

## A PAGE OF GENERAL INTEREST TO WOMEN READERS



AFTER school the hungry boy  
Calls for bread and butter,  
Blythe remarks of ecstasy  
He is sure to utter,  
If the bread he joys to see  
Was produced with Purity.

**PURITY FLOUR**

MORE BREAD AND BETTER BREAD



## Don't Take Chances

of spoiling your dainty desserts by using cheap inferior Corn Starch.

**BENSON'S CORN STARCH**

has proved its matchless purity and quality for more than half a century. The name BENSON is on the package to protect you against cheap imitations. Don't order "a package of Corn Starch". Insist on Benson's and see that our name is on the package.

Our recipe book is full of practical suggestions—lots of good things, easily prepared. Write for a copy to our Montreal Office.

THE BENSON STARCH CO. LIMITED  
MONTREAL, CANADA, BRANTFORD, ONTARIO



## London Advertiser COOK-BOOK

Recipes Supplied By Cynthia Grey's Readers.

(Published at Request of "Lonely Soldier's Wife.")

Christmas Cake (sent in by "Thirty Years Married").—One pound butter, 10 eggs creamed together, 1 pound brown sugar, 2 pounds seeded raisins, 1½ pounds sultanas, 1½ pounds currants, 10 cents' worth almonds chopped fine, pinch mace, cloves, cinnamon and nutmeg, ½ pound mixed peel, ½ cup lemon juice, flour to make stiff batter.

Christmas Cake.—Two pounds raisins, seeded and cut in half, 2 pounds currants, 1 pound dates, stoned and cut, 1 pound chopped almonds or walnuts, 1 pound mixed peel, cut fine, 6 eggs, 1 pound butter, 4 cups brown sugar, coffee cup molasses, or scant teaspoon, ½ cup cherry juice or preserved cherry juice, ½ cup ground mixed spices, 3 cups flour, heaping teaspoon soda dissolved first in a little hot water, then stir into the molasses. Stir all together thoroughly and bake in loaves in a moderate oven. Half the quantity may be made up if preferred.

[October.]

Spiced Chocolate Cake.—Two cups sugar (scant), half cup butter (scant), quarter cake chocolate, dissolved, four eggs (save whites of two for frosting), two cups of flour measured before sifting, one cup sour milk, one teaspoon soda, one teaspoon cinnamon, one teaspoon nutmeg, quarter teaspoon allspice, quarter teaspoon cloves.

**DON'T KISS THE BABY.**

For the first few months the babe should be little but sleep and eat. It should not be tossed about, kissed and tickled, nor should it be handled about visiting; its feeding hours should be regular, and between times let it alone. The persecution these little ones suffer at the hands of silly relatives and family friends is really pitiful. Leave the babies alone, and let them grow.

Life is like a moving staircase—one must always be going forward. It is a pity. It would be so nice if one could go back sometimes and pick up some of the things one dropped before one realized their value.

## MUMS

Are here in variety. We invite your phone orders.

WEST FLORAL CO.

249 Dundas St. Phone 2187.

**LUX** Washing Compound

WON'T SHRINK WOOLENS

Washing Compound

WON'T SHRINK WOOLENS

## Be Sure To See This Extra Special at The PEOPLES For One Week

SEE THEM IN OUR WINDOW  
\$10.95

**DOWN** **UP**

Don't Miss This Chance To Secure One of These Couches

This Couch is well constructed, 27 inches wide, 6 feet long, finished in fumed oak, four rows of springs, upholstered in Italian Tapestry.

GOOD VALUE AT ..... \$15  
SPECIALLY PRICED FOR THIS SALE ..... \$10.95

**PEOPLES OUTFITTING CO.**

240 DUNDAS STREET. W. D. THOMAS & SONS. PHONE 5616

## 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.]

Here's "Liz" Again!

Dear Miss Grey.—It is such a long time since I have written that I am sure the Mail-Boxes have forgotten me. The last time I wrote I applied for the position in that famous greasy, but it seems to have dropped.

I, like the rest, wonder where all our friends have gone, but don't you think "Calamity Ann" may be writing under the name of a newcomer? I wonder how many of the Cynthians keep a diary. I have kept one for five years, and it is certainly amusing to glance over the fore records of my goings. I have five little green morocco books, each with a tiny little lock and key, and when anything amusing happens I immediately record it. The other day I noticed, under "G. J." had written me of trying to win away her "H. J." But I assure you, "M. C. J." that I had no such intentions. I am as before, EMANCIPATED LIZ.

Welcome, thrice welcome, "Liz." Just the other day there was an inquiry for you by someone who evidently feared you had faded away. Your idea of the diary is very nice if one can remember, or find the time to "immediately record" it. I'm afraid I'd be procrastinating until the time was forgotten!

To Master Man.

Dear Miss Grey.—After reading "Some Chatterbox's" letter, I could not remain silent. I am answering her remarks re "man being master" in the following poem:

Pardon me, "Some Chatterbox" you have the wrong impression; Men don't want to master you; and pardon the digression, When I say you surely know just how much you are loved; But one like you is sure some day, her master man to find.

But you won't know it, for the man will be so much in love, That for his little chatterbox, he heaven and earth would move;

And so satisfied and comfy your sweet young man will be, That you won't know he's masterful, while you're perched on his knee.

You see we who've been through it know all these things, and well, I often think it pity that some of us don't tell.

The rising generation of whom I "Chatterbox" be, When they run counter to nature, they are running on the rocks.

You may call man master, but you can't beat your life. If he's a normal and you're a loving little wife, Should you but give a loving glance or smooth hand on him lay, His duties will be done, like night from dawning day.

GRANDMA.

Dear Miss Grey and All the Grey-lins.—You are developing some contributions to the domestic economy question that could not be secured by all the Dominion commissions (\$100 per day per member, that is, Robert Borden could appoint. I have read several letters, which for getting to the heart of the subject are classics. The one from the lady who reveals farm life as it probably is in her district is worthy of reproduction all over Canada. It gets at the root of our problems, even though it does not suggest the cure. The cure is up to the big men of the most advanced party, I believe, for they are the only ones who recognize that this country is cursed with a high tariff, that is not only protection, but protection gone crazy, to such an extent that the food products are all more or less in the hands of trusts. Canners, guilds of various sorts, and the like, and trade arrangements have the country by the throat and protected by the tariff wall are drawing down dividends that range all the way from 65 per cent down on capitalists, that have plenty of water in them.

I am not a Socialist in any sense of the word, but I believe the day is not far distant when, if the country does not become responsive to the appeals to reason rather than the appeal to prejudice, we shall all be, city folk and country folk, working like so many "Aunt Nannies" before the tariff and clip coupons from the combine certificates that their greed seizes for them.

Reciprocity was a great chance for Canada, but brutal prejudice cast it aside. It was a measure of relief to both farmer and city man, and it meant the opening up of intercourse between two countries who had been separated by two centuries and a commercial sense stay apart only at the expense of the common people. Away with the narrow parlious outlook! Cannot our manufacturers stand up to competition after forty years of protection? A few of them are big enough to adopt the free trade that has made Britain mighty, but most are thinking only of their own pockets and threatening their workmen with dismissal if they do not "vote right."

In one sense the people of Canada have not been brave enough to speak up and let their voice be heard. Why should we accept the fulsome platitudes that are cast out to us like husks to the swine by some of the journals that disgrace the name of the press, and that build our structure from plans drawn by bigots and strikes us?

Someone was asking how to cure pork. I believe, here is an easy way, and very nice flavored when finished: To Cure Bacon.—One ounce salt-petre, three-quarters pound brown sugar, five

self-seekers? Some of them are ready even to protect graft.

Your little lady who told the fine women, whose husbands have gone to the front, how to make \$100 out of five ducks, has done more for the country than some members of parliament. Hope this is for forty years. One time another brave mother told how she had lived on \$40 a month with eight or nine children for many years.

That was one of the most thrilling stories I have ever read.

Your appeal and the appeal of The Advertiser for justice for the Chicago "Aunt Nannies" who gave her son to the Canadian army and never got him back, may not have moved the authorities to grant her a pension, but I have a feeling that "Aunt Nannies" here is full of gratitude, even though her cupboard be bare.

You and your "family" are doing more in the way of real religion for preachers of people than most of the people flock to a sensationalist like Sunday! What are they getting to satisfy their lusts from the average preacher of today? Please send me a coupon No. 665 from the syndicate service. Do not take this as an indication of my disrespect for the clergy. They are the best of men, but do they all study the real problems of the country? Are they fearless in their denunciation of those who have gorged themselves on the British people? Most of them are in a rut. And in dealing with the vital concerns of the nation that suggestion is good for most of us, except for temporary "fits" including.

AN OWEN SOUND OBSERVER.

Ans.—I feel that any comment from me will be out of place, so respectfully pass your epistle on to our readers. For your interest in this column, many thanks indeed.

Teaspoon, Not Teacup.

Dear Miss Grey.—Yes, it was surely a mistake on my part referring to a teacup, and butter 46 cents a pound and still rising! How ever we are going to live this winter (as the men's wages never think of rising, do they?) I don't know.

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that is so lazy it lets the skin do part of its work. The skin turns yellow doing it. Such a liver upsets the whole system. Take Hood's Pills, they put the liver to work; best for biliousness, yellowness, constipation. Do not irritate nor gripe. Price 25c, of druggists or C. I. Hood Co., Lowell, Mass.

## ADVERTISER PATTERNS



A Pretty Summer Gown.

Comprising Ladies' Waist Pattern 1718 and Ladies' Skirt Pattern, 1719.

As here shown figured crepe in blue and white tones was used, with white batiste for trimmings. The waist may be developed with short or long sleeves and the skirt without the drapery. Pompadour silk, plain, striped and checked taffeta, lined voile, lawn, gingham and chambray, all these are nice for this style.

The skirt pattern is cut in six sizes: 22, 24, 26, 28, 30 and 32 inches, waist measure. The waist in six sizes: 34, 36, 38, 40, 42 and 44 inches, bust measure. The entire dress requires 5½ yards of 44-inch material for a 36-inch size. The skirt measures about 3 yards at the foot.

This illustration calls for TWO separate patterns which will be mailed to any address on receipt of 10 cents POST EACH pattern in silver or stamps.

ADVERTISER PATTERN DEPT.

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

Name .....

Address .....

Province .....

Age (if child's or misses' pattern) .....

Measurement: Bust ..... Waist .....

Caution: Be careful to inclose the above illustration, and send size of pattern wanted. When the pattern is returned, you need only mark 22, 24 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 child's or child's pattern, write only the figure representing the age. It is not necessary to write "inches" or "years." Patterns cannot reach you in less than one week from date of application.

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## SPECIAL SATURDAY BARGAINS AT GRAY'S

### Some Saturday Bargains ON SECOND FLOOR.

#### Black Duchess Satin on Sale at \$1.08 Yard

36-inch Fine Quality Black Duchesse Satin in a perfect black with a beautiful rich finish; regular \$1.35 yard old value. Specially priced for Saturday only at....\$1.08 yard

#### Tweed Suitings and Coatings Reduced

A number of odd pieces of Heavy Suiting and Coating Tweeds, 54 to 58 inches wide, in choice colors and qualities, that are worth today \$1.50 a yard wholesale, but they are broken lines, and for quick clearance we are placing them on sale Saturday at \$1.05 yard

#### Saturday Clearance Prices on Curtains and Draperies

SOILED CURTAINS HALF PRICE. About fifteen single pairs only of Soiled Lace and Serim Curtains, worth from 50c to \$6.00 a pair. Clearing Saturday at Half Price.

A number of short ends of Curtain Serims to clear at Half Price.

#### Combination Curtain Drapery WORTH 45c YARD. 25c Yard ON SALE AT

40-inch curtain materials, a combination of fancy chintz and plain white serim, woven in one piece, to take the place of side curtains; there are three different designs and colorings in the chintz; the regular price is 45c. On sale Saturday at .....25c yard

#### Children's Odd Coats at Half Price

One table of Children's Coats, sizes from 2 to 8 years, in navy, fawn and brown cloths, good styles that we've carried through from last season. They are worth from \$3.00 to \$7.00. On sale Saturday at Half Price.

#### New Winter Millinery

Our display of Winter Hats is most interesting and attractive, emphasizing the vogue for fur and metal trimmings. All hats are moderately priced.

### Saturday in Millinery Department

A FEW REAL GOOD BARGAINS FOR SATURDAY BUYERS.

#### Shapes at a Special Price

Here is the biggest bargain of the season; the shapes are made of fine black silk velvet and are sample shapes we've secured at a special price. On sale Saturday at....98c

#### Trimmed Hats at \$3.98

Three dozen Smartly-Trimmed Hats in exclusive styles, no two alike, in black and colors. Specially priced for Saturday at \$3.98

#### Chi'dren's Hats at 79c

Two dozen of Fine Navy and Black Corduroy Hats. On sale Saturday at .....79c

### Saturday Specials in the Staple Department

Embroidered Initialed Pillow Cases in dainty designs, with any initial; size 45 inches. Buy these for Christmas gifts. Special price .....\$1.39 pair

25 pairs only of White Wool Blankets in a heavy weight. On sale Saturday at....\$3.95

Feather Pillows, six pairs only left. To sell at .....79c pair

40-inch Factory Cotton. Special at 10c yard COMFORTERS AT A SPECIAL PRICE. A special lot of Comforters to be sold Saturday at .....\$1.98

Beautiful Comforters in dainty patterns, with plain borders of pink, blue, green and yellow. Very special at .....\$2.95 each

#### Children's Heavy Cotton Hose

WORTH 35c A PAIR. ON SALE SATURDAY AT 19c Pair

These are a lot of manufacturer's samples of Fine, Heavy, Ribbed Cotton Hose, including the famous Hercules, Buster Brown and Bulldog brands, stockings that possess the wearing qualities for school wear, in sizes 9 and 9½. Sale price .....19c pair

This is one of the best hosiery bargains we've ever offered. On sale at 8:30 Saturday morning.

AGENTS FOR THE LADIES' HOME JOURNAL PATTERNS

**GRAY'S LIMITED.**

140 DUNDAS STREET. Phone 115, 116.

**GRAY'S LIMITED.**

## See That Your Overseas Packet Contains 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

ounces salt, five ounces bay salt, one ounce black pepper and one ounce of white pepper. Mix these all together and rub well into bacon. Turn and rub every day for a month. Hang meat in a canvas bag in a dry place, and if able, smoke it. Hope this is what was wanted. Best wishes to all the boys going overseas shortly. I remain as before, JOEY.

P. S.—If "Uncle Josh" wants good recipe for toothache, try this: Fill your mouth full of sweet cream, and beat the side of your face until it turns to butter. It's a sure cure—J.

Ans.—Is it the face or the cream that must turn to butter to effect a cure. "Joey"? Maybe "Uncle Josh" will know, though. Living this winter does promise to be a problem, and maybe we'll be glad of "drippin'" on our bread before spring.

Lectures "M. Y. M."

Dear Miss Grey.—I wrote you a letter the other day, and asked you had "Mere Young Man" enlisted; however, the question was answered in Tuesday's paper, when there appeared a very interesting letter from the young gentleman himself. I am glad to know that "Mere Young Man" enlisted. Shake hands, "Mere Young Man." You are a brave boy, but I simply had to unsol my letter and give you a lecture on tobacco chewing. You don't really mean to tell us that you chew that horrid black stuff? I have seen men chewing tobacco, and it is really disgusting. I don't think smoking looks quite so foolish, although there is absolutely no benefit derived from it. I do not think that there is one man out of a hundred who ever comes to the prevention of disease germ while chewing this black weed. I will not say very much about smoking, 'cause I know someone who smokes a little, when they are alone, of course. However, "Mere Young

Man," you didn't really say you smoked or chewed, did you? But it won't do you any harm to hear my opinion about it. There are many things worse than smoking and chewing.

I would like to know Miss Grey's and "Mere Young Man's" opinions of a young man who would go to a dance and dance hall with girls he did not know.

I am a little stony. In this little old London Town of yours, and like the people very well. I have never been out on the street alone after dark, and have certainly never gone to a dance or any place of amusement alone like some girls do. I do not think a girl should go to a dance without a proper escort. One never can be too careful.

Would it be proper to wear cream serge collar and cuffs on a heavy winter coat?

I am your LITTLE CHICK 'UN.

Ans.—Now, "M. Y. M.", put that into your pipe and smoke it—figuratively speaking, of course, or "Little Chick 'Un" may catch you.

Re the young man who goes to dances with girls he doesn't know, both he and the girls are very foolish and wrong in my estimation. It's sometimes easier to form unfortunate acquaintanceships than to break them. You are wise, Little Chick 'Un, to guard yourself and your amusements as you do.

If the winter coat was of a plain color, especially blue, the serge collar and cuffs would look all right, if of tweed, though, I'm not so sure.

Never Too Late.

Dear Miss Grey.—Inclosed please find 25 cents for "Aunt Nannie's" quilt lining. Hope I am not too late with it. Yours sincerely, MANDY.

Ans.—Not a bit; your "mite" shall go forward to "Aunt Nannie," along with others.

## COMPASS OIL

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

265 DUNDAS STREET.

## FRY'S COCOA

### CEETEE UNDERCLOTHING

Guaranteed Not To Shrink.

### VEGETABLES

DIRECT TO CONSUMER.

Cauliflowers, fine white ..... 35c  
Spinach, peck ..... 25c  
Brussels Sprouts, box ..... 30c  
Celery, fine ..... 50c  
Tomatoes, choice table, pound, 25c  
Tomatoes, Green, 10 lb. basket 50c  
Endive, excellent in salads, 17c  
"Cutting," "Heads," 20c  
"Cus," 10c  
Salady, Vegetable Oyster ..... 10c  
Two for ..... 15c  
Lettuce, Mint, Parsley, Radish 5c

Pumpkins, Citrons, Hubbard Squash.

Potatoes, Onions, Carrots, Cabbages, 5c. Sprouts, 10c.

**MAIN & COLLYER**

Telephone 2831. P. O. Box 275.