# DAILY PAGE FOR ADVERTISER WOMAN READERS

LONDON ADVERTISER COUPON.

I hereby subscribe the sum of..... for the work of the Red Cross Society .....for the work of the Canadian War Contingent Association.

NAME .....

ADDRESS .....

Subscribers are asked to indicate with an X the channel through which they wish their gifts to go. The Red Cross donations go towards providing comforts for the sick and wounded. The work of the C. W. C. A. is to send warm garments for the men in action. Will you not help!

Clip, fill out, and mail with your donation, to treasurer of either society, Hyman Hall, London.

Actual size of Spoon, 5¾ inches.

H. M. KING GEORGE V.

This, the seventh in our series of British Hero Spoons, is a handsome production, artistically well worthy of the subject.

You can now get the first seven spoons in the series at your dealer's. They comprise Kitchener, French, Jellicoe, "Bobs," Fisher, Beatty and King George. There is also on sale a spoon commemorating King Albert of Belgium, made in the same high grade quality.

25c BRITISH HERO SPOONS 25c

1881 ROGERS A1

MADE IN CANADA.

Canadian Wm. A. Rogers, Ltd.

Factory and Office—570 King Street West, Toronto.
Branches—Winnipeg and Vancouver.

British Hero Spoons are on sale at the following dealers:

SMALLMAN & INGRAM, Limited. A. MORPHY & CO., 178 Dundas St.
THOS. GILLEAN, 402 Richmond St. N. AGRANOVE, 650 Dundas St.
A. H. TREBILCOCK, 116 Dundas St. W. J. WRAY & CO., 234 Dundas St.
J. G STEELE & CO., 204 Dundas St. JOHN S. BARNARD, 194 Dundas St.

MAIL ORDERS

will receive prompt attention. Send $3 for the complete set of one dozen British Hero Spoons. Enclose 2 cents extra for postage in ordering single spoons.



DENT'S GLOVES

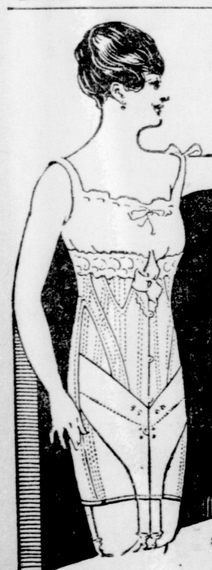
Dent's Gloves For Easter

You should look for the name Dent's on the button of every pair of Gloves you buy, because Dent's fit better, look better, and wear longer than ordinary makes — and the price is the same.

INSIST ON DENT'S.



BUY MADE-IN-CANADA CORSETS.



NON RUSTABLE D&A CORSETS

Did you contribute to the $700,000.00 sent from Canada in 1913 to corset makers in the United States, and to the $245,000.00 paid in customs on them?

Keen Canadian Shoppers have for years bought the "D & A" and the "La Diva" Corsets in preference to the Imported, because they are better value.

Justify our statement by comparing "D & A" and "La Diva" against foreign makes. Its only a few old style or prejudiced firms who do not sell these Made-in-Canada Corsets.

1-15

№609


## All Fools' Day Pranks Date From Early Times

### Even Royalty Indulged in April Fooling---Hunting the Gowk in Scotland.

After vainly trying to find and origin for the silly custom of "fooling" people on April 1, the majority of historians have come to the conclusion that it is a relic of the old Roman Saturnalia.

For the feasting of fools, even though it occurred on February 17, is the nearest thing to our All Fools' Day. Although this feast took place in pagan times, it was really one of a series of burlesque festivals which are said to have been introduced into the Christian Church by Theophylact, Patriarch of Constantinople, and was a recrudescence of the Roman Festa. In France and Italy a bishop and archbishop of fools were elected and confirmed with a lot of buffoonery, after which a pope of fools was chosen. All sorts of riotous and impious scenes took place, but later these customs were prohibited, and finally died out, and the simple fooling of people took their place, and is still universal throughout the world.

**Some English Pranks.**

There is little record of All Fools' Day pranks in England until the early part of the eighteenth century. About this time Addison makes reference to it, telling how "a neighbor of mine, who is a haberdasher by trade, and a very shallow, conceited fellow, makes his boast that for these ten years consecutively he has made not less than a hundred fools. My landlady had a falling out with him about a fortnight ago for sending every one of her children up on a 'sleeveless' errand, as she terms it. Her eldest son went to buy a halfpenny's worth of inkle at a shoemaker's, her eldest daughter was dispatched half a mile to see a monster; in short, the whole family of innocent children were made April fools. Nay, the landlady herself did not escape him."

Dean Swift, in his "Journal to Stella," in 1713, tells how he spent a lively evening in "contriving an April fool." The scheme was to circulate a report through their servants that a man who had been hanged a few days previous had come back to life and could be seen in flesh as a guest of the Black Swan in Holborn. He was anticipating great sport at seeing the crowd on the following day, but after all, he records later, somebody told the people that the whole affair was a joke, and he himself became the April fool.

**Historic Fooling.**

At one time even royalty indulged in the sport of April fooling. Peter the Great in 1719 set about to fool his people by building an immense pile of wood in the open square in front of the palace at Petrograd. This was covered with tar and other inflammable material. On the morning of April 1 he had it set on fire. The flames shot high in the air, and people came into the city by the thousands to assist in putting out the fire which they believed was consuming the palace. When they reached the square they were met by soldiers, who shouted: "Sheepsheads, pigs, swine, donkeys! Fall back by order of the Czar! Can't you understand that the Little Father has fooled you? It is the first of April."

Another historic bit of fooling was when Francis, Duke of Lorraine, and his duchess escaped from prison on April 1 in the fifteenth century. They came out of prison disguised as peasants and were recognized by an old woman attendant. She called to the soldier who was on guard, telling him that it was the duke and duchess. "April fool!" was the sentry's answer, and the royal couple went out undisturbed. When the guard went off duty he told the story to his friends, and they called it a smart trick. The governor enjoyed the joke as well, and even while he was laughing word came to him that the peasants were none other than the royal prisoners, and they were now beyond his reach.

In 1860 all London was aroused over a clever April fool trick which was perpetrated on some of the best families. On March 31 a large number of persons received postcards conveying the following invitation:

"TOWER OF LONDON.
Admit bearer and friends to view the annual ceremony of washing the white lions on Sunday, April 1st, 1860.

"It is particularly requested that no gratuities be given to the wardens or their assistants.

"Entrance at the White Gate."

In one corner of the card was a seal which proved to be the die of an inverted sixpence, put on to give the invitation an official appearance. The result of the hoax was greater perhaps than the perpetrator imagined it would be, for it is said that hundreds of people went to the town in response to the invitation, and all day long cabs rattled about the walls, the drivers inquiring for the White Gate.

**Hunting the Gowk.**

In Scotland, the proverbial land of wit and humor, the curious practice of "hunting the gowk" was in vogue for many years. Gowk, originally a cuckoo, means by extension a fool, a simpleton. The trick as played was for wag number one to send his victim, wag number two, for some distance with a letter containing words such as these:

"This is the first of Aprile—
Hunt the gowk another mile!"

After reading it number two hands it to number three, and so the letter passed on until somebody discovered the joke. In writing of this a Scotch poet seems to think that the man who did the sending was the bigger fool of the two, and says in rhyme:

"It is a thing to be disputed
Which is the greatest fool reputed—
The man who innocently went,
Or he that him designedly sent."
—Brooklyn Citizen

## Advertiser Patterns

1233—A Pretty Frock for the Growing Girl.

Girls' Dress. With Sleeve, in Either of Two Lengths.

Very picturesque is this dress of plum-colored serge with trimming of black satin. Applied braid and fancy buttons serves for decoration. The waist is cut with pointed fronts, that open over a vest, which could be of contrasting material or prettily braided, to match the trimming. The style is good for velvet, for challie, or cashmere, and also for linen, poplin, chambrey and other wash fabrics. The sleeve may be finished in wrist or short length. The pattern is cut in four sizes: 6, 8, 10 and 12 years. It requires 3 yards of 40-inch material for a six-year size.

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, to

Name .....

Town .....

Province .....

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

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 32, 34, or whatever it may be. When in waist measure, 22, 24, 26, 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 publication.

## News of the Canadian War Contingent Association

These donations have been received by the C. W. C. A. treasurer, Mrs. W. E. Hodgins:

Farmers' Advocate, $50; East Elgin Women's Institute, $50; First Methodist Church, $3.60; St. John's Ambulance Association, $13.49; McTaggart Bros., Clinton, $3; A Friend, Memorial Church, for Shorncliffe Hospital, $2; Mrs. Somerville, for bed in Shorncliffe Hospital, $25; Miss Graydon, for bed in Shorncliffe Hospital, $25; C. W. C. A. bed, $25; Mrs. Tackaberry, $5; Mrs. Eleanor Matthewson, $5.

TEST FOR TEA.

The only positive test of good tea is in the cup. "SALADA" tea is all clean, bright, fresh leaves, and there is genuine satisfaction in every ounce. So many cheap dusty, old teas are sold for the sake of extra profit that it is necessary to always say "SALADA" to insure complete satisfaction.

## Red Cross Column

These donations are most gladly acknowledged:

Miss McLean, $1; A. E. P., $5; Mrs. Hall, $5; Proceeds of three quilts, per Mrs. Orme, $23.35; Mrs. Neil D. Munroe, $2; Miss Macbeth, $5; Farmers' Advocate, per John Weld, $50.

AN ALL FOOLS' POEM.

No sooner doth St. All Fools' morn approach
But Wagg, ere Phebus mount his gilded coach,
In sholes assemble to employ their sense
In sending fools to get intelligence;
One seeks hens' teeth in farthest part of the town,
Another pigeons' milk; a third a gown
From strolling cobbler's stall, left there by chance.
Thus lead the giddy tribe a merry dance,
And to reward them for their harmless toil,
The cobbler 'noints their limbs with stirrup oil.
Thus by contrivers inadvertent jest
One fool exposed makes merriment for the rest.
—Poor Robin's Almanac, 1728.

THE FLATTERER.

A woman may call a man who pays her compliments a flatterer, but she likes to believe him just the same.—Albany Journal.

## A SMART RIG

An oyster-white broadcloth suit shows the tight-fitting jacket so popular this season with an oddly cut skirt fastened to the high waistline. Woman hails with delight the coming of spring which will bring in the new beautiful shades and materials with but little change in the modes of the past season.

## Cynthia Grey's Mail-Box

[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 letters can be answered privately.]

**This For "Freckles."**

Two copies of "The Irish Jubilee" reached me, but I fear the poem is too long to print. Will "Freckles" send address and a stamp for the verses?

**Sends a Song.**

Dear Miss Grey,—I am inclosing the song asked for tonight by "Snowdrop." We enjoy your column so much, and feel pleased to be able to help a bit.

MADELINE M.

Ans.—Thanks very much for the song "Snowdrop." I know, will appreciate your kindness.

**Husband May Vote.**

Dear Miss Grey,—Just a few queries from me. Will you please advise me?

1. My husband's father died about six months ago. My husband and I do not believe in so-called mourning, but he has been wearing a blue suit and black tie. Do you think it would be all right for him to wear brown and colored ties, etc., this spring? Also a green hat?

2. Does a householder (tenant) have to register somewhere in order to obtain a vote? On what elections is he qualified to vote?

3. Who are the aldermen of our city at present?

4. In euchre, is "second player play high" a safe rule?

Trusting I have not troubled you too much, WIFIE.

Ans.—1. Yes, he may wear colored clothing, but it would seem a mark of respect to wear a band of crepe on the left sleeve or around the hat.

3. If name is not already on the voter's list, your husband will need to register; he may vote at all elections, and on all bylaws except money bylaws.

3. Messrs. J. A. Tancock, H. B. Ashplant, C. W. Summers, J. Donnelly, C. H. Merryfield, W. A. Wilson, F. W. Daly, Neil Cooper, G. H. Haney, Max Lerner, S. R. Manness and A. W. Palmer.

4. It is the usual custom in euchre for the person next to the player who led to play a high card providing it beats the card led. In the case of partners, the second partner should always play a low card wherever possible providing his partner's card has not been beaten.

## THE KEEP-WELL COLUMN.

### YOUR THROAT AND YOUR CHILD'S THROAT IS OF MUCH CONCERN RIGHT NOW.

**TONSILS.**

The subject of tonsils at this time of year should concern every parent. The tonsils are two in number, and their function is not exactly known. They vary in size and shape in each individual.

On their free surfaces are a number of depressions, called crypts. The crypts become diseased.

As a rule the tonsils are relatively larger in childhood. They reach their maximum size in early adult life and afterward tend to atrophy, and in old age may become almost entirely obliterated or converted into fibrous tissue.

We do know that they warm the air before it passes into the lungs, and that in a way they act as scavengers. Also they secrete a mucous which assists in lubricating the throat.

They are the seat of many diseases, and it is known beyond doubt that they play an important role in what is termed rheumatism. What is termed "sore throat" should always be treated intelligently by a well-equipped physician.

**The sore throat may be a symptom only. There are many important structures in close proximity to the tonsils, and infection from them can so easily pass to the middle ear, and thus to the brain. Do not neglect or ignore your warnings!**

This does not mean because you have a pair of tonsils in your throat they should be removed by a surgeon. There is much that can be done by careful treatment.

But keep the mouth and throat clean and your breath sweet and pure by being sure that the tonsilar crypts are not so packed full of nasty, foul-smelling, cheesy mass, or deposit. This condition is responsible for more foul breaths than any other condition.

It is not pleasant to think of the amount of this cheesy mass that unconsciously goes into our stomachs. Have your throats examined and if there is a diseased condition of tonsils it will be corrected.

The cause of the various conditions coming under the head of rheumatism is as yet unknown. Every year more men of ability are joining those who believe that these conditions enter the body through the tonsils, and, therefore, its removal is of prime importance. There are many patients in whom various conditions of joints and pains in muscles have disappeared after attention to the tonsils.

The tonsil must have some function early in life which later is easily overcome, in many cases by the raids of bacteria on it.

In infancy it is rarely affected, but in early childhood it often causes trouble in a number of ways.

## LOSS OF APPETITE

### Most Successfully Treated by Taking Hood's Sarsaparilla.

Loss of appetite is accompanied by loss of vitality, which is serious.

It is common in the spring because at this time the blood is impure and impoverished and fails to give the digestive organs what is absolutely necessary for the proper performance of their functions.

Hood's Sarsaparilla, the old reliable, all-the-year-round medicine, is especially useful in the spring. Get it from your druggist today. By purifying and enriching the blood and giving vitality, vigor and tone, it is wonderfully successful in the treatment of loss of appetite and the other ailments prevalent at this time. It is not simply a spring medicine—it is much more than that—but it is the best spring medicine.

Hood's Sarsaparilla makes the rich, red blood the digestive organs need.

## Old Songs and Poems

MANDA LEE.

(Sent by Madeline M.)

Many years ago today wedding bells
were ringing gay,
Seemed as though they sang a song
of love to me;
From the meeting house in town, where
the folks all gathered 'round,
Down the aisle I proudly walked with
Manda Lee.
As we stood together there, a little
sunbeam touched her hair,
Just as though it loved her, too, the
same as I;
And the parson bowed his head, placed
her hand in mine and said,
"Love and honor one another till you
die."

Chorus—
Manda, Lee, I love you, 'deed I do, my
Manda Lee,
Your eyes they shine like diamonds,
love, to me;
Seems as though I could not live without you, Manda Lee,
For I loves you, Manda, 'deed I do,
my Manda Lee.

Many years since that glad day have
gone 'round the same old way,
Yet your hand in mine is resting just
as true;
While the children 'round us play, and
the songs they sing so gay,
Makes me think of those I used to
sing to you.
When the time comes we must part,
Oh! what sadness fills my heart,
Just to think I can't go with you,
Manda Lee;
But I pray the God above to watch
over you, my love,
And to leave you here and in your
place take me.

## REAL ARTISTS AMONG READERS

A considerable portion of Advertiser women readers must possess artistic talent of no mean merit, judging by the hundreds of well-drawn designs for the Easter bonnet contest, which closes today. The fashion editor says it is going to be very difficult to pick a winner among so many excellent and becoming millinery styles. Hats, flower and ribbon trimmed, hats beflowered, hats mannish and hats typically feminine have all been sketched by the hundreds of contestants. "Smart" appears to be the adjective that best applies in many cases.

Many of the neatest designs have been sent in by girls of fourteen years and under. So excellent are they that The Advertiser and Messrs. Gray's, Limited, have decided to OFFER A SECOND PRIZE for the best hat designed by the younger maidens.

WATCH FOR THE ANNOUNCEMENT ON SATURDAY, when the names of the two prize winners, woman and girl, will be given, together with a picture of the successful hats.

## DISAGREED ON "RHEIMS" BUT LIKED HATS

"Wasn't it fearful about the Rheims Cathedral?"

"Don't say Reems; it sounds horribly ignorant."

"Well, how do you pronounce it?"

"Why, Hranss."

"How?"

"Hn-Hranhss! Just as if you were clearing your throat. See, Hranss!"

"Well, you sound as if you had a dreadful influenza, threatened with grippe."

"Well, that's right, anyhow. H-hn-hnh-hranhss!"

"You'd better go to Arizona! You'll never get well here! I don't believe you anyway. Everybody says Reems."

"They don't either!"

"They do so!"

"O, well, it depends on the sort of people you associate with—"

"Well, I don't go with a lot of fake highbrows, anxious to show off the French they learned in a course of lessons by mail—"

"Better than a lot of country junks who don't know how to pronounce—"

"O, well, the church wasn't hurt much, anyhow."

"No, they say it can be repaired. How do you like my hat?"

"Heavenly! What do you think of mine?"

"Adorable! Let's go in and have a soda?"

"Let's."—Carolyn Wells, in Woman's Home Companion.

EGG FAVORS FOR CHILDREN.

Egg flowers make very pretty souvenirs for a child's Easter party and also form a unique bouquet for the centre of the table. They are made by puncturing the egg end making a hole in one of the sides and then blowing until the egg is completely emptied.

Little faces bearing different expressions are painted on the other side. Then the flowers are made. This is done by winding green crape paper around hat wire until a firm stem is obtained, from which small green leaves wired down the back spring forth at a distance of a few inches apart.

The flowers, which may be scarlet, pink, white or variegated, are made from leaf-shaped pieces of crepe paper, wired so that they will bend at will. Wires that run down the back of the petals are twisted around the top of the stem, and the egg is glued firmly in among the centre of the petals.


Richards QUICK NAPTHA THE WOMAN'S SOAP



MRS. WISENEIGHBOR

Says: "I should have told you the other day when we were speaking of

EDDY'S WASHBOARDS

that it is quite as necessary to have an indurated Fibreware Tub in which to wash the clothes if you want to make a success of washday."

MRS. NEWLYWED

Says: "I've often heard of EDDY'S FIBREWARE PAILS and TUBS. What's the difference between Fibre and Woodenware?

EDDY'S PAILS AND TUBS

Are made from Compressed Fibre, baked at extreme heat, all in one solid piece. Cannot warp or fall apart. No chance of splinters. Wears longer. Looks better, and are very light to handle. The latter point should always be a matter of consideration when buying kitchen utensils," concludes Mrs. Wiseneighbor.

ywt



DRYGOODS - CARPETS

Kingsmills

Easter Gloves, Hosiery, Corsets, Suits, Blouses, Millinery, Neckwear, etc.

Kingsmills

THE QUALITY STORE.



To Remove Blackheads

Sprinkle a little Po Theoline (procurable at any drug store), on a hot, wet sponge, and rub briskly over the affected parts. Then rinse and note how the blackheads have disappeared. Anyone troubled with these unsightly blemishes should certainly try this method. ywt

YOU'LL BE SURE TO FIND

whatever the box contains just right. Whether it be a fancy waist, gown or suit, your face will wear that satisfied expression upon opening it. Be relieved of all worry and unpleasantness of not having everything JUST RIGHT by sending your garments for our careful and skilled dry-cleaning process.

Jackson's

Cleaning and Dyeing Works

Two Phones, 4680, 4681. Two Motor Deliveries.

253 DUNDAS STREET. ywt



"Sweetheart" BAKING POWDER

Pure and Good.

10c, 15c and 20c TINS.

IXL MADE IN CANADA

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by an expert. Men's or women's clothes of all descriptions. First-class work guaranteed.

Every article of clothing returned in a patented, dust-proof envelope.

Give your cleaning and pressing to our drivers.

Parisian Laundry

Phones 558, 559. J. Chiera, Mgr. w



FRY'S COCOA



Buy Your Easter Suit and Hat Today

We have just received an entire new shipment of fifty suits, which we place on sale today.

Come early and have best choice.

H. Wolf & Sons

263-265 DUNDAS STREET.



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