The low cost per cup

It is hard to believe that a cup of good, rich tea only costs about a fifth of a cent, but, you see, Red Rose consists chiefly of Assam teas—the richest, strongest teas in the world.

Red Rose easily yields 250 cups to the pound. And it's a tea of rare economy and flavor.

Kept Good by the Sealed Package

635

The One New Idea in Phonographs

The "Organola" Model of our "Phonola" is the only really new idea — the only radical improvement—in phonographs in years.

Model Organola $250

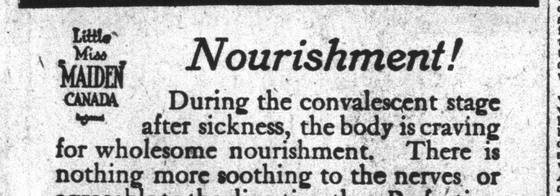
Into this model we have built tone control pipes, carrying out the principle of the church organ. The tone result is remarkable and marks the "Phonola Organola" as the supreme achievement in phonograph construction.

The "Organola" cabinet is superbly finished. The winding crank is concealed. The motor is noiseless. It is an instrument of real distinction.

Other models of the "Phonola" from $18 up. They play all makes of disc records.

"Phonola" REGISTERED

The Pollock Manufacturing Co., Limited
Kitchener, Canada 87



Little Miss MAIDEN CANADA

Nourishment!

During the convalescent stage after sickness, the body is craving for wholesome nourishment. There is nothing more soothing to the nerves or agreeable to the digestion than Perfection Brand Cocoa. It is, in itself, a splendid food and next time there is any body-building to be done, try it.

Good at all times

COWAN'S COCOA—
"Perfection Brand" Purest and Best

A-68

MAYBE BUYING MATCHES never struck you as being an important job. But it is. It is important that you buy none but EDDY'S

CHEMICALLY SELF-EXTINGUISHING "SILENT 500"

The matches with "no after-glow." EDDY is the only Canadian maker of these matches, every stick of which has been dipped in a chemical solution which positively insures the match becoming dead wood once it has been lighted and blown out. Look for the words "Chemically self-extinguishing" on the box.

FW1

CEETEE UNDERCLOTHING
Guaranteed Not To Shrink.

Whenever the children suffer from earache, think of
COMPASS OIL
Three drops, heated in spoon, and dropped into ear, cures. 7

A PAGE OF INTEREST TO WOMEN

SOCIAL AND PERSONAL

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

* * *

Mr. George C. Carrie, the celebrated New York tenor, who appeared in a recital at the Masonic Temple under the auspices of the Woman's Music Club last night, with Mrs. Carrie is visiting in the home of the sister of the latter, Mrs. W. F. Boughner, Wolf street. Mrs. Boughner entertained at supper in their honor following the concert.

* * *

Mr. Richard Butler of Ridley College is spending the week-end with his parents, Mr. and Mrs. John C. Butler, 338 St. James street.

* * *

Mr. Gordon Ross, who is on the Ontario medical board, is visiting his mother, Mrs. James Ross, Wolfe street.

* * *

Rev. H. H. Bingham is in Toronto attending a meeting of the publication board of the Baptist Church.

* * *

Mrs. W. F. Boughner has returned home after delightful visits in New York and Philadelphia. In New York she was the guest of her sister, Mrs. George Carrie. Mr. and Mrs. Carrie accompanied her as far as St. Thomas on her way back.

* * *

Rev. Lewellyn Brown of Brantford, who preached at the Adelaide Street Baptist Church on Sunday, has returned to Brantford. While in town he was the guest of Dr. and Mrs. Cline.

* * *

Bishop Grey of Edmonton, and Bishop Robins of Athabasca, while in the city are the guests of Bishop and Mrs. Williams, St. James street.

* * *

For the first time in Canada's history, the daughter of a vice-regal representative was married on Saturday from the old vice-regal home in Ottawa—Lady Maud Louise Emma Cavendish to Capt. Angus Mackintosh of the Royal Horse Guards. Lady Cavendish is a daughter of the Duke and Duchess of Devonshire.

* * *

Lieut. George Kerr is in Chatham visiting relatives for a few days.

JIMMY COON STORIES

By Dr. Warren G. Partridge.

JIMMY COON FOOLS PETER RABBIT.

CHAPTER XIV.

"Peter Rabbit," called Jimmy Coon one summer evening, as he passed Peter's house, "come on and go hunting with me tonight."

"All right, Jimmy, I'll be with you in a minute, just as soon as I tell mother where I'm going."

And the little hunters were off in the quiet and silvery night, as the moonshadows played upon the ferns and junipers. The two hunters first circled around the edges of Mirror Pond. The moonlight was trembling on the dancing waters, and Grandpa Frog was leading a big Frog Chorus that lovely night; and the two hunters kept step for a time with the music. They were both very happy; for who, with any sense, would not be happy on such a beautiful night, in such a lovely spot as Mirror Pond!

"Peter Rabbit," suddenly exclaimed Jimmy Coon, "let's stop just a minute at the lower end of Mirror Pond, on the wide sandy beach!"

"What do you want to stop there for, Jimmy Coon?" asked Peter Rabbit, with wide-open eyes of wonder.

"Oh, a Friend of mine hides some eggs for me there every little while in a secret place; and I stop regularly to get the eggs," answered Jimmy Coon, with a wise chuckle in his voice.

"I don't believe you, Jimmy Coon; I don't believe any hen or bird would leave you eggs knowingly in any secret place," argued Peter Rabbit.

"You see, it is like this, Peter Rabbit: I have not had very good health this spring, and the doctor says I must have some raw eggs every day for my appetite," and Jimmy Coon heaved a long, deep sigh, as he uttered these words.

"Jimmy Coon, you are telling an untruth," protested Peter Rabbit, "and you know your health is perfectly good, and I don't believe any one of Farmer Jones' hens would come down here to lay eggs for you."

"Well," exclaimed Jimmy Coon, "you can believe it or not; but I can take you to a secret place where I have arranged to have some eggs left for me; and I frequently arrange to have them left for me in the same place."

"Show me," gasped the astonished Peter Rabbit, "and then I'll believe you."

And Jimmy Coon took Peter Rabbit to an old log on the sandy beach, and dug down in the sand, and uncovered a lot of nice eggs, "strictly fresh." And Peter Rabbit fell over himself in the sand, and could not believe his own eyes.

And Jimmy Coon ate the eggs; and some of the eggs ran down on his whiskers. And he looked so funny with egg on his whiskers; and he acted so much like a monkey, for he thought he was so smart, that Peter Rabbit nearly exploded with laughing. And Peter Rabbit, with bulging eyes asked, "Jimmy Coon, tell me honestly, who does bring you those eggs, and put them in that secret place, just as you say?"

"Oh, I wouldn't tell a soul in the world this secret, for Teddy Possum would learn the trick, and so would Dick Otter and Benny Mink, and lots of other little people of the Great Wood."

Peter Rabbit was bitterly disappointed, but he said to himself, "I'll find out that trick of Jimmy Coon's, if it takes me a year of watching."

"Hello, there, Peter Rabbit, where are you going, running so awfully fast all of a sudden?" cried Jimmy Coon.

Peter Rabbit Nearly Exploded With Laughing.

"I'm going home to see my mother and tell her that you practice magic," called back the astonished Peter Rabbit. And Peter ran through the Great Wood as fast as those long legs would carry him.

But Jimmy Coon hung around Mirror Pond all that moonlight night, and he hid most of the time behind that log on the sandy beach.

But Peter Rabbit did not stay long at home. For his mother told him she would like to arrange with Jimmy Coon's friend to have some "strictly fresh" eggs left for her on the sandy beach of Mirror Pond; and she said, "Peter, you go back quickly, and you hide, and watch Jimmy Coon all night, and find out his secret."

And Peter went back, lickety-cut, lickety-cut, lickety-cut, through the hidden runway which he knew, and he hid near the sandy beach, behind an alder bush. And he watched Jimmy Coon secretly for half the night. He could see Jimmy Coon lying behind the old log, and keeping as still as a stone. And what wonderful thing do you suppose Peter Rabbit saw that moonlight night?

FALL BLOUSES TRIMMED

The distinctive note with regard to the blouses for the new season lies principally in the beauty of their trimming, for the lines are extremely simple. One sees the long, straight blouse without belt in the manner of a Chinese coat, then the very short, little bolero, and then the blouse that comes to the waistline, but covers the belt of the skirt. These blouses, excepting the Chinese design, are not especially new; it is the material employed and the clever combination of trimmings which impart the effect of newness. The neck is round or square and without collar; the sleeves are large and often straight or flaring. This flare effect is the result of an ingenious method of holding the two sides of the sleeves or cuff together by a button, thus protecting the arms against the cold. This part of the sleeve is usually ornamented with an embroidered band.

In Paris the up-to-date woman wears in winter weather blouses of velvet or chiffon or satin or mousseline. Always there are in evidence blouses of sheer fabrics such as crepe de chine or Georgette crepe. Jersey silk blouses of a rather heavy weave will be worn by many smart women. A combination of jersey cloth and crepe de chine used for several very good-looking separate waists is black Georgette crepe relieved by a collar in white jersey, with a border of black jersey is both new and smart.

For satin blouses the Chinese style is favored, and one sees long vests of black satin or marine blue embroidered with large round or square motifs of gold thread, silk or vari-colored wool. Even tiny roses are worked in with the design with delightful results.

The Chinese blouse may be long and straight or loosely held in by a belt, and while some of them fasten with a button on the shoulder, others are closed at the side under the arm. In the latter case, the embroidery outlines and extends down the sides in characteristic Oriental fashion. Blouses of this kind are far more harmonious accompaniments of the straight skirt than were the loose blouses of last year.

Sport or traveling blouses are simple and straight. Some blouses of jersey cloth show a straight vest of chiffon trimmed with cotton fringe. This vest effect is admirably adapted to a long jacket in a contrasting tone.

Side by side with the simple blouse are dressy designs almost covered with embroidery, not arranged as in previous seasons in round patterns, but running up and down in broad band effect.

There are lovely blouses showing a chemisette crossed at the front. The blouse reaches scarcely lower than the waistline at the front, but extends over the hips in rounded shape. Such a blouse may be made in two pieces placed flat. These meet beneath the arm and are fastened on the hips. Or it may be trimmed with printed braiding, this being a novel idea.

For instance, on a white satin blouse the lower part and neck may be trimmed with several rows of braid striped in many lines, that produce a charming effect in colors. In simple crossed effect blouses fashioned from two-toned satin or silk the decorative effect is achieved by means of turn-back collar and cuffs or piping in the reverse shade.

Cynthia Grey's Mail-Box

Here's Another "Lonely."

Dear Cynthia.—As I know that your readers are always "clamoring" for addresses of lonely soldiers, I wish to tell you of an appeal that appeared in the Toronto Globe, and which I think would be worthy of a response from your readers. This is the address of the soldier who wrote to the Globe: Pte. A. W. Cutting No. 261240, 74th Co. Canadian Forestry, Co., B. E. F., France, care of Army Postoffice London, Eng.

In his letter he stated that he had enlisted with a Winnipeg battalion, came across to France and had been transferred to his present address. He also stated that he had no one to write to him or send him anything in all the two years he had been away, except his mother, and he got pretty lonely at times. So I think that this seems like a very worthy case, and as I have four to look after at the present time, it takes about all I have to spare. I wonder if some of the readers who have no one or perhaps only one soldier on their list to write to or send parcels to, would not be good enough to write to the above man? Please do somebody write him at least, and also please write the Page and let us know so that we may be sure that this soldier is being remembered. I am, yours sincerely.

BUSINESS GIRL.

Ans.—Your appeal (and incidentally that of Pte. Cutting) will not be in vain, I am sure. Which of our Page-ites are going to "adopt" this lonely? Should be very pleased to hear.

A Good Christmas Box.

Dear Miss Grey,—I noticed where "English Violet" had sent in a lonely soldier's name. If he has not been taken care of by any of the pageites ere this reaches you, I should be glad to receive his address. I should like him to have a good Christmas box of goodies. If he is already adopted, you may send me the next lonely's address you receive, who has no one to send him comforts. I think it splendid that so many of the readers are taking an interest in our lonely soldiers, for, indeed, they are deserving of everything we can do to help them. So many boys expected to be eating Christmas dinner at home this year, but alas! We can only do our best to help them endure it to the end. Yours truly.

SARNIA READER.

Ans. — The name of "English Violet's" lonely was sent to "Sarnia Reader" last week, here being the first direct request for same. It warms the heart to know of the many lads who will have a happier Christmas through the efforts of our pageites.

"Canadian" and "Yankee."

"Canadian Girl."—Very pleased was I to receive your letter with further news of "Yankee Girl." You two must have been great chums during her stay. How funny that was about the socks. Really, I cannot blame her father very much, and no doubt he will make it up by giving in some other way.

Now, re your queries, personally, I prefer the steel needles. The bone ones seem so willowy they are hard to handle.

2. I think you are progressing very nicely at school.

3. Agree with mother, and, indeed, I may say that quite a number of high school girls whom I know prefer their hair "down" until they are 18 or past.

4. Should think you'd find it handier, as you go through the world, if you encouraged the use of the right hand rather than the left. You really write very well with the right, and would no doubt improve as you practice more.

Soldier's Wife's Loneliness.

Dear Miss Grey,—I see so many asking for lonely soldiers that I am taking the opportunity of sending one I know is well deserving. I think it shows a grand spirit when so many are willing to help send Christmas cheer to them. I have sent some parcels, but, having my husband in France, besides a son-in-law, and four little children to care for, I don't feel that I can do justice to this American, who came over to fight long before the States became our ally. He was wounded quite seriously, but now he has recovered and is waiting in some base in England to be sent back to fight. Don't you think, Miss Grey, a soldier after he has once been wounded should be sent home? I could have cried today when I heard he had to go back to the trenches, after suffering untold agonies from a gunshot wound in the leg. Of course, we don't want our boys home without victory, but it isn't right that a few should do it all, with hundreds of young men around us quite unconcerned. "We'll have conscription," I hear you say. But, oh, so long in coming!

Have been expecting to hear the soldiers' relatives debating upon the brand new vote that has been conferred upon us. I wonder if anyone has had my experience? Every time I have tried to discuss politics, without exception, I get, "Well, I don't believe in women's votes," and, being the only soldier's wife around, I keep my mouth shut. I wish "Mrs. Homebord" would write oftener. She appears to be so ignorant, yet she is so wise, and writes so much common sense. For my part, I don't care a snap of my finger whether I vote Grit or Tory. Who ever stands firm for winning the war is my man. Few of us are so ignorant, though, that we cannot read the papers and decide for ourselves. I hope the day is not far distant when every woman has a vote. Well, let's hope that before another Christmas our boys will be home, shouting victory. I don't think there is one of us that wouldn't look twenty years younger. Well, Miss Grey, censor all you want. I don't care; it has passed part of a lonesome evening away.

PATTY.

Ans.—Oh, "Patty," woman, just you come as often as you like, if a Mail-Box visit really helps to pass away a lonely evening. You will see the only censored part is a bit about that lonely. Now, last week, just the minute I got your letter (you see, they cannot always appear in quiet right away), I sent out his name to a number of waiting pageites—folks just hungry to send a nice box of Christmas goodies to some lonely man overseas. I am certain that this poor fellow's Christmas cheer is assured. So glad you sent his name.

DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSON.

By Rev. T. S. Linscott, D.D.

5. Verse 4—Would you say Nehemiah did the wisest thing to first give himself up to weeping, to fasting, and to prayer? Give your reasons.

6. When the church is in great need, or the nation in calamity, or we have sore family or business trouble, how much do prayer and fasting avail?

7. Two good men of equal ability, and opportunity, one of them precedes every new enterprise with days of special prayer, the other starts right at the work and prays as he goes; which will likely have the greater success and why?

Advertiser Patterns

A TRIM STYLE FOR THE SCHOOL GIRL.

2214—This is fine for the new fall mixtures for Jersey cloth, serge, satin, silk and velvet. It is also nice for wash fabrics. The sleeve is stylish in long or short length. Smart pockets trim the skirt.

The pattern is cut in three sizes: 12, 14 and 16 years. Size 14 requires 5½ yards of 36-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 .....

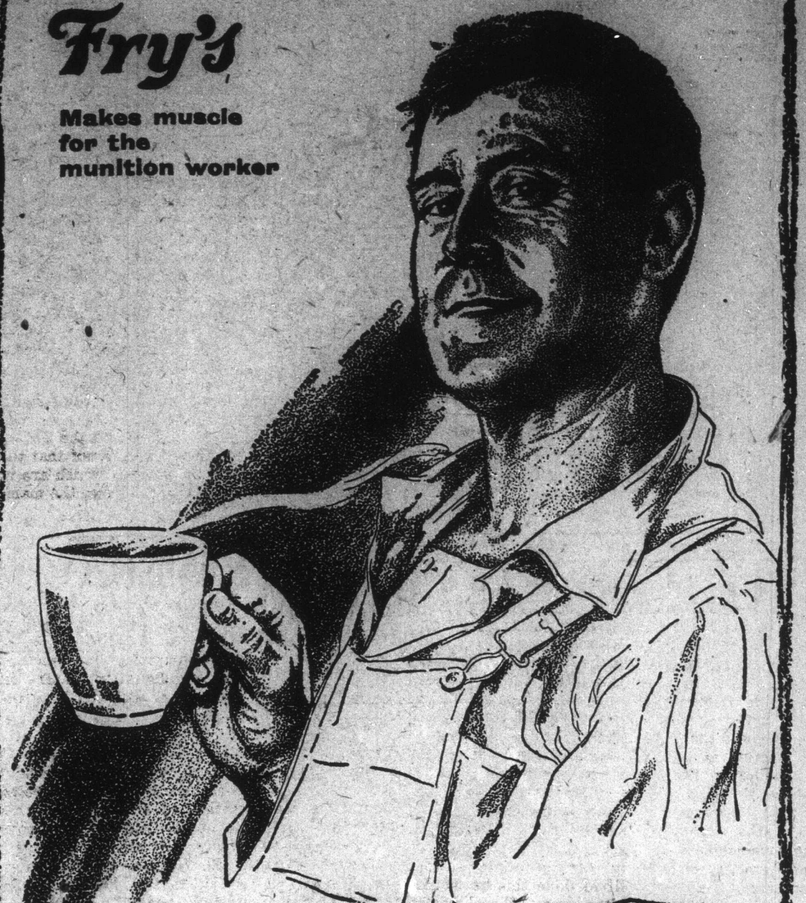
Age (if child's or misses' pattern)

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 32, 34 or whatever it may be. When in waist measure, 22, 24, 25, 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 age. It is not necessary to write "inches" or "years." Patterns cannot reach you in less than one week from date of application.

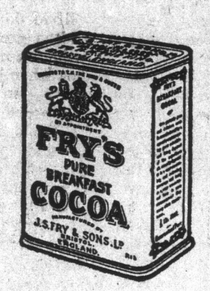
Fry's

Makes muscle for the munition worker



The Great Food Drink

Most drinks are mere stimulants. FRY'S Cocoa, however, is a complete food in itself. It acts quickly too. Tired muscles are nourished—worn nerves are fed and toned—thinned blood is enriched by this delicious beverage much quicker than with ordinary foods, and at less cost. Of course,



92 Remember—nothing will do but FRY'S

The Real "War Bread" must contain the entire wheat grain—not the white flour center — but every particle of gluten and mineral salts—also the outer bran coat that is so useful in keeping the bowels healthy and active. Shredded Wheat Biscuit is the real "war bread" because it is 100 per cent. whole wheat prepared in a digestible form. Contains no yeast, baking powder, seasoning, or chemicals of any kind. Food conservation begins with Shredded Wheat Biscuit for breakfast and ends with Shredded Wheat Biscuit for supper. Delicious with sliced bananas, berries, or other fruits.

Made in Canada.

RED CROSS AND C. W. C. A. COLUMN

THERE REALLY IS A WAR!

A Canadian officer just returned from the front was asked the other day if he did not think Canadian women had nobly done their part in the war. His answer was rather startling.

"Canadian women," he said, "don't know there is a war."

He went on to explain, that though a few women in Canada had taken the matter of the war and their part in it seriously, that compared to the women of England, we were very, very far from realizing anything of the meaning of sacrifice.

"The women of Canada have no idea of what the women of England are called upon to do. High and low, rich and poor, they are all at work, hard, strenuous work, such as thousands of them never experienced before."

Along the coast of England the roar of the guns on the battlefront can be heard, and in every English home night brings the terror of an air raid, with its death and destruction. Everywhere are to be seen men returned from the shambles of the trenches, maimed beyond all human semblance. The war is very near, its grim terror stalks the street by day, and hovers in the sky by night. Possibly here lies the reason that the women there are so much more alive to the needs of the war than we are. The large majority of us have remained untouched by the horror of it all, because we are too far away to see and hear. Perhaps if a few German bombs were dropped upon our homes at night they might awaken us to a sense of our danger and our duty.

We Are Not Working.

Whatever is the reason, we women of Canada, as a whole, have not taken the war seriously. One proof of it lies in the fact that the Red Cross has to plead for workers and for funds. Those who take in the work that comes to Hyman Hall are deeply concerned when they look at their books for last year and find that they are receiving less than they were last autumn.

Just think of it! Less coming in when double the quantity is needed! This means that there are only half as many women sewing for our wounded soldiers as there should be. While the women of England go about in old clothes, scorning to put an unnecessary stitch into anything but hospital supplies, our women are crocheting and knitting pretty trifles for themselves and their friends. Surely the officer was right when he said:

"Canadian women don't know there is a war."

Will every Red Cross Circle in Western Ontario not take this matter seriously to heart, and do their best to bring the news to those who have not yet heard of the need? They are not really hard-hearted; they are merely careless and happily unconscious of the tremendous work that is awaiting them. Lately news came to Hyman Hall of a branch that almost doubled its membership by a strenuous canvassing of every woman in the neighborhood. Won't every society try it? No matter how flourishing your organization may be, remember it is not doing enough, so long as there is an idle needle in its vicinity, or a frivolous needle that dares to do fancywork in these dread days.

The Barometer.

Here is where you will see whether our output is growing or not. This weekly shipping list is the test. And it has not risen to nearly the proportions it should:

On October 30, the Red Cross shipped from Hyman Hall 35 boxes, containing 225 shirts, 270 suits pyjamas, 67 bed jackets, 54 dressing gowns, 45 sheets, 260 pillowslips, 374 towels, 48 small kit bags, 286 pairs socks, 710 surgeons' towels, 42 surgeons' gowns, 54 surgeons' coats, 224, khaki slings, 176 grey flannel binders, 33 pneumonia jackets.

On the same date the C.W.C.A. shipped 28 boxes, containing 12 sweaters, 2 suits underwear, 25 tins insect powder, 12 pairs wristlets, 48 caps, 1 box biscuits, 20 pounds cake, 2 pounds dates, 150 handkerchiefs, 460 towels, 426 shirts, 1,620 pairs socks.

A Correction.

In August a donation received from the Cairo Red Cross was wrongly credited to the Cairo Presbyterian Ladies' Aid. The explanation is made with apologies.

MARIAN KEITH,
Convener Press Com.

Says This New Blood Food Adds Rich, Red Blood To Veins of Pale, Weak, Nervous People at Rate Of One Ounce a Day

Or More in Many Instances—Thousands Dragging Way Through Life Find New Road to Energy By Blood Route.

Rich, red blood is the seat of perfect health, abundant vitality and strong, steady nerve force. The blood feeds the nerves and the nerves control and direct every function of the body.

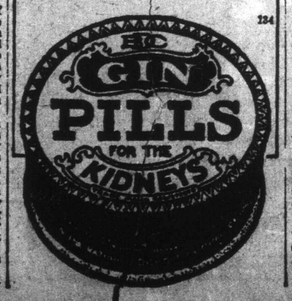
If you are pale, sallow, listless, weak and easily tired, hollow-eyed, nervous, dizzy, unable to concentrate or think clearly; if you lack appetite and sleep brings you little rest, you suffer from blood poverty and you cannot be strong and well until your blood is enriched and purified.

Thanks to a remarkable new scientific discovery, it is now possible to combine into simple, readily assimilated form the exact constituent elements of which the blood and nerves are composed and to feed them to the starving blood and nerve cells as easily as bread is fed to a hungry stomach. This master-stroke of modern chemistry is called Ferro-Peptine, and has been termed the greatest of blood builders.

Ferro-Peptine starts its work quickly, often increasing the blood supply at the rate of one ounce or more a day and carrying health, strength, nerve force and vim, vigor and vitality to every portion of the body. You can readily picture the amazing transformation that even ten days' use may bring in such a case. Weakness gives way to strength, is followed by healthy color, good appetite, sound, restful sleep and nerves of steel. Ferro-Peptine can now be dispensed by physicians, hospitals and druggists everywhere in the form of five-grain tablets—easy and pleasant to take, inexpensive and absolutely harmless as they contain no poisonous drugs and consist of the identical materials of which the human blood and nerves themselves are composed.

NOTICE:—The Standard Drug Company, and other leading druggists have now arranged to supply their patrons the above prescription in convenient, ten-day, test-treatment form, and a trial is urged on all who lack plenty of good, rich, red blood in their veins, and who want to improve their strength, vitality and nervous force. N1,6,8,13

IF you are a martyr to Pains in the Back, Urinary or Bladder Troubles, Brick Dust Deposits, Painful Urination, Swollen Joints or any of the various symptoms of Kidney Trouble, take



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A real cough remedy

Don't surrender to an obstinate cough. There's a remedy that will help you conquer it—a remedy that speedily relieves all irritation of the respiratory organs and gives bodily strength for permanent cure. Try it—ask your druggist or dealer for—

Robert's SYRUP OF Cod Liver Oil & Tar
35¢ A bottle

Cuticura Soothes

Itching Scalps

On retiring touch spots of dandruff and itching with Cuticura Ointment. Next morning shampoo with Cuticura Soap and hot water. This treatment does much to keep the scalp clean and healthy and to promote hair growth.

Sample Each Free by Mail. Address post-card: "Cuticura, Dept. N, Boston, U. S. A." Sold by dealers throughout the world.

HORLICK'S
Malted Milk for Infants
A safe milk diet, better than cow's milk alone. Contains rich milk and malted grain extract.

For Home Made Candy

CROWN BRAND CORN SYRUP

Fine for Taffy and Fudge.

Sold in 2, 5, 10, 20 lb. tins and Perfect Seal Quart Jars.

Write for free Cook Book.

THE CANADA STARCH CO. LIMITED MONTREAL 17