIT CASES, CLUB BAGS, ETC., WILL START-131 DUNDAS STREET AND 12 MARKET SQUARE, LONDON, ONTARIO. Extra special values on Saturday, Monday and Tuesday mornings. It will certainly pay you to get some of these. Get here when the doors open at 9 o'clock. We expect thousands to share in this terrific price-cutting, money-saving shoe sale. For this big public shoe sale we offer you an array of bargains that are simply amazing. There are values in our High-Grade Boots and Shoes that are little short of marvelous. This will be unquestionably one of the greatest shopping events ever known in London. Look this advertisement through carefully. Every it em in it will afford most wonderful savings. Shoes

A swell line of Misses' Fine Kid Button Shoes;

isappointment, we recommend an early visit. You will be amply repaid when you see the wonderful e conomical opportunities that await you.

This is the most bona-fide public shoe sale ever held in London. All shoes marked in plain figures, displayed on racks and in bins, so that a child can buy here with absolute safety. We guarantee satisfaction with every sale or your money back. Awaken to your own self-interests. It is a case of buying now at these sacrifice prices or putting off until later and pay higher prices. Which do you prefer?

	Men's Black Navy Shoes, made of gelish box calf leather, vamps lear sewed soles; \$7.00 value, cut	nuine Eng- ther lined, \$4.49
	Men's Black Plain Toe Work Shoes, make, good and solid; \$5.00 value, to go at	Williams'
Cartering Control by Cartering	Men, look! Tan and Black Rubber E value, cut	\$3.98
Charles on the spinors of the spinors	Men, here is a chance of a lifetime—O kind you pay \$5.00 and \$6.00 for, while they last.	\$1.00
AND DESCRIPTION OF THE PARTY.		\$4.98
	SPECIALS IN SCHOOL SHO	DES.
on other members	Boys' Good Stylish Gunmetal Lace Shees, \$4.00 value, to go at	\$2.98
-	Boys' Tan Military and Oil Grain Stathat will stand the hard knocks; \$4.50 value, to go at	\$3.48
-	Boys' Good Strong School Shoes to go at	\$1.98
		\$1.98
	Little Lads' Box Calf Lace and But \$2.50 value, cut to	ton Shoes; \$1.69
	Youths' Good Solid Tan Military La \$4.00 value, to go	ace Shoes; \$2.98
	Misses' Good Solid Gunmetal Lace Si	Ψ2.96 noes; \$3.00

\$2.75 value, to go Misses' Fine Kid Lace Shoes, neat last, very dressy; \$3.00 value, cut to ..... Misses' and Children's White Canvas Shoes and Slippers; \$1.50 to \$2.50 value, to go Girls' Box Calf and Fine Kid Lace and Button Shoes; \$2.50 values, to go at ......\$1.98 Misses' Fine Grade Patent Strap Slippers; \$2.50 Children's Patent Strap Slippers; \$1.50 and \$2.00 values, eut to ...... \$1.19 and \$1.48 Children's Gunmetal and Fine Kid Lace and Big lot of Infants' Fine Black and Chocolate-Kid Strap Slippers, to go at ......69c

Look! Look!! Infants' Soft Sole Shoes; 50c value, to go at ......8c BIG CLUB BAG AND SUIT CASE SPECIAL. A Good, Neat, Serviceable Club Bag; \$3.00 value, all sizes, to go at ......\$1.98 Fibre Suit Cases; \$2.00 value, all Fibre School Cases; 75c value, to go The balance of our stock of Genuine Seaweed Club Bags will go at a great sacrifice.

HERE IS THE LIMIT OF PRICE-CUTTING: Ladies, be sure to look up these bargains. Piles of Women's High-Grade White Canvas Pumps and Strap Slippers. Ranging in prices

from \$2.50 to \$4.00 a pair, cut to ......\$1.49 Women's Pumps, in large quantities, 

You need not believe the things you read or hear, but you must believe the things you see. No person can see the wonderful shoe bargains we are offering without being convinced that our great buying power is being used to your benefit. If the people of London and district only knew how the leather market will be laying for them next season they would be in action right now getting shoes "salted" away for next spring. Don't hesitate. Don't wait. Every

moment you put off you're a bargain late. Heaps of Women's White Canvas Pumps; \$1.50 and \$2.00 values, to go 98c and 89c Women's Grey Kid Oxfords, Classic quality: \$5.00 value, cut Women's Fine Quality Pumps, to go at ......\$1.49 A magnificent assortment of Ladies' Oxfords, Pumps and Slippers; \$4.00 and \$5.00 \$1.98 values, to go at ..... A swell lot of Women's Dark Brown Lace Shoes, A swell lot of women's bar. S-inch tops, high and low heels; \$6.50 \$3.98 value, to go at ..... 350 pairs of Women's Patent Gunmetal and Fine Kid Lace and Button Shoes; \$4.00 values, to go at ..... A splendid lot of Growing Girls' Button and Lace Shoes, to go at ...... A good line-up of Women's Shoes; Women's Fine Kid Cushion Sole Shoes, turn soles and rubber heels. Everybody knows what they are worth. Our special sale

price ...... A SPECIAL LOT OF TRAVELERS' SAMPLE SHOES AT LESS THAN FACTORY PRICES. 500 pairs of Men's High-Grade Sample Shoes, consisting of all the very newest styles for fall and winter wear. Values from \$6.00 to \$8.00 a pair, all to go at the one price of,



EE last, fairly heavy soles and low heels, Blucher style. To go at .....\$4.49 150 pairs of Misses' and Children's High-Grade Sample Shoes, high cuts and regular heights, made of patent, gunmetal, dark brown and fine kid leathers, with plain and fancy tops. Values up to \$4.00 and \$4.50, to go for less than half price. Women's Patent Oxfords, with grey and fawn cloth tops, good fitters and dressy; 

SEE THESE TERRIFIC PRICE CUTS IN

,	
	RUNNING SHOES.
,	Women's, Misses' and Boys' High White Run-
,	ning Shoes with black soles.
. 1	
	Men's and Boys' High Black Running Shoes to go at
5	
7	Men's Yachting and Red Fox, cut
	to
	Men's and Boys' Black, Brown and White Run-
1	ning Oxfords, to go at
1	
1	Misses' All-White High Running Shoes
	to go at
1	White Beauty and Tritby Flake White Shoe
1	Dressing, regular 10c and 15c, to
1	go at

Nothing Reserved. Everything Is Included In This Huge Public Money-Saving Shoe Sale. Remember the Opening Days---Friday, Saturday, Monday, Tuesday, Sept. 7,8, 10, 11

NOTICE TO THE PUBLIC-Store closed all day Thursday, marking down prices and re-arranging stock.

# The People's Shoe Store

131 DUNDAS STREET AND 12 MARKET SQUARE, LONDON. To avoid making a mistake, look for the big red, white and blue sign over the door.

WANTED. Twenty-five Extra Salespeople, apply at store at once.