

Health Triumphs use Lifebuoy Soap. For its mild healing and cleansing oils properties that make it simply

LIFEBUOY

nently suitable for yours.



VERSE NEW AND OLD

"BEFORE IT IS TOO'LATE."

If you have a grey-haired mother
In the old home far away,
Sit down and write the letter
You put off from day to day.
Don't wait until her thred steps
Reach heaven's pearly gates,
But show her that you think of
Before it is too late.

If you have a tender message
Or a loving word to say,
Don't wait until you forget it,
But whisper it today?
Who knows what bitter memories
May haunt you if you wait,
So make your loved one happy
Before it is too late.

We live but in the present,

The tender word unspoken,
The letters never sent,
The long-forgotten messages,
The wealth of love unspent,

A FEW OF OUR MONEY-SAVERS

MEN, LOOK AT THIS!

A splendid line of Gunmetal and Fine Kid

Lace Shoes, Worth \$4.00. Go at\$2.98

HERE'S A SNAP

Men's Acme Fibre-Soled Shoes with rubber

heels; \$5.50 value. For\$3.98

MEN'S TAN GRAIN WORK SHOES

SOCIAL AND PERSONAL

sisted by the Rev. H. H. Bingaam of tals city.

The bride, who was given away by her father, looked most charming in her nuptial robe of ivory satin and silk net, with court train and trimmings of Swiss lace. The veil was of tuile, caught with pearls and real stages blossoms, and she carried a shower bouquet of sweetheart roses and liles of the valley. The bride was attended by Mrs. R. P. Fowler, sister of the groom, as matron of honor, and by little Ruth and Doris Bingham as flower girls. Mrs. Fowler wore her wedding gown and train of lvory satin and

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

A. A. Ormdorf is visiting in Chatham r a few days.

Mrs. Harry Smith and children have turned to town after a brief visit with liatives in Yarmouth.

Mr. and Mrs. C. A. Silver of this city we returned from a visit with Mr. and returned from a visit with Mr. and returned from a visit with Mr. and res. E. Silver of Mapleton.

Lorne Smith, who is attending the edical College here, spent the weekdat this home in Fingal.

J. McCallum of Hodney was a recent sitor with his brother in this city.

At the wedding breakfast, which follows the control of the sitor with his brother in this city.

At the wedding breakfast, which follows the control of the property of the sitor with his brother in this city.

At the wedding breakfast, which follows the control of the property of the sitor with his brother in this city.

At the wedding breakfast, which follows the control of the property of the sit with palms, chrysanthemums and roses carrying out a color scheme of pale pink, white and green. The young couple took their vows before a predict of the property of the property of the sit with palms, chrysanthemums and roses carrying out a color scheme of pale pink, white and green. The young couple took their vows before a predict of the property of the sit with palms, chrysanthemums and roses carrying out a color scheme of pale pink, white and green. The young couple took their vows before a predict of the property of the strength of the strength of the property of the property of the strength of the strength of the strength of the strength of the property of the strength of the st

A PAGE OF INTEREST TO WOMEN

Tony Cortese orchestra played the wedding music.

At the wedding breakfast, which followed the ceremony, covers were laid for eight, the table decorations being French in color and design.

Owing to the fact that the 'bride's brother is on the firing line in France, only the immediate relatives and a very few friends were present at the wedding. Miss L. Mathews, superintendant of the Wingham general hospital, is the guest of her parents.

Miss Florence Cunningham of Clinton is the guest of Mrs. W. B. Screaton, Gerard street. From here she will attend the Sunday School Association Convention in Chatham, and will then return to spend the week-end.

PALMER—THOMSON.

A very pretty and yet at the same time a very quiet wedding was solemnized yesterday evening a 6 o'clock, when Irene, only daughter of Mr. and Mrs. J. M. Thomson of this city, was unrited in marriage 1.2th W. Mark Palmer, son of Mr. and Mrs. W. J. Palmer of Buffalo, N. Y. The ceremony was performed by the Rev. J. R. Ross, of St. Jamee's Church, Hamilton, assisted by the Rev. H. H. Bingham of this city.

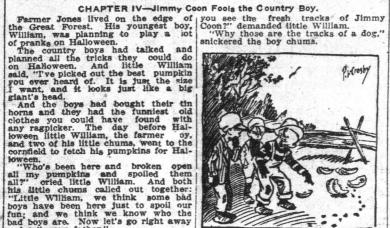
The bride, who was given away by

JIMMY COON STORIES

CHAPTER IV-Jimmy Coon Fools the Country Boy.



Entire Stock Men's, Women's, Children's,



Advertiser Patterns



For Business, Home or Shopping.
Waist 2155. Skirt 2147.
There is nothing more neat or comfortable than a trim shirtwaist of linen or crepe, combined with a well-fitting tailored skirt. Pattern 2155 shows a smart waist model, ideal for any of the materials now in vogue. The skirt. 2147, has plaits over the sides, and a shaped belt portion. The waist pattern is cut in six sizes, 34, 35, 38, 40, 42 and 44 inches bust measure. It requires 3 yards of 36-inch material for a medium size. The skirt is cut in six sizes, 22, 24, 26, 28, 30 and 32 inches waist measure. Size 24 requires 4% yards of 36-inch material. It measures 3½ yards at the foot, with plaits drawn out.

This illustration calls for TWO separate patterns, which will be mailed to any address on receipt of 10 cents FOR EACH pattern, in silver or stamps.

ADVERTISER PATTERN DEPT.

Caution: Be careful to inclose the above illustration, and send size of pattern wanted. When the pattern is bust measure you need only mark 33, 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.

Suits of Newest Style At Reduced Prices---

Owing to their splendid style, fine quality of materials and superior workmanship, these suits offer an exceptional opportunity to save money. Navy, black, brown, green, taupe, in serges, gabardine, poplin

On Sale at \$13.95, \$19.75, \$24.75, \$29.75, \$32.50, \$35.00 and \$39.75

MIDDIES

Girls, for school you need Middies. We offer Paul Jones in all white as well as white with navy flannel collar and cuffs, \$1.25 to \$2.50

SERGE DRESSES

Smart fall styles, pockets, large collars and touches of embroidery, in navy, black, green and brown, \$10.00, \$12.50, \$15.00 and \$16.50

Black Underskirts, \$1.49

In taffetine and sateen, colored flounce of Pale blue, pink and rose, embroidered and

NEW VELOUR COATS

Just received; the very last word in style,

Full, roomy coats, with gathered backs and belted both back and front; navy, brown, taupe and burgundy \$25.00, \$27.50, \$30.00, \$32.50 and \$35.00 up

Empire Crepe Kimonos, \$1.69

SPECIAL SALE OF ODD LINES IN SILK, CREPE AND GEORGETTE WAISTS

BRICK & DUNDAS NEW NECKWEAR

AT REDUCED PRICES.

NEW HOSIERY NEW GLOVES

188 DUNDAS STREET



"Well, you two boys know the least about Coons of any fellows I ever saw," blurted out little William. "Don't you chaps know that Coons are awfully clever little people? Why, that is one of their tricks. And, if you kept your eyes open, you would know that they visit cornfields very often, and you would know that they break open the pumpkins and take out the seeds and carry the seeds home."

And the younger of the two boy chuins

And the younger of the two boy chums cried out, "Why, little William, you don't mean that Coons carry home the pumpk'n seeds to plant, so that they can raise pumpkins, do you?"

During August and September donations of work were received from the followin:

Ailsa Craig Young Ladies' Club.

Alvinston—Red Cross Society of Burns Church; Rokeby Aid Society;

"Oh, you little silly," gasped little William with disgust, "do you think that Coons have gardens, farms and mowing machines? Don't you know that the Coons eat the pumpkin seeds?" The letters never sent,
The letters never sent,
The letters never sent,
The wealth of love unspent,
The wealth of love unspent,
For these some hearts are breaking,
For these some hearts are breaking,
For these some loved ones wait,
So show them that you care for them
Before it is too late.

Course in Nursing.

Course in Nursing.

Dear Miss Grey,—I would like te take
a course of nursing in the general or
Victoria Hospital of your city, Would
you please inform me of the name and
address of the superintendent of both,
so that I may write regarding the made them both very sharp and
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RED CROSS C. W. C. A.

During August and September dona-

foliowing:
Alisa Craig Young Ladies' Club.
Alvinston-Red Cross Society of
Burns Church; Rokeby Aid Society;
Walnut Red Cross; Maple Ridge Red

Birr Red Cross.
Blenheim—Women's Patriotic League;
English Patriotic Society.
Bothwell—Giris' Red Cross of Aughrin.
Brownsville Women's Institute.
Brucefield Red Cross Workers.
Bru seis Red Cross Circle.
Byron Red Cross Circle.
Carlingford Red Cross Workers.
Cairo Ladies' Aid.
Camlachie—Sixth Line of Plympton Red Cross; Camlachie Red Cross Circle.
Aberarder Red Cross Circle.
Christina Sewing Circle.
Christina Sewing Circle.
Cinton—Summerhill Red Cross Circle; Women's Patriotic Society.
Comber Women's Patriotic League.
Croton—Juanita Red Cross Society.
Delaware Patriotic League.
Denfield—Denfield Red Cross Circle.
Denfield—Denfield Red Cross Circle.
Denfield—Denfield Red Cross Circle.

Dorchester Station.
Dutton—Talbot Chapter, I. O. D. E.
Eberts—Women's Institute.
Embro—Walkers School Red Cross So-

Etrick—Zion Ladies' Aid; Ballymote
Red Cross Circle.
Exeter—Huron C. W. C. A.; Clinton;
Blyth; Goderich; Gorrie; Monorieff;

Blyth; Goderich; Gorrie; Monorieff; Walton.
Florence Patriotic League.
Forest—Forest Red Cross Workers; Ravenswood Red Cross Circle; North Plympton Red Cross Circle.
Fullarton Women's Institute.
Glanworth—St. Andrew's Church; Glanworth Red Cross.
Glencoe—Mosa Red Cross; Tait's Corners' Red Cross Circle.
Goderich—Goderich Red Cross Society; Ladies' Guild of Christ Church; Kintail Women's Institute; Salford; United Women's Patriotic Society; Ashfield Soldiers' Aid; Benmilher; Leeburn; Taylor's Corners; Maple Leaf Chapter, I. O. D. E.; Goderich Women's Institute; Colborne Red Cross Workers.
Grand Bend Red Cross Branch.
Granton—Prospect Hill Red Cross; Whalen Red Cross; Glendale Red Cross Workers; Grenton Women's Institute; Granton Red Cross Auxiliary.
Harrow Patriotic League.
Hensall Patriotic Society,

Granton Red Cross Auxiliary.

Harrow Patriotic League.

Hensall Patriotic Society.

Highgate Patriotic Association.

Hyde Park—Medway Red Cross Circle;

Hyde Park Women's Institute.

Ingersoil—Banner Red Cross.

Ilderton—Ilderton Red Cross. Circle;

London Township and S. S. No. 4 and 5; Vanneck Red Cross Circle; Coldstream Women's Institute.

Kerwood—Keyser Women's Institute;

Adelaide Patriotic Deague.

Kirkton—Kirkton Patriotic League;

Ladies' Aid St. Paul's Church.

Komoka—Konoka Women's Institute;

Aid. St. Paul's Control.

Aid.

Lakeside—Brown's Corners Red Cross.

Lambeth—Lambeth Red Cross Circle;

North Street Methodist Church.

London—London R. R. No. 6, the

Grove Red Cross Circle; London West

Red Cross Auxiliary; Smallman & Ing
ram Red Cross Auxiliary; St. Andrew's

Presbyterian Church Ladies' Aid.

Longwood—Sutherland's Section.

Lucan—Fraser and Saintsbury Red

Cross. Mandaumin—Union Branch Women's

Mandaulinia Universe Red Cross;
Me'bourne Me'bourne Red Cross;
Middlemiss Branch Women's Institute
Merlin-Glenwood Red Cross Circle;
Merlin Patriotic League; Ouvry Pa-Milverton Eggerton Torrance Chap-ter, I. O. D. E. Mooretown—Patriotic Society of the ter, I. O. D. E.

Mooretown—Patriotic Society of the
Sixth Line of Moore.

Mossley—Harrietsville Women's Institute; Mossley Red Cross Circle;
Mossley, Crampton and Avon Patriotic
and Red Cross.

Mount Brydges.

Mount Eigin—Ebenezer Red Cross
League; Mount Eigin Women's Institute.

Muncey Patriotic League.

Newbury Red Cross Circle.

Oil Springs—Oakdale Branch Women's
Institute.

Oll Springs—Oakdale Branch Women's Institute.
Palmyra Women's Institute.
Palmyra Women's Institute.
Parkhill—Parkhill Red Cross Circle;
Help-On-a-Bit Circle.
Putnam Red Gross Circle,
Ridgetown — Rushton's Corners'
Branch; Patriotic Women.
Ripley—Bethel Red Cross Workers.
Rodney Women's Institute.
Salford Red Cross Workers,
Salem Women's Institute.
Sarnia—Lucasville Women's Institute.

shetland Women's Institute. Springfield Patriotic Society. Shakespeare—Presbyterlan Stratford—S. S. 4, Downie Chapter, L. D. E.), D. E.
Thomas Delamere Chapter, I. O. D. E.
28th Regiment Chapter, I. O. D. E.
Strathroy—Girls Club.
Strathroy, R. R. 3.
Crathic Red Cross Circle.
Betheeda Red Cross Circle,
Knox Church Red Cross Circle. St. Marys—Metropolitan League.

Thamesford-Kintore Red Cross War Relief Society.
Thamesville—Thamesville Red Cross

Bottany Women's Institute.
Thorncliffe Red Cross Workers,
Thorndale—S. Nissouri Presbyterian Thorndale—S. Nissouri Prespyterian Church.
Thorndale Women's Institute.
Verschoyle Red Cross Workers.
Vienna—Otter Valley Ladies' Club.
Wallacetown — St. Peter's Church Patriotic Club.
Wanstead—Uttoxeter Union Society.
Wardsville — Women's Guild, St. James' Church.
Warwick—Warwick Women's Institute; Warwick-Warwick Gross; Women's Patriotic League.
Watford—Birnam Red Cross League.
Tipperary Red Cross Aid.
Invincible Red Cross.
Willing Workers' Candel.
Willing Workers' Sewing Circle.
Wisbeach Patriotic Union.
Red Cross Workers' Union.
Kingscourt. Sewing Circle.

Red Cross Workers' Union.
Kingscourt Sewing Circle.
Fourth Line East Williams Workers.
Wilton Grove Women's Institute.
Windsor—St. Andrew's Presbyterian
Church Patriotic Society.
Bruce Avenue Baptist Church.
Windsor Women's Patriotic League.
All Saints' Patriotic Society.
Central Methodist Church.
St. Alphonsus Sewing Circle.
Oldcastle Women's Institute.
Catholic Young Ladles' Patriotic Club.
Girl Guides.
Mary Gooderham Chapter, I. O. D. E.
Sandwich Patriotic Society.
Princess Mary Victoria Chapter, I.

Sandwich Patriotic Society.
Princess Mary Victoria Chapter, I.
O. D. E.
Wyoming Red Cross Circle.
October 17, 1917. Cash donations were received from the following:
St. Thomas—Aukiksabee Chapter, I.
O. D. E.
Arner—Essex Women's Institute.
London—Farmers' Advocate.
Lambton County.
Lambton County.
London—Hamilton Gault Chapter, I.
O. D. E.
St. Marys—Avonbank Red Cross
Circle.
Florence—Presbyterian Sunday School.

moufflon are the furs used.
Any woman can make a \$5 georgette crepe blouse look like a \$10 or \$12 model if she will spend a few dimes and just a little time. Beads strung on heavy waxed thread, easy to sew on any pattern, are not be had for 10 and 12 cents with even work and to keep its shape while you work, and to keep the beads from flying to the four corners of the earth when it is cut. If individual beads are wanted to work linto the pattern they can be removed without disturbing the security of the whole string.

BY A LONG-NECK.

Florence—Presbyterian Sunday School. Amherstburg—Home Study Club. St. Thomas—Y. W. C. A. Overseas Bear Creek-Women's Missionary

Bear Creek—Women's Missionary Society.

Mooretown—Patriotic Society, sixth line of Moore; Women's Institute.

Stratford—28th Regiment Chapter, I. O. D. E.
Beigrave—Beigrave Patriotic Society.
London—Edith Cavell Club.
Port Stanley Chapter, I. O. D. E.
Shakespeare — Hempstead Women's Institute, North Perth.
London—Melrose Sunday School. Christ Church Guild; Western Auxiliary. ary.
Lobo union school picnic.
Aylmer—Thorndale Women's Insti-

ite. Exeter Patiotic League. Forest—Shetland Branch Women's astitute.
London—Catholic Red Cross Auxiliary.
Stratford—S. B. A. C. Club of S. S.
o. 4. Downie.
Park Hill — Help-On-a-Bit Circle,

Stratford—S. B. A. C. Club of S. S.
No. 4, Downie.
Park Hill — Help-On-a-Bit Circle,
Lieury.
Wyoming—Currle Club.
Komoka—Lobo Women's Institute.
Hiderton Red Cross Circle.
London, R. R. 8—Members of Hope
Sunday School and neighbors.
London—East End Auxiliary; North
End Red Cross Auxiliary.
Byron Red Cross Circle,
Wyoming—Kertch Red Cross Auxiliary:
Tyy Wyoming Red Cross Circle,
Aylmer Red Cross Branch.
Cash donations were received from individuals amounting to \$97.39.

In the London Shops

The girl with the Sarah Bernhardt neck is going to have a chance. Window-gazing along Dundas street yesterday morning I made this discovery. High-necked vests of white or grey satin, which climb right up under the ears and chin, are worn with the new one-piece serge dresses. They button with self-covered buttons and loops of the satin, and make the thin-faced girl look as distinctive as Sarah herself. Such a vest was worn with a chic little

DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSON. By Rev. T. S. Linscott, D.D.
[All Rights Reserved.]
"Ext. teturn From Babylon." Exra,
viii., 15-36.

viii., 15-36.

Good. ext—"The Hand of Our God Is Upon All Them That Seek Him, for Good. Ezra., viii. 22.

12. Verse 23—How may we know when God hears and answers our prayers? (This is one of the questions which may be answered in writing by members of the club.)

13. Verses 24-30—How do you justify the vast expenditure of money for carrying on church and missionary work?

14. Why ought money for church and missionary work to be as carefully accounted for as money in a bank?

tight sleeves, snug-fitting bodice and a bustle drapery, went back to 1880 for its inspiration. All this with decidedly exclusive air, by the way, but the comfortably unexclusive price of \$21.95.

Here's note No. 2 for the long-necked girl: The big flat collar, cut around and low at the line of the neck, no longer leads the fashion, even among low-collared styles. Much newer and quite as smart are the long narrow collars made of a straight bias of silk satin or embroidered linen. These come well up at the back and sides, and show a graceful but narrow V-shaped opening at the front. Collars of this variety are being shown on some of the newest blouses and gowns, and may also be had separately.

War and war's alarms seem to have made little difference in the luxurious beauty of the new trimmings which shopkeepers have brought to London this fall. Broad bands of filmy gold and silver lace are in evidence for the trimmings for afternoon frocks. Stunning wool embroideries in just the new shades of brown and blue being used this fall are mounted on the filmiest net. Applied to the fabric, the net is

this fall are mounted on the filmiest net. Applied to the fabric, the net is invisible, and the effect is that of wool embroidery done directly on the ma-

embroidery done alrectly on the material.

In the same way the rich braidings so much used on afternoon costumes may be bought in handsome bands, but so applied to the material that they will look as if the braiding has been done directly upon the costume itself.

White washable doeskin gloves seen in one shop at only \$1.76 a pair actually remind one of the more reasonable era of prices as they existed before the war. war. It's the collar to the coat that the home dressmaker can't quite manage. In one shop, fur collars, made ready to attach to the lining, may be had for \$10 and \$12. Beaver, near-seal and mouffion are the furs used.

07 Delicious "Meatless" Dishes -how to cook them are included in the

recipe book called "The Girl at Catelli's"

sent free to any address.

CATELLI'S MACARONI

is the perfect substitute The C. H. Catelli Co., Limited,





A Nutritious Diet for All Ages. Keep Horlick's Always on Hand Quick Lunch; Home or Office.

CEETEE UNDERCLOTHING Guaranteed Not To Shrink.

EVERYTHING MARKED IN PLAIN FIGURES.

Prize No. 2-For the most

perfect pumpkin, a pair of

Ladies' Fine Shoes, Value

\$4.00.

PUMPKIN CONTEST LOOK! WE OFFER 5 PRIZES TO PUMPKIN GROWERS

Those desiring to enter this pumpkin contest should bring pumpkin and attach name and address, and we will display same in our Market Square windows.

THE SHOE STORE THAT SAVES YOU MONEY.

12 MARKET SQUARE

Prize No. 3-For the most curious pumpkin, a pair of Boy's Fine or Heavy Shoes. Value \$3.00.

> Prize No. 4-For finest color pumpkin, a pair of Girls' Shoes. Value \$2.00. Prize No. 5-For the longest shape pumpkin, a pair of Childs' Shoes. Value \$1.00.

> > SEE OUR WIN-DOWS AND BE CONVINCED

Girls' and Boys' High-Grade Shoes At Less Than Present Factory Prices The Peoples Shoe Store Must Raise \$50,000 \$15,000 Cash Quickly! **Public Money-Saving** Let the loss be what it will. Share in it. Shop

Come To It! Don't Miss It!

Folks, think of it! You can make One Dollar do the work of \$2.00, \$3.00, and in many cases over \$4.00, right here.

A FEW OF OUR MONEY-SAVERS

LADIES' DRESS SHOES 200 pairs of Ladies' Fine Kid Patent and Gunmetal Lace and Button Shoes; \$4.00 and \$5.00 values. Go at\$2.98

BE HERE EARLY FOR THESE Ladies' Fine Kid High Cut Lace Shoes, pointed toes, semi-Louis heels; a small dress shoe; \$5.00 value. For\$3.49 200 JUVENILE FIBRE SCHOOL CASES

Good and strong; \$4.50 value. For...\$3.48 SALE STARTS FRIDAY, OCTOBER 26, AT 9 A. M.

ShoeSale

Prize No. 1-For the largest pumpkin, a pair of Men's Rubber Boots. Value \$5.00.

131 DUNDAS STREET

CONTEST STARTS FRIDAY, OCTOBER 26, AND CLOSES NOVEMBER 10, 1917 All pumpkins entered in contest to become our property, to be donated to the 7th Regiment Chapter, I. O. D. E., for

KNECHTEL & CO.

A. D. HOLLAND, Manager.