

--- SOCIETY --- --- FASHIONS --- --- ADS FOR WOMEN ---

SEX DIFFERENCES BETWEEN SHOPPERS

Women Are Interested in Many More Things Than Are Men.

WOMEN AS SHOPPERS

Only One-Third of the Men Buy Their Own Handkerchiefs.

In a scientific investigation of sex differences and their effect upon sales H. L. Hollingsworth, instructor in psychology at Columbia University, has found out that women still "run true to form" in modern shopping as they did in Darwin's treatise—that is: Women are interested by many more things than are men, they can decide more clearly, have more and greater dislikes than men and are surer of them.

Writing in a recent issue of Salesmanship, the savant says: "The only article of clothing bought by men exclusively is their own collars. Only 30 per cent. buy their own shoes and hats. In over 50 per cent. of the cases men's jewelry, handkerchiefs, socks and underwear are purchased either by the women alone or in consultation with them. In one-third of the cases the women help buy the men's shirts. Only one-third of the men buy their own handkerchiefs.

"On the other hand, the men participate but little in the purchase of women's apparel. Women buy men's things exclusively eleven times as often as the men buy women's things exclusively. Women co-operate with men twice as much as men co-operate with women in the purchase of their respective apparel.

"In 100 per cent. of the cases women are sole purchasers of their own underwear, lace, thread and cooking utensils. In 80 per cent. of the cases they are the sole purchasers of dresses, cloaks, footwear, hats, parasols, gloves, gloves, fans, handkerchiefs, chains, dishes, kitchen tables, ribbons, cloth, flour, vegetables, eggs, butter, bread, cereals, water and canned goods. In over 50 per cent. of the cases they are the sole purchasers of curtains, mattresses, meats, ranges, talcums and perfumes. Women buy 85 per cent. of the food, but less than 50 per cent. of the house furnishings exclusively.

"Women buy more of the magazines, men more of the newspapers. Women buy wedding presents exclusively, but men participate more largely in the purchase of Christmas gifts, birthday gifts and children's toys. Only 20 per cent. of the pets are bought by women alone, 20 per cent. by men alone.

"Professor Gale finds that women are more attracted by pictures than men. Professor Strong also finds that women are more attracted by cuts than are men.

"About the same thing may be said about the use of color. Darwin believed that among the lower animals the female is strongly affected by color, which the male consequently develops by the process of sexual selection. Thomson found that with the individual studied by her visual experience was more important in the consciousness of the women than in that of the men, and that only the women showed prominent associations connected with the different colors."

"PICCADILLY CIRCUS" RECEIPTS.

As report of the Lady Ross Chapter, I.O.D.E., Mrs. Cameron, wife of Controller Cameron handed over nearly \$10,000 to the Great War Veterans' Association from the activities of the chapter in connection with the "Piccadilly Circus."



MAGIC BAKING POWDER
CONTAINS NO ALUMINUM

MADE IN CANADA



E.W. GILLETTE CO. LTD.
TORONTO, CANADA
WINNIPEG MONTREAL

Polly and Her Pals



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Resolve To Give Flowers This New Year's

Come and see the holiday displays now while they are at their best.

A dainty box or basket of Roses, Violets, Orchids, all plants in beautiful bloom. Plant Combinations, in basket and hamper effects. Rare blooming plants in fancy pot or receptacle.

Simmons offer only the choicest. Simmons' prices no higher than at ordinary stores.

Simmons: Main 8159 and 1704.

Simmons & Son
FLORISTS & DECORATORS
Cor. YONGE & ELM STS. TORONTO
"Canada's Greatest Floral Shop."
SAFE DELIVERY GUARANTEED.

ORPHANAGE TOY DAY VERY SUCCESSFUL

Protestant Institution Enjoys Jolly Christmas Festivities in the Home.

IS ANNUAL EVENT

Santa Claus Gives Each Child a Pretty Plaything and Supper.

The Christmas spirit was in the atmosphere at the Protestant orphanage on Dovercourt road yesterday afternoon.

Yesterday was "toy day," the great annual event of the institution which is looked forward to for months before and which sheds brightness on months afterwards into the lives of the little ones in the home.

There was a festive air within as the big doors were opened to the invited guests at the hour of 3 o'clock. In the hall a gaily-decked Christmas tree was the most prominent object, and its glitter and brightness made a "glow spot" that lighted up the whole interior.

Santa Claus Tent. The big nursery was Santa Claus' reception room for the afternoon, and here he had pitched his tent, a beautiful white house decorated on the outside with tinsel and colored ribbons and wonderful pictures. Within the house everyone knew there was Santa Claus himself and toys, such wonderful toys!

The children, 121 of them, marched in and quietly took their places on the tier of seats at the end of the room. The National Anthem was sung and several choruses by the kiddies, and then the wonderful pictures. Santa Claus' beautiful house was drawn back and Santa Claus appeared. He was assisted by a number of ladies, who handed the toys to him. Every child received a toy and every little face shone with gladness and joy.

After Santa Claus said good-bye there was singing and marching and a jolly Christmas tea in the big dining hall downstairs. The lady managers present were Mrs. Leonard McMur-ray, Mrs. Kirkpatrick and Mrs. Ger-nard Heinzen. F. Utley was Santa Claus. The directors served tea to the guests after the Christmas tree.

TWO SERVICEABLE RECIPES.

Rice With Figs.—Remove the stems and tough parts of the figs, wash in cold water, cut into halves and steam from fifteen to twenty minutes. Arrange a mound of boiled rice on a hot platter, put the steamed figs around the base and serve with a hard sauce, made by creaming one half cup of butter with one cup of powdered sugar, and adding the white of one egg beaten to a stiff froth. Flavor with a few drops each of vanilla, lemon and orange extract, and last, add two tablespoons of hot water.

Odd Salad.—An odd salad served at a luncheon the other day seemed to appeal to the tastes of the guests. Crisp, tender celery had been cut into small pieces and mixed with coarsely chopped peanuts, and the mixture had been allowed to stand for a time in a dressing of salad oil and lemon juice. Then it was filled into green pepper-cases, placed on lettuce leaves and covered with mayonnaise.

MISS BOULTON SPEAKS.

Address for Board of Education. Address for Jewish Women.

At a meeting of the Jewish Council of women, Miss Constance Boulton addressed the members that she was there to solicit their patronage and vote to elect her to the board of education. She had never before asked a vote for herself, but now she was asking those who were earnestly working in the best interests of the child.

Miss Boulton emphasized the point that it is thru the children that loyalty can be taught, and stated that it was her ambition to work in the interests of the children by endeavoring to give them the best of all that happiness and brightness which would go toward making a strong, healthy-minded Canada.

WASHING CAMELS' HAIR COATS.

A natural camel's hair woollen garment may be cleaned at home as follows: Wash in warm water a pure soap or more water. Then dry in the open air. When dry, iron with a damp cloth next to the nap of the goods, close up the seams and the texture. This steams and softens the texture. After removing the nap, crush first the wrong way of the nap, and then the right way. You will find that this will make your garment soft and woolly.

TWO CHRISTMAS TREES.

The Women's College Hospital celebrated Christmas festivities by two Christmas trees, one in the public ward of the institution and the other in the nurses' residence. The nurses had a party, at which a member of the medical staff presided with great success as the Santa Claus of the occasion. Mrs. Bowman, the hospital superintendent, was absent in Halifax assisting in the work of relief.

SOCIETY

CONDUCTED BY MRS. EDMUND PHILLIPS

His honor the Lieutenant-governor of Ontario will receive at Government House on New Year's Day from 11 o'clock till 1 o'clock.

The Christmas tree festival which is usually held on Christmas Eve at Government House, Ottawa, for the members of St. Bartholomew's Sunday school will be held this year on New Year's Eve.

General William Otter dined with General Sir Henry Pellatt and Lady Pellatt last night. General Macdonald, who was in town from Ottawa, spent the week end with them at Casa Loma.

Mr. and Mrs. W. R. W. Parsons are in town from Regina staying with Mrs. Housner.

Judge Reade and Mrs. Reade, Waterloo, Ont., are spending the holidays in Toronto, where they were joined by their eldest son, Mr. Bolton Reade, Halifax, who has been transferred to the branch of the Bank of Montreal in Regina, Sask., for which point he will leave early next month.

The engagement is announced of Helen Margaret, second daughter of the late Mr. Price Jackson and of Mrs. Jackson, to Mr. William Edgar Tidy, second son of Mr. and Mrs. W. T. Tidy. The marriage will take place very quietly in the Church of the Redeemer on Saturday, December 29th, 1917.

Miss Emma Dunn, who is coming to Toronto, where they were joined by their eldest son, Mr. Bolton Reade, Halifax, who has been transferred to the branch of the Bank of Montreal in Regina, Sask., for which point he will leave early next month.

Mr. and Mrs. Robert W. Pentecost announce the engagement of their daughter, Gladys Mildred, to Mr. Norman Hugh Crawford Brown, Lieutenant C.E.F. The marriage will take place quietly on Wednesday, Jan. 2.

Mr. and Mrs. D. J. Gault and the Misses Gault are at the Queen's for the winter.

Major J. E. N. Featherstonhaugh, R.F.A., son of Mr. and Mrs. F. D. Featherstonhaugh, has just been awarded the military cross for gallantry at Cambrai.

Engagements.

Mr. and Mrs. Archibald M. Huestis announce the engagement of their daughter, Florence Archibald, to Mr. Bruce Napier Simpson, B.A. (late Lieutenant, C.E.F.), the marriage to take place next month.

Ontario Legislature Expected To Stop Inter-Provincial Traffic

Legislation is likely to be passed at the next session of the Ontario Legislature to prevent inter-provincial deliveries of liquor according to a statement by Vice-Chairman Dinsman of the Ontario Liquor Board yesterday. The Federal order does not interfere with direct deliveries to the home of a consumer and the legislation expected would complete that which the Dominion government is doing regarding the prohibition of the manufacture and importation of liquor. "The matter is somewhat obscure," said Dinsman, "but it was not in contemplation when the act was passed."

THE KING'S CALL TO PRAYER.

Sunday, Jan. 6, 1918, Will Be Observed According to Sovereign's Request.

The following appealing message has been issued by our gracious sovereign:

"I would call upon you to devote a special day to prayer that we may have the clearest vision and strength necessary to the victory of our cause. In a spirit of reverence, ask the blessing of Almighty God upon our endeavors. With hearts grateful for the divine guidance, which has led us so far toward the goal, let us seek to be enlightened in our understanding and fortified our courage."

As secretaries of the several Sunday school boards we believe that the Sunday schools should have a worthy part in this national day of prayer. We therefore earnestly and affectionately request our Sunday school superintendents to arrange that an important place be given in the Sunday school program for Jan. 6 to this special prayer service.

R. A. Hiltz, Anglican; P. K. Dayfoot, Baptist; S. T. Bartlett, Methodist; J. C. Robertson, Presbyterian.

CHILD WELFARE EXHIBITS.

Department of Public Health Arranges for Clinics on Circuit.

Arrangements are being completed in the department of public health, parliament buildings, for a child welfare exhibit in a number of central parts through Ontario. The first will be held in London from February 4 to 9 and the circuit arranged includes Chatham, Windsor, St. Thomas, Tilbury, Niagara Falls and St. Catharines.

In these cities a place will be secured for the exhibit where the accompanying nurse, together with some local doctors, will hold child clinics. Further dates will be announced soon.

Doris Thornton, youngest daughter of Mr. and Mrs. Montague Aldous, Winnipeg, of the first contingent. The ceremony was followed by a reception at the Carlton Hotel at which were over 200 guests. The Messrs. Claude and Gerard Aldous, brothers of the bride, were present for the occasion, having obtained leave from France. Col. and Mrs. McLean will remain in England for the duration of the war. Mrs. Aldous expects to sail for Canada in the near future.

At Brighton, Sussex, England, in St. Paul's Church on Tuesday, December 4, Rev. Elton Halliwell officiating, Dr. Lorne E. Massey, C. F. A., Toronto, son of Capt. Dr. L. W. Massey, Brighton, Ont., now with the Canadian Army Dental Corps at Seaford, England, was married to Miss Nellie Wood, daughter of Mrs. Wood, Midhurst, Sussex, England, Yorkshire, England. The groom was given special leave to return from France to England for the ceremony.

Owing to the continuance of war conditions no New Year's reception will be held, again, this year, at the See House, Howland avenue.

St. William's Hospital, Premier of Ontario is spending a day or two in St. Catharines.

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NATIONAL HAIR-GROWING EXPERIMENT

How to rid yourself of Falling Hair and Dandruff and secure a Magnificent Growth of Beautiful, Abundant Hair.

1,000,000 "HARLENE HAIR-DRILL" OUTFITS FREE.

Remarkable interest has been aroused in a wonderful and delightful plan of home hair-growing experiments, which every man and woman who takes a pride in his or her appearance and desires to possess a wealth of abundant hair should learn about. This plan consists of an interesting series of pleasant hair-beauty exercises, in which all the necessary materials are supplied free of charge.

You will find "Harlene Hair-Drill" will awaken your hair to new life, and will bring back all its natural health and abundance. When you have enjoyed your hair beauty experiments you can obtain further supplies from your Drug Stores. "Harlene" at 35c, 50c and \$1.50 per bottle. "Creme" Shampoo Powder at 50c, box of 7 shampoos (single packets 5c each). If you have any difficulty, ask your nearest Druggist.



Falling hair in comb and Dandruff retards hair growth. Healthy, abundant and beautiful hair can be overcome by growth, but "Harlene" Hair Drill follows the adoption of a "two minute-a-day" Hair Drill, removes all dandruff and restores hair to its natural growth. Send coupon for free supply.

MILLIONS PRACTICE HAIR-DRILL. Mr. Edwards, the inventor-Discoverer of "Harlene Hair-Drill," says: "There are millions of people the world over who now practice 'Harlene Hair-Drill,' but I have decided once more to offer a million 'Harlene Hair-Drill' Outfits free, so that everyone can prove to their own satisfaction that they can grow healthy, lustrous, abundant hair at any age."

THE FREE GIFT PARCEL COMPRISES: 1. A Trial Bottle of "Harlene," the wonderful hair tonic stimulant and dressing that literally causes a magnificent growth of hair. 2. A free packet of "Creme" Shampoo Powder—the finest scalp cleanser in the world, which prepares the head for "Harlene" and keeps it healthy and clean. 3. A free Manual explaining exactly how to carry out the "Harlene Hair-Drill."

FREE GIFT COUPON. FRANK L. BENEDICT & CO., D.W. 45 St. Alexander Street, Montreal, Que. (Agents for Edwards' Harlene Hair-Drill). Dear Sirs—Please send me your Free "Harlene Hair-Drill" Gift Outfit as announced. I enclose 5c in stamps, cost of postage. NAME _____ ADDRESS _____

Announcements. Notices of any character relating to future events, the purpose of which is the raising of money, are inserted in the advertising columns at 25 cents an space. Announcements for churches, societies, clubs or other organizations of future events, where the purpose is not the raising of money, may be inserted in this column at two cents a word, with a minimum of fifty cents for each insertion.

THE MEETING OF THE YORK PIONEERS' SOCIETY.

Day, Jan. 8, at 3 p.m., Normal School. Speaker: Alexander Wheeler. Subject: "A Pioneer's Diary."

SMALL ECONOMIES.

It is hard for Toronto women to realize that there is a food shortage. In spite of all that Food Controller Hanna has said, and of the efforts of the food resources committee and the reams of paper that have been covered by writers in an effort to tell about it—still we so effortlessly and so readily believe. There is an actual shortage of food in the world today, a serious shortage of bread and meat, the possibility of a famine in the year 1918 is unfortunately probable. No one in Canada ever lived in a year of famine, and of course cannot exactly understand just what an actual famine is. This is the fourth Christmas season of the great war, and not nearly as many people are suffering for lack of the necessities of life as we expected there would be if the war continued four years. The whole world is this very time at a crisis, and it is more serious than many realize. Food conservation is the salvation of us all now, for if there should be a failure of wheat crops or even a partial failure in 1918, the famine will be upon us.

There is therefore a duty resting upon every housekeeper at this time, and that is to see that nothing is wasted. We are living in abnormal times, and strange new duties are expected of us. It is the day of small self-denials and economies for the mistress of the home, and the time has come to the women of Canada when this class of sacrifice is the most important work they can do.

The honorary governors who will visit the Toronto General Hospital during the week commencing on Dec. 30th are Messrs. James Lumbers and John Northway.

Spanking Doesn't Cure.

Don't think children can be cured of bed-wetting by spanking them. The trouble is constitutional, the child cannot help it. I will send you a home treatment, with full instructions. If your children trouble you in this way, send no money, but write me today. My treatment is highly recommended to adults troubled with urine difficulties by day or night. Address: Mrs. M. M. Summers, BOX 65, WINDSOR, Ontario.

By Sterrett

HEY, ASHUR, HOWDYNE WORK THIS DERU DEW DAB? "LIVE AN' LEARN" IS GONNA BE MY MOTTER FROM NOW ON!

Y'CAN'T SHARPEN PENCILS, RIP OUT STITCHES, OPEN CANS OR NUTS WITH 'EM!

RIGHT Y'ARE, PAW! THEM SAFETY RAZORS IS THE BUNKS!

STUFF AN' NONSENSE! Y'CAN'T TEACH A OLE DOG NEW TRICKS!

CHEER UP, PA. ONCE YOU GET THE HANG OF IT YOU'LL NEVER USE ANOTHER!

THINK I AM, A DERU DUDE 'ER SOMETHIN' GIVIN' ME A SAFETY RAZOR FOR CHRISTMAS!

PA GETS AN IDEA!

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