

WOMEN'S HOME and MAGAZINE PAGE

TELLS OF SINKING OF MISSION SHIP

General Secretary's Description Read to London Grenfell Auxiliary—Musical Planned.

A letter from Miss Anne Warner, general secretary for the Dominion, telling details with regard to the sinking of the mission ship, "The Strathcona," was a feature of much interest to the members of the London Auxiliary to the Grenfell Mission, at the first meeting of the autumn season, held Thursday afternoon in the First Presbyterian Church school room. Business for the afternoon included arrangements for the public meeting to be addressed by Miss Warner on November 15, and also for a musical and tea, for which Mrs. Ray Lawson is opening her home November 9.

The letter, which was addressed to the president, Mrs. A. T. Little, was as follows:

"The Strathcona sank when being taken to winter quarters at Robert's Bay. After twenty years of service, her plates were thin, and she sprang a leak in a terrible gale, and filled so rapidly, in spite of the fact the pumps were being kept going all the time, that she had to be abandoned by the crew, and sank in half an hour after they left her.

"We are sorry to lose the boat, but hope insurance will cover the loss. I personally am most grateful that she did not founder before this, and drown the doctor and the staff.

"I expect, however, Dr. Grenfell will feel the loss, for he was attached to her through long association.

"Dr. and Mrs. Yeates are doing wonderful work at Harrington. Sister Bailey at Forteau was most helpful to the crew of the British cruiser, "Raleigh," when she went ashore last February. It has been demonstrated again and again that hospital stations are a great safeguard to human life."

Miss Minnie Raymond has consented to look after the musical, and the following committee appointed to take charge of the tea: Mesdames Sherwood Fox, convenor, Bluetner, George Gillespie, Archie McPherson and Miss Bertha Clark. The annual meeting for election of officers will be held November 27.

MOTHERS AND THEIR CHILDREN

Less Care
Less Worry
Healthier Boys
Happier Girls
Wiser Mothers
Better Children

A mother is never too young or too old to learn.

The greatest of all teachers is experience.

The wisest mother is she who is eager to learn all she can from the experience of other successful mothers. It is she who will read "Mothers and Their Children," for in it she will find exactly what she wants most.

This remarkable feature will appear every day in the Women's Home and Magazine Page of The London Advertiser, starting

Monday, Oct. 30

Fashion Creates Another Winner!

Fan-Tongued Strap Shoes
Decidedly different, with the elegance of the pump and the snug-fitting of the Strap Slipper. Fine patents, with gray and fawn buck inset. Louis and Cuban heels. Price... \$5.75 and \$7.50
HAVE A PAIR FOR DRESS WEAR

Illustration shows our No. 762, covered leather, gray inset, Louis heel. At a remarkable price of \$5.75

ROWLAND HILL
RELIABLE FOOTWEAR
All styles of shoes at 40% discount

Main Switches Encased in Range

—protected from heat, vibration, moisture, and away from children. All wires travel through conduits. Other features are: Flush switches, burners, pilot light, one-piece electrically welded oven with hinged burner.

Moore ELECTRIC RANGE

—There's a touch of tomorrow in all Moore does today—

Keeps Kiddies In Bed For Lack of Stove

How would you like to be obliged to keep four little children under nine years in bed, just because the house was too cold for them to get up? That is what one brave little mother in London has been obliged to do, even so early in the season, and with the prospect of a cold winter before herself and little brood.

She has been left alone in the world to fend for her young family, provide them with food, clothing, and the wherewithal to prevent them chilling to sickness. The Mothers' Allowance Board is helping out as far as possible, in bringing up the children to be strong, healthy and good citizens.

Stove Needed.

Very much needed just at present is a stove that will furnish adequate heat, and enable the mother to cook. She has been left alone in the world to fend for her young family, provide them with food, clothing, and the wherewithal to prevent them chilling to sickness. The Mothers' Allowance Board is helping out as far as possible, in bringing up the children to be strong, healthy and good citizens.

Anyone who has a small cook stove not immediately needed might make it possible for a very worthy family of promising children to be comfortable, even when out of bed. Information regarding such a stove may be telephoned to phone number 761, or left at the Social Service Council office, Bank of Toronto Chambers, corner of King and Richmond streets.

INFORM THEMSELVES ON ELECTION ISSUES

London Women's Labor Party Members Plan Active Part in Municipal Campaign.

With the municipal elections approaching, interest grows keener every week in the educational side of the meetings of the London Women's Labor Party, and the members are hoping in the near future to complete the taking of an active part in the approaching campaign. Statement to this effect was made following the educational meeting this week, characterized by animated discussion. Mrs. Fred. White presided, and announcement was made with regard to the first birthday celebration meeting next Wednesday evening, November 1, when the chief business will be the election of officers for the ensuing year.

Probably no body of women in the city is taking steps to become so thoroughly informed with regard to candidates and issues in the forthcoming municipal elections. In view of the fact the next meeting is an anniversary occasion, refreshments will be served and emphasis laid on the social side.

WITH THE BRIDES

ARMSTRONG—NOBLE

A pretty wedding took place at the home of Mr. and Mrs. William Noble, Maryborough Township, on Wednesday, when their daughter, Myrtle Minnie, became the bride of Mr. Ross Armstrong of Kenilworth, son of Mr. and Mrs. Johnston Armstrong, Moorefield. The bride, who was given away by her father, looked charming in a lovely gown of white silk with a string of pearls and carrying a sheaf of asters and fern. The young couple were unattended, the ceremony being performed under an arch of autumn leaves and roses by Rev. G. C. Mitchell of Rothsay, with Miss Pearl Brown playing the wedding march. After the ceremony and congratulations, the bride led the way to the dining-room, where a dinner was served.

The happy couple left on a motor trip, the bride travelling in a pretty dress of steel gray taffeta, trimmed with oriental blue, with large picture hat and a long coat to match. Upon their return, they will take up residence in the groom's home at Kenilworth.

FEDERATION CLUBS GIVE CLEVER SKITS

Scores of Girls Make Merry At "Y" Halloween Frolic.

A genuine Halloween frolic was enjoyed by the scores of girls who attended the party held Thursday evening by the Federation of Girls' Clubs at "Lenmore," a fascinating and spooky place, with its ghost lights, jack-o-lanterns, witches, black cats, and the masqueraders in their mirth-provoking costumes.

Clubs vied with one another in presenting stunts which revealed exceptional cleverness, originality and histrionic ability.

The new note in "Y" activities was sounded insistently in one skit, originally stowed by the girls, which might have been carried to the descriptive legend, "Off with the old and on with the new." A fearsome, enormously tall ghost of the dying Y. W. C. A. appeared in the gloom to chant its swan song. With little respect for hoary age, a merry band tripped in to dance and sing in the dawn of a new Y. W. C. A. building.

Can't Down the Scotch.
"You can tramp on the rose, Crush the leek, Destroy the shamrock, But you can't step on the Scotch Thistle."

was the refrain of the Optimistic Club, to the groan of improvised bagpipes, as they took the opportunity to thus extend a public welcome to many of their number who have recently arrived from Scotland, and other Scotch newcomers whom they hope to have join them. Added realism was lent by the Scotch thistles they carried.

The "Count On Me" girls gave spirited Mother Goose interpretations. Scotch dancing, Sir Roger de Coverley, ghost stories and typical Halloween refreshments caused the hours to speed by on wings. Prominent as leaders in the fun were Miss Marion Morton, general secretary of the Y. W. C. A.; Mrs. Mattie Rose Crawford, industrial extension secretary, and Miss Ruth Lucas, federation president, and the leaders of the girls' clubs.

SOUTH LONDON LIT ELECTS OFFICERS

After quite a spirited contest the Literary Society of the London South Collegiate carried its elections through to a happy conclusion on the afternoon of October 24.

The executive will consist of the following: President, Miss Helen Temple; vice-president, Miss Donna Gracey; secretary, Miss Marguerite Doring; treasurer, Mr. Robert Franks. Representatives from middle school: Miss Jean Watt, Mr. Arthur Hill. Second year: Miss Ruth Tanton and Mr. Jack Ferguson. First year, Miss Marion Callendar and Mr. Edwin Kennedy.

The society looks forward to a year of great interest in developing the musical and literary ability of the students, and providing many happy occasions for social intercourse.

Fashion's Forecast

Annabel Worthington



A Smart Street Frock.

This charming style, that you could make in about two days, exploits the popular blousy waist and bell-shape sleeve. Wool crepe, serge or Kasha cloth are materials that would be adapted to this style. Made of serge, at \$1 per yard and trimmed with braid at 20c per yard it would cost about \$4.75.

The pattern No. 1538 cuts in sizes 16 years, 36, 38, 40 and 42 inches bust measure. Size 36 requires 4 yards 36-inch material with 3/4 yards braid. Price 15c, stamps or coin (coin preferred).

Name

Town

Province

Age (if child's or misses' pattern)

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

Booklet on Request THE D. MOORE COMPANY, Limited, Makers of Electric Stoves and Ranges for Heating and Cooking.

Illustration shows our No. 762, covered leather, gray inset, Louis heel. At a remarkable price of \$5.75

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Personals

Miss Elsie Mills is recovering from her recent illness.

Miss Bonita Ryan of Toronto is the guest of Mrs. St. Clair McEwen, 567 Queen's avenue.

Miss Margaret Healey of Stratford, Ont., is visiting her cousin, Miss Phyllis Ashwell of 26 Craig street.

Mrs. M. Flannigan, and daughter Margaret, of Alvinston, are spending a few days with Mrs. William McGuire of Glebe street.

Miss Anna Webb of 98 Horton street has returned home after spending a few days in Brantford, the guest of Mr. and Mrs. Schur.

Mrs. T. A. Rainie gave an informal luncheon Tuesday afternoon in honor of Mrs. E. Young of Bermuda, who has been visiting her mother, Mrs. Charles Reid, Waterloo street, for several weeks. The table was adorned with marigolds, artistically arranged.

Mrs. George Lang, Mrs. August Lang and Mrs. Reinhold Lang motored over from Kitchener on Thursday to assist Mrs. St. Clair McEwen in her first reception since coming to make her home in the city. Mrs. Louis Lang was also over from Galt for the day.

Miss Margaret Wade has purchased a home in Windsor, and is removing there permanently, her sister joining her in the course of a few weeks. Since assuming her duties in connection with a bond firm in the border city she has been returning to her London home for week-ends.

Mrs. Nellie Brown Macleod, a clever western newspaper woman and member of the Canadian Women's Press Club, has been in town for a little visit, on her way to her home in Swift Current, Saskatchewan. Mrs. Macleod came east some weeks ago to visit relatives in Toronto.

The home of Mr. and Mrs. C. W. Taylor, 541 Nelson street, was the scene of a double birthday party this week, in honor of their two daughters, Marion and Muriel. In the afternoon fifteen young children made merry with Marion, who had achieved her fifth birthday. Twenty-five young people were entertained in the evening for Miss Muriel. Both received a number of beautiful presents, the host and hostess serving dainty repasts.

An enjoyable event for the members of the St. George's Chapter, I. O. E., and numbers of guests on Thursday afternoon was a benefit bridge for the chapter funds, held in the spacious home of Mrs. Charles White, Dundas street. Eleven tables were in play, the proceeds amounting to \$40. At the tea hour the hostess, Mrs. White, and the only married member of the chapter a former resident, Mrs. David Nichol, presided over the dainty tea table.

A very enjoyable evening was spent at the home of Mr. and Mrs. C. Willoughby, 281 Egerton street, on Wednesday, when friends and family gathered to celebrate the fortieth wedding anniversary of the host and hostess.

The couple were recipients of a number of lovely presents. The evening was spent in games, cards and in old-fashioned dance, in which Mr. and Mrs. Willoughby took part.

Among the out-of-town guests were Mr. and Mrs. Fred Ellis of Racine, Wisconsin.

A happy event of Wednesday evening was a miscellaneous shower given by Mrs. A. H. Clinger at her home, 43 Ridout street, in honor of Miss Marjorie Croden, a Saturday bride-to-be. The rooms were cleverly decorated in the Halloween colors, pumpkin and black, the season's favors also being effectively used on the cluny-covered supper table, centered with a bewitching doll bride. During the evening the groom was a messenger asking for Miss Croden. When she got there she found awaiting her on the steps was Eleanor Pollock, a pink-frosted elf, who presented her with ribbons attached to an overflowing Halloween basket. Pulling the offering into the living-room, Miss Croden drew from it the many useful and attractive gifts. A guessing contest, appropriately "a floral wedding," bridge and other amusements were enjoyed by the twenty or more young guests.

An inviting setting, gracious hostesses, a charming and artistic program, and a large and appreciative audience combined to make a great success of the musicale and tea held under the auspices of the Loch Lomond Chapter, I. O. E., on Thursday afternoon, in aid of the War Memorial Children's Hospital fund. Mrs. Frank Jones, Richmond street north, opened her home for the event, receiving with Mrs. Robert Tagg, regent of the chapter. The living-room, in which the program was presented, was decked with yellow and white chrysanthemums, while the tea table in the dining-room was dainty and attractive, centered with a basket of pink roses.

The artists taking part in the program were Miss Dorinda Abbott, Mrs. Ernest Tremere, soloists, and Miss Stevens, pianist. Mrs. Lewis Austin and Mrs. Ernest Tremere did the honors in the tea-room, assisted by Mrs. Roy Brown, Miss Ida Russell and Miss Madeline Jones. Little Edith Jones was a winsome door attendant.

A number of friends calling in response to invitations on Thursday afternoon at the home of Mrs. A. Croden, 279 Hill street, were afforded a peep at the fascinating trousseau of the charming young daughter of the house, whose marriage takes place late Saturday afternoon to Capt. Milton Ashton of this city.

In the living-room, inviting with a glowing open fire, potted plants and vases of roses, and the mellow glow

of pink candles and shaded lamps, the hostess welcomed her guests, wearing a smart gown of black Canton crepe. The bride-elect, who received with her mother, was wearing a chic frock of brown tulle lace, matched by dainty bronze slippers.

Mrs. E. G. Croden presided over the tea table in the dining-room, where crimson was the dominating note in decoration, given expression in the silver basket of American Beauty roses placed in the center of the cluny cloth, and the candles in silver stands. Mrs. E. G. Croden was wearing a becoming gown of black velvet, and black velvet hat. Mrs. Walter Glassford and Mrs. Gordon Honsberger of Niagara Falls assisted in serving, the former gowned in Harding blue, with hat of silver, trimmed with Harding blue feathers, and the latter in a henna headed gown, with hat of black velvet and silver.

On a perfect autumn afternoon throngs of visitors warmed their way on Thursday to the pretty home of Mrs. St. Clair McEwen at 567 Queen's avenue, when she received for the first time since coming to London.

Mrs. McEwen, who had added a festive touch to reception-hall and living-room, where the charming newcomer welcomed her callers, wearing a becoming gown of American Beauty velvet with steel trimming and corsage of pink roses. Receiving with her was

The Delinquent Special Rate Per Year, \$1.20.

140 DUNDAS STREET.

New Dress Ornaments

CABOCHONS, jet or metal, a big range. Priced from 85c to \$3.50

CABOCHONS, with fringe for the new draped gowns, an especially attractive line. Priced from \$2.25 to \$7.00

JET GIRDLES Price, each \$2.50

Second Floor.

All-Wool Serge, 75c a Yard

40-inch width; black, navy, brown, open, gray, rose and garnet.

Second Floor.

Checked Dimity

For fine lingerie; colors of flesh, mauve, maize, light blue; 36-inch width. Price, a yard 50c and 75c

Second Floor.

Silkette Tissue

For underwear, dainty patterns, in colors of pink, blue, mauve, Nile green, orange; 36-inch width. Special, a yard 50c

Second Floor.

Cretonnes and Silkolines 35c Yd.

36-in. width, light and dark colors, in pretty floral patterns.—Second Floor.

Hosiery

CHILDREN'S HEATHER HOSE, fine ribbed, in brown and blue mixtures. Price, a pair \$1.25

BOYS' HEAVY RIBBED WORSTED HOSE, heather mixtures, sizes 6 to 10. A pair \$1.00 and \$1.25

CHILDREN'S 3-4 RIBBED WOOL GOLF SOCKS, blue and brown, with striped tops. A pair 75c and 85c

Main Floor.

ARRIVED THIS WEEK.

Christmas Stock of Novelty Bath Towels

In a large assortment of new patterns and borders; colors lavender, gold, pink, blue, priced, a pair, 75c, 95c, \$1.25, \$1.50, \$1.75, \$1.95, \$2.25, \$2.50 and \$2.95.

Staple Dept., Main Floor.

Pure Irish Linen Tablecloths

Excellent quality and exceptional values. Sale prices:

2-yard Cloths \$4.50

2 1/2-yard Cloths \$5.50

Staple Dept., Main Floor.

GRAY'S, LIMITED

STORE HOURS, 9 A.M. TO 6 P.M., INCLUDING SATURDAYS.

Plant Bulbs Now

DARWIN TULIPS
DAFFODILS
CROCUSES
HYACINTHS

Extra good bulbs. Be sure they come from

DICKS

FLOWER SHOP

YOUR SCARF.

When you launder your wool scarf at home do not hang it on the line to dry, as this often pulls it out of shape. Stretch it out into its natural lines and dry between two towels.

There are more places of entertainment in the United States than in the whole of Europe.

her mother, Mrs. George C. H. Lang of Kitchener, handsome in a black velvet costume, beaded in steel and relieved with a corsage of pink roses. Mrs. August Lang of Kitchener and Mrs. Louis Lang of Galt presided over the tea table in the dining-room, artistically decorated in a green and white color scheme, which extended even to the tempting sweets. The exception was a cluster of deep pink roses placed in a bowl in the center of the cluny lace cloth and small vases of roses at either end of the table. Green candles twinkled in silver stands.

Mrs. August Lang had donned for the occasion a black velvet gown with jet garniture and black lace hat with yellow Paradise bird, and Mrs. Louis Lang wore black brocade velvet and a mauve hat. Assisting in serving were Mrs. Reinhold Lang, Kitchener, in green beaded gown and black hat with green bird; Miss Angela McPhillips, in a black lace frock and black hat; Mrs. Fred Parsons, gowned in black velvet with black hat; Miss Moya Flanagan of Boston, in brown Canton crepe and hat to match; Miss Dorothy Fitzgerald in blue Canton crepe and black hat, and Miss Bonita Ryan of Toronto, a house guest, in black velvet embroidered in red.

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GRAY'S, Limited

140 DUNDAS STREET. PHONES—115 and 116.

A SPECIAL LINE

Burberette Coats, \$21.00
Popular cloths and colors, sizes 16 to 42. Third Floor.

A SPECIAL LINE

Homespun Dresses, \$9.50
Braid and button trimmed, popular colors, sizes 16 to 38. Third Floor.

Canton Crepe Dresses

Navy and black, large sizes up to 46. Priced from \$24.50 to \$42.00. Third Floor.

All Wool Pleated Skirts

Plaids and stripes, black and white, brown and sand, also navy with silk stripe of cream. Priced from \$7.50 to \$11.00. Third Floor.

Radium Silk Overblouses

Kimono style; colors of black, navy, honeydew and rust, with piping of bright contrasting colors \$5.50

Tricotine Overblouses

Kimono style, braid trimmed, sizes 36 to 42. Special \$3.99. Third Floor.

Babies' White Chinchilla Coats

Round collars, flannelette-lined. Saturday special at \$3.25. Third Floor.

Women's Gowns

Of good quality white flannelette, kimono style, round neck, lace-trimmed. Regular \$1.39. Saturday special at \$1.19

LADIES' O. S. DRAWERS of gray flannelette. Regular \$1.00. Saturday special at 75c

Knitted Underskirts

WOMEN'S GRAY KNITTED UNDERSKIRTS, red trimming; all sizes. Priced to clear at \$1.25. Third Floor.

Dimty Embroidered Pillow Cases

DIMITY EMBROIDERED PILLOW CASES, scalloped or hemstitched, some with eyelet work. A large assortment now in stock. At, pair, \$1.95 and \$2.25

PURE IRISH LINEN HAND-EMBROIDERED PILLOW CASES, priced at, a pair, \$5.00, \$5.50, \$5.95, \$6.50, \$6.95, \$7.50 and \$7.95.

Staple Dept., Main Floor.

All Wool Blankets

All white or with pink or blue borders. Each blanket finished separately and sold singly or by the pair. Special price, a pair, \$7.95, \$8.50, \$10.00, \$10.95

Staple Dept., Main Floor.

GRAY'S, LIMITED

STORE HOURS, 9 A.M. TO 6 P.M., INCLUDING SATURDAYS.

Plant Bulbs Now

DARWIN TULIPS
DAFFODILS
CROCUSES
HYACINTHS