

PAGE OF INTEREST TO WOMEN

COSTUME HINTS FOR THE WOMEN OF FULL FIGURE

How Designs That Favor Roundness of Outline Are Artistically Met by the Newest Materials.

[By Mme. Frances, Famous Creator of Fashions, New York City.]

THE FASHION FORECAST. Youthful suits developed in Russian blouse lines, colored, cuffed and bordered with long-haired fur, such as Fisher, Hudson sable, grey wolf, black fox and lynx, will be extensively worn by the younger women this season.

The first rule for the full-figured woman to observe is this: She should wear her belt at the normal waistline. That is the most slender line of the figure. The short-waisted line will make her look thicker and the long-waisted line should cross the broad part of the torso and back will have the same effect. The stout woman should never, never wear a wide belt. It cuts her off and makes her look thick. Three inches is the maximum width of any girdle for the stout woman.

Importance of Skirt Lengths. Whatever the fashion in skirts, the full-figured woman, even though she may have a small ankles and feet which are frequently a characteristic of fat women, should never wear her skirt dresses more than four inches from the floor. Her evening gowns should always be quite long and made with trains if possible.

Dressing her hair high will accent the appearance of height in the stout woman. The most successful dress for the full figure is a gathered tunic dropped over a moderately tight undershirt, which shows about eight inches between the tunic and the lower edge of the skirt. The dropped skirt should reach within four inches of the floor, or, if an evening gown it may be made with a train or carry an attached train.

The tunic should be made with small, taped weights that run around the hem or under the edge of fur or any trimming that is used. It also gives a good line to shorten the tunic at the back a little, making a point or rounded dip at the center front. Lines that run up and break the width of the body are best on the full figure.

Value of Dark Colors. Dark colors make a stout woman appear much thinner than she looks in light shades. Dignity should be the aim of the stout woman. She will look far more distinguished in black, navy, seal brown or taupe, than in any of the lighter colors. Black is her best choice for evening wear. Dark colors will be lightened with touches of light colors in the facing of narrow ash ends or in a bit of corsage trimming where silver and gold are good if used sparingly.

Long-haired furs are not for the full-figured woman. Her gowns and suits if trimmed in fur should have softening, broadtail or sealskin. Around her face she may, however, wear long-haired fur, because this class of fur is softening and in enveloping the throat cuts off the double-chin line, which most stout women possess. For the same reason a veil should be worn whenever possible. If draped beneath the chin and pinned snugly and neatly where the hairline meets the neck in the back or just above that point, the soft folds of the veiling improve the throat line.

Small, high hats are best on the stout woman. Her hat should invariably carry a brim, however narrow. The close turban pulled down over her hair broadens her face.

Suit Effects. The stout woman usually looks extremely well in a suit, but in wearing a suit she should avoid taking off her coat. If she must remove her coat, her waist should be the same color as her skirt, and if possible made in combination with its material, which will give length of line to her figure. She should never wear a satin blouse. The high

RIPLEY BRANCH WOMEN'S INSTITUTE TAKES DECIDED TEMPERANCE STAND

"We, the members of the Women's Institute of Ripley, feel that the approaching referendum vote on the Ontario temperance act lays upon all voters, and especially upon the women of the province, the most serious and sacred responsibility that ever weighed upon the citizens of any country."

"We feel that the benefits of prohibition during the war have been of such tremendous value to industry, to society, and especially to homes and to women and children in particular, that going back to any form of license for the liquor traffic would be destructive in the extreme."

"We would urge every woman in our township to use her vote as she is polled correctly for temperance on October 20, and we earnestly pray that our women may use their greatest influence to get every voter to put an 'X' opposite each of the four questions on the ballot, under 'No.'"

"We feel that an 'X' in the 'Yes' column on the ballot would be a vote to restore the bar-room and the traffic in some shape or form. We would respectfully suggest that our women set aside the forenoon of the voting day to go to the polls so as to make sure of getting in every vote."

The above resolution was brought in by Mrs. W. J. Crawford, and seconded by Nurse Stinson, and unanimously carried at a large meeting of the Ripley Women's Institute.

The women present offered to do everything in their power to carry the temperance vote, feeling that if it is lost all the rift-raff bottle-noses of the United States will be dumped into Canada.

Women At Home and Abroad

NO PLACE FOR BABIES TO GROW.

In the whole of this city there is no place for homeless babies under three years of age, except the Roman Catholic Infants' Home, which is always crowded.

There is agitation constantly for a sick children's hospital here, and well, there should be. But what about the well children? The children who, if properly nourished and cared for, have every chance in the world of becoming healthy and prosperous citizens?

It is pitiful to see these children passing from one institution to another, from one home to another. No one wants them, and there has been no place specially prepared for them. The children's shelter will not take them until they are three years old. How well they are they to put in the important intervening years, suppose they are unfortunate enough to be left homeless at one year old or even at one month?

Oh, we'll take care of them eventually. Just let them drift until they are three years old and then if they've become diseased, undernourished little

SOCIAL AND PERSONAL

TELL IT TO THE SOCIETY EDITOR.

Miss Sylvia Pankhurst, noted feminist, has sailed for the United States.

Miss Gladys Smith of Windsor has been visiting friends in the city.

Mr. and Mrs. C. A. McFarlane of Detroit are the guests of the latter's parents, Mr. and Mrs. W. Jarvis, 133 Emory street.

Mr. and Mrs. Torrance Beardmore and Miss Niven of this city, were guests at a small dance held at the Toronto Hunt Club, Saturday.

Mrs. White, Mrs. A. E. Miller, Mrs. Jarvis and Miss Jarvis motored to Toronto last Friday and were guests at the King Edward for a few days. Miss Jarvis has returned to University.

Their Royal Highnesses King Albert and Queen Elizabeth of Belgium and their son, Prince Leopold, the Duke of Brabant, will be guests at the White House, Washington, the end of this month.

On Thursday next a luncheon, will be

Advertiser Patterns

2951



A New Frock for Mother's Girl.

3561—Frothingham was used for this model, with white poplin for trimming. Plaid and plain woolen could be combined for this dress. It is made for linen and organdie, chaille and satin, or velvet and chamois.

The Pattern is cut in 4 sizes: 6, 8, 10 and 12 years. Size 8 requires 3 1/2 yards of 36-inch material.

A pattern of this illustration mailed to any address on receipt of 10c in silver or 1c and 2c stamps.

Name

Province

Town

Age (if child's or misses' pattern)

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

Caution: Be careful to inclose the above illustration and send also of pattern wanted. When the pattern is sent, you need only mark \$2, 2c or whatever it may be. When it may be, if a skirt, give waist and length measure. When misses' 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 three days from the date of application.

NOVELTY POTTERY. We have been very fortunate to secure a fine stock of imported novelty Pottery. We invite you to call and see our fine display.

West Floral Co. PHONE 2187. 243 DUNDAS ST. W.

Sole Agents for
Printzess Coats
and Suits.

CHAPMAN'S

Mail Orders
Given Our
Prompt
Attention.

Specials In Every Department For Wednesday

Underwear Specials

Ladies' Corsets, made from the best English coutil, with four hose supports, reducing elastic belt; excellent model for the full figure. Selling at ... **\$3.00**

Children's Corset Waists, reinforced, washable, and hose supports, 3 to 12 years **65c**

Children's Ribbed Fleece-Finished Vests, long sleeves, in grey only, with drawers to match, 2 to 15 years. Priced according to size **50c to 85c**

Ladies' Ribbed Fleece-Finished Vests, in white and grey, with drawers to match. Special, per garment **\$1.00**

Ladies' Combination Suits, in fine ribbed, fleece-finished, long sleeve and elbow sleeve, ankle-length drawers. For **\$2.50**

Extra large sizes **\$3.00**

Ladies' Kimonos, velour, beautiful range of colors, with large collar, girdle and pocket, warm and comfortable, in all sizes. Special. **\$10.00**

Ladies' White Flannelette Gowns, excellent quality, large size. Clearing at **\$2.25**

Rush Sale of Ladies' Skirts

Five dozen Sateen Skirts, in all shades and sizes **\$1.50**

Ladies' Chiffon Taffeta Silk Skirts, in all sizes and colors **\$6.75**

36-INCH WASHABLE SATIN, \$2.50.

Four pieces only Wash Satin, 36 inches wide, old rose, paddy green, shell pink and ivory; regular \$3.00. **\$2.50**

For **\$2.50**

Agents For New Idea Patterns

John H. Chapman & Co., London

burst of pearls; to the bridesmaid a cameo bar pin, and to the best man a pearl tie pin. Following the ceremony a reception was held at the home of the bride's parents. The bride's mother was gowned in grey georgette with corsage bouquet of American Beauty roses. A dainty buffet luncheon was served, about sixty guests being present, among them friends from Hamilton, Brantford, St. Thomas and Exeter, England. Later Mr. and Mrs. Wood left on a wedding trip to Hamilton and Niagara Falls, N.Y., the bride traveling in a navy blue suit of georgette trimmed with turquoise and hat of taupe plush. On their return they will reside in Hamilton. The young couple expect the receipt of many valuable presents. Mr. Wood has but recently returned from overseas.

PRESIDENT OF THE WINNIPEG CANADIAN CLUB IS IN LONDON

Mrs. Code Was An Energetic Worker At Time of Strikes.

An interesting guest in the city is Mrs. Code, president of the Winnipeg Women's Canadian Club, who is being entertained at the home of Mr. and Mrs. E. H. Johnston, Colborne street. Mrs. Code is on her way to Ottawa, where she will attend the big Canadian club convention to be held there on October 16 and 17, when arrangements will be made for greater co-operation among the various women's Canadian clubs of Canada, providing for regular interchange of speakers.

The membership of the Winnipeg Club is 1,700; she declared to The Advertiser, and at a meeting held on Tuesday in honor of General Sir Arthur Currie, over 850 women were present. Our club is known as a "Ladies' Club" because we do not interfere with the work of any other organization, but merely provide audience for speakers when they come.

THORNDAL, Oct. 6.—The Women's Institute of Thorndale met at the home of Mrs. Arthur Brown, there being a good attendance. Two interesting papers were given, one on "Physical and Moral Effects of Fault-Finding," by Mrs. Jas. Angus, and one on "How to Keep Boys and Girls on the Farm," by Mrs. Geo. Collett. She advocated giving the young people a financial interest in the farm and surroundings and also making the social life more interesting.

A reading on "The Town Without a Bar" was given by Mrs. Smith, and a solo by Miss Reta Gee. Mrs. Myrtle Brown was appointed chairman, and Mrs. J. B. Harding and Mrs. Arthur Brown were elected delegates to the convention to be held in London shortly.

Using Formaldehyde. Dear Miss Mary, I wrote to your Mail-Box a short time ago asking how I could get rid of fleas in the house.

COWAN'S PERFECTION COCOA

Start the Day Right

WITH a cup of this delicious Cocoa for breakfast. It makes a splendid foundation for the day's work.

THIS illustration shows a cluster of Cocoa Pods as they are found on the tree. "Cocoa Theobroma" After the beans are removed and dried, they are shipped to Cowan's where by a special process of roasting, their fragrant aroma and delicious flavor are retained, and may be enjoyed by users of Cowan's Perfection Cocoa.

MADE IN CANADA

THE COWAN COMPANY LTD. TORONTO

Snowflake Ammonia

THE FULL STRENGTH

MAKES HARD WATER SOFT

Saves 90 Per Cent Soap For Household and Disinfecting Purposes

S. F. Lawson & Co. LONDON, ONT.

Aspoonful to a pail of water

EGG-O Baking Powder

Doubly-Saving and Double-Acting

No Baking Powder can be more efficient, more economical than this.

Paying a high price for a baking powder does not guarantee you the best. High prices are sometimes charged for the impression they make.

EGG-O Baking Powder

is doubly saving because it is sold at a fair price, and its double action—in the bowl and the oven—makes it a never-failing leavener.

Buying Egg-O in the larger sized tins is most economical for family use.

Always follow the directions—one level teaspoonful to one level cup of well sifted flour.

The Egg-O Baking Powder Co., Limited
Hamilton, Canada

YOUR OLD CARPETS

Made into new, beautiful, fluffy, reversible rugs.

CANADA RUG COMPANY
48 Carling Street. Send for Leaflet

Wants a Warm Sweater. Dear Cynthia—I would like very much to have the directions for making a knitted sweater for a lady. How much yarn would it take for sleeves and collar, and all, for I want a good, warm sweater. I hope someone will be kind enough to send directions to a constant.