

She is no true woman who does not seek to inspire the profoundest respect. —Lamartine

FOR THE WOMAN OF TODAY

The deepest tenderness a woman can show a man is to help him to do his duty. —Anon

Fresh Vegetables "DIRECT TO CONSUMER" Main & Collyer Growers and Importers

SPECIAL Asparagus, home-grown, per bunch... 10c Spinach, per peck... 30c Lettuce, head, each... 15c Radishes, choice, per bunch... 5c

Lettsuce-Leaf, medium, each... 5c Lettuce-Leaf, large, each... 8c Green Onions, bunch... 4c Watercress, bunch... 5c Parsley, bunch... 5c Celery, small, per head... 8c Celery, large, per head... 10c

PANSIES Finest Assorted Colors.

Small boxes of 4 plants each... 10c Larger boxes of 12 plants each... 25c

Orders received from 7 a.m. to noon delivered same afternoon; from noon to 5 p.m. delivered following morning. Minimum order, 25c.

LOCAL ITEMS

MARRIT-MENNEFF

The marriage of Miss Ruth Menneff, formerly of London, to Mr. Edward Stanley Marritt, late of St. Thomas, was solemnized on May 6th at the home of the bride's parents, Toronto.

BIBLE CLASS.

The membership of the Y. W. C. A. Sunday afternoon Bible class has increased to fifty. Each Sunday afternoon the girls met in the "Y" parlors at 326 Dundas street, and after the Bible lesson, gather around the piano and sing hymns for half an hour or so.

IT, JAMES' W. M. A. HOLD BAZAAR

The members of the Women's Auxiliary of New St. James' Church conducted a bazaar yesterday afternoon and evening in the lower hall of the church, which, despite the inclement weather, proved very successful.

ALEXANDRA MOTHER'S CLUB.

The regular monthly meeting of the Mothers' Club of Alexandra School will be held on Wednesday evening, May 13, at 8 o'clock. As this is the last meeting of the year, all mothers of the district, as well as visitors from other clubs, are invited to be present.

BREAD AND BUTTER PUDDING WITH RAISINS.

Ingredients: Six slices of buttered white bread. One and one-half cupful of milk. Two eggs. One-half cupful of dark seedless raisins. One-half cupful of sugar. One teaspoonful of lemon extract.

Pure, clean, flavory and strong, in sealed packets

Dedoose Tea "is good tea"

NO PINS AND FEW FRILLS FOR BABY'S FIRST OUTFIT Nurse Advises Warmth Rather Than Beauty For Clothing--A List of Needful Articles.

Specially Written for The Advertiser By Katharine McFarland. Warmth, lightness, looseness, and freedom from pins and over-trimming are five important things to keep in mind when preparing the first clothes for baby.

- 1. The complete first outfit for baby is as follows, and will cost about \$7.00. Of course, one may use as expensive materials as one can afford, but in any case, avoid over-ornamentation. A simple little hand-embroidered initial or bow knot being in much better taste.



MRS. ALBERT E. GOODERHAM, of Toronto, President of the Imperial Order of Daughters of the Empire, which is holding its fourteenth annual meeting this week in Toronto.

THE HOROSCOPE

MONDAY, MAY 11, 1914.

Astrologers interpret the rule of the stars as not fortunate today, and for this reason it is advisable to conduct all affairs with care. Mercury and Uranus are really adverse.

Songs We Used to Whistle and Sing

I'll hang my harp on a willow tree, I'm off to the wars again, My peaceful home has no charm for me The battlefield no pain!

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 letters can be answered privately.]

To Sell Stories. Dear Miss Grey: Would you kindly publish through your column the name and address of a company which would sell short stories and poems. Thanking you, I remain, JOHNNY.

VERY SOON you will be buying "SALADA" Tea in a new aluminium packet. So light is this wonderful new wrapping that the whole half-pound package, label, aluminium and everything only weighs a fraction over half a pound, yet the same full weight of tea is inside as before.

CAROLINE COE'S TESTED RECIPES

Rhubarb Pie. The food value of rhubarb is very small, not one-fourth of its solid matter being nutritive. Two per cent. of this solid matter is sugar. It also contains a small per cent. of oxalic acid, and to some systems is an irritant poison.

Useful and Helpful Column.

Dear Miss Grey: I have read your most useful and helpful columns in the Advertiser for a long time, but have never ventured to ask you a question yet, but now I ask you a few, and would like to see them in print as soon as possible.

WOES OF MRS. NEWLYWED

"Oh, dear, a big spider just bit me and it stings awfully!" sobbed Mrs. Newlywed. Mrs. Neighbor immediately mixed some common soda, and salt and applied to the bite. In a few moments it began to feel better.

Kingsmills

A Select Assemblage of Ultra Fashionable Silks Presenting the weaves being used so extensively now in Paris and New York, and Kingsmill Quality in every yard.

At Very Special Prices CHIFFON TAFFETAS

40 inches wide, plain, shot and new striped effects, in all colors. Special, per yard... \$1.50

BROCADED SILK CREPES 40 inches wide, in a variety of the fashionable shades. Excellent quality. A pleasing design. Special, per yard... \$1.50

CASHMERE DE SOIS 42-inch, in white. Ultra fashionable for wedding gown. Special, per yard... \$1.60

CREPE DE CHENE 40-inch. Almost every color, including all the new flame and tango shades, also gray, white and black. Washes perfectly. Special, per yard... \$1.40

36-INCH PALETTE White, black and thirty colorings. Excellent quality, Duchess Satin finish. Drapes perfectly. Will not cut or crush. Extra special... 85c

DRESSMAKING DEPARTMENT MAKES A SPECIALTY OF WEDDING ORDERS.

Kingsmills DIRECT IMPORTERS, THE QUALITY STORE.



Fashioned with Deliberate Care!

From thread to cloth, Coilene Corsets are made from best materials only and fashioned with deliberate care. Furthermore they are designed on correct tailoring principles in full accord with Fashion's latest decrees.

Coilene Corsets

Would the figure lines softly yet firmly. The wonderful Coilene boning shown at the left is as flexible as the body itself; it will bend in any way, even edgewise, is ventilated, light, strong, non-rusting. This boning can be had in Coilene Corsets and no other.

The Coilene Corset Co., Limited London Canada Sold in London by Brick & Dundas Ltd., 188 Dundas St.

Mother's Day

Tomorrow is Mother's Day. Have you planned to make it a bit brighter for YOUR Mother? Thousands of white carnations will be worn in honor of Motherhood of Mother's Day.

GRAY HAIR

Dr. Tremain's Natural Hair Restorative used as directed is guaranteed to restore gray hair to natural color or money refunded. Positively not a dye and non-damaging.

COME TO OUR NEW ELECTRIC DEPARTMENT

See the many specials in Electric Fixtures of every description, Electric Domes, all sizes and colors. Electric Fixtures, Electric Pendants and Drops. All specially priced for the opening of this department, and installed in your home free of charge.

BURDOCK AND SARSAPARILLA

The Best Spring Blood Purifier. \$1.00 Bottles for 50c this week. W. R. LUTZ North End Druggist

We Express Parcels

to any point in Canada. Goods called for and delivered to any point in city. AMERICAN DRY CLEANING AND DYE WORKS. 75o Dundas Street. ywt Phone 1959.

Just returned from New York, where, having interviewed the best societies on dress, we are prepared to give to our customers the most exclusive designs in Gowns and Tailored Suits at moderate prices.

VON SCHILDROTH, 440 Park Avenue.

KUSCH CURTAIN RODS

The simplest Curtain Rod on the market. Made from brass, guaranteed not to rust. Sash and extension styles. Priced from 15c to 25c. ARTHURS' PHONE 3213 LONDON EAST.

H. WOLF & SONS 263-265 Dundas St., Near Wellington.