"One, two, three, four, six, ten

The Fashion Forecast pattern de partment editor lost count when Postie dumped the morning avalanche of mail on her desk. She sighed a big sigh which mingled pride and a touch of weariness as she gave voice to wonder how she was to get all that correspondence attended to before the next inevitable batch ar-

She looked away across and noted the touch of envy in the expression of Cynthia Grey. She was a proud woman in a moment. She had just as big a pile of letters as the ever-bulging and unfailingly hospitable Mail-Box.

And thereby hangs a tale, the tale of a healthy rivalry which has been awakened between the Fashion Queen and everybody's friend, the gracious Princess Cynthia.

Princess Cynthia.
"One, two, three, four, five," counted the Pattern Department lady.
"This correspondent has sent in for five different patterns all at once."
"Is that unusual?" was the natural question under the circumstances.
"Sometimes such a number of or-

"Sometimes such a number of orders arrive all together," replied the Pattern Lady. "I wonder if the request for them has come from someone setting up a dressmaking establishment. Orders for two and three patterns at once are a daily occur-

Big Show for Work. "Which patterns are the most popular? Well, the one-piece dresses, which are simple to make and have so much to show for the effort, seem to appeal very strong! to women and girls who make clothes for themselves. Every time a particularly interesting fashion picture appears we get a flood of pattern orders. Sometimes, though, there are big runs on certain patterns. Remember an at tractive apron shown a week ago with description stating it could be made up for 50 cents?

"Orders for that came along until it got to be a joke. The same was true of a close-fitting under-waist pattern. I think every woman reader inclined to be plump must have ordered that.

"After those 'cute toys that cost so little' shown today the deluge of inquiries will start about tomorrow. Everybody who has small children friends and relatives will be wanting to make up the rag toys, 'Weeny Willie,' 'Weeny Puppy Dog' and 'Jimmy Boy.' When patterns along ne line were illustrated recently they proved tremendously popular.
Big Cities Pay Tribute.

"You would be surprised at the number or orders for patterns which comes from the large cities where every opportunity is afforded of seeing the newest styles. That's a tribute to the fact our styles are the very last word in smartness and last word in smartness and good taste. Orders come in all the time from such cities as Toronto, and our 'counter business' is one of our big features. It seems a very large number of women and girls in London make clothes for themselves, and make clothes for themselves, and when such a picture appears as that of pyjamas for little tots, why, my are full looking after the re-

quests of young mothers for patterns "I wonder if a number of readers are making Fashion's Forecast scrap books, or using the more modern filing system of keeping the illustra-

"Again and again I receive orders weeks and months after a pattern illustration has appeared. "One of the things I like best about it all is the fact so many repeat oriers come in. A woman has received

Send Your Christmas Message In Flowers

To Relatives Across the Seas. Let us have your order now and save cable expense later.

Guaranteed Delivery.



Members Florist Telegraph Delivery.

.ascelles

361 DUNDAS.

miltom hytt

Greeting Cards for Christmas.

Now ready, our samples of Persona

FOR CHOICE Flowers Service

WEST Floral Co.

a pattern and found it all that she expected in following the directions. She orders another, then another, knowing she has found a reliable service."

"Just like my stocking-foot pattern," said Cynthia Grey.

Fashions by Wire

Special to Advertiser. Copyright.
Paris, Dec. 7.—The most glorious
of evening capes shown here today
has a black satin ground, the better
to show off the strips of gold and silver of which the cape is chiefly made

RICHLY EMBROIDERED.

Paris, Dec. 7.—Matelasse materials grow more lovely each day. The latest of them are embroidered in silks of many colors, forming designs straight from the Orient, or from the equally gorgeous Renais-

"RHODESIA" IS NEWEST FABRIC London, Dec. 7.—A wonderful fab-ric, being extensively used for evening gowns at present, is Rhodesia, a brocade with an all-over embroidery of many tints. It is seen in black and white, white on black, gold or silver on backgrounds, either very delicate or very bold. The embroidery designs are the merest breaths. embroidery, light as a swirl of

FEATHER FLOWERS APPEAR. London, Dec. 7.—Feather flowers today ornament hats, evening gowns, and the girdles of afternoon frocks. They vie in quaintness and charm with flowers of leather, skillfully cut out, and tinted in natural shades, or done into definite openwork and

YOUR FAN, MY DEAR.

New York, Dec. 7.—Fans are growing more light and airy, and today they are ornaments rather than utilstanding out high above ostrich cips. Others are of only medium size, and of conservative shape. A particularly pretty marabout fan is in pale pink, tipped with cerise.

USE VOILE FOR LINGERIE. New York, Dec. 7.—Voile, very fine, is the material of which certain types of the new lingerie are made

The colors themselves are highly decorative—coral, peach and orchid—so that the underthings need little ornamentation. This slight need is supplied by the points with which the garments are edged, and by the white folds of line which edge

Miss Mariorie Guest of Granton has entered the nurses training course at the Ontario Hospital.

Mrs. Georgie Stickel of California is visiting her aunt and uncle, Mr. and Mrs. Archie Sharp, 330 Central

Rabbi Zlotnick of Montreal will be week-end guest in town, staying with Mr. and Mrs. M. Fishbein, 308 Ottaway avenue. Mrs. John D. Wilson, Huron street,

will be the hostess of a dance on New Year's Day in honor of her daughter, Miss Gussie Wilson. Mr. J. L. Cohen of Toronto, who

speaks on Sunday evening at the Zionist mass meeting, is to be the guest while in London of Mr. and Mrs. I. Goldstick. Mrs. Sidney J. W. Horne, formerly Miss Anna Soutar, will receive, for the first time since her marriage, on

Tuesday, Dec. 12th, at her home, 372 Tecumseh avenue. Mr. George M. Nathanson and object of satire has vanished. It is the most convenient article of footpart of their honeymoon in town, wear ever devised. It has completely hostess.

Mr. and Mrs. Hector Connolly, of Montreal, formerly Miss Isabel Coles, are expected in the city next week. While here they will be guests with While here they will be guests with Col. W. G. and Mrs. Coles, "The Beeches." South London.

A number of smart dinner parties have been arranged for Friday even-ing, after which the hosts and hostesses will take their guests on to the Charity Ball. Amongst those enter-taining are Mr. and Mrs. E. H. Johnston, in honor of their daughter, Miss Shirley; Mr. and Mrs. Hugh Mc-Crimmon, and Mr. Grant Fisher.

Mr. George E. White of Vancouver, formerly of this city, is on his way to Japan on a business trip for the Pacific coast firm of which he is president. Mr. and Mrs. White (the latter formerly Miss Bessie Grant), with their three children, spent the summer in London and at the old family summer home in London

In honor of Miss Hildegarde Stevens, a bride-elect of next week, Miss Dona Waller held a shower of madeira doilles at her home in St. George street Thursday evening. The kiddie. dainty gifts were concealed in a mock wedding cake, cleverly designed white paper. Other guests were Mrs. Ernest Davis, a sister of the guest of honor, and Misses Alice Darch, Mary Marshall, Florence and Mary McDonagh, Edith Anderson, Helen Patterson, Lillian Hill, Evelyn Har-rison, and Blanche Tancock.

The eighth annual charity ball initiated by the Campbell Becher Chap-ter, I. O. D. E., promises to be the biggest, the gayest and the most pic-turesque yet held. Numbers of visitors are expected in town Friday evening for the event, and several nostesses are entertaining at dinner taking their guests afterwards to the Winter Garden. The fact that the ball is later than usual means that everybody has caught the Christma spirit of festivity which will be typi fied by the cheery Yuletide decora-tions in red and green. The charity ball also has the advantage of being the first big affair of the kind of the season, for which the latest and most becoming of frocks will be donned. Amongst the charming debutantes for whom the ball is a coming-out party is Miss Shirley Johnston, who has just returned home after spending several months abroad with her parents, Mr. and Mrs. E. H. Johnson. The occasion is the third on which he Campbell Becher has shared charity ball responsibilities and honors with the Princess Patricia Chapter, I/O. D. E. Mrs. Greenaway and Miss Eula White, regents of the chapters, will receive with their vice-regents.

CURTAIN PULLS. Yarn may be twisted and tied to make gay curtain pulls for the kitchen, nursery or living-room. The yarn may take the form of chic

French dolls, birds or pudgy animals.



ACTED AS STEWARD OF FAMOUS RACE. Mrs. W. G. Webster, herself an accomplished equestrienne, filled this important role when Mrs. C. K. Morgan took up with success the challenge of Mrs. Marshall Graydon to test the worth of their mounts at the Hunt

IS JUST BEGINNING

What? The Floppy Golosh the Most Sensible Fad Women Ever Had, Says Dealer,

"The most sensible fad women ever Therein lies the justification of that

much abused institution of the modern day, the golosh. Early in the season prognostica tions by prominent New York shoe merchants and manufacturers were that the day of the golosh was done. It had definitely been relegated to the ancient and forgotten past. And now come figures which show that the golosh is merely commend

ing a reign of triumph unprecedented by any one particular style in foot-An interview with a local shoe dealer Thursday morning revealed the fact that merchants are unable to supply the constantly increasing demand for the golosh type of over-

'Last Saturday a London wholeale house reported 1,064 pairs of goloshes in stock early in the morning. By Saturday night they couldn't produce a pair. One manufacturing irm alone claims that they are turn ing out a thousand pairs a day, and, at that, the demand exceeds the sup-

"But is it the custom for women o forgo the comfortable for the usewas the question asked. "Any style is pretty if it is practiis a trifle cumbersome in appearance, an opinion by no means entertained by everyone.

Puts Spat in Shade.

"In comparison with the spat the golosh has everything in its favor. o look well a spat must be a perfect lost buttons. Again, a spat is use-less without rubbers.
"The day when the golosh was an

guests in the home of the former's superseded the old slipper bag, for-sister, Mrs. I. Goldstick, 318 Oxford merly a necessary adjunct for par-street. Nowadays the dance-joer lips a pair of goloshes over her evening slippers and departs gaily, with never a suggestion of bothersome spats or rubbers, or the nuisance of wearing one pair of shoes and trailing one pair

one pair of shoes and trailing another pair in a bag.

"The only thing that has tended to lessen our sale of goloshes is the fact that the weather continues mild. Apart from that they are as popular as ever.
"Oh, the Russian boot! Merely a freak for those who consider the go-





ain to delight the heart of the small

It is so easy to make and the task so fascinating that even the giver may find much pleasure in this cunning toy.
The pattern No. C-102 cuts in one

size and requires ¼ yard of 36-inch material. Price, 15 cents, stamps or Address orders to Pattern Depart-ment, The Advertiser, London, Ont.

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

Mothers and Their Children



THE YOUNG CARPENTER. A box of wooden blocks which have een left from a carpenter's work, some assorted nails, and a small hammer make a fine present for a small boy. Hammering nails has a fascination which will keep a boy absorbed for hours. (Copyright, 1922, Associated Editors.)

CLUB NEWS

W. I., NO. 9, AIDS NEEDY.

Proceeds of a W. I. community dance, amounting to \$22.64, will be sent by No. 9 Women's Institute, Mosa, to the Northern Ontario Fire al," came the answer. "Women are Relief Fund, through Mr. Sutherland, pecoming more than ever devoted to of the Glencoe Transcript. Decision the golosh. Suppose we admit that to do so was made at a recent meeting, held in the home of Mrs. Duncan Mitchell, when nineteen members and three visitors were present, and the collection amounted to \$3.30. Sixteen nightgowns were cut out and \$10 fit. Then there is the question of in-numerable buttons and the constant trouble of breaking button-holes and chell and Sarah McLachlin, Mrs. J. C. Graham contributed a solo, and Mrs. Dougald Munro an instrumental

> RE-ELECT MRS. STEVENSON. Mrs. John Stevenson was re-elected president of the Women's Missionary Society of Knox Church at the annual meeting held Wednesday. Mrs. Stevenson, who has been president of the association for the past three years, received a warm welcome upon her return to office. Other officers elected were: Honorary presilents, Mrs. John Ferguson and Mrs. B. Rowat; first vice-president, Mrs. H. Sutherland; second vice-president, Mrs Templin, and third vice-president, Mrs. A. Beattie; secretary, Mrs. R. Grey; assistant secretary, Mrs. A. Small; treasurer, Mrs. G. Craik, and pianists, Mrs. R. Kemp and Mrs. Ollerhead.

The treasurer's report, presented by Mrs. V. K. Greer, showed that the society had done splendid work dur-ing the past year. The proceeds from the bazaar held recently amounted to \$950. Solos by Miss A. Greigg were greatly enjoyed. Tea was served at the close of the business part of the

WEDDINGS

SHERRIFFS-BURNETT. quiet wedding was solemnized Thursday afternoon in Guelph, when Mr. Wilton Sherriffs, eldest son of Mr. and Mrs. John Sherriffs, was united in the holy bonds of matrimony to Enie, youngest daughter of Mr. and Mrs. John Burnett, both of Winterbourne. The ceremony was Winterbourne. The ceremony was performed by the Rev. A. M. Hamilton of Guelph, former pastor of Win ton of Gueph, former pastor of Win-terbourne. The young couple will reside on the groom's farm near Winterbourne, better known as the George Wright farm.

SANTA CLAUS IS COMING TO KIDDIES' HOSPITAL

A few weeks hence the War Memorial Children's Hospital is to have its first annual Christmas tree. The Campbell Becher Chapter, I. O. D. E., has been intrusted by the hospital committee with seeing the tree is a Success, and all the societies affili-Measurement: Bust..... Waist..... ated with the committee are to be

"Old Friends Are Best"---RED ROSE TEA has hosts of them---often three generations in a family.



THE LONDON ADVERTISER, FRIDAY, DECEMBER 8, 1922.

GRAY'S, LIMITED

STORE HOURS 9 A.M. TO 6 P.M. DAILY.

Tomorrow and two following Saturdays, the store will remain open till 10 p.m., store closing from 6 to 7:15 in the eveningsalespeople's supper hour.

Sensible Gifts HOPE" LABEL APRONS and HOUSE DRESSES. Made by blind women from the Canadian

Institute for the Blind. On

sale Third Floor.

Time For Christmas Shopping To shop in unhurried comfort is worth something; to have a large assortment of new things to select from is worth more. Here there are so many lovely gift things that seem to have

Sensible Gifts HOPE LABEL BASKET WORK,

BROOMS, ETC. Made at the National Institute for the Blind. On sale Second

Embroidered Satinette

A dainty fabric for camisoles. Satin-

ette, with a lustrous finish, embroidered

and hemstitched. Colors pink, orchid

and white. Camisole width, \$1.00

Strapping to match, a

BLOUSES

Unusual values. RICH SILK TRICOLETTE BLOUSES, very

smart, in the season's new and popular colors, all sizes.

CREPE DE CHINE OVERBLOUSES, 3/4-length sleeves.

beaded and braid trimmings, sand or white with gold also

Third Floor.

MISSES' REGULATION MIDDIES, of navy flannel, with

Third Floor.

LADIES' BRUSHED WOOL SCARFS, navy, purple and

Third Floor.

sizes. Special, per

Regular \$5.00 values. Saturday special

price

colors of navy, black, flame, Killarney green.

Specially priced at

Saturday special

trimming of red or white braid, all sizes.

light blue. Special at,

'yard

Special Values for Saturday

Pongee Silk

Natural Shade. PONGEE SILK, suitable for handkerchiefs, etc. Saturday special at, 89c PONGEE SILK, extra heavy, fine, even weave. Excellent for shirts, waists, etc. Special, a

yard \$1.50

Luvisca Shirting Silk A well-known English make, of splendid wearing quality, in novelty stripes,

of guaranteed fast colors. Saturday special prices:

Second Floor.

yard \$1.39

been made just to meet everyone's need.

Second loor.

VELVET GOWNS

DRESSES OF BROWN SILK VELVET, bodice of matellasse, circular skirts, waist finished with plaited girdle. BLACK AND NAVY SILK VELVET DRESSES, with large Bertha collar of silver lace; sizes 16 to 20. \$26.95

Third Floor. HABUTAI SILK UNDERSKIRTS, finished with three narrow frills. Colors cerise, purple, gray, rose, navy. \$4.50 O. S. size, in navy or black only. Price

Third Floor. LADIES' HONEYCOMB SHAWLS, all-wool, in gray or black, sizes 52x54. Saturday special at

LADIES' FANCY WOOL SPENCERS, sleeveless, in combined colors of white and mauve, white and light blue, black and white. In gift boxes.

Third Floor. A PRETTY GIFT.

BOUDOIR CAPS

BOUDOIR CAPS, Juliet style, of satin banded with lace and edged with narrow pleated ribbon; colors of blue, Price \$2.00

BOUDOIR CAPS, Juliet style, of crepe de chine, with trimmings of filet lace and two-toned ribbon.

edged with narrow lace and pleated ribbon. Price \$1.50 CAPS OF LACE AND SILK OR NET AND SILK, lace and ribbon trimmed.

SATIN CAPS, gathered on elastic,

Prices50c, 75c and \$1.00 Main Floor.

Linen Department

Gift Suggestions

TABLECLOTHS, pure Irish linen. Spe-

cial at, each ...\$3.19, \$3.98, \$4.50, \$5.50

PLAIN HEMSTITCHED PIECES of

Tray Cloths, 16x24, each 75c

Tray Cloths, 18x27, each......95c

Scarfs, 18x36, each\$1.25

Scarfs, 18x45, each\$1.50

Squares, 22 inches, at\$1.25

Squares, 36 inches, at\$1.75

Squares, 45 inches, at\$2.50

Serviettes, per dozen...\$3.95 and \$4.95

PLAIN DOILIES, finished edge, for

MADEIRA, CLUNY AND INDIA

CROCHET PIECES, a large assort-

ASBESTOS MATS, oval or round, all

A BIG SPECIAL

ENGLISH MARSEILLES BED-

SPREADS, 50 only. On sale \$2.50 Saturday, very special, at..

ment, all sizes, now in stock.

pure Irish linen:

crochet work.

SATURDAY SPECIALS. **GLOVES**

LADIES' AND CHILDREN'S WOOLEN GLOVES, gray, navy, black, white, red or brown, 75c and \$1.00

Main Floor.

HOSIERY LADIES' PURE SILK HOSE, best quality, full fashioned, plain or with lace clocks, black, cordovan, gray or white, \$3.50 value. Saturday \$2.49 sale price, a pair

LADIES' HEATHER HOSE, pure wool, wide ribs, light and dark shades, with clocks of contrasting colors, extra value. At, a pair \$1.50

Main Floor.

suit LADIES' VESTS of fine cotton, with fancy crochet yokes, boxed. \$1.00

SATURDAY SPECIALS.

UNDERWEAR

CHILDREN'S COMBINATIONS,

cream or gray, drop seat backs, all

A DAINTY GIFT.

BRASSIERES of Jersey silk, satin and lace, in gift boxes. \$1.50

Main Floor.

Gifts For the Home PURE WOOL BLANKETS, big assortment, wonderful values, Scotch and Canadian makes, all white or with pink

....\$7.95, \$8.50, \$10.00, \$10.95, \$12.95 **Eiderdown Comforters**

or blue borders, each blanket finished

separately. Special prices, a pair

TWO BIG SPECIALS \$10.95 and \$15.00

Largest assortment in city of Novelty BATH TOWELS

Pinks, blues, lavender, gold, yellow; splendid values. At, a pair, 75c, 95c, \$1, \$1.25, \$1.50, \$1.95, \$2.25, \$2.50 and \$2.95 Sold by the pair or single towel, Staple Dept., Main Floor.

LINEN-SHADE LIBRARY TABLE SCARFS, with white or colored embroidery work, 45 and 50 inch lengths, regular prices up to \$2.25 each; 30 dozen for a wholesale clearance. At one price,

Staple Dept., Main Floor.

Christmas Gifts To Be Made Up

NOVELTY STRIPE SHIRTINGS, a large assortment. At, yard, 40c, 50c, 60c MADRAS SHIRTINGS, silk striped. a COLLAR BANDS, all sizes, 12 to 18 sizes 15c each, 2 for 25c

SHIRTS MADE TO ORDER in time for Christmas: For making cotton, For making silk. each

Orders taken Staple Dept., Main Floor. Another large case of NOVELTY STRIPED FLANNELETTES, ideal for gowns, pyjamas, etc., nice patterns, 36inch width; best-yet values; regular 40c quality. Saturday sale price, 29c

Same quality in white.

BATHROBE MATERIALS

27-inch width, a yard 50c and 59c 72-inch width, a yard\$2.25 KIDDIES' KIMONO CLOTH, patterns -jockey horse, kitties and dogs, ducks, teddy bears, bunnies and ducks. 35c

Staple Dept., Main Floor.

DELINEATOR Special rate, per year \$1.20

GRAY'S, Limited

Butterick Patterns, The Delineator and Quarterly.

HAS 80 CANDLES ON CAKE.

asked to aid the chapter in the project. The tree will be placed in ne of the inviting sun-rooms. Mrs. J. Fisher of Lambeth cele-Last year, on behalf of the I. O. D. brated her 80th birthday on Tuesday. E., the Campbell Becher Chapter provided the Christmas tree for the In the evening she was guest of children patients in Victoria Hospital, and the beautiful tree in the public ward will be a life-long memry for many who shared its bounty.

This year, as formerly, the chapter

is planning to provide useful, practi-cal articles as well as toys.

honor at a delightful surprise party given at the home of Mrs. G. Van Delinder, when the dinner-table was centered by a delicious birthday cake, the gift of Mrs. Davey. This was

surmounted with 80 candles.

KINTORE

Special to The Advertiser. Kintore, Dec. 7.—Rev. Dr. Macdon-ald conducted anniversary services in Appin on Sunday.

Rev. Dr. McNair of London took the services in the Presbyterian Church on Sunday, in the absence of On Friday evening the Dramatic Londo Club presented the play entitled "The Tyes.

Night Riders," which was a decided success, The Hawaiian Orchestra of Ingersoll furnished the music. Mr. Fred Thoronton and James Oliver sang a duet, and Fred Thoronton sang a solo. The proceeds for the evening amounted to \$123.

Mr. and Mrs. John Borland and son, Mr. and Mrs. E. McNally, and Gladys and Mr. Wm. Crellin, of Ingersall visited friends at Visited.

Ingersoll, visited friends at Kinton on Friday.

Mr. and Mrs. Oliver Nichols of