THE LONDON ADVERTISER, LONDON, ONTARIO, FRIDAY, JULY 28, 1916.

A PAGE OF GENERAL INTEREST TO WOMEN READERS

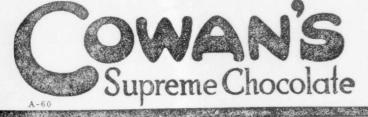
DVERTISER APATTERNS

1740

Soap, 50 ALL AUTIO WEIGHT A CLEANER AND A DISINFECTANT.



MAIDEN Supreme Chocolate is a pure, unsweetened, cooking chocolate, easily melted and mixed, con-CANADA taining that rich chocolate flavour that can only be obtained from the finest cocoa beans. For icing and filling cakes on bake day-a pleasant surprise awaits you, write for Cowan's Dainty Recipe Book and try out the recipesmailed free.



"Won't You Try Our New Macaroni"?

> We present something distinctively different and infinitely superior in every way-in Catelli's Milk Macaroni. This new Macaroni--so clean and wholesome -so rich in food value-has a clear yellow tinge - a creamy smoothness unlike any other.

Perhaps you do not know the versatility of Macaroni. Let "The This is because Catelli's Milk Macaroni is made in a great sunlit Girl at Catelli's" show you more factory, where purity is parathan a hundred different ways of serving Macaroni — some of the mount - and made of the very hardest wheat Semolina and Milk.

[Correspondents are requested to make their inquiries as brief as possible, and to write on one side of the paper only. It is impossible to give replies within a stated time, as all letters have to be answered in turn. No letter can be answered privately.]

Cynthia Grey's Mail-Box

and county fairs. No other quilt can Where Did It Go? Dear Miss Grey,-I read your page very evening, though not to see the every evening, though not to see the acknowledgment of receiving my letter, inclosing 2 blocks, 1 blue and 1 red and white, and 10 cents for "Aunt Nannie's" quilt. And the titles of 12 songs, and a stamped, addressed envelope for sigarquilt. And the titles of 12 songs, and a stamped, addressed envelope for sigar-ette flags. I sent it three weeks ago. Hoping it is not lost, and that you will kindly look it up, I remain, REKA DOM. REKA DOM. P. S.-I see where "Farmer's Wife" own sorrow have time and thought for

one who, though an American, belongs has trouble with her chicks. Feed them o the same fraternity of a soldier's wet cornmeal until they get old enough mother. to pick the wheat. I feed cornmeal for N. B.-I sent you by this morning's bout two months, and I never have mail a black rose bead necklace. I only wish I could have put a clasp any trouble .-- R. D. Ans .- "Reka," your blocks or letter

on it. I also sent samples of salt and never came at all, and I don't believe you can be any more sorry than I am beads. I had strung and sent away the good ones, but these samples will show what they are like. The large, The blocks of several others seem to ave found the same fate, and appar-ntly came to an end in the "D. L. O."

nice, as they can be worn any time, the salt and rose beads are apt to be Aunt Nannie's Thanks. Dear Cynthia Grey and Mail-Box Friends.—This oppressive heat has been too much for my weak heart, and I've not read much only "oor page," so after reading in paper received this morning "Snow Bird's" letter, I looked over back papers to see what "edi-torial" she meant You dear people Aunt Nannle's Thanks.

morning "Snow Bird's" letter, I looked over back papers to see what "edi-torial" she meant. You dear people to take up the cudgels in my defence. It seemed so awful to need assistance, as we have always before been able to help others. Lam sending with this

a letter from a minister, affidavits from deaconess and others, so you may know we are reliable Christian people. I was sorry to see by a letter some-one missed cosmos seed, as I have a quantity of self-seeded. I can send plants to anyone who wishes them. I have some pink in bloom; have in-closed a blossom, also a little Dorothy Perkins rose from our vine-covered porch. We have had cosmos blooms a letter from a minister, affidavits trom deaconess and others, so you may is cut in four sizes: 4, 6, 8 and 10 years. It requires three yards of 44-inch material for a 6-year size. A prioritize one to hand, but I shall be looking for it. ADVERTIERD for more than a week. I was hoping Dear Miss Grey,-Here I am again. I

I could some way have postcard pic-tures of the "Patriotic Lovequilt" for each one that makes a block. I want to have the quilt exhibited at the town

................

10

guess I should have sent in my stamped Name envelopes for the coupons (Comfort soap or Gillet's lye) before, but we have been so busy with the strawberries-we

AUNT NANNIE.

have sold 2,500 quarts this year. The raspberries and black currants are getting quite ripe. Age (if child's or misses' pattern) What can I put on my arms and

A Busy "Thelma."

face to take off the tan? Belleve me, Measurement: Bust ..... Waist.

you would think I was a Jew. I copied out "The Lips That Touch Liquor Shall Never Touch Mine," and Monday it was published, so I will not measure you need only meak 29 24 or

Monday it was published, so I will not send it in. Say, don't you think we girls from the Collegiate should get our promotion as well as the boys? I have been working at home since Easter. My writing and spelling were both so poor I would not try my departmental exam. this year. Papa is calling for me to spray the potatoes, so I will have to leave.

octatoes, so I will have to leave. cure them? With luck from

Ans.—You will receive the coupons probably before you see this in print. Now, you folks to whom "Wynne

Say, my sister has mumps. What will ure them? With luck from, THE THIRD THELMA. chanced to have, is being sent to "T

A SMART LITTLE DRESS FOR

MOTHER'S GIRL.

as per directions given below, to:

What a busy girl you must be to help in picking all that fruit. No wonder





## Summer Hats \$5 Each

All our Lovely Summer Hats, new and stylish models, trimmed with flowers, maline and wings, regardless of price, to be cleared at ..... \$5.00 each The balance of our Trimmed Hats clearing at ..... \$1.98 and \$2.98 Beautiful French Flowers in every color and 

## Summer Net Corsets at 59c Pair

Fine Net Corsets, with medium bust and long hips, four hose supporters attached; sizes 19 to 28. Special at ...... 59c pair

## Corsets at \$1

These Corsets are of fine quality English coutil, medium bust, long hips, four hosesupporters, an excellent wearing corset. At ..... \$1.00 pair

#### Tablecloths Specially Priced For Saturday

Hemmed Tablecloths, 2x2 yards, very special at ...... 1.25 each Hemmed Tablecloths,  $2x2\frac{1}{2}$  yards. Special at ..... \$1.59 each

#### LINEN TOWELING AT 10c YARD.

Pure Linen Dark Crash Toweling, with red border, only a limited quantity to sell at above price.

# Specials in Wash **Goods Section** For Saturday 35c Wash Goods For 19c Yard

SEVEN

Sig Sig

Fine Voiles and Muslins in fancy colored stripes and floral patterns, including black and white, 27 to 40 inches wide, worth up to 35c. To clear Saturday at ..... . 19c yard One table of fine Cotton Voiles in pretty floral patterns, 40 inches wide. Special value at ..... 35c yard

## Wash Suitings

White Cotton Suitings in a full range of new and popular weaves for wash skirts and Palm Beach Suiting, the most popular material for smart wash suits, 40 inches wide ...... 35c yard

## OTHER SECOND FLOOR OFFERINGS.

Plaid Dress Goods 35c Yard Six pieces of Fancy Plaid Dress Goods, in good colors for children's dresses. Special at ...... 35c yard

# Wash Silks 50c Yard

Jap Silks, 36 inches wide, in black and white, the kind that wears and washes well. 

#### Striped Crepe de Chine

This is a Fine French Silk Crepe that is washable, in fancy blue, grey and helio and white stripes, for smart dressy waists, 32 inches wide ..... \$2.00 yard

#### SPECIAL MIDSUMEMR SALE OF COT-TONS NOW ON.

Take advantage of the special values now being offered in the Linen and Cotton Section.

#### AGENTS FOR THE LADIES' HOME GRAY'S GRAY'S JOURNAL PATTERNS. PHONES 115-116, LIMITED 140 DUNDAS STREET.



Atlantic Sugar Refineries Limited, Power Bldg. Montreal

grapes, cherries, plums, peaches, and pears. Address

crucified Saviour has been all power-Made in Canada I ful to do this.

men from their sins, while belief in a

breakfast with milk or cream; ages has been so important to save

for luncheon with berries.

that should be charged up, and make Chase & Sanborn's Coffees 500 clear in two years. They could not have charged up the cost of buildings There is only one way for Canada

world.

with eight hens, charge everything up

their business as poultry farmer

the best to be found in

the plantations of the

COCOA GERIER UNDERCLOTHING Guaranteed Not To Shrink. SALADS TO CONSUMERS DIRECT omatoes, fine, per pound .... 20

247 Dundas St.

OF ALL

ucumbers, White Spine, 10c, 15c Lettuce, Leaf ..... 50 Endlve, excellent in salads .... 100 Green Onions, Watercress, Mint, Radishes, per bunch ......

Cauliflowers, each ..... 10c, 15c Green Beans, quart ..... 16c New Potatoes, peck ...... 50c lew Beets, bunch New Carrots, bunch ...... Cabbage, New ..... 5c, 10c, Parsley, Savory, etc., bunch . Dnions, Bermudas, pound ....

MAIN& COLLYER Telephone 2831. P. O. Box 275