

SAYS HER MAIL-BOX IS BIG AS CYNTHIA'S

So Rivalry Begins Between Fashion Department Queen and Friendly Miss Grey.

RAG TOYS PROVE RAGE

And Patterns For Frocks Are Popular As Famous Stocking-Foot.

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

The Fashion Forecast pattern department editor lost count when Postie dumped the morning avalanche of mail on her desk. She sighed 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 arrived.

She looked away across and noted the touch of envy in the expression of Cynthia Grey. She was a proud woman in a moment to make and have as big a pile of letters as the ever-bubbling 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.

"One, two, three, four, five," counted the Pattern Department lady. "This correspondence 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 orders arrive all together," replied the Pattern Lady. "I wonder if the request for them has come from some one setting up a dressmaking establishment. Orders for two and three patterns at once are a daily occurrence."

Big Show for Work.

"Which patterns are the most popular? Well, the one-piece dresses, which are simple and easy to make, seem to appeal very strongly to women and girls who make clothes for themselves. Every time a new pattern is introduced, a fashion picture appears we get a flood of pattern orders. Sometimes, though, there are big runs on certain patterns. Remember an attractive 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 is inclined to be plump must have ordered that."

"After those 'cute toys that cost so little' shown in 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 the same line were tremendously popular. Big Cities Pay Tribute."

"You would be surprised at the number of orders for patterns which come from the large cities where every opportunity is afforded of seeing the newest styles. That's a tribute to the fact that the city is the 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 when such a picture appears as that of pyjamas for little tots, why, my hands are full looking after the requests 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 illustrations?"

"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 orders come in. A woman has received

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 gowns 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.—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 Renaissance.

"RHODESIA" IS NEWEST FABRIC. London, Dec. 7.—A wonderful fabric, 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 of embroidery, light as a swirl of mist.

FEATHER FLOWERS APPEAR. London, Dec. 7.—Feather flowers today ornament hats, evening gowns, and the girlish afternoon frocks. They are in the shape of a fan, with flowers of leather, skillfully cut out, and tinted in natural shades, or done into definite openwork and gilded or silvered.

YOUR FAN, MY DEAR. New York, Dec. 7.—Fans are growing more light and airy, and today they are ornaments rather than utilities. Some are of enormous size, with great knots of seven feathers standing out high above ostrich tips. 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 of the new lingerie are made today.

The colors themselves are highly decorative—coral, peach and orchid—these 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 the points.

Personals

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

Mrs. George Stickle of California is visiting her aunt and uncle, Mr. and Mrs. Archie Sharp, 330 Central avenue.

Rabbi Zlotnick of Montreal will be a week-end guest in town, staying with Mr. and Mrs. M. Fishbein, 308 Ottawa 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. L. 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.

Mrs. George M. Nathanson and bride, of New York are spending a part of their honeymoon in town, guests in the home of the former's sister, Mrs. L. Goldstick, 318 Oxford street.

Miss Joan Jarvis was the hostess of a charming bridge of seven tables at her home in Elmwood avenue Thursday afternoon. At the tea, Mrs. Clewes and Mrs. George Grange poured.

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 Col. W. G. and Mrs. Coles, "The Beeches," South London.

A number of smart dinner parties have been arranged for Friday evening, after which the hosts and hostesses will take their guests on to the Charity Ball. Amongst those entertaining are Mr. and Mrs. E. H. Johnston in honor of their daughter, Miss Shirley; Mr. and Mrs. Hugh McCrimmon, 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. He will be accompanied by his wife, 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 Township.

In honor of Miss Hildegard Stevens, a bride-elect of next week, Miss Dona Waller held a shower of mail-order dolls at her home in St. George street Thursday evening. The dainty gifts were concealed in a mock wedding cake, cleverly designed by white paper. The guests were Mrs. Ernest Davis, a sister of the guest of honor, and Misses Alice Darch, Florence and Mary McDonald, Edith Anderson, Helen Patterson, Lillian Hill, Evelyn Harrison, and Blanche Tancook.

The eighth annual charity ball initiated by the Campbell Becher Chapter, I. O. D. E., promises to be the biggest, the gayest and the most picturesque yet held. Numbers of visitors are expected in town Friday evening for the event, and several hostesses 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 Christmas spirit of festivity which will be typified by the cheery Yuletide decorations 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. Johnston. The occasion is the third on which the Campbell Becher has shared charity ball responsibilities and honors with the Princess Patricia Chapter, I. O. D. E. Mrs. Greenwood and Miss Eula White, regents of the chapters, will receive with their viceregents.

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 Club this week.

IS JUST BEGINNING TRIUMPHANT REIGN

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

"The most sensible fad women ever had!"

There lies the justification of that much abused institution of the modern day, the golosh.

Early in the season prognostications 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 commencing a reign of triumph unprecedented by any one particular style in footwear.

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 overshoe.

Least Saturday a London wholesale house reported 1,064 pairs of goloshes in stock early in the morning. By Saturday night they couldn't produce a pair. One manufacturing firm alone claims that they are turning out a thousand pairs a day, and that, the demand exceeds the supply.

"But is it the custom for women to forgo the comfortable for the useful?" was the question asked.

"Any style is pretty if it is practical," came the answer. "Women are becoming more than ever devoted to the golosh. Suppose we admit that it is a trifle cumbersome in appearance, an opinion by no means entertained by everyone. A spat is useless without rubbers."

In comparison with the spat the golosh has everything in its favor. To look well a spat must be a perfect fit. Then there is the question of innumerable buttons and the constant trouble of breaking button-holes and lost buttons. Again, a spat is useless without rubbers.

The day when the golosh was an object of satire has vanished. It is the most convenient article of footwear ever devised. It has completely superseded the old slipper bag, formerly a necessary adjunct for parties. Nowadays the dance, or lips, a pair of goloshes over her evening slippers and departs gaily, with never a suggestion of bothersome spots or rubbers, or the nuisance of wearing one pair of shoes and trailing another pair.

"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 golosh not sufficiently original."

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