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ST. JOHN, N.B. HAMILTON CALGARY
SASKATOON EDMONTON

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J. A. Page, 807 Dundas Street.



YOUR appreciation of the good things of life urges you to try a morning cup of Rideau Hall Coffee. Make it any way—boiled, dripped or in a percolator—it is always delicious—always uniform in strength and flavor.

Rideau Hall Coffee

comes to your table as fresh as if you got it hot from our ovens—it is packed in air-tight tins so that no dust can get in, no flavor can get out.



Pound Tins, 45c. Smaller Tins, 25c

Gorman, Eckert & Co.
Limited
LONDON and WINNIPEG

What's Happening in Society

Our readers are invited to phone all news of this kind to the Society Editor, Phone 3670.

Fred Higginbottom, city ticket agent of the C. N. R. at Toronto, and formerly of London, is spending his holidays in this city.

Mrs. J. C. Stewart, of Toronto, formerly of London, moved to this city to attend the marriage of Miss Rowena Gardner to Mr. Harris, of Toronto.

Mrs. E. R. C. Struthers and daughter Marjorie have returned from Muskoka, where they spent the summer at the Royal, Muskoka.

Jack Cortese has just returned from New York, where he attended the Castle school of modern dancing.

Mrs. Williams, "Bishopstowe," goes to Sarnia on Monday next to speak on "The Conservation of Food and Pledge Cards."

Mr. and Mrs. Charles Ross, Toronto, formerly of London, have issued invitations for the marriage of their daughter, Marguerite Cameron Holmes, to George McPherson Baines on Wednesday, October 10th.

Mr. and Mrs. Charles Summers announce the engagement of their eldest daughter, Gertrude Melvin Summers, to Lewis Anthony Steele, the marriage to take place on the 26th of September, at the residence of the bride's parents, Lyle street.

Mr. and Mrs. Ralph Miller have returned from their cottage at Orchard Beach, Port Stanley.

Mr. and Mrs. William Rutherford, Asy. Ont., announce the marriage of

their daughter Nettie, to Lieut. L. M. Jones, A. M. C.

A quiet wedding took place in the Wellington street parsonage on Wednesday at 2 p.m. when Lily May Weir became the bride of Albert Banghart, both of this city. The ceremony was performed by the Rev. W. J. Ashton, B. A., in the presence of immediate relatives. Mr. and Mrs. Banghart left on a motor trip to Chatham and points west. On their return they will reside in West London.

Mrs. Ernest A. Bourne has returned from a visit in Kitchener with friends.

Mrs. H. D. Smith of Chatham, who has been visiting for a few days in town, has returned home.

Mrs. Charles Dixon is visiting in St. Marys, the guest of Norman Edwards.

Miss Marion Gregory of Chatham, is in town visiting Mr. and Mrs. Mooney for a few days.

Mr. and Mrs. C. D. Parker are visiting friends in Dexter.

Mr. and Mrs. Weston, of St. Marys, have returned to their home after a

pleasant visit with their son, Mr. George Weston.

Mrs. C. F. Giffin and little son Billy, have returned to their home in Lambeth after a few weeks' visit with Mrs. William McGuffin, Dufferin avenue.

Mrs. Will Anderson and daughter Glenda, have returned to their home in Detroit after a pleasant ten days' visit among friends and relatives in London and vicinity.

The Trafalgar Chapter, I. O. O. E., has made 213 articles and 44 pairs of socks since June besides other patriotic work. It is hoped that the public will generously support their appeal for funds on Tag Day, Saturday next.

The monthly meeting of the Lord Roberts Chapter, I. O. O. E., will be held in Crown Hall at 2 o'clock on Monday next, as business of a very important character is to be transacted.

The Regent, Mrs. E. B. Smith, requests all members of the Chapter to be present.

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Cynthia Grey's Mail-Box

The Very Best Mother.

Dear Miss Grey—I'm here again. But I just can't stay away forever. I know you won't mind, though, when you know why I'm writing. You can send me the name of two lonely people, if you will—real nice ones, too. I'll try not to write anything that will require those rubber boots. I will also send an occasional parcel, but I won't promise money, as I have so many to send to now. I was up to your city on Monday, Miss Grey. I think it's just grand. Fancy living so near and never having been there before. Won't it be just too good for words if those last Battalion boys can come home for a rest? London could easily spare a few more boys, couldn't it? Civilians seemed plentiful enough to me.

"White Ribbons" letter is making—or causing, I should say, a great deal of interest in the world. I don't see where liquor is even of much value in a sick room. My mother and father are over 60, and it's something that has never been in our home and we have had a great deal of sickness. My

mother is sickly all the time but I think she would die any time rather than take liquor to help. I have the dearest mother on earth I think—fancy a girl going to anyone with her troubles except her mother. I don't know what I would do if I didn't have her to go to.

Do you remember me asking you the meaning of the word "sympathy." It means "good-bye" in Japanese. I must be going now or you won't want me to come any more, but you won't forget my soldiers will you? Love to all, STAR OF THE EAST.

P. S.—Will you also send me "Aunt Nannie's" address, if any one may write her.

—Am glad to hear that you were so favorably impressed with the People's City. But about the civilians, please remember they weren't not ALJ, Londoners whom you saw? Some might even have been fair visitors from W.—

The "lonely" names (dear child, how am I to know if they are nice or not?) and "Aunt Nannie's" address, have been sent you.

Her Little "Sputter."

Dear Cynthia Grey—I hope this letter won't be the match that will set the Mail-Box on fire, but I must have my little sputter. I think all the people who write and say "I for one will not save white flour while the Government wastes grain in the manufacture of liquor," should be ashamed of themselves. I agree, as does every right-minded person, that it is wicked and sinful for the Government to permit such a waste, such a time, but our going round with "chips on our shoulders" won't help the matter. Surely we can do without cakes and pastry for a while, if we only think that the flour we save is going to feed some hungry soldier or Belgian child, there won't be any more liquor made than if we used the flour, ourselves. I might as well say "Because my rich neighbor wastes his money in riotous living, I refuse to save my pennies for the missionary box." Eat your good homemade bread and be thankful that you have it, and don't keep on making luxuries of flour just to spite the Government; it won't be the Government you are injuring, but some poor sufferer in Europe.

Hands across the Mail-Box. "O. L." and "Rose of Sharon." I, too, am a humble aspirant to literary fame. But, ah me, this is a world of unappreciative writers. There is a splendid article on short-story writing in the August number of Everywoman's World. It made me decide to spend a good deal more time on study before trying to force any more of my work on an unsympathetic public. But, honestly, wouldn't you drown yourself in the cistern if you couldn't write anything better than some of the short stories that do manage to get themselves printed?

You once asked me, Cynthia, if the

WAR MENUS

How to Save Wheat, Beef and Bacon for the Men at the Front. Issued From the Office of the Food Controller for Canada.

MENU FOR SATURDAY.

BREAKFAST
Cornmeal Porridge. Milk. Sugar.
Ham Omelet. Brown Bread Toast.
Coffee.

DINNER
Roast Veal. Cooked Tomatoes.
Apple Tapioca Pudding. Milk.

SUPPER (OR LUNCHEON).
Escalloped Potatoes. Bran Gems.
Honey. Bread. Butter.

Tea.
The recipes for Apple Tapioca Pudding, Escalloped Potatoes and Bran Gems, mentioned above, are as follows:

(Wheat and meat saving recipes by Domestic Science Experts of the Canadian Food Controller's Office).

Apple Tapioca Pudding—60

1/2 cup pear or 1/2 cup minute

taproot water.

2 1/2 cups boiling water.

1/2 teaspoon salt.

1/2 cup sugar.

Soak the tapioca an hour, and

cook it in a double boiler. Drain

and slice the apples and arrange in

a buttered pudding dish. Add the

sugar, pour over the tapioca, and

bake in a moderate oven until the

apples are soft. Serve with sugar

and cream. Escalloped potatoes require no soaking.

Escalloped Potatoes—

Butter a baking dish well. Put

in a layer of potatoes, sliced thinly.

Sprinkle with salt, and pepper, and

drizzle with milk. Repeat. Add the

sugar, pour over the tapioca, and

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Escalloped Potatoes—

New Styles in Voile, Habutai, Silk and Crepe de Chine Blouses At Moderate Prices



Voile Waists, in a smart tailored style, with neatly tucked front, neat hemstitched collar that may be worn high or low. Price \$2.75

A Charming Waist in White Voile, with neat embroidery and tucking in front, a pretty lace-trimmed collar that may be worn high or low. Special value at. \$3.50

Fine White Voile Waist with a pretty jabot fastening at the neck of waist, which permits it to be worn conveniently on the outside of your suit coat, high collar that may be worn low if desired. Price \$3.75

White Habutai Silk Waists, with convertible collars. At \$2.00 and \$3.00

White Habutai Silk Waist with pleated jabot, collar may be worn high or low. Price \$3.00

Crepe de Chine Waists, in the high-neck style, having a pretty jabot front, to be had in maize, flesh and white. Price \$4.50

White and Black Crepe de Chine Waists in a plain style, neatly tucked in front with a collar that may be worn high or low. Price \$4.50

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Comforters, Blankets and Pillows MODERATELY PRICED.

A big shipment of Down Comforters, just received, a varied and large assortment in pretty colorings for your choosing. Prices are \$6.75, \$7.95, \$9.50, \$10.00, \$12.00, \$15.00 and \$16.00

Cotton-Filled Comforters, large assortment, \$1.98, \$2.19, \$2.75, \$3.00, \$3.50, \$3.98, \$4.50 White Wool and Union Blankets, splendid range of good values \$3.95 to \$12.00 pair

Japanese Quilted Silk Comforters for the baby's carriage or crib, to be had in very pretty embroidered floral designs. At.... \$1.35, \$1.50, \$1.75 and \$2.00

Feather Pillows, splendid qualities and values. At. \$2.50, \$3.00, \$3.50 and \$5.00 pair

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Clearance of Women's Serge Skirts

One rack of Black and Navy Serge Skirts, all good practical styles; clearing because the size and style range is more or less broken. Price \$3.49

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Featured are extremely new models on the most fashionable lines, developed in fine Velours, Broadcloth, Silvertones, Gabardines and Serges, all beautifully lined, faultlessly tailored coats, and smart skirts in the most wanted colors.

Women's Autumn Coats

\$15, \$18, \$22.50, \$30 to \$85

At above prices a group of models, including absolutely everything in a coat that is the best in style and quality, and finely developed, in Wool Velours, Broadcloth, Beavers, Tweeds, Plushes, Chinchillas and Muskrat, in the most fashionable shades, such as Burgundy, Plum, Navy, Black, Brown and Green; all exceptional values at every price.

Smart Blouses for Fall Wear

\$1.50 to \$12.50

Exceptional values in fine quality Georgette Crepes and fashionable Fancy Silks. Colors are various and are shown in many shades of Bisque, Green, Grey, Maize, as well as Navy, Black, White and Flesh.

FURS

Special displays of Fur Sets. Separate Muffs and Scarfs in Black and Red Fox, Mink, Wolf, Marmot and Fancy Furs.

Women's New Fall Hats

A snappy new collection of Fine Silk Velvet Hats in becoming styles of Black, Navy, Taupe, Purple, etc., trimmed or untrimmed; reasonably priced \$2.98 to \$10.00

Artistic Ladies Wear Co.
SHOP OF FASHION 211 DUNDAS ST.

New Styles are graceful

This year's D & A models show the figure at its best.

Without undue compression they help to realize the dressmaker's ideal.

Made in Canada and fitted on living Canadian models D & A Corsets give Canadian women the greatest possible comfort and sell at half the price of imported corsets. There is a style for every figure.

Ask your corsetiere.

Made by the DOMINION CORSET CO. QUEBEC

Makers also of the La Diva Corsets and the D & A "Good Shape" Brassieres.

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Far more effective than Sticky Fly Catchers. Clean to handle. Sold by Druggists and Grocers everywhere.

Say! Advise that friend of yours who has catarrh to sniff up nose a few drops of

COMPASS OIL

daily.

VEGETABLES

Spinach, fresh cut, per peck 40c
Brussels Sprouts, box 20c
Green Corn, 2c 15c
Celery, "Hearts" bunch 15c
Celery, fine home-grown, 5c, 10c, 15c
Cauliflowers 15c, 25c, 35c
Endive, for salads 10c
Lettuce, "Cos" and "Boston" 10c
Head 10c
Vegetable Marrows, 15c, 2 for 25c
Hubbard Squash 15c
Tomatoes, fine trolis, per lb. 15c
Tomatoes, 5-lb. basket 75c
Cabbages, 5c, 10c 15c
Lettuce, Mint, Parsley, Watercress, Onions, Radishes, Cucumbers, Herbs 5c
Rhubarb, large bunches 10c
Potatoes, Carrots, per peck 50c
Onions, 70c 50c
Pickling Requirements: Please see special ad. in daily papers.

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Telephone 2831. P. O. Box 275.



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