

DAILY PAGE FOR ADVERTISER WOMAN READERS

BUY "LONDON MADE" GOODS.

A New Industry For London

DE LUXE
Specialty Manufacturing Co.

Manufacturers and Distributors of

DE LUXE CLEANSERS

Laundry Compound Brewer's Alkali
Dishwashing Compound Floor Compound
Dishwashing Compound Building Detergent
Dairy Compound Prepared Floor Wax

POLISHES OF ALL KINDS.

Will commence the manufacture of the above products about January 5th, 1915, with headquarters in this city.

By buying the above articles at any of the stores in this city or direct from us, the citizens of London will not only be buying "Canadian Made" goods, but will be patronizing a strictly London firm, who buy their supplies and spend their money in London.

PATRONIZE HOME INDUSTRY.

Ask ONLY and ALWAYS for

NEILSON'S CHOCOLATES
"The Chocolates that are Different."

MRS. HOUSEKEEPER!

Christmas time you have a little extra money. Why not make the home a present of an **EDDY WASH-BOARD** and an **EDDY INDURATED FIBREWARE TUB**?

YOU WILL FEEL THE BENEFIT

every washday in the year, for the Indurated Tub keeps the water hot for so long that it saves much lifting and carrying of water—and the Wash-boards have a special crimp which, without tearing the clothes, loosens the dirt very easily.

Buy your home an Xmas present, Mrs. Housekeeper, BUT BE SURE THEY ARE **EDDY'S**

How To Get Rid of a Bad Cough.

A Home-Made Remedy That Will Do It Quickly, Cheap and Easily Made.

If you have a bad cough or chest cold which refuses to yield to ordinary remedies, get from any druggist 25 ounces of Pinex (50 cents worth), pour into a 16-ounce bottle and fill the bottle with 16-ounce granulated sugar syrup. Start with a teaspoonful every hour or two, but as the cough gets worse, increase to a tablespoonful. The Pinex is a special and highly concentrated compound of genuine Norway pine extract, rich in quinine, which is so healing to the membrane.

To avoid disappointment, ask your druggist for "not accept anything else. A guarantee of absolute satisfaction, or money promptly refunded, goes with this preparation. The Pinex Company, Toronto, Ont.

Mrs. Winslow's Soothing Syrup has been used for over SIXTY YEARS by MILLIONS OF MOTHERS for their CHILDREN WHILE TEething, with PERFECT SUCCESS. SOOTHES THE CHILD, SOFTENS THE GUMS, ALWAYS ALL PAIN, CURES WIND COLIC, and is the best remedy for diarrhoea.

Gems From Literature

The first installment of a new feature, and one that should prove interesting to our readers, young and old, in city, town and country, will be found on this page today. The feature will appear daily, under the heading "Gems from the World's Best Literature," and will contain stories, essays, poems, etc., with a short synopsis of the writer's life. Today's installment is a humorous story from the pen of the inimitable Samuel Lover, entitled "The Gridiron." Watch for the continuation tomorrow.

Old Songs and Poems

THE CHURCH IN THE WILDOOD.
Copies sent for "Aunt Priscilla" sent by "D. P. H." "Farmer's Wife," "Nona," "Tulip" and "X. Y. Z."

There's a church in the valley by the wildwood,
No lovelier place in the dale;
No spot is so dear to my childhood,
As the little brown church in the vale.

Chorus—
Oh, come, come, come, come (alto)
Come to the church in the wildwood,
Oh, come to the church in the dale;
No spot is so dear to my childhood,
As the little brown church in the vale.

How sweet on a clear Sabbath morn-
ing,
To list to the clear ringing bell;
Its tones so sweetly are calling,
Oh, come to the church in the vale.

There, close by the church in the valley,
Lies one that I loved so well;
She sleeps, sweetly sleeps, "neath the
willow."
Disturb not her rest in the vale.

There, close by the side of that loved
one,
'Neath the tree where the wild flowers
bloom,
When the farewell hymn shall be
chanted,
I shall rest by her side in the tomb.

Some Gems From the World's Best Literature

Samuel Lover was born in 1797 in Dublin, being the son of a stockbroker. From his mother he inherited his musical gifts, and his father, an upright character, who when the boy was twelve years old, but his influence never left him. Lover's father was determined that Samuel should enter business, but the boy's love for music was so strong that he eventually became a professional musician. He was a popular singer and pianist, and his songs, many of which were written for the stage, are still popular today. He died in 1868, leaving behind a large collection of songs and poems.

THE GRIDIRON.
Or Paddy Mullooney's Travels in France.

"Bye-the-by, Sir John," said the master, addressing a distinguished guest, "Pat has a very curious story which something you told me today reminded me of. You remember, Pat, (turning to the man evidently pleased at the notice thus paid to himself), 'You remember that queer adventure you had in France?'
"Throth I do," grins Pat.
"What?" exclaims Sir John in feigned surprise. "Was Pat ever in France?"
"I assure you, Sir John," continues his host, "Pat told me a story once that surprised me very much respecting the ignorance of the French."
"Indeed," rejoined the baronet, "Really I always supposed the French to be a most accomplished people."
"Throth thin, they are not, sir," interrupts Pat.
"Oh, by no means," adds mine host, shaking his head emphatically.
"I believe Pat," it was when you were crossing the Atlantic," says the master turning to Pat with a seductive air and leading into the "pure and true account" (for Pat had thought of it as "North America" for "a reason he had" in the autumn of the year ninety-eight).
"Ye sir," said Pat, "the broad Atlantic—favorite phrase of his which he gave with a brogue as broad almost as the Atlantic itself. 'It was the time I was lost in crasse' the broad Atlantic comin' home,' began Pat decaying into the recital: 'When the winda began to blow and the sea to roil that I thought the Colleen Dhoo (that was her name) would not have a mast left but what did I do out of her.'
"Well, sure enough the masts went by the board at last, and the pumps were choked (devil choke them for that name), and as coarse the water gained in an us; and throth, to be filled with water is neither good for man or beast, and she was sinkin' fast, settin' down as the sailors call it; and in my life and I liked it then less nor every accordingly we prepared for the worst, and put out the boat and a sack of bhiskinis and a cask of whisky and a bag of victuals, and a thrifle of rum aboard, and any other little matters we could think of in the mortal hurry we was in, and faith there was no time to be lost, for my darlints, the Colleen Dhoo went down like a lump of lead afore we was many strokes of the oar away from her."
"Well, we drifted away on that blanket and the ind as a pole as best we could, and then we sailed ligant, and we didn't show a stitch of canvas the night before because it was blowing like bloody murder, savin' your reverence, and sure the sea and the sky and the world was swavin' alive by the night sea."
"Well, away we went for more nor a week, and rotting before our two good-looking eyes but the canopy if heaven and the wide ocean, meanin' the broad Atlantic, not a thing was to be seen but the sea and the sky and though the sea and the sky is mighty purty things in themselves, throth they are no great things when you have nothing else to look at for a week together, and the barest rock in the world, so it was land, would more welcome, and then soon enough, throth, our provisions began to run low; the bhiskinis, the water and the rum—throth that was gone first of all—and oh! it was thin that starvation began to stare us in the face."
(To Be Continued Tomorrow.)

Advertiser Patterns



No. 1099—A Simple, Pretty Frock for the Little Miss.
Girls' Dress, With or Without Collar, Sash and Ruffle, and With Long or Short Sleeve—Lawn, muslin, or dimity, batiste, silk, crepe or cashmere are all suitable for this style. The dress is cut in bishop style, and may be trimmed with insertion and lace, or with embroidery. The ruffle may be omitted. The pattern is cut in four sizes, 2, 3, 4 and 5 years. It requires 2 yards of 36-inch material for sizes 2 and 3, with 2½ yards for sizes 4 and 5. A pattern of this illustration mailed to any address on receipt of ten cents in silver or stamps.

ADVERTISER PATTERN DEPT.
Please send above-mentioned pattern, as per directions given below, to:

Name
Town
Province
Age (if child's or misses' patterns)
Measurement—Bust..... Waist.....

CAUTION—Be careful to include the above illustration, and send size of pattern wanted. When the pattern is past measure you need only mark 22, 24 or 26 inches, as the case may be. When in waist measure, 22, 24, 26 or whatever it may be. If a skirt, give waist and length measure. When misses' or child's pattern, write only the figure representing the inches or yards. Patterns cannot reach you in less than one week from date of receipt.

Richards' QUICK NAPHA WOMAN'S SOAP

Fad of the Hour---Brazilian Polka

Here It Comes With a Skip and a Dip---Merriest of New Dances
Is the Lively Brazilian Polka.

From South America comes the latest addition to the new dances—the Brazilian Polka, which isn't even remotely related to the tango even though it does come across the South American border.
Miss Edna Nell, a pupil of Pavlova's, for two years a member of the Imperial Russian Ballet, studied the Brazilian polka in London last summer, and it is one of the several new dances she is teaching London Advertiser readers.

BY MISS EDNA NELL.
Formerly with Pavlova and Mordkin in the Imperial Russian Ballet.
The Brazilian Polka opens with the skating step. The gentleman and lady face the same way as in Fig. 1. Gentleman's right arm around the lady. Lady's right hand resting on gentleman's right. Gentleman's left arm extended. Lady's left arm extended—her hand resting on gentleman's left hand.
The skating step is really a two-step with a dip in back. Or gentleman slide left foot up to right—slide left foot again and bend while drawing the right foot up the second time. This is done first with left and then with the right foot.
The count in this figure is 1, 2, 3 or left, right, left with a slight dip on the third count.
The dip is what gives the skating step the effect of skating, and should be done very smoothly.
Now the gentleman steps directly in back of lady as in Fig. 2, and continue the skating step, except that the lady and gentleman both slide to the left, describing a circle. First the gentleman extends the left arm with the lady's right hand on his left—then he extends the right arm the same way. Now they continue the slide step, with first the left and then the right arm extended.

Now the lady gets into position for the cotillon step by turning several times around the gentleman's hands, as in Fig. 3, and stopping when facing the gentleman.
First the lady steps back on her left foot on the first count, on the second count she points her right foot backwards, which she holds for two counts, and then brings the right foot forward in the fifth count, at the same time raising the left foot high in back.
The lady takes her position by making a half turn, placing her right hand in the gentleman's right hand, as he puts it around her waist.
Both start with the right foot just off the floor—then put right foot forward three counts, and left foot backward three counts, raising the right foot each time that they come back.

Now the lady and gentleman go forward facing each other—starting with the gentleman's right—the lady's left—walk—one-two and on the third count draw the foot up in a slight kick—continuing this step by turning several times around the gentleman's hands, as in Fig. 3, and stopping when facing the gentleman.

To close the dance, repeat the first skating step.



Miss Nell, and Paul Armand illustrating the Brazilian Polka for London Advertiser Readers. The large picture shows the opening figure of the dance; the "skating step" is shown in the upper left picture. The lower picture shows the "whirl," one of the prettiest movements in the dance.

THE HOUSEKEEPER.

Oh, Woman, what is the thing you do,
And what is the thing you cry?
Is your home not warm and cosy,
From heat that you thrust the curtain by?
And have we not tolled to build for
you a peace from the winds outside,
That you seek to know how the battens
go and ride where the tight-
ties ride?
You have taken my spindle away from
me, you have taken away my loom,
You bid me sit in the dust of it, at
peace without doing a stitch of
work, and you bid me sit with a sleepy
will, with no evil nor good to do,
While our house the World that we
keep for you could be garlanded
and sweet as a rose.

The evil things that have waxed and
grown, while I sat with my white
hands still,
They have meshed our World till they
twined and curled through my
very soul.
Shall I sit and smile at mine ease
while the white that my house is wrongly
kept?
It is mine to see that the house of me
is straightened and cleansed and
sweet!
My daughters strive for their souls
alive, harried and starved and cold—
I hear it long, who was swift
and strong in guarding them while
of old?
My children cry in our house the
peace, neglected and hard-
pressed—
Is my right not then to command all
men to be still while the children
rest?

I who labored beside my mate when
the world of the World was
The watch I kept while my children
slept I will keep today by Man;
I have crouched too long by the little
hearth at the bidding of Man my
mate—
I go to kindle the Hearth of the World,
That Man has left desolate!

(Margaret Widdener, in the Independent)

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 answer all letters, but all letters have to be answered in turn. No letters can be answered privately.)

It's a Pleasure.
Dear Miss Grey—I wonder if you could tell me what day of the week September the 15th, 1895 and also September the 15th, 1910 came on. Hoping to see the answer soon, I am,
Ans.—1. Wednesday; Thursday.
Thank you, Ermo, for your kind wish.

Letter From Lydia.
Dear Miss Grey—Induced you will find the song entitled "A Stated Time to the Wildwood," for which Aunt Priscilla asked for in Wednesday's issue. Now, Miss Grey, could you print a song for me? The chorus of it runs like this:
Perhaps she's on the railway
With the swells so fair,
Perhaps she's up in a balloon
Flying through the air.
2. What do you think of my penman-ship?
Wishing you a Happy New Year, I remain,
Ans. 1.—Shall be glad to do so if any one sends it in.
2. A very good hand.

Would Have Women Vote.
Dear Miss Grey—I don't know just how best to put about my folks visiting your Mail Box, as, I presume, it is supposed to be a feminine domain. However, I know of several men beside myself who read the letters, and your wise answers each day, so therefore I venture in.
It is in regard to an issue coming up at the London elections that I wish to write. I refer to the by-law giving married women the vote. I hope the electors of the city accord their wives, mothers and sisters the privilege. It is a question that is coming more and more to the front all the time, and while I am a countryman, and therefore have no vote at the elections in your city, am none the less interested. Many of our Ontario women, in the country sections particularly, seem to care little about the franchise. But don't you think, Miss Grey, that time will alter this and that women will come to take as great an interest in joining husbands, fathers and brothers in municipal house-keeping as they now do in home, business and church life? I hope so, surely, and I should indeed welcome them to be, and I have firm faith that woman's influence would have a cleansing effect without injuring the woman herself.

My sisters and wife (and I hope my two girls when they grow up, while they read your page with keen interest, also read the war news and general political movements at home and elsewhere. They understand them fairly well, and can talk up to the hilt of the questions. If they were called upon to vote on election day, I believe that they could mark a ballot as intelligently as many of the men in this district. Yet they do not call themselves "suffragettes"—unhappy term, which seems to antagonize so many people—and can make as good bread and butter as any of the women within fifty miles.
All of which sounds, I suppose, like saying a lot and getting nowhere. My idea was simply this, with your permission, to start a little discussion in your columns upon the subject. As I have stated before, it is one that is surely, if slowly, coming to the front, and I know my women-folks as well as myself, would enjoy some letters from others about women's franchise. I do not know if you will print them or not.

PURE, RICH BLOOD MADE BY HOOD'S

Pure blood enables the stomach, liver and other digestive organs to do their work properly. Without it they are sluggish, there is loss of appetite, sometimes faintness, a deranged state of the intestines, and, in general, all the symptoms of dyspepsia.
Hood's Sarsaparilla makes pure blood, and this is why it is so very successful in the treatment of so many ailments. Get it today!

YEAR-END CLEARING SALES

Money-Saving Bargains That Are Attracting...
150 Dozen Fine Kid Gloves \$1.10 Per Pair

Every woman knows Kingsmill Gloves and there is sure to be a rush for these fine French Kid Gloves. Clearing lines after the Christmas rush. Every size. Almost every style. Very wide range of shades. Black, black with white embroidery backs, white with black embroidery backs, white, tans, browns, greys, navy, green, champagne, mode, etc. Come early. Your choice while they last, per pair, \$1.10. Every pair guaranteed. Have them tried on.

\$18 Women's Tweed Suits at \$9.95

28 only Ladies' Winter Suits, in serviceable, stylish Tweeds—greens, blues, tans and mixtures; also four black suits. Coats are satin-lined. Sizes from 34 to 42, and a few misses', 16 and 18 years. Genuine \$15.00 and \$18.00 Suits. Clearing.....\$9.95

Still More English Serges 50c Yard

Another 1,000 yards on sale tomorrow, same as sold so quickly Saturday morning. Navy, brown, copenhagen, wine and black. Pure Wool English Serges, fast dye, unshrinkable. Wholesale cost is more than this low price. Come early Wednesday morning. Per yard.....50c

\$1.25 Yard-Wide Paillette Silks, 89c Yard

Fine quality which drapes perfectly and is guaranteed not to cut or crush. Choice of 32 colors, including all evening shades, as well as darker colors, also black and white. Full 36 inches wide. Worth \$1.25 yard. On sale this week, per yard.....89c. Mail orders filled.

Kingsmill Drygoods, Etc. Carpets, Rugs, Curtains.

Vegetables Direct to Consumer Main & Collyer

Established 1894
SPECIAL
Rhubarb, very fine, bunch 15c
Two for 25c
Whitecabbage, or Imperial Cabbage, very good in salads, 15c, 2 for 25c
Tomatoes, ex. figs, hothouse, 30c
Spinach, choice handpicked, pk. 30c
Cucumbers, extra fancy, each 35c
Lettuce, head fine, 25c
Lettuce, Paris "Coco" 20c
Radishes, fine, bunch 10c
Horseradish, lb. 10c
Lettuce, leaf 10c
Celery, extra large 10c
Celery, fine 10c
Celery Hearts, six in bunch 10c
Sage, Savory, Thyme, bunch 10c
Parsley, Watercress, Gr. Onions 5c
Hubbard and Essex Squash, 10c
Vegetable Marrows 10c
Cabbage, White, Red, 10c
Fancy Cabbage 10c
Parsnips, 10c
Potatoes, Beets, Carrots, Turnips 10c
Onions, peck 25c
Orders received 7 a.m. to noon delivered same afternoon. Noon to 6 p.m., following morning. Minimum, 25 cents.
Telephone 231, P. O. Box 275.

CLARK'S Baked PORK & BEANS with Chili Sauce
Perfect, beans soft but not mushy. "Clark's" sold everywhere, 1-7-14.
W. CLARK Limited Montreal

BELGIAN RELIEF CONTRIBUTION.
Mrs. H. A. Boomer, on behalf of the Local Council of Women, expresses grateful thanks for \$50 towards the Belgian Relief fund of foodstuffs sent in by Miss May Crosbie, the money raised by a successful concert held in S.S. Nos. 4 and 5, London and Niagara. This donation, with a generous one of \$50 from Mrs. George Robinson and \$2 from an unknown friend, has enabled our council members to hope that before long they will be in a financial position to send a second cart.

PENSLAR SYRUP WHITE PINE AND SPRUCE.
The Cough Syrup That Pleases Best. Twenty-Five Cents.
W. R. LUTZ
North End Druggist.

Children's Tables and Chairs DOLLS AND DOLLS' BUGGIES
in great varieties, at very reasonable prices.
H. Wolf & Sons
263, 265 DUNDAS STREET

WE EXPRESS PARCELS
to any point in Canada. Goods called for and delivered to any point in city.
AMERICAN DRY CLEANING AND DYE WORKS.
755 Dundas St. Phone 1959.

So Superior
are the vacuum processes employed that it has no equal for purity, whiteness and flavor—
Century Salt
"The Salt of the Century."
All grocers can supply you. Century Salt is also made for Farm and Dairy use. **DOMINION SALT CO. LTD. Sarnia.**