



BUDFISHER, creator of Mutt and Jeff, says: I think your California Fruit is the best Gum ever, I always chew it.

CANADIAN CHEWING GUM CO. LIMITED



for Breakfast-

often means the difference between comfort and rush. Chocolatta is the quickest drink to serve, for all it needs is boil. ing water. It has all the nourishment of pure chocolate to which is added milk and sugar in powdered form,

WE MEAN JUST WHAT WE SAY

Suits, Coats, Skirts and Dresses. We are compelled to sacrifice all our goods at any price. There are bargains that are worth coming miles for. Thousands of dollars' worth of Women's, Misses' and Children's Smart Style Garments are being ruthlessly sacrificed. The best brand new merchandise London ever saw. We will mention only a few of our great bargains.

Regular \$4.00, \$6.00, and up

98c, \$1.75, \$2.98 and \$3.75

Children's Trimmed Hat Shapes and Out-, Hats less than cost price. We have a large variety in genuine Panama Hats, bought direct from the natives of Jamaica,

SUITS

New York Suits, pretty styles, silk lined. This is the most astonishing suit bargain ever offered in this city in Serges, Gabardines, Taffetas and Black and White Checks. Regular \$15.00 to \$35.00, to go at \$4.98, \$9.98, \$15, \$20. We cannot take space here for descriptions. Come and see them

COATS

.....\$3.98, \$4.98, \$7.50, \$9.95 up to \$18.00 Worth Twice the Selling Amount. Come early and See for Yourself. 400 SKIRTS, in Serges, Black and White Silks, Taffetas, Sporting Skirts, 400 Skirts, in Serges, Black and White Shks, Talletas, Sporting Skirts, and White Skirts, at 98c, \$1.98, \$2.98 up to \$6.98, to clear at less than cost

Dresses, Raincoats, Children's Dresses, Underskirts, Kimonos, Waists. All kinds of Buttons and Braids to clear at your own price. We must make a final clearing of all our stock at any price.

THE DOMINION LADIES' **OUTFITTERS**

269 DUNDAS STREET.

Corner Wellington Dundas Streets.

ADVERTISER COOK-BOOK. "Sprite."

Currant Loaf.—Take two cupfuls of bread dough, one egg, half a cupful sugar, half a teaspoonful salt, two tablespoonfuls butter, one teaspoonful flavoring or spice, one rounded teaspoonful baking powder, one cupful well-floured currants. Beat other in-

Cynthia Grey's Mail-Box

For Madge's Warts.

Dear Miss Grey,—Seeing where I could be of some help I popped in again. Here is my tried and true remedy for seed warts for "Just Madge." Put castor oil on a few times a day and you will find they will soon go away. It cured mine.

That's right "Madge," those girls who don't like the boys who don't enlist, should think before they write. They should get out on the farm and work and help take the place of those who have gone. You're right, no one man can work a hundred acres and work it right.

I must skidoo, hoping this won't find the W. P. B. Thanking "Birdie" for date cake recipe. I remain as before,

Ans.—That fearful bogie basket never had a chance at your letter. "Sprite." You'll note your nice recipe under head of "London Advertiser Cook Book." Thanks for it.

Here's "Geanlece" Again. Here's "Geanlece" Again.

Dear Miss Grev,—My, time does fly.

It seems only yesterday that I wrote to your bonny circle, and was thinking that I might put the pen away for a while, but I saw where "Tirzah Ann" and "Sunflower" are after my hide so I said to old Mr. Procrastination, "you just beat it quick and I'll sit me doon and write Cynthla Grey of The Advertiser.

malade recipe, also grapefruit marmalade.

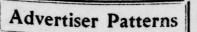
Ans.—Hope "Auntie's Friend" does not miss your letter. Glad to hear your "voice" in our Box once more. The recipes are placed under Cook Book heading. Re your private request, I have mailed you the clipping with pleasure

In Trenches Since November.

Dear Miss Grey,—Just a few words, as it is only my second letter to the Mail-Box. I see where there are so many asking for soldiers' addresses, so I wonder if anybody would like my brother's address. He is like some more. I don't think he gets many boxes, so he says, only from one or two, so I'll leave it with Miss Grey. If anyone cares to get it she can pass it on. He has been in the trenches since November. I think that young lady does her friends, and one each month. I thought her idea was a good one, and so I clipped it out.

Now for a little help. I use eclectric Now for a little help. I use eclectric







Is said to old Mr. Procreatination. "Soot just beat it druck and I'll sit me doon were than the content of the content of the process of the

Just now, in this month of housedean-ling. Let us hear from different ones. Can't Do Too Much.

Dear Miss Grey,—This is the first letter to your Mail-Box, but I could not resist the temptation. I read with interest the letters from "Sweetheart Girl" and "Dad," re \$50 and \$100 for wedding trousseru, also answers from "Twenty-Seven." "Reader A." "Tom" and "Dick," so and others, so thought I would give my 'umble hopinion on the same. I quite agree with "Twenty-Seven." in saying that \$50 would not be quite enough. I would certainly like to take a look at "Sweetheart" after she had got inside of the \$47.35 worth of shoddy. Then the \$2.55 would go a long, long way in furnishing the rest of the articles she mentions, leaving our little "Sweetheart" to start on her honeymoon with an empty purse. Now comes "Reader A." Long life to you, mother, and may you prosper, but you did not give it or "Dad" strong enough. I wonder how he would feel when he saw his good girl rigged out so cheaply on the one occasion of her life? Does he want her old companions to talk about her wedding div and her dress?

Now, "Dad," let me give you my opinion: For a good girl, like "Sweetheart," and remember I am only a working she wanted that she did not get and a good deal more than she asked for—and remember I am only a working she manted that she did not get and a good deal more than she asked for—and remember I am only a working she wanted that she did not get and a good deal more than she asked for—and remember I am only a working she wanted that she did not get and a good deal more than she asked for—and remember I am only a working she wanted that she did not get and a good deal more than she asked for—and remember I am only a working she wanted that she got, for she deserved it all, like "Sweetheart," and remember I am only a working she wanted that she got, for she deserved it all, like "Sweetheart," and remember I am only a working she wanted that she got, for she deserved it all, like "Sweetheart," and the dress post-card to manted the

SUITS At \$13.95

All-wool Poplins, Serges and Velours, mostly New York model suits; copen, navy, sand, magenta and black, also black and white checks; not more than two or three of any one style, and mostly one only; regular up to \$23.50.

sailor collar. Special value

On Sale \$13.95

SPECIAL SALE OF

Suits and Coats at \$13.95

COME EARLY FOR FIRST CHOICE

Silk Waists, \$1.95 Good weight Jap Silk, Washable Waists, large

White Wash Skirts

Bedford Cord, Piques, Repp and Merviletta, plain and pockets, gathered backs, all sizes \$1 to \$7.50 \$1.95

188 DUNDAS STREET St. Thomas

Brick & Dundas, Ltd.

On Sale \$13.95

COATS

At \$13.95

Your choice of a wide

and varied assortment of

newest style coats, in plain

poplins, serges, coverts.

wool velours and fashion-

able checks; black, mus-

tard, navy, apple green and

combinations; regular val-

ues up to \$22.50.

ried, I will give them full descriptions and where (on King street) they can obtain their clothes for a much less figure than they quote—clothes that I think would be good enough for either of them, for they must be surely descendants of the two famous highwaymen, Tom King and Dick Turpin, when they rode to York. Yours, very sincerely.

MR. JIGGS.

MR. JIGGS.

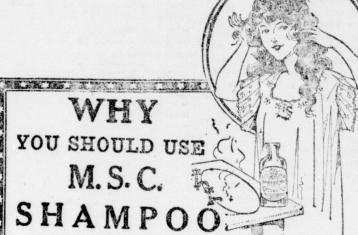
Ans.—To my recollection, this is the

The control of the co

Night. Cuticura Healed.

"When my baby was two weeks old her head and face became covered with little water purples.
They later broke and dried, and came off in scales. They itched and burned terribly and she could not sleep but would cry most all night. She was so cross and fretful I could not leave her to

do my work. 'Then I got Cuticura Soap and Oint-



It maintains healthy hair, corrects unnatural scalp conditions, and assists nature in restoring normal, healthy conditions, by stimulating and renewing the hair-growing processes. HEALTHY HAIR NEEDS ATTENTION, and any disorder of the scalp or falling hair will grow worse by neglect.

M. S. C. SHAMPOO contains pure Cocoanut Oil and other hair health ingredients, which by constant use will keep

the scalp and hair in perfect condition. Being in LIQUID form, it is easy to apply: You simply wet the head thoroughly in Hot water, then apply about two tablespoonsful, which will instantly work up oceans of lather that will thoroughly cleanse the scalp, and after thorough rinsing will leave the hair beautifully soft. Buy a bottle from your dealer and follow directions carefully, and you, like thousands of others, will be convinced of our claims.

Price 50 Cents

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by your home. A beautiful home, well decorated outside and inside is not only a pleasant place to live -but commands the respect and admiration of your friends and neighbors.

Good decorating results require good taste plus good finishes, plus proper skill in applying. You can get expert advice on all three if you consult us about

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In the selection of paint for the exterior it is economy to use Lowe Brothers "High Standard" Liquid Paint. It is scientifically-made paint that gives perfect protection with lasting 'High Standard' Paint spreads and 'goes" farther than cheap paintsets in a close tight coat-resists

years of wind, sun and wetfails only by gradual wear -leaves a good surface for repainting.

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For refinishing furniture, floors and woodwork, Lowe Brothers Vernicol comes in colors to match usual finishes. Easy to use-economical. For varnish that wears, retains its brilliancy and

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rest as well as delight the eyes. It is fadeless

and washable-not easily scratched or marred-

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