Sunlight Soap

WOMEN who want to be economical should use SUNLIGHT SOAP freely in the house. First, because it is all pure soap—there are no cheap "fillers" so it goes farther and you get more real soap for the money. Second, because clothes last longer when washed with SUNLIGHT. Isn't this important? There are no injurious chemicals to harm the finest cloths—$5,000 guarantee of this.

At All Grocers

Made in Canada by LEVER BROTHERS LIMITED TORONTO

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SOCIAL AND PERSONAL

Our readers are invited to phone all news of this kind to the society editor. Phone 3670.

Mrs. Athol Carr-Harris of St. Catharines is spending the week-end in town with Mrs. Donald McLean.

* * *

The wedding took place at Sparta on Wednesday of Mabel Thorold Mabee, daughter of the late Hon. James Mabee, to Owen Livingstone Emmett, only son of Mr. and Mrs. George Emmett, of Sparta. The bride was given away by her brother, Lionel Mabee. Rev. Dean Miles of Aylmer officiated. After a short wedding trip, Mr. and Mrs. Emmett will reside at Port Rowan.

* * *

A delightful card party was given at the home of Mr. Charles Hollins, Horton street, on Friday evening, when a number of the Daughters of England were entertained. A dainty luncheon was served and an enjoyable time spent by everyone.

* * *

Mr. and Mrs. John Alton of Edmonton, Alberta, are visiting with Mrs. Alton's sister, Mrs. T. Wilkinson, Adelaide street, and are renewing old acquaintances in the city after an absence of twenty years.

* * *

Mr. and Mrs. Robert Lieshman of Walkerville announce the marriage of their daughter, Isobelle, to Franklin Whitehead of this city on December 31.

* * *

Mrs. James Palmer has returned to Middlemarch after visiting her sisters here.

Mr. and Mrs. William Speare of Highgate are visiting friends in this city and Clinton.

* * *

Miss Faith Turnbull, Waterloo street, is the guest of Mrs. E. A. Harris, Winchester Apartments, Toronto.

Miss Grace Heard, Adelaide street, was the hostess of an informal tea on Friday afternoon, when the members of the "E.N." were entertained at her home.

Mrs. G. A. Wenige, Erie avenue, entertained informally at her home on Friday evening in honor of Mr. and Mrs. George C. Raymond, on the occasion of their leaving London to take up their residence in Windsor, where business interests. The many friends of Mr. and Mrs. Raymond presented Mrs. Raymond with an electric percolator. An enjoyable evening was spent in cards and music, after which a dainty luncheon was served.

The Press Secretaries of all women's societies, both church and secular, are requested to mail or telephone reports of their meetings to the editor of this page. These reports should be written with a view to interesting the public, and should reach The Advertiser on the day of meeting if possible and not later than the following day. Such reports will help to advertise the societies sending them in and will also be of assistance to other societies.—Editor of the Women's Page.

JIMMY COON STORIES

By Dr. Warren G. Partridge.

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JIMMY COON HAS A TERRIBLE ACCIDENT.

Now Jimmy Coon was up in that poplar tree, near the lovely nest of eggs of Mr. and Mrs. Yellowbird. And he was watching with his mouth wide open, to get his naughty finger into that bird-pie.

But in a moment Jimmy Coon saw Mr. Yellowbird circling in graceful curves on his strong wings, as he had his beak filled with a nice breakfast for his dear mate.

And Jimmy Coon smacked his lips and grinned, showing all his wicked little white teeth, as Mr. Yellowbird stood on the edge of the nest, and lovingly gave pretty Mrs. Yellowbird her breakfast. And as Jimmy Coon saw this pretty sight he said to himself, "My, but I'm hungry for my breakfast, too. How good those eggs will taste, after my hard work in hunting all night. And I had poor luck; and here is my nice breakfast all ready, and the table is spread."

He reached out his right hand to take hold of the nest.

And Jimmy Coon climbed a little higher up, to get his naughty little hands into that beautiful nest. "Yes, I see it now," said Jimmy Coon to himself; and as he reached out his right hand to take hold of the nest, Mr. and Mrs. Yellowbird flew out of the nest with screams of fear and sorrow. They were both broken-hearted and they circled round the tree, giving their sweet cries of grief over the ruin of their dainty home.

And Jimmy stood up on his hind legs and reached out that wicked right hand to take out those four pretty eggs for his breakfast. But at that instant something wonderful happened. Jimmy heard a noise in the branches over his head, and looking up he saw the big back of some creature falling down through the leaves, within a few inches of his precious little head.

And with a big "whack" this awful creature struck Jimmy Coon right on the top of his head. And the stranger fell with such force that it knocked Jimmy Coon over, and both rolled on the ground below. And Jimmy Coon was yelling with pain, and the blood was trickling down his face.

This strange creature was Quilly Procupine. And his quills had struck into Jimmy Coon's head and back. You see Quilly Procupine had been in the very top of that poplar tree getting his breakfast of poplar bark. And as he was coming down the trunk of the tree he slipped and fell, and struck Jimmy Coon on the top of his head.

And Jimmy thought his last hour on earth had come. And Jimmy didn't have eggs for breakfast; but he went right home to see his mother, so she could pull the quills out of his sore head.

Tomorrow—Jimmy Coon Plans Prank on Peter Rabbit.

DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSON.
By Rev. T. S. Linscott, D.D.

"Jesus at Work." Mark. i., 21-45.

Golden Text—"I Must Work the Works of Him That Sent Me, While It Is Day." John, ix., 4.

1. Verse 21—Where was Capernaum situated, and what is it chiefly noted for?

2. The Jewish synagogues in those days seem to have been open for strangers to preach or teach in; is there any suggestion in this for our modern churches?

3. Why would you say or not, that every man is under obligation to keep the Sabbath Day, in the sense of worship and doing good on that day, as Jesus did?

4. Verse 22—Will any preacher who really knows the mind of God, of his own personal knowledge, always astonish his hearers as Jesus did?

A PAGE OF INTEREST TO WOMEN

BIG HONORS DUE TO TWO LONDON WOMEN

Mrs. McKeown and Mrs. Mitchell Have to Their Credit 2,500 Flannel Shirts.

When it comes to passing out honors, there are two London women among London's many splendid Red Cross workers who deserve to be singled out for special marks of recognition. Since the South London branch of the Red Cross was organized two years ago last fall, Mrs. Mary McKeown of 15 Elmwood avenue and Mrs. C. H. Mitchell, 56 Edward street, have between them made up in the neighborhood of 2,500 gray flannel shirts. This is their specialty, the service in which they have become rare experts. Every Wednesday Red Cross day in South London, they are at their task bright and early seated side by side at sewing machines in the top story of the Normal School. Though their machines are placed by a window, they have little time for looking up to let their eyes rest upon the pleasant view. It takes them going about as hard as they can to get out those sixteen shirts, the objective they have set themselves. Last Wednesday Mrs. Mitchell was on duty by 9 o'clock and Mrs. McKeown within an hour after. But that isn't anything unusual. If they didn't get in a good long day, they couldn't get in such a good, profitable day.

Even with their big achievements Red Cross day, and the long hours of bending over the sewing machines, they aren't satisfied that they have done enough. They must needs take home sewing to finish up between times. They never fail to make at least two shirts each during the week, and sometimes their score runs as high as a dozen each. Then, it is time to take their bundles of finished work back and start in on another Red Cross day and sixteen shirts.

TWO SOUTH LONDON RED CROSS WORKERS WHO DESERVE DISTINGUISHED SERVICE ORDER FOR MAKING 2,500 SHIRTS FOR SOLDIERS.

Mrs. Mary McKeown and Mrs. C. H. Mitchell, members of South London Red Cross Auxiliary, make sixteen shirts every Wednesday at the rooms in the Normal School, taking several to make up at home each week.

MOTHERS' CLUBS TO CANVASS CITY HOMES RE BABY WELFARE

Executive Meeting Decides on Move to Help Baby Welfare Exhibit.

At an executive meeting of the Union Mothers' Club it was decided that each club of the union make a canvass of its particular district in order to see that all the parents of young children in the city are informed of the child welfare exhibit to be held during the first week of February. The purpose of this is to give all children an opportunity to take advantage of the clinics. This move on the part of the mothers' clubs should be followed by similar moves by other societies interested.

$857 RAISED BY FIRST PRESBYTERIAN MISSIONARY SOCIETY

Annual Reports Last Week Reveal a Splendid Year.

The Women's Missionary Society of the First Presbyterian Church held a most interesting meeting last week. At this meeting the report for the year was read, revealing some most pleasing facts in regard to the finances of the society. During the year, $857 was raised, and of that amount, $710 will go into the general provincial fund. The residue was used for the Northwest bale and running expenses. The $857 raised during the year includes a life membership and a contribution from the Sunday school.

The chief feature on the program was an account of the work done in the Hugh Waddell Memorial Hospital at Kenora by Miss Kelso. Her talk was most enlightening and interesting. Owing to the fact that last week was the national week of prayer, several of the members gave prayer thoughts from missionary writers.

ANNUAL MEETINGS AT CHELSEA GREEN CHURCH

The Woman's Bible Class of the Chelsea Green Presbyterian Church held their annual meeting at the home of Mrs. Chittick, Jacquelin street, and the following officers were elected for the coming year: Mrs. John Jackson, president; Mrs. Jos. French, treasurer; Mrs. John Strain, secretary.

The Ladies' Aid of the Chelsea Green Presbyterian Church also held their annual meeting in the church last week. The following officers were elected for the year: Mrs. S. Chittick, president; Mrs. P. Aldridge, sr., vice-president; Mrs. Bruce, treasurer; Mrs. Maitland, secretary.

The society has just closed a very successful year under the presidency of Mrs. Aldridge.

WHEN TONGUE IS COATED

your liver is torpid and is affecting your stomach and bowels. To rouse your liver, take the little, purely vegetable and in-all-ways satisfactory Hood's Pills. They relieve biliousness, constipation, all liver ills. Do not irritate nor gripe. Price 25c, of druggists or C. I. Hood Company, Lowell, Mass.

MRS. PLUMPTRE AT THE BIG RED CROSS MEETING THIS WEEK

Two Excellent Speakers To Be at Red Cross Meeting on Saturday.

A big meeting of the Red Cross will be held on Saturday afternoon, Jan. 19, in the Y. W. C. A. Auditorium. Mrs. Plumptre of Toronto, who has lately returned from a tour in the West, will speak on Red Cross work throughout Canada. There will also be another speaker, Captain Armstrong, D. S. O., who will tell some thrilling stories in connection with the war. A cordial welcome is extended to all the Red Cross branches of No. 1 Military District.

LADY FALCONER AT Y.W.C.A. MEETING

President of Dominion Council of Y.W.C.A. To Be in London.

Lady Falconer, president of the Dominion Council of the Y. W. C. A., Toronto, will be in London this week as the guest of the Y. W. C. A., and will address a meeting of women on Thursday at 8 o'clock. This meeting will be held in the Y. W. C. A. building, 187 King street. Lady Falconer is well known in Canada in connection with educational and benevolent work. She is a most pleasing speaker, and carries conviction by the sincerity of her manner. There is indeed a treat in store for the women of London next Thursday evening.

Patriotic Western Ontario

DENFIELD.—The Denfield Red Cross Circle shipped to Hyman Hall, London, during the month of December: 95 pairs socks, 40 pillowslips, 13 sheets, 9 dozen hospital handkerchiefs, 9 stretcher caps, 17 shirts, a quantity of old linen and 10 pounds feathers.

SEAFORTH.—The report of the secretary of the local Red Cross Society for December is: 222 suits pyjamas, 25 flannel shirts, 126 pairs of socks, 216 towels, 42 comfort bags, 96 buttercloth handkerchiefs, 30 trench caps, 12 scultetus bandages, 2 feather pillows, 6 dressing gowns.

ESSEX.—The Essex Patriotic League has made and sent to the Red Cross Society during the year the following: 35 dozen pillowcases, 23 hospital shirts, 54 dozen towels, 5 dozen bandages, 5 scarfs, 18 dozen handkerchiefs, 20 dozen mouth wipes, 1½ dozen washcloths, 2½ dozen pairs mitts, 29 pairs bed socks, 40 pairs socks, 3 quilts; 51 parcels have been sent to our boys at the front, each containing two pairs socks, handkerchiefs, sugar, candy and gum. The officers for the year are: President, Mrs. W. A Clark; 1st vice-president, Ida Johnson; 2nd vice-president, Mrs. E. L. Hopgood; secretary, Marion Laing; treasurer, Lottie Humber.

SARNIA.—The ladies of the W.C.T.U this city, have adopted the "thimble and trinket fund" as a means of raising money. House-to-house canvassers will solicit some article of discarded jewelry, silver or gold thimbles, or any small article having outgrown its usefulness. These various articles will be converted into money to help send comforts to the boys abroad. While the contribution individually may seem insignificantly small, all will help to swell the total.

BELMONT.—At the regular meeting of the Women's Institute and Red Cross Society held at the home of Mrs M. Procunier, it was decided that a bazaar and food sale be held in the Masonic Hall on Wednesday, February 20. Each member is requested to donate something for this purpose. The proceeds of this bazaar will be used to maintain a fund for presentations to returned soldiers and also to increase Red Cross funds. A splendid rendering of the "Story of the Passion Play" was given by Miss Elgiva Moore, a solo by Mrs. J. W. Chivers, and a reading suitable to the new year by Mrs. Wm. Martin. The next meeting will be held on Thursday, February 7, at the home of Mrs. W. M. Wilkins.

IONA.—The Iona branch of the Women's Institute held its January meeting at the home of Mrs. Allen on Wednesday, January 9, with a large attendance, despite the unfavorable weather. Arrangements were made for the concert to be held in the hall the evening of the 6th of February by the Patterson Company of Buffalo, under the auspices of the Women's Institute. Captains were chosen for the knitting contest during the month of February. The captains are Mrs. George Hyde and Mrs. Allen. The losing side has to furnish a ten-cent tea. Some fine selections were given by Mrs. Allen on the phonograph. Mrs J. A. Mitchell favored the meeting with a reading, while Miss S Kerr gave some splendid suggestions for January. The roll call was responded to by lines from Tennyson. After singing the National Anthem, the meeting adjourned to meet again on February 13.

KINGSVILLE.—The Women's Institute held their regular meeting on January 8 at Mrs. Cyrus Secord's, with the president in the chair. The institute is considering taking up a first-aid demonstration course if a class can be obtained. Anyone desirous of taking this course might communicate with Mrs. Thornton, Miss Etta Bruner, or Mrs. Westman. To members the price is 25 cents, and to non-members the charge is 50 cents. The sum of $40 was decided to be donated to the Patriotic League. Mrs. Worthy Waggott gave a very thoughtful paper on "Helping the Twig to Grow Straight," and Mrs T. O. Broadwell read a most interesting paper on "How to Spend the Winter Evenings." Lunch was served by the hostess and a vote of thanks tendered her for her hospitality. The February meeting will be held at the home of Mrs. Colin Quick.

WEST LORNE.—There was a good attendance at the meeting of the Women's Institute held at the home of Mrs. Merrett Friday afternoon. A number of appreciative letters for Christmas boxes received were read from "Our Boys Overseas."

The collections for the month amounted to $56.80 and the shipment to McKay Home was as follows: 94 towels, 34 pairs of socks, 1 pillow and 22 washcloths (of which 17 were made by "The Buds of Promise" Sunday school class, Anglican Church. Fifteen dollars will be forwarded for prisoners' bread fund. A quantity of sheets and pillow cases will be made during the coming month. It will be of interest to all to know that since the beginning of June, yarn to the amount of $339.40 worth has been purchased. The committee in charge of the yarn continue to purchase the yarn as needed, as a large number of socks are being knit.

An instrumental duet by Miss Hazel Skinner and Elsie Petherick was enjoyed.

HARROW. — The Harrow Red Cross Society has handed out its report for the past year, and it is a very commendable one: Raised by membership fees, $46.80; donations, $61.65; teas, $145.14; quilts, $16.35; money collected for French fund, $36.27; recital given by Mrs. Madill and pupils, $28.75; miscellaneous, $3.58; sale of old papers, $27.97; amount on hand from 1916, $1,204; total income, $368.55; expenditures, postage on Christmas boxes sent overseas, $14.20; yarn for socks, $230.89; flannel, $69.19; sent to London for French fund, $36; miscellaneous, $18.10; total, $368.38. During the year the Red Cross has shipped seventeen Christmas boxes to boys overseas, containing two pairs socks, writing material, condensed milk, chestnuts, chocolate, cocoa, pork and beans, candy, gum, dates, etc. It has knit and sent away 359 pairs of socks and also sent 48 flannel shirts, 28 pillow cases, 17 scarves, 4 hospital shirts, 6 pairs of pyjamas, 1 pair mitts. Besides which they have another shipment almost ready, containing socks, stretcher caps, scarves, pillow cases, shirts and hospital handkerchiefs. The society conveys its thanks to all who have assisted them with money, sewing, knitting, etc. More money is needed to enable the society to carry on its good work, and also the sympathy and co-operation of the people.

ADVERTISER PATTERNS

A Simple, Stylish Dress for the Growing Girl.

2323—You could make this up in blue serge with black satin or silk for trimming, or with the trimming in white repp or faille. The model is also nice for linen, khaki, gingham and other wash material. The skirt is gored and joined to the waist under the belt. The pockets, which are a popular style feature, may be omitted.

The Pattern is cut in 4 sizes: 8, 10, 12 and 14 years. Size 10 requires 3 3-8 yards of 44-inch material.

A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

ADVERTISER PATTERN DEPT.

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

Name .....

Town .....

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 bust measure you need only mark 33, 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 misses' of 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.

Lemons Whiten and Beautify the Skin! Make Cheap Lotion

The juice of two fresh lemons strained into a bottle containing three ounces of orchard white makes a whole quarter pint of the most remarkable lemon skin beautifier at about the cost one must pay for a small jar of the ordinary cold creams. Care should be taken to strain the lemon juice through a fine cloth so no lemon pulp gets in, then this lotion will keep fresh for months. Every woman knows that lemon juice is used to bleach and remove such blemishes as freckles, sallowness and tan, and is the ideal skin softener, smoothener and beautifier.

Just try it! Make up a quarter pint of this sweetly fragrant lemon lotion and massage it daily into the face, neck, arms and hands. It should naturally help to whiten, soften, freshen and bring out the hidden roses and beauty of any skin. It is wonderful for rough, red hands.

Your druggist will sell three ounces of orchard white at little cost, and any grocer will supply the lemons.

After-Stocktaking Sale

We have finished stocktaking and our decks are now cleared for action. To avoid the usual slackening up that occurs between the New Year and the advent of spring business, we will feature special values and sale items in the various departments.

A List of Household Needs Well Worth Your Attention

Many of these items listed below are less than present wholesale prices, values we cannot duplicate, no matter what effort or planning. But we will not allow that to affect our intention to let the public have the benefit of our very early buying. Quantities limited at these prices.

CIRCULAR PILLOW COTTONS

44, 46 and 48 inch widths, entirely free of dressing. Price ..... 29c yard

Extra Heavy Quality Circular Cotton, 40, 42 and 44 inch widths; worth 50c yard. Specially priced at ..... 39c yard

PILLOW CASES At Less Than Wholesale

40 and 42 inch Hemstitched Pillow Cases. Very special ..... 19c each

Plain Hemmed Pillow Cases, 40, 42 and 44 inch widths. Special ..... 25c each

Hemstitched Pillow Cases, splendid quality in 40, 42 and 44 inch widths.....59c pair

BEDSPREADS Special at $2.39 each.

25 only American Honeycomb Bedspreads, large size 74x84. Specially priced at..$2.39

Save on Cottons

They Are Going To Be Much Higher.

500 yards Heavy Quality White Cotton ..... 15c yard

1,500 yards of 36-inch English Longcloth, splendid wearing quality .....20c yard

500 yards of 36-inch English Nainsook, a quality with a soft finish, especially adapted for underwear ..... 20c yard

42-inch Nainsooks and Madapollams, very fine weave, suitable for gowns and underwear, 1,000 yards to sell. At.....30c yard

35-inch Factory Cotton .....12½c yard or eight yards for $1.00

37-inch Factory Cotton, with a heavy round thread, splendid-wearing quality for sheeting .....15c yard

500 yards of 36-inch Indian Head, excellent quality. At ..... 20c yard

A SPECIAL BARGAIN IN CORSETS

D. & A. model, specially designed for the stout figure, a corset that gives absolute comfort, healthful support and modish outline to the wearer; made of the finest coutil, with embroidery-trimmed top; to be had in sizes 19 to 30. Specially priced at $1.79

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INFANTS-DELIGHT TOILET SOAP

For Miladi's Bath

THE luxury of INFANTS-DELIGHT is appreciated by the woman of refinement. It lathers freely and produces a delightfully refreshing sensation of cleanliness. Its perfume is fragrant and lasting.

Flowers For All Occasions

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Guaranteed Not To Shrink.

SPECIAL.

Radishes, Green Onions, bunch 5c
Whitloef or French Endive 15c
Celery Hearts, bunch 15c

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SUNLIGHT SOAP is made from the sweetest and choicest of edible oils and fats. It contains no harsh or strong ingredient.

It is the purest and most efficient of soaps and, if used judiciously, the most economical of soaps.

Rheumatism

Muscular and Inflammatory—stiff and swollen joints, pains in the back, etc., promptly relieved. This potent, penetrating oil goes straight to the seat of the trouble, drives out the disease and establishes a normal condition. The standard family remedy for rheumatism for generations.

Dr. Thomas' Eclectric Oil

25c. a bottle

POLLY AND HER PALS.—Did Ma Describe Pa? Ask Neewah. — By Cliff Sterrett.

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