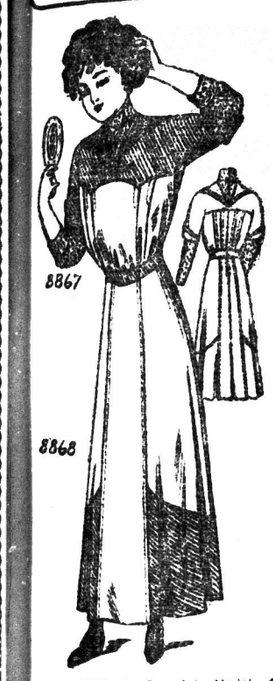
Advertiser Patterns

Beauty Pattern Company.



Nos. 8867-8868—A Graceful Model for Misses or Small Women.

Very effective is the yoke arrangement here shown. It is cut with a cuff sleeve and is finished with a pointed collar and cuff trimming over a tucker that may be of lace, net or other contrasting material. The skirt has an inverted shaped flounce section over the sides, which may be omitted. The full waist is plaited below the yoke, and gathered near the waistband at the waistline. The pattern for the waist, 8867, and the skirt, 8868, is cut in three sizes—14 16 18 years. It requires 7 yards of 44-inch material for the dress, with 1½ yards of 27-inch material for the collar for the 16-year size.

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.

PATTERN DEPARTMENT OF THE ADVERTISER.

Please send above-mentioned pattern, as per directions given below, to

Name .....

Street Address .....

Town .....

Province .....

Measurement—Bust .....Waist.....

Age (if child's or misses' pattern).....

CAUTION—Be careful to choose above illustration and send size of pattern wanted. When the pattern is bust measure, you need only mark it 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 the date of order. The price of each pattern is 10 cents in cash or in postage stamps.

PATTERN DEPARTMENT,
LONDON ADVERTISER.

BABY'S HAIR RIBBONS.

When the hair of the wee girl begins to get long and curly, the young mother wants it tied up in a big bow. When selecting these, choose a delicate shade and one which is becoming, or it will detract instead of adding to baby's appearance. Boys' hair should never be tied.

A LOVELY BABY BOY

This Mother is quite Enthusiastic over a well Known Feed.

Mrs. J. W. Pateman, 34 Harriet St., Toronto, in writing about Neave's Food says "When I first knew one of my friends, her baby Jack was eight months old and dying by inches. She had tried three foods because her Jack could not digest milk. At last, I fetched her a tin of Neave's Food. At the end of a month, Jack was rapidly gaining flesh and was bright and happy. He is a lovely boy now and she declares Neave's Food saved his life. **And it did.**

Then I recommended it to a friend on Victoria Avenue. She had a baby 6 months old that was not thriving a bit. She put the baby on Neave's Food and at the end of three months, the baby was twice the size.

I have never seen two bigger, stronger boys than mine for their ages and we owe it all to Neave's Food. I have the utmost faith in Neave's Food."

Mothers and prospective mothers may obtain a free tin of Neave's Food and a valuable book "Hints About Baby" by writing Edwin Utley, 14 Front Street East, Toronto, who is the Canadian agent. For sale by all druggists. 24

Of Interest To Women

Cynthia Grey's After-Supper Talks

LITTLE GIRLS AND "PAPA'S" FRIENDS.

"I wish," said Dorothy, "that little girls didn't have to kiss their father's friends. I don't think it is nice for big men to kiss little girls."

"What a queer child," said Dorothy's mother.

I wonder, was Dorothy so queer after all? I wish more little girls were queer in the same way.

I have always thought it wrong for children to be made to kiss people, especially that little girls should be made to kiss every man who comes to the home as a visitor.

It seems to be generally accepted that children have no right that grown-ups must respect. Little girls are told to kiss father's friends, and if they do not wish to do so, they are told they are rude or bad, when as a plain truth they are simply self-respecting.

I believe that the beginning of the breaking down of many a girl's modesty has arisen from being made to kiss men when she was small. Of course, the kiss is always given in a fatherly way, but just the same I do not believe in it. It is something fine and splendid that makes a child wish to keep its lips for those it loves and trusts, and the feeling should be encouraged, not discouraged, for the sake of the selfish few who want to kiss every pretty little girl they see.

Teach your little girl not to kiss anybody. Then there will be no habit to break when she is older, no embarrassing readjustment of relations as she grows to womanhood. If "papa's" friends are the right kind of men, they will understand; if they are not, it does not matter, anyway.

A BIRD STORY FOR GIRLS AND BOYS

Some Mason Birds Build Fine Nests With Cement and Stones.

Most of our native mason birds work in something like cement, or concrete, rather than in stone. There is a bird, however, which is a real stone mason. This is the "pedrero," which lives in Spain. This bird builds a nest of stone, and actually lays the stones in a mortar made of sand and lime.

In this country there are various kinds of birds who work in cement, among them the best known of all American birds, the robin redbreast, a jolly good fellow, and who does pretty good work in cement, but is a mighty poor engineer. He builds his nest of a few twigs, lined entirely with a mortar made of clay. But he uses such little judgment in choosing places for his foundations that a new nest is often knocked to pieces by the first rain that strikes it. And sometimes his nest is so placed that it gets topsy-turvy when the baby birds begin to get big, and spills the lively brood to the ground.

Swallows not only build beautiful houses of cement, but they are careful to build where there is no danger of rain spoiling them. The cave swallows, which built their nests in cliffs before there were barns to furnish better shelter, build regular villages of nests, little gourd-shaped affairs, which they place in rows under the eaves of a building. The barn swallow builds its solitary nest inside a barn or other building, to guard it after. The bank swallow builds a tunnel. He is a tunnel builder. The tree swallow, or bluebird, is a good hand at building with cement, too, and the barn swallow, for instance, who builds a regular cabinet of mud, so neat mother can set an eggs standing up, and this avoid getting the eggs tangled.

Tomorrow we will talk about some other builders and engineers of feathered houses a business of feeling.

The Steering Wheel

BY ROBERT ALEXANDER WASON.

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CHAPTER XXXI.

The Struggle for the Wheel.

The door to the outer office opened and Kate entered, her face flushed from the haste in which she had come, and the mingled emotions which beset her.

"Is Mr. Bannington disengaged?" she asked.

Ivan nodded, but having grown accustomed to having his sacred office invaded with disdain, made only a feeble pretense of dismounting from his stool.

Kate crossed the office hurriedly and knocked. Dick aroused himself with an effort, and was at first tempted to escape through the closet, but the few moments of absolute relaxation had given him new force, and he straightened in his chair, and called, "Come in."

Kate entered and closed the door behind her. "Why did you wish to see me?" she asked with reserve.

"Because I am dog tired, and you are the finest refreshing sight in all the world," he said.

"Please stop. I hate the compliments I consider your flippancy to be a direct insult. You have deliberately determined to ruin my father—to tell me to keep clear of you, and if he is ill will be through his own obstinacy."

The girl looked at him proudly, for a moment the loveliest of avenging angels, and then he settled to wistful disappointment. "This is what I feared," she said, in a voice which refused to be quite steady. "Oh, Dick Dick, I trusted you so! I thought you so manly and noble under your careless manner. I did love and respect you, but I never could again."

"But I'm not responsible for your father's obstinacy," exclaimed Dick in amazement.

"I think you understand what I mean. It is the smallness of your nature, the meanness, the——"

"Go right ahead," encouraged Dick. "say just as mean things as you can think of, it will be the slightest relief to you. My spirit is bruised to a bare pulp, so that if you wish to unload any more, go right ahead—I'm like a centre-board patent. You started out in saying, 'This is what I feared.' What is it that you feared?"

The girl hesitated. "Make it as plain as you can," begged Dick, "and if you can draw a picture to illustrate it, that will help a lot. My brain only a tiny ink sketch to begin with, and this day's business has started it to crumbling."

"I am ashamed to put it into words."

"I'm too weak to do any mind-reading. I reckon you'll have to say it."

Kate turned her face full from him. "I believe you to be capable of anything to gain your ends. I am sure that you have made my hand the price of my father's ruin. Dick, you have broken my heart."

Dick had risen as soon as he had observed his visitor's identity, but when she had joined the others in attacking him he had seated himself defiantly. Now he rose and took her face very slowly and very gently between his hands. Turning it toward his own, he gazed into it a long moment, and said very soberly, "Kate, I should be glad to have you disappointed in me, if I were such a cad, but, thank heaven, I am not. I have not thought of your hand in this deal nor for a moment, I am willing to work for you all my life, but if you could be bought, no matter at what price—Kate, I couldn't love you then."

Her face turned cosy beneath his gaze and her hands slid upward and pressed his hands. "And you will not sell my father?" she asked.

"Your father must protect himself," replied Dick firmly, as he gently withdrew his hands. "I did not bargain with him for you; you must not ask me to save him. Love is love, and we must keep it pure, no matter how loudly the dollars howl as I drive them into the open."

Kate backed away from him slowly. "Then I must leave you. I do not think that I could ever trust you again. Dick, you frighten me—and I never was afraid of you before." She paused at the door, and then hurried back to him. "But oh, Dick," she said feelingly, "for the sake of all that has passed between us do not be too hard on my father."

"Your father must play his own hand alone," said Dick solemnly, and the girl closed the door without replying.

Dick took a few strides and as a new light came into his face he paused and exclaimed: "She is afraid of me she said it herself! This morning I felt like a picture-nail when she looked at me. Great Scott, what a day this has been!"

A moment later when Richard Bannington presented himself, he merely questioned Ivan with his eyes and hurried into the private office. "Well, what now?" he demanded.

"Uncle, you said this morning that you would be willing to make almost any sacrifice to save the plant. Burton is willing to merge, or if you prefer, a mutual understanding which will not affect your apparent independence, can be arranged. It all depends on your vanity."

"Dick, I'm all in," admitted the old man brokenly. "This morning I could have killed you, but after I left it came over me that after all you were my nephew. I can't hate you steadily, Dick. I work up as good a hate as anyone could, but it won't stick. You've been meaner than dirt, and I know it's my duty to—to—but, way down in my heart the old man I had for you is still fooling around, and it spoils everything." He sat musing, swallowed and then said fiercely, "And that shows whether or not I'm valuable enough to be bought. Now, will you be willing to the way Burton and merge with Burton? That was your original errand, you know."

"No, I'll not merge with Burton," said Bannington with a decisive gesture. "Dig Burton! I don't like Burton. I'd be proud to kick Burton."

"Humph!"

"There is hard luck enough" cried the old man, striking his palm with his fist. "The market tailed a few points just before I came over. I can make another fortune and wipe him off the slate. He's very, very rich, and I'm just the old Bannington Plant worth a million. It's a tough lick, it's not the end of the world by a long shot, and I'm not the man to whine and weep over my disappointments and take to bed. I have lost both my sons, and I have lost my fortune, but I am alive and I have lost and failed in the world before, and I can stand it again, but I don't want to."

"Uncle, straight, Dick—you are to go in with Burton, but are backing him to beat his?" The weakness which had flooded the old man was gone, and he faced Dick from time to time his keen eyes shining with startling vigor.

"I am not in with Burton," he replied quickly, "but I am fighting to save Kate simply you old fool to Burton's stock so you can't, and may even upset your game, you see, I'm well." Now, at last, I feel so sure of Kate, and can afford to be generous to poor old Burton. Say, Dick, we'd make a team, wouldn't we?"

"Say, Dick, you asked me a question," said the old man, with a puzzled video, "what do you see in Kate? Why I don't see—I don't know."

"There is something remarkable in what I have said," mused Dick, with becoming modesty. "Business is only a game. The great trouble with most young fellows is that they get the sliders at the size of the stakes and backdover at the game. That's their first error. You remember how hard I worked when I was kid? Well, I'm just playing it over, only I'm bringing the two biggest fool pants in the country instead of Jim Hackett and Buddy Saunders. Now, Uncle, if the right girl is good, hard when it gets strained you. Use less my grip, and when you lose your grip, use it instead. Let me down for Dick, and will you take over the plant and run it?"

"No, I don't want to do that, and Burton barely waited to finish his sentence before he said he would start a little business of his own which would bring in an income of twenty or thirty thousand a year. Burton too much larger but I did not have the slightest idea to swing a merger down like that. He'll be good stuff, I'd not be surprised if he should get Kate."

"Did not Burton know about Dick's good Fairy?" he asked.

"Dick, I'm all in," he repeated.

"Humph!"

To Be Continued.

SUBSTITUTE FOR BEADS.

Following the vogue of beads comes a clever experiment that is surprising in its simplicity. It is not new and it is quite easy. Patch knots are now being used as means to a decorative end. On a dress of chiffon cloth, silk or velvet, have the patch of color of French knots instead of beads. Black silk combined with blue is stunning on cloth of any color white. To provide black and white effects is effective on any dark color, and the tones of one vivid color can be arranged as quickly as the floss in a needle is changed. Entire yokes and collars can be made of this chinoiserie. Hues of color or tones can be made to give a decidedly to a blouse.

MAKE LIFE WORTH LIVING

SAYS ELDER CUNNINGHAM.

When pure healthy blood courses through every vein and artery of the body, the organs are in a healthy condition, and a strenuous active life is a pleasure to man or woman.

But if the blood is impure and sluggish, the appetite poor, digestion weak and vitality not up to the standard, life is a burden, then you need Vinol, our delicious cod liver and iron tonic, without oil. Such evidence as comes from Henry Cunningham, elder of the Baptist Church, Kinston, N. C., should be convincing. He says: "I was rundown and weak from general debility, and suffered from vertigo. I took Vinol with the most gratifying results. I gained in health and strength and now feel unusually well."

Elder Cunningham's recovery was due to the combined action of the medicinal elements of cods' livers, aided by the blood-making and strength-creating properties of tonic iron contained in Vinol.

Try a bottle of Vinol with the understanding that your money will be returned if it does not help you.

Anderson & Nelles, druggists, 268 Dundas street, and W. T. Strong, druggist, 184 Dundas street, London, Ont.

SEASON'S MOST ECCENTRIC GOWN

Direct from Paris comes this latest freak of fashion, or fashionable freak, which ever way you wish to call it. It was designed and "built" by M. Poiret, the wonderfulness Frenchy dressmaker. The striking black and white effect is calculated to attract the attention and startled to attract the attention and startled to the Place Parisien, who has long been accustomed to the eccentric "creations" of real dressmakers.

DAILY MENU

BREAKFAST.
Oranges, Cereal,
Broiled Lake Trout, Cucumber Cups,
Toast.

DINNER.
Vegetable Soup,
Roast Beef, Young Onions,
Hamburg Steak,
Mashed Potatoes, Creamed Carrots,
Lettuce Salad,
Rhubarb Pie, Cheese,
Black Coffee.

SUPPER.
Baked Mackerel,
Entire Bread, Virginia Style
Endive and Dill Salad,
Preserved Pears, Wafers,
Tea or Coffee.

FAVORED MATERIALS.

Smooth materials are very much in favor, though some rough are also seen. In general, a loose pattern than a strictly tight waist is favored in the class.

Fine crepes are seen everywhere, lovely in the twill and in Jersey weave, in the satin finish, the robaline.

Fine wool jersey cloth will continue well into the summer, for it is a fabric of season's long standing.

Flowing and voile will do well for the Easter days, they are light and pretty, and made up with Nelle is so to speak, seasonable and most suitable.

Satin, either the soft article or the slightly bad variety, is to be really the thing for the dressier shoes and suits, and cream and taffeta will run it a close second. A very little velvet will be seen also.

Linen will play a big part in the dress, in combination with lace for trimming. Not only in the dress, but in the lingerie, for every day summer wear.

As to colors, black, as usual, has the first call in voile and silk suits and skirts, with navy blue, brown and grey also in evidence.

In washable fabrics, white is here, with an unusual popularity in natural-colored linen, and a few pastel shades in favor as well.

Correspondence

Edited by Sanitol Cynthia Grey.

Dear Miss Grey—Please tell me how to make putty to fill in cracks of floor. A. R. C.

A.—Powder lime in water, and add a little glue, then sawdust is kept off. Or, take ten parts rye flour, five parts slaked lime, five parts linseed oil varnish, and color with ochre.

Brass Polish.

Dear Miss Grey—Kindly publish a recipe for polishing brass. A. E.

A.—Polish solid brass with whiting and ammonia. Clean brass lamps with sweet oil and whiting.

Drying Rose Leaves.

Dear Miss Grey—Please tell me how to make a rose jar. I have a lot of leaves, but don't know how to dry them, or how to fix them.

A.—Pack the with layers of rose leaves, two layers with one day gaves. Cover the layer with the dry salt, and let lie in cool, dry place for one week. Then turn out salted petal upon a broad plate, and mix them with a wooden spoon. Let lie until the mass becomes dry. Then mix with half a pound of orris root, two ounces powder, and one ounce of powdered opris root. And two drams of bruised tea, drops of bergamot and set away to ripen for ten days. Then pack in rose jars. Essences make a fine filling for silk pillows. Orris root must be very fine powder before packing.

To Sweeten Breath.

Dear Miss Grey—Would it be careful to wash the face and then apply a coat of cold cream and powder over that before retiring at night? Can you tell me of something harmless which will keep the breath sweet and clear till morning?

A BOTHER.

A.—Powdering the face on retiring does absolutely no good, and tends to clog the pores. The best treatment is to wash the face, without too vigorous rubbing, with hot castile suds, and then rinse in very hot clear water, followed by a rinse in very cold clear water. Do this at night. On one night retire with nothing additional to this treatment. The next night repeat the treatment, and in addition about the face with a pure cold cream. Repeat those two plans alternately. The best thing for the breath is to keep the stomach and bowels regular. Do not eat too heavily a short time before retiring. Clean the teeth and tongue and nose upon retiring and arising.

Blushes.

Dear Miss Grey—What causes blushes, and what will cure them? TILLIE.

A.—Blushing is a symptom of self-consciousness, and the only cure is utter forgetfulness of self. The girl who blushes ought to be proud of it, not ashamed.

It Pays to Buy Good Silk or Lisle Gloves

Good Long Wearing

GLOVES

Are the Only Kind We Sell

We sell durable, comfortable, well-fitting, smart-looking Silk and Lisle Gloves, which may be had in black, white, gray and champagne shades.

ELBOW-LENGTH SILK GLOVES, in navy, black, white and cream. Per pair ..... **75¢**

ELBOW-LENGTH SILK GLOVES, in black, white and cream. Per pair, **$1**

ELBOW-LENGTH LISLE GLOVES, two buttons at wrist, black, champagne and white. Per pair ..... **75¢**

ELBOW-LENGTH LISLE GLOVES, two clasps, in black, gray, fawn, champagne and white. Per pair ..... **50¢**

A GOOD-WEARING LISLE GLOVE, **25¢**—Two dome fasteners; colors are gray, mode, tan, brown, white and black. Per pair ..... **25¢**

LADIES' LISLE THREAD GLOVES, **50¢**—A perfect-fitting glove in fine lisle, two dome fasteners, neatly bound with white kid, all sizes, in colors of gray, mode, brown, white and black. Per pair ..... **50¢**

LADIES' CHAMOIS GLOVES—A splendid washable glove, two dome fasteners, in the natural chamois shade. Per pair ..... **50¢**

OUR CELEBRATED GLOVES at **25¢** and **50¢** per pair are deserving of special mention. They come in black and colors, and represent matchless qualities at the prices quoted.

AGENTS FOR HOME JOURNAL PATTERNS.

GRAY & PARKER

PHONE 1182 — 150 DUNDAS AND CARLING STREETS

You can have one of these Free

Every boy and girl in Western Ontario has an equal chance to win one of these handsome ponies by collecting the bottoms of the cartons of

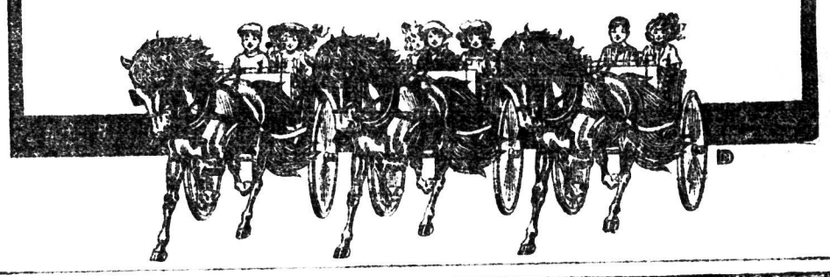
Orange Maize

Toasted Corn Flakes

It will always taste good to you no matter how much you eat. Thoroughly and scientifically cooked, rolled into filmy flakes and then toasted to a golden brown, it is chock full of nutriment.

Be sure your next order of Toasted Corn Flakes is ORANGE MAIZE

Get it from your grocer to-day. Do not accept substitutes.



in the Kitchen

"What's the cause of all this brightness, this morning, Mabel? Everything so spic and span and your work done so early."

KLENZINE MAID: "Klenzine is the cause of it. Postie told me how it would cut my work in half, so yesterday I ordered a 10c. package. Why! it simply cleans like magic. Just look at those pans—they shine like mirrors, and it is the same with everything else. Besides, it keeps my hands so nice and soft. I wouldn't be without it even if I had to pay for it myself."

KLENZINE makes all housework easy. For washing dishes, cleaning woodwork, windows, silverware and tinware, bathroom, pipes, etc., it is far superior to soap. A valuable disinfectant—keeps the sink clean and sweet.

Insist on MOODY'S KLENZINE at your grocers. Large size package 10c.

THE ALPHA CHEMICAL CO., LIMITED
BERLIN - - CANADA

For sale by all Wholesale Dealers

WONDER-SHINE

Cleans silverware quicker and better

Makes your favorite gold, silver or plated ware fairly sparkle. Old methods, pastes and powders will not clean embossed or filigree work. **WONDER-SHINE** cutes every crevice, removes every speck of dirt and tarnish instantly. And so easy—simply dip article in **WONDER-SHINE**, rinse and dry with a soft cloth. Absolutely non-injurious, try it. At your dealer's, 25c. a package.

Household Convenience Co., Ltd.
Toronto - Ontario

As a finishing touch to a careful toilette use Sanitol Face Powder. It enhances a good complexion, eliminates blemishes, and remains undetected on the face. Soothing to a skin irritated by extremes of heat, cold and wind. A scientific antiseptic preparation, beneficial to sensitive skin. Made in three tints—flesh, white and brunette.

SANITOL
Face Powder—25c.

GRAND UNION HOTEL

Opp. GRAND CENTRAL STATION NEW YORK CITY

ROOMS $1.00 a day and upward

Baggage to and from Station Free
Send 2c stamp for N. Y. City Guide Book and Map

VEALETTES.

Purchase veal cuts from the leg in slices as large as one's hand, and about half an inch thick. On each slice lay a large tablespoonful of dressing made from seasoned bread crumbs, a beaten egg and a tablespoonful melted butter. Roll up the slices, pinning with toothpicks to keep the dressing in. Put on a baking pan in the oven and bake about three-quarters of an hour, basting often with melted butter and hot water. When done thicken the gravy, pour over the veal and serve on a hot platter.

A variation in vealettes is made by getting from the butcher two slices of veal and a slice of ham the same size. Put together like a sandwich, with the ham in the centre, and skewer together. Trim the edges evenly and bake in the oven, basting frequently with the drippings, to which butter or olive oil may be added, if more is required. When the veal is done take up on a hot platter, thicken the drippings remaining in the pan, adding enough hot water to make a good consistency. A little tomato is frequently used for the basting, and this with acceptance.

Mrs. Winslow's Soothing Syrup

has been used for over THIRTY YEARS by MILLIONS OF MOTHERS for their CHILDREN WHILE TEETHING, with PERFECT SUCCESS. IT SOOTHES THE CHILD, SOFTENS THE GUMS, ALLAYS ALL PAIN, CURES WIND COLIC and is the best remedy for diarrhoea. Sold all over the world.