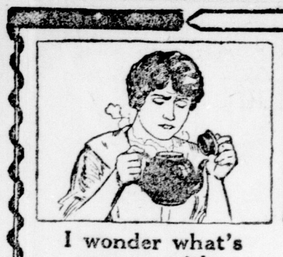


I wonder what's wrong with my Tea?

My! This certainly IS good Tea

The woman on the left bought some "cheap" tea. You can see she's not pleased. She's sorry now she tried to save a few cents by buying the "cheap" tea.

How different with the woman on the right. The fragrance of her tea tells her how good it is. She paid a few cents more for Red Rose Tea than the other woman paid for her "cheap" tea—and besides Red Rose will prove more economical in the end!

Because of the rich flavor and vigorous strength of the Assam teas of which Red Rose chiefly consists, it will make 250 cups to the pound, or about a fifth of a cent a cup. So cheap that the very poorest can afford it, so good that the rich can find nothing better.

Kept Good by the Sealed Package

631

T. H. Estabrooks Co., Limited
St. John, Toronto, Montreal, Winnipeg, Calgary, Edmonton

A PAGE OF INTEREST TO WOMEN

SOCIAL AND PERSONAL

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

On Wednesday last a number of friends and members of the London Street Railway office staff gathered at the home of Miss Lydia Torrans, and presented Miss Gertrude Smith with a handsome silver flower basket filled with beautiful "mums" to mark her approaching marriage to Capt. George Renton of the Chatham medical board. Games and musical numbers were furnished by Miss Torrans, soloist, and Miss I. Kerr. A dainty luncheon was served.

Mr. and Mrs. S. Baker, of Dresden, announce the engagement of their daughter, Edith Emma, to Wilson Oke, of Goderich. The wedding will take place the latter part of this month.

A most delightful social evening was spent in St. Andrew's Hall under the auspices of the Senior Girls' Club on Thursday, when a number of soldiers in training and returned soldiers were entertained. Several musical numbers and solos by E. Webster and Miss Shoebottom were a feature of the evening.

Mr. and Mrs. Sam Southcott and little son have returned from a delightful visit in Detroit. While there they were the guests of Mrs. Southcott's sister, Mrs. Howitt.

A pleasant evening was passed by the inmates of the Home for Incurables recently, when the Ford Motor Company showed a number of moving picture films. Many of the inmates never have seen moving pictures before.

Lady Beck and daughter, Miss Marion were recent visitors in Toronto.

Mrs. James Jewell, of Exeter, is visiting Mrs. W. J. McAllister, of this city.

Mr. and Mrs. Fred Carling have returned to Toronto after a brief visit with Mr. and Mrs. T. G. Meredith, Wellington street.

Miss Vera Conley has returned to her home in Toronto after a month's visit with Mrs. Clifford Gray, Queen's avenue.

Mrs. Vincent Stock, of Detroit, is visiting Mrs. William Gray, of King street.

Mrs. McCallum entertained this week in honor of Dr. and Mrs. Mullen and Mr. and Mrs. Hewlett.

Miss Constance Bolton, of Detroit, will be in town next week to address a meeting in Cronyn Hall.

Mr. and Mrs. Walter H. Davis are visiting in Detroit.

Mrs. S. W. Faucett, Elmwood avenue, has left to spend a few weeks with her son in Minneapolis and Starkweather, U.S.

JIMMY COON STORIES

By Dr. Warren G. Partridge.

THE BIG WHITE STRANGER IS A TERROR.

All the little people of the Great Forest and Mirror Pond had heard about the big White Visitor, who was prowling around through the woods, and scaring everybody almost to death.

Jimmy Coon told everybody; and Jimmy, you remember is a wonderful traveler. And when Jimmy Coon told all about the terrible White Stranger, he stretched the truth a good deal. You see anyone is likely to stretch the truth when terribly frightened; and Jimmy was never so scared before in his life.

You would have chuckled if you could have heard Jimmy Coon telling the story to Sammy Muskrat and Bobby Skunk in these words, "Why, do you know that I and Mr. Wolf and Mr. Red Fox had a terrible adventure with that awfully big White Visitor! We three big hunters didn't know what to do. I would have led Mr. Wolf and Mr. Red Fox in an attack on the White Monster; but he was covered from head to tail with the biggest white spears you ever saw. It was terrible!"

"About how large is that White Visitor?" asked Bobby Skunk, with a funny squint in his bright eyes.

"Well," answered Jimmy Coon, "I should say he was bigger than Mr. Black Bear, and he's as white as snow; and long white spears stick out all over his body; and his eyes are as red as blood, and burn like coals of fire!"

And Sammy Muskrat gave a shudder, and dived into Mirror Pond with a sudden plunge, remembering that his mother wanted him to do an errand in the cellar of their little house. And Bobby Skunk remembered that he had an errand to hunt some white grubs in a secret dark cave!

And it was funny to hear the mothers warn their children against the big White Visitor.

Mrs. Coon said to her children, "Don't any of you dare to take one step on the ground today. For your brave brother, Jimmy Coon, saw the Awful Monster; and Jimmy says that Mr. Wolf and Mr. Red Fox were almost scared to death!"

And when Sammy Muskrat had hidden for some hours in the dark cellar of their little house, he came upstairs and said to his mother, "I believe that is a white elephant that chased Jimmy Coon, Mr. Wolf and Mr. Red Fox. I'm not going out to play today. I find that I've lots of work I must do down in our cellar, sawing wood!"

"Ha, Ha, Ha, He, He, He!" laughed and shouted Teddy Possum, as he turned hand-springs in front of Jimmy Coon's house. And all the frightened neighbors stuck their heads out of their windows, and all shouted at once, "Teddy Possum, are you crazy? Why do you laugh in that foolish way; when all the lives of the Little Folk of the Great Forest are in terrible danger from the big White Visitor! You ought to be ashamed of yourself!" And Teddy Possum couldn't answer, he was so tickled; and he kept laughing, "He, He, He, Ha, Ha, Ha!"

ADVERTISER PATTERNS

A CHARMING NEGLIGEE.

2199—This model in rose crepe, white or blue batiste, in figured crepe, or China silk, will be very attractive. It is also nice for cashmere, flannelette, percale, lawn, dimity and dotted Swiss.

The pattern is cut in four sizes: Small, 32-34 inches bust measure; medium, 36-38; large, 40-42, and extra large, 44-46. Size medium will require 7½ yards of 36-inch material.

A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

ADVERTISER PATTERN DEPT.

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

Name .....

Town .....

Province .....

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

Measurement: Bust..... Waist.....

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.

An Evening Dressless Evening?

[Chicago Tribune.]

The melancholy days have come, the saddest of the year, with falling wines and naked plates and sauces brown and queer. And along with the meatless Tuesdays and wheatless Wednesdays and the sugarless coffee and the icingless cakes, are we preparing for an evening dressless evening? The question is a pertinent one, and has been asked time and again this year.

Of course, there is a pronounced movement to put the decollete in the present "Thanatopsis." For a long time it was predicted in fact that American women would follow the example of Paris and restrict themselves entirely to the dinner frock. As time goes on, however, there is more and more demand for the formal evening dress. And, though many women will undoubtedly adjure them, there are many now in the land who are getting the same old restless evening gown spirit.

There is a law of biology relating to the fact that sickly creatures put out redoubled energies. Perhaps this may apply to the evening gown. Certain it is that now, since the position of this costume has been threshed, it has never been so elaborate, so full of strange whims and quirks, so absolutely fussed over as it is today. Simple evening gowns are, of course, to be found, but it is not a search to be undertaken with a kerosene lamp. These simple frocks are the rarest thing in the world.

Looking at evening gowns in general, we may say that they obey one general law. They never will desert the figure. No matter how wayward the tunic of lace or net, how adventuresome the trail, the underskirt displays the same touching fidelity of Mrs. Micawber to "poor dear Mr. Micawber." It sticks close.

The next observation is concerned with the use of rich fabrics, of deep, lovely velvets, soft satins, metal broaches and the Spanish laces, to which Callot this year declared her allegiance. In addition to this, there is a certain classic touch—yet not pure classic. One would say, indeed, that here was the serene drapery of the Greeks invaded by Byzantine splendor, Oriental Greek, that is the note which one finds in one group from noted Paris dressmakers.

One is a gown from Paquin of black chiffon velvet and when you see the deep bodice with its draped sash of cerise velvet brocade and its coral ornaments you will understand what is meant by our word about the dressed-up classic lines in modern gowns. The petal-like point of the front of the skirt shows inner folds of more of the cerise brocade. The skirt, gathered in front, descends to an effective rounded trail in the back. As to the cerise velvet draping, this is seen edging the deep armholes, both front and back. The long line of the back is not disturbed by the deep sash folds of the front. There is only a comparatively narrow band defining the waist line.

And, speaking of the burnous, sheik-in-his-tent effect, Margaine la Croix has contributed a frock of black satin, which informs you that floating side panels may be educated into the most learned kind of trains. Where the wearer is sitting this double measure train divides, but the standing figure shows the ends of the trails cross over each other with the effect of wings.

This gown fastens down the back almost to the knees and just to where the panel trains cross each other with plain black satin buttons. But there is plenty of color about this gown—more than enough to justify our Byzantine analogy. For the girdle is of gold and the trains are lined with cerise satin. A further play of this bright color is given in the lining of the sleeves. Narrow bands of gold embroidery edge sleeves and the round neck.

At this point we put ourselves down with the ten thousand other fashion writers. We speak of Lanvin's "youthful" modes and we follow it with this charming wrap of taupe satin from her atelier. This is one which was a favorite with American buyers in Paris. And it is indeed lovely. What is more, although intended primarily for the dressy afternoon occasion, it is one of those economical garments which may be worn for both afternoon and evening. So many of the wraps are a quilting party all in themselves this year, and the present coat has been described as such. However, that definition is rather a loose one, in view of the fact that here there are small cords of the material running horizontally all the way about. The deep yoke peeping out from the gray fur collar is gray broadcloth. The pockets are lined with the same fur and overflow.

The last gown—one from Martialet Armand—describes the orient almost as well as Robert Hichens, with those deep sleeves flopping into the belt, the long line of gorgeous embroidery in the back! The creation comes in rose velvet and that sumptuous panel is embroidered heavily in large gold motifs in blue net. At the bottom of the panel there comes a deep band of gold tissue.

And again the twin trains. If these accessories keep on adding sections, there is no doubt about it. We are doomed to a regular transcontinental express.

The last gown is of untrimmed old blue velvet, is looped up and sashed to get all the full fervor of the bustle. And, let it be said right here, the 1890 silhouette seems to be gaining all the time. Dressmakers tell you anxiously that more and more of their customers are asking for the boned basque, and, as for the bustle hat, even the Paris milliners are doing their bustle bit. Talbot, for example, has just sent over a small sequin covered black thing with a low soft crown, and an inch brim poking down far over the eyes, and a saucy backward tilt filled in with black maline. The style ladies and gentlemen say that in the spring the bustle hat will break out in all its wild ehlidish glee. Hats will rear straight up from the medulla oblongata and settle down on the hospitable eyebrow.

DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSON.
By Rev. T. S. Linscott, D.D.

Nehemiah Rebuilds the Wall of Jerusalem. Nehemiah 4.

17. Verses 9-11—Is it still right for us, and why, to hold feasts and banquets, and get joy out of eating and drinking? (This is one of the questions which may be answered in writing by members of the club.)

18. Verse 12.—What provision is being made today for feeding and clothing the poor?

19. Verses 13-18—Is preaching or singing, or praying, or study of the Bible, in tents occasionally, likely to be more effectual than under usual circumstances?

20. Should it, or not, and why, be the aim to have every religious meeting produce "very great gladness?"

Lesson for Sunday, December 16, 1917. Nehemiah Enforces the Law of the Sabbath. Nehemiah 13: 15-22.

Cynthia Grey's Mail-Box

Cheers for the Pageites.

Dear Miss Grey,—With a sick baby in the house, time is precious, but after reading "Scotty Frae Dundee's" letter, I must swallow the lump in my throat. You might say that tears are very near the surface if I tell you I spilled a few while reading his letter of conditions in France, etc. I really could not help it. The way "Scotty" expresses himself, describing scenery, etc., is most beautiful. I only pray that he can be spared to meet his pen friends, although I am an onlooker, sorry to say. However, I feel swollen with pride, anyway. I think the "Pageites" are a good and kind-hearted bunch. When you stop to think of how many prisoners and lonelies have been remembered. One gets so much enjoyment in sending boxes rather than money, but I can't do both. Good-night, one and all. TRIXY.

Ans.—I often feel like praising the "Pageites" myself, for there seems so many kind hearts among them, whether the appeal is for a recipe or for a bit of cheer for a "lonely." And now you have called once do not feel like an "onlooker." When baby gives you time, drop in again.

Who Has One?

Dear Miss Grey.—Will you kindly ask your Mail-Box friends if any of them have a masquerade costume they would rent for one night, and oblige, MASK.

Ans.—Referred to readers. "Mask" does not say it is a lady's costume she desires, but I presume such is the case. I have her address.

Man's Knitted Glove.

Dear Cynthia.—Would you kindly republish the instructions for knitting gentleman's woolen gloves, which I trust may benefit one busy WAR WORKER.

Ans.—Fortunately I have preserved a copy of the instructions, and am very pleased to reprint. They appear under heading of "Knitting."

RED CROSS AND C. W. C. A COLUMN

They Are Still Driving.

That "fall drive" is bringing wonderful results, and any society that has not yet tried it cannot imagine what a stimulus it is to the work. One club's holding a working contest, lasting over five months, and the losers must give a concert, when all the shirts and socks and bed jackets, etc., are reckoned up. Isn't that a fine idea?

"We have no slackers in our neighborhood," writes one secretary, and every Red Cross worker must wish she lived in the same happy surroundings. And, indeed, it is wonderful how many places there are where every woman is at work to the extent of her time and ability. But even when all are members of some war-working association, new enthusiasm and new energy is needed, now that we find ourselves well on into our fourth year of war. So the "fall drive" will do everyone good, for we really have no idea how much we can do until we try.

From the Front.

"We boys in France will never be able to repay the women and girls in Canada for their kindness and self-sacrifice." Does not that message from a boy in the trenches make one feel ashamed? For no matter how much we do for those men who are fighting for us, we can never repay even the smallest fraction of our debt. Even after we have done our utmost the gratitude must all be on our side. And we have not done our utmost—let us face that fact. We are not doing enough now. There are messages coming from the boys who are staggering waist-deep in Flanders mud, chilled to the heart, just waiting for the signal to go "over the top" into the flame of the enemy's fire, and these messages say they have not enough socks. Isn't it shameful?

We are very proud of our fine shipments these days, what our socks are reckoned in four figures, but we forget that they are as a drop in the ocean compared to the number of men for whom we are knitting. We need to be at our needles night and day, at meetings, in the street car, in odd leisure moments at home, everywhere. Remember that the lad for whom the socks are being fashioned dare not relax his efforts for one moment, no matter how he may be neglected by us.

Concerning Slackers.

One clever lady has an excellent plan for keeping the socks going. She always keeps two on the needles, one for herself, the other for any chance visitor who might be unpatriotic enough to go calling without her knitting. If it should so happen that the visitor does not know how to knit, her hostess sits down and instructs her then and there. And should a third person enter, and sit idly watching the operation, she feels so rebuked that never again will she go abroad without her needles.

"The call for socks is taking on its winter aspect," writes Mrs. McLaren Brown, when thankfully acknowledging our last shipment to the C.W.C.A. And well we know that the "winter aspect" is a very solemn one, indeed, to those who realize the tremendous need and the inadequate supply.

Our Canadian Red Cross President.

It is hoped that Mrs. Plumptre will be in London on the 19th of January to address a meeting on Red Cross work. All interested in war work of any kind will want to keep that date in mind, and avail themselves of the opportunity of hearing the Dominion president.

Is the Barometer Rising?

On December 4 the C.W.C.A. shipped from Hyman Hall the following: 30 sweaters, 315 day shirts, 2,592 pairs socks.

On the same date the Red Cross shipped as follows: 269 grey flannel shirts, 408 pyjamas, 88 bed jackets, 51 dressing gowns, 7 pillows, 750 face cloths, 165 sheets, 250 pillowslips, 310 towels, 120 bed socks, 1,236 day socks, 50 small kit bags, 576 hot water bottle covers, 225 khaki slings, 66 pneumonia jackets, 192 abdominal binders.

MARIAN KEITH,
Con. Press Com.

HATS OFF TO LONDON!

"You are all splendid in London, and I take off my hat to you!" So writes Mr. Colmer to the C. W. C. A. in acknowledging their last gift. And, of course, here, "London" means Military District No. 1, and all war workers may share the honor.

Last month the C. W. C. A. was able to send $1,000 extra to their headquarters in England for soldiers' comforts and Christmas cheer, all because so many women in the surrounding district contributed something from their own Christmas funds.

For Our Boys In Blue.

The treasurer of the Navy League of Canada, Col. C. C. Williams, has sent out an urgent appeal for funds to the national president of the I. O. D. E. This appeal has been passed on to the various branches of the order, and the London Daughters of the Empire are planning for a tag day and house-to-house canvass on Saturday, December 8.

This is the first appeal the navy has made. Yet we all know that we dwell here in security because our sailor lads night and day, in bitter cold and chilling wet, ceaselessly guard the sea lanes for the passing of our ships.

The Red Cross and C. W. C. A. have added the sailor boys to the list of those they serve, and they are vitally interested in this appeal. Members of the societies who can possibly spare all or part of Saturday will, it is hoped, take a hand in this good work. Phone 449 and say what you are willing to do.

The Fall Drive.

Many encouraging reports are coming from the surrounding district regarding the "Fall Drive" in Red Cross work. One branch in the country writes that they are not taking it up because "every woman in this community is working." There is no need of a campaign for new workers there, but until every place can give an equally good report, the women should not rest. For we must have more workers and we must put out more work if our wounded are to be cared for.

Some places report that they are waiting till after Christmas to make their appeal, and the Fall Drive will be a Winter Drive. It doesn't matter so much about the time so long as we all drive and drive with all our might into this tremendous mountain of work which is piling up in front of us.

Red Cross Wash Day.

The work which the Parisian and the Forest City laundries do for the Red Cross free of charge deserves more praise than this column has space to print. Last month the list of articles mounted up into 13,000 pieces, and there is no hope that the list will grow smaller. The thanks of the public is due those laundries for their splendid contribution.

Feathers! Feathers!

Some good Mother Careys have surely been at work already, for the feathers have begun to come in. But there must be many, many more of her chickens plucked before our wounded boys have enough pillows for their aching heads. Perhaps the next storm will bring some more this way.

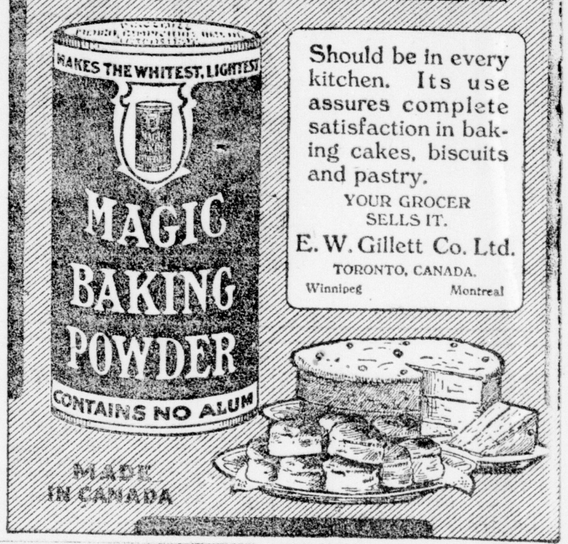
Our Last Shipping.

November 27, C. W. C. A.—Forty-two handkerchiefs, 9 pairs knee caps, 2 boxes nuts, 3 pounds raisins, 3 pounds dates, 1 box gum, 6 trench suits, 1 box cakes, 2 pounds sugar, 3 pounds figs, 6 tins meat, 9 tins talcum, 44 cakes of soap, 1 box notepaper, 4 pads, 4 pairs wristlets, 50 pounds candy, 35 tins cocoa, 30 scrapbooks, 6 mufflers, 14 sweater coats, 31 caps, 1,480 towels, 257 shirts, 1,296 pairs socks.

Red Cross—Thirty-seven boxes containing 141 shirts, 234 pyjamas, 21 bed jackets, 10 dressing gowns, 1 box old linen, 1,000 personal property bags, 23 mattress covers, 43 small kit bags, 480 stretcher cops, 93 sheets, 480 pillowslips, 1,296 towels, 673 day socks, 4 boxes surgical supplies.

MARIAN KEITH,
Convener Press Committee.

MAGIC BAKING POWDER



Should be in every kitchen. Its use assures complete satisfaction in baking cakes, biscuits and pastry.

YOUR GROCER SELLS IT.

E. W. Gillett Co. Ltd.
TORONTO, CANADA.
Winnipeg Montreal

MAYBE BUYING MATCHES never struck you as being an important job. But it is. It is important that you buy none but EDDY'S

CHEMICALLY SELF-EXTINGUISHING "SILENT 500"

The matches with "no after-glow." EDDY is the only Canadian maker of these matches, every stick of which has been dipped in a chemical solution which positively insures the match becoming dead wood once it has been lighted and blown out. Look for the words "Chemically self-extinguishing" on the box.

ewt

FREE! Princess Mary Toilet Set and Exquisite Bracelet Watch

HERE are the most beautiful and useful presents ever offered to ladies and girls, and you can get them without a single cent of cost. The beautiful Princess Mary Toilet Set is just what you need. It contains a large beautifully shaped mirror, a good sturdy bristle hair brush, and a neat strong dressing comb. All are in rich, ebony finish and the brush and mirror have lovely Sterling Silver monogram mounts. The set fits in a nice box and will give you a lifetime of good service.

The exquisite gold finished watch is a beauty, stem wind and set, and has genuine expansion bracelet which fits snugly on any wrist. Bracelet watches are now worn by everybody, to the entire exclusion of every other style of watch and this lovely watch is as beautiful as any you could buy.

Send your name and address to-day, and we will send you all postage paid, just 3 dozen of our famous Royal Princess Sanitary Soap to introduce among your friends at only 10c. each. They sell like hot cakes. Everybody uses soap and everybody wants two or three of the wonderful new Royal Princess Soaps the minute you show them. You only have to hand them out and take in the money. It's so easy that you'll have them all sold in an hour or two.

Then return our $3.00 when the soaps are sold and we will send you this beautiful Princess Mary Toilet Set complete, just as represented, and the lovely bracelet watch you can also receive without selling any soap, by simply showing your beautiful present to your friends and getting only four of them to sell our goods and earn our fine premiums as you did.

Write to-day. Be first to sell this new line in your district. No expense attached. We prepay all charges on your presents right to your door. 128

You'll be delighted with these exquisite gifts.

Address: GOLD DOLLAR MANUFACTURING COMPANY, Dept. T. 14 TORONTO, ONT.

FREE Grand 38-Piece Scholar's Outfit and a Dandy $5.00 Camera

BOYS AND GIRLS—This is the best and most complete Scholars' Outfit you have ever seen. It would cost you a small fortune to go into the store and buy all these useful and necessary articles. Just read what it contains—One large size English school bag, boy's or girl's style, three gold fount of type, top holder, tweezers, and everlasting ink pad, one dozen high grade lead pencils, a fine pen, quality pencil sharpener, nickel covered aluminum pocket drinking cup, a box of fine crayons, a box of paints containing 8 good colors, a twelve inch wooden ruler, a set of six blotters, a dandy hundred page scholar's memo pad, a point protector for your lead pencils fitted with fine eraser, and last, but not least a fine self filling fountain pen with a package of ink tablets, sufficient to make five bottles of finest quality fountain pen ink. It is a wonderful outfit. Just send us your name and address to-day and we will send you all postage paid, just 32 of our famous Royal Princess Sanitary Soaps to introduce among your friends at only 10c. each. They sell like hot cakes. Everybody uses soap and everybody wants two or three of the wonderful new Royal Princess Soaps the minute you show them. You only have to hand them out and take in the money. It's so easy that you'll have them all sold in an hour or two.

Then return our $3.20 and we will at once send you this grand 38 piece scholar's outfit exactly as represented, and the beautiful $5.00 Folding Film Camera will also be sent to you for just showing your grand scholar's outfit to your friends and retaining only five of them to sell our goods and earn our fine premiums as you did. We pay all delivery charges on your grand outfit right to your door. Write now—while you think of it. Be the first in school to win this great outfit. 128

Address Gold Dollar Manufacturing Co. Dept. S. 30 Toronto, Ont

Epsom Salts

are good in the summertime, but harmful in winter.

For a quick relief in Constipation, Biliousness, Torpid Liver, etc., take

Dr. Mahan's Regulators

They are easy and safe in action, and do not gripe.

For sale by all druggists, or sent direct, postpaid, on receipt of price

25c

DR. MAHAN'S COMPASS OIL CO.
London, Canada.

LIFEBUOY HEALTH SOAP

Use Lifebuoy for the hands, the bath, the clothes, and the home.

PRINCESS MAHALIA
The World's Greatest Beauty

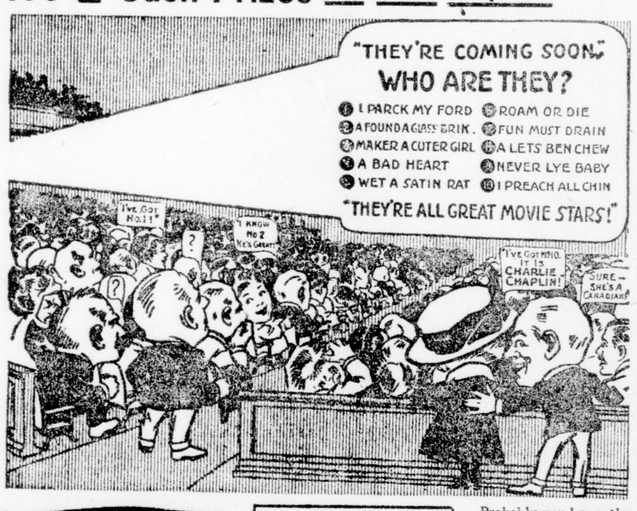
Beauty is more dependant upon a clear complexion than upon regular features. A woman may have a pug nose and a large mouth but if her skin is clear and her teeth good she will be attractive. The dentist can remedy defective teeth and a short treatment with our Alternating Method of an Oil Cream for use at night and a Vanishing Cream for the day will make a wonderful change in a few days. Ask your druggist for Seely's Double Cream. If he cannot supply you send us $1.00 and we will mail to you. A postal brings booklet and samples of Mahalia Face powder and Sachet.

SEELY, Perfumer
Windsor, Ont. Detroit, Mich.

The GREAT MOVIE MYSTERY!
TWO MAGNIFICENT 1918 MOTOR CARS
and $373.00 in Cash Prizes for Best Replies

Here's a problem that kept an entire audience puzzled a whole evening. Can you solve it?

IT'S so interesting that you will get an hour's stimulating mental excercise from it and no end of amusement. You see the owner of this particular Movie Theatre was very proud of the excellent character of the plays he produced and each night would flash on the screen the names of the famous players who would soon be appearing in his pictures. But on this particular night the operator, wanting to play a little joke on his audience, took the names of the players and so mixed up the letters in each name that they spelt out the funny sentences you see above. Time and time again this film was flashed on the screen only to be demanded back. Many of the audience are still trying to solve the mysterious names. Can you help them?



Can You Name the Most Popular Movie Stars?

Probably you know the names of most of the famous players but just to refresh your memory we mention below the names of a few of the most popular players.

Charlie Chaplin, Pearl Dawn, Francis X. Bushman, Beverly Bayne, Francis Ford, Grace Cunard, Marguerite Clark, Clara Kimball Young, Fannie Ward, Max Linder, Dustin Farnum, Alice Brady, Theda Bara, Wilton Lackaye, Douglas Fairbanks, Blanche Sweet, Anita Stewart, Olga Petrova, Norma Talmage, Lou Tellegan, George Beban, Annette Kellerman, Mary Pickford, Lillian Walker, Mabel Normand, Pearl White.

All the puzzle names can be re-arranged to spell out the correct names of one of the great stars. So sharpen your pencil, put on your thinking cap and when you think you have the right names, send your solution promptly to us.

1st Prize
1918 Chevrolet Touring Car
Completely Equipped
Value $750.00

The Prizes

1st Prize—1918 Chevrolet Touring Car, Value $750

2nd Prize—1918 Ford Touring Car, Value $490

3rd Prize, $100.00 Cash; 4th Prize, $75.00; 5th Prize, $50.00; 6th Prize, $25.00; 7th Prize, $20.00; 8th Prize, $15.00; 9th Prize, $10.00; 10th Prize, $10.00; 11th Prize, $10.00; 12th Prize, $10.00; 13th Prize, $5.00; 14th Prize, $5.00; 15th Prize, $5.00; 16th Prize, $5.00; 17th Prize, $5.00; 18th Prize, $5.00; 19th Prize, $3.00; 20th Prize, $3.00; 21st Prize, $3.00; 22nd Prize, $3.00; 23rd Prize, $3.00; 24th Prize, $3.00; and 25 extra Cash Prizes of $1.00 each.

2nd Prize
1918 Ford Touring Car
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These magnificent prizes have been provided by EVERYWOMAN'S WORLD, Canada's Greatest Magazine. Frankly, they are being given to further advertise and introduce this famous publication, and you can enter and win the best of them whether you take the magazine or not. Moreover, you will neither be asked nor expected to take it or spend a single penny of your money in order to compete.

Use one side of the paper only and put your name and address, stating Mr., Mrs., or Miss, in the upper right-hand corner. If you wish to write anything but your answers, use a separate sheet of paper.

Three independent judges, having no connection whatever with our publication, will award the prizes, and the answer gaining 100 points will take first prize. You will get 10 points for every name solved correctly (No. 10 being excepted as it is practically given); 20 points will be awarded for general neatness, style, spelling, punctuation, etc.; 10 for handwriting, and 40 for fulfilling the condition of the contest, which consists only of showing a copy of this month's EVERYWOMAN'S WORLD, which will be sent to you without cost, to four friends or neighbours who will appreciate Canada's Greatest Magazine and want it to come to them every month. The contest will close at 5 p.m., May 30th, immediately after which the answers will be judged and the prizes awarded. Cash Value of either first or second prize will be given if the winners prefer the cash to the cars. Send your answers to-day.

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