### 475 Stores In Largest Chain.

One of the largest chain store propositions on this continent is string of 475 dry goods stores, doing an annual business of \$63,000,-

## WOMEN and THE HOME

## Eugene Field, the First Columnist.

Eugene Field, the lovable poet and writer, is credited with having been the first columnist with his string of "Sharps and Flats."

## **MOVIES IN INDIA HAVE GREAT** INFLUENCE ON THE PEOPLE TO HEAR PROF. DORLAND ACCORDING TO FAMILY MEANS

LADY HANSON.

PERSONALS

Dr. and Mrs. J. G. Hunt are spend-

Miss Pope. Ridout street, enter

ained at the tea hour this afternoon.

Mrs. E. Firth Buller has returned

ome after an enjoyable visit in

Mrs. E. Wilson, Raymond avenue,

Miss Lillian M. Cattanach of Som-

bra is in the city the guest of Mrs. H. G. Collamore, 8 Erie avenue.

Mrs. L. G. Hatheway is entertaining at bridge and Mah Jong tomor-

Mrs. (Col.) Rance of Clinton and Mrs. Herbert E. Paull of Morrisburg are visiting Mrs. Bartholomew, Hay-

Mr. Hersey Dorman has returned

to Chicago after spending the holiday

eason with his mother, Mrs. Thos.

Mrs. Russell Coleman has returned

with her parents Mr. and Mrs. Josiah Smith, Mount Pleasant avenue.

Mrs. J. S. Niven, who is visiting

Mrs. Hugh Shuttleworth entertain-

Mrs. E. McCormick and. Master

Miss Elizabeth Fisher of Toronto,

visiting at the home of Mr. and Mrs.

Mrs. Howard White left this week

Mrs. White will take up their resi-

Miss Matthews of Toronto, daugh-

Mrs. Vivian C. Reeve, formerly

Mr. and Mrs. Israel Taylor, Well-

Miss Margaret McConnell is re-

Quebec, after spending the holidays with her parents, Mr. and Mrs. J. E. McConnell, Richmond street

north. Miss McConnell spent last week-end in Toronto, the guest of

Miss Isabel Ross, St. George street.

Mrs. E. B. Smith, Ontario provin-

Miss Beth Pennington and Miss Doris

Auden, provincial secretary and treasurer, and Mrs. C. H. Hill, local

ommissioner, were in Hamilton yes-erday for the meeting of the execu-

Mrs. William Hendrie of Hamilton entertained at a luncheon yesterday at "Gateside" in honor of the provincial executive of the Girl Guides.

The guests were: Mrs. E. B. Smith, Mrs. C. H. Hill, Miss Beth Penning-ton, Mrs. Allan McLean and Miss Doris Auden, all of London; Mrs. Watt of Brantford and Mrs. H. B. Greening

One of the outstanding events if

the week will be "Op o' My Thumb" to be presented at the Central Col-

tive of the provincial council was held in the Y. W. C. A.

ter of B. C. Matthews, president of the Toronto Business Men's Con

Hugh Shuttleworth.

dence in Clyde avenue.

Jack McCormack have returned to

Detroit after spending a few weeks with relatives and friends in the city.

her daughter, Mrs. Torrance Beard-more in Rosedale, Toronto, is ex-pected home the end of the week.

Seaforth after spending two weeks

Hammond, Brick street.

son, former lord mayor of Lone

ng a few weeks in Bermuda.

ner of Victor street.

sor avenue.

Mrs. A. G. Bisset, of Rangoon, Served on Board of Censors For Many Years.

IS VISITING OLD HOME

Wife of A. G. Bisset of the National Bank of India in Burmah.

India, the nation, the beautiful and mysterious star of the Orient, whose light is kept unclouded by the won-derful foresight of the British Government, is a subject which one dis-cusses with delight with Mrs. A. G. Bisset, wife of A. G. Bisset of the National Bank of India, located at Rangoon, Burmah. Mrs. Basset, who was formerly Miss Beatrice Cron of this city, but who has spent the past eleven years in India, is now the cleven years in India, is now the guest of her mother, Mrs. Margaret C. Cron, Wortley road. She will be joined in the spring by her husband, who has a year's furlough. Mrs. Bisset is also a cousin of Mrs. Bryden Campbell. Richmond street north Campbell, Richmond street north. Campbell, Richmond street north.

Mrs. Bisset, by reason of her husband's business connection, comes, into contact with the business life of India. She tells of the recently-organized Union Club of Rangoon, whose membership includes prominent businessmen of every nationality, including Chinese, Brahmans, Mohammedans, Indians, Americans and British. The club, which is but a year old, is somewhat of the na-

a year old, is somewhat of the na-ture of the Rotary and Kiwanis clubs of this country, and is doing a great deal toward breaking down cast prejudices among the men of India. Such clubs, however, are few as yet, and Rangoon is specially favored in having one. On Board of Censors.

Mrs. Bisset has taken an active interest in the affairs of Rangoon. The only woman member of the Burmah beyond of the state of the stat mah board of film censors for a number of years, she has had the oppor-tunity of finding out just what sort of films are being shown in India. Moving pictures are exerting an

extraordinary influence on the people of India, says Mrs. Bisset. For this reason the films have to be very carefully censored. But the majority of movie films are such that much has to pass the board, which should not be passed. The life depicted in the average works the average movie is not a true picture of the life in America, and yet the Indians accept it as such.

Mrs. Bisset went to India originally to work among the Anglo-Indian girls in connection with the Y.W.C.A., and since her marriage has continued to be interested in the work. For many years she was a member of the Ran-goon Y.W.C.A. board.

Britain Needed.

Mrs. Bisset believes that Britain is doing a wonderful work in India, She points to the great canals with which British foresight has irrigated the areas of India. She tells about the great Indian medical service, with its hospitals scattered Mrs. Saskin, a guest at the home of throughout India, in which some of Rev. W. Beattle and Mrs. Beattle, the most brilliant medical men of Mrs. E. McCormick and Mas Great Britain are at work. These hospitals are accessible to Indians and Europeans alike, and are controlled by the British government. She mentions the numerous Dufferin Indian women, name after Lady Dufferin, in which the Indian women are treated without losing cast. They live in Purdah, hav-ing their own food prepared for them and being waited upon by their own

She mentions the splendid system of public works carried on by the British government, the construction of bridges, and canals, the preserva-tion of forests and so on. And she points to the development of Indian resources by private Britishers, the opening up of the oil, rice and timber

Mrs. Vivian C. Reeve. formerly industries. Lastly, she refers to the great civil and military services of the British government, carrying out law and order in the country, and concludes with the thought that India and her residence, 915 Waterloo street. couldn't very well get along without Great Britain at the present time.

It is estimated, from the increased interest in wireless in the past five of the Royal Victoria Hospital. years, that in another five years the radio audience of the United States will grow to 20,000,000 individuals.

# **BACK ACHED**

Mrs. McMahon Tells How She Found Relief by Taking Lydia E. Pinkham's Vegetable Compound

Chatham, Ont.—"I took Lydia E. Pinkham's Vegetable Compound for a run-down condition after the birth of my baby boy. I had terrible pains and backache, and was tired and weak, not fit to do my work and care for my three little children. One day I received your little book and read it, and gave up taking the medicine I had and began taking the Vegetable Com-pound. I feel much better now and am not, ashamed to tell what it has done for me. I recommend it to any woman I think feels as I do."—Mrs. J. R. McMahon, 153 Harvey St.,

Lydia E. Pinkham's Vegetable Compound, made from roots and herbs, has for nearly fifty years been restoring sick, ailing women to health and strength. It relieves the troubles which cause such symptoms as back-ache, painful periods, irregularities, worn-out feelings and nervousness. This is shown again and again by such letters as Mrs. McMahon writes, as well as byone woman telling another. These women know, and are willing to tell others, what it did for them; therefore, it is surely worth

Women who suffer should write to the Lydia E. Pinkham Medicine Co., Cobourg, Ontario, for a free copy of Lydia E. Pinkham's Private Text-Book upon "Ailments Peculiar to Women."



tures During Winter-Discuss Canadian Poets.

Cntario University, has promised to give a series of five lectures to the Girls' Canadian Club, beginning on to take place on the third Wednesday of each month. The subject of ford, but from her youth she should Prof. Dorland's lectures has not yet be made to understand the sacrifices been announced, but will probably be on some outstanding Canadian sub-

Following their regular supper meeting last night at the Y.W.C.A. esidence, King street, an hour was given over to the study of two dis-Service was read by Miss Phyllis Kennedy, while Miss Marie Ball read selections from his poetry. Miss D. Squires spoke about Bliss Carmen and read a number of his poems. Such a case is rather well known. The president, Mrs. Freida Stephens, was in the chair.

HYDRO DISTRICT LINE CONSTRUCTION IS RUSHED

Special to The Advertiser.

Lambeth, Jan. 9.— Construction work on the new hydro distribution line serving the country south of the nighway and bordering the 7th conession has been going on steadily espite the cold weather of last week. All of the poles have been erected, and until the storm struck this dis-trict Saturday evening the linemen were at work stringing the wires. Owing to the fact that all of the homes using the service require to

Serpent Trimming.

London, Jan. 9.—The python and alligator shoes and wrist bags and other ornaments so common today have been developed into a fantastic notion. This is a serpent of gleaming metal cloth or a small stuffed alligator, either real or arti-

they will take advantage of the ser-

ficial, posed effectively on the popular black plush hat. Brocaded Evening Cloak. w York, Jan. 9.—A magnificent

Will Give Series of Five Lec- Only Short-Sightedness Induces Parents To Bring Up Boys and Girls With a False Idea of the State of the Family Finances,

Prof. A. G. Dorland, of the Western WILL LEAD TO DISCONTENT AND SELFISHNESS

By JULIA HOYT. The question of educating a girl of one has never had them. At any moderate means is an interesting one. Naturally she should be given as good an education as the parents can afford, but from her youth she should the should be ford, but from her youth she should be Character More Important.

difficult to do without luxuries if nothing herself. The mother took as any two I know. Their relation as any two I know. Their relation as any two I know. Their relation all the blame upon herself. She said ship with their mother is very beautiful and they are growing up to be that her youth should be happy and free from worries; now the daughter takes it as a matter of course.

Character More Important.

Character More Important.

Character More Important. the evening of Jan. 23, the lectures moderate means is an interesting one. Naturally she should be given as good an education as the parents can afthat are perhaps being made to give her this education. The parents

given over to the study of two dis-tinguished Canadian poets — Bliss Carmen and Robert Service. A very interesting paper on the life of Robert finances. To bring children up to expect things that they will eventu

Such a case is rather well known to me and I wait in dread for the day of awakening to arrive. A very charming woman in New York has two little daughters. She has only the money that she earns, and works herself to the bone in order to give her daughters the clothes and advantages she thinks they should have She has sent then to a school which is attended almost entirely by children of the rich people, and to the same sort of dancing school. In every possible way she is trying to give them all that their friends have, and trying to keep from them the knowledge of her hard work and the fact that they will have to earn money a few years. Her idea is that during these years when they cannot work they should have nothing but enjoy-Mass returned home after visiting in Kansas City.

Mrs. J. H. Kinder of Strathroy is visiting Mr. and Mrs. Charles Turrey of Victor street.

Mrs. J. H. Kinder of Strathroy is winter has passed. All of the farmers of visiting Mr. and Mrs. Charles Turrey of Victor street.

Is Terribly Wrong.

In every other way this woman is

In every other way this woman is fine, right-thinking, unselfish character. And yet it seems to me she is terribly wrong in this. In the first place she is giving her children an exaggerated idea of the value of money. She is teaching her daughters to think of material things as enormally important. enormously important. What is go ing to happen when they discover that they cannot continue having the luxuries thay have learned to ex-pect? Will the mother not receive what must be the worst blow of al —the blame of her children—when they discover how she has misled

evening cloak shown here today is of black brocaded velvet, very sombre in appearance and lined with gray crepe de china The magnificence obtains in a wide collar of iridescent beads.

And will they not, in one sense, be right in blaming her? It seems so to me. There is certainly nothing to be ashamed of in having less money than the next person. Neither is it

Character More Important.

difficult to do without luxuries if

After all, development of character is more important than the Certainly, the mother does not deserve all the blame. It would seem that any girl, no matter how she had should encourage her to think seriously what work she intends to do when old enough.

It seems very short-sighted kindness on the part of parents to bring the control of the child's mind. A girl brought up to be selfish and entirely dependent on others, will probably retain these unlovely qualities. Nevertheless, the original of spring, which usually heralds a propularity for this color. The new green is rather dull, been brought up, or how she might color. The new green is rather dull, been brought up, or how she might color. The new green is rather dull, been brought up, or how she might color. The new green is rather dull, been brought up, or how she might color. The new green is rather dull, been brought up, or how she might color. The new green is rather dull, been brought up, or how she might color. The new green is rather dull, been brought up, or how she might color. The new green is rather dull, been brought up, or how she might color. The new green is rather dull, been brought up, or how she might up, or how she might color. The new green is rather dull, been brought up, or how she might color. The new green is rather dull, been brought up, or how she might color. The new green is rather dull, been brought up, or how she might up, or how s

ties and become a selfish, discontented, clinging-vine sort of woman. I know of such a case here in New tinue her hard work. The girl is CHURCHES OF CARGILL HOLD WEEK OF PR York which has worked out in just suffering from the adverse criticism this way. At almost all social events and lack of respect of all those who one sees a certain young woman of know of her behavior. 27 or 28. One meets her lunching In sharp contrast, I

one sees a certain young woman of 27 or 28. One meets her lunching and dining at restaurants and apparently leading a life of ease and luxury. What the average person does not see or know about is her difficulties. She has made them feel church, while the contract of th

Green Becomes Modish.

London, Jan. 9.—Green is coming in again, even before the first hint of spring, which usually heralds a

Cargill, Jan. 9.—Prayer week is being observed by the Presbyterian Anglican and Methodist pastors does not see or know about is her mother a woman well past middle age, not strong, working every day and all day in order to support herself and her daughter. A friend of mine met this woman the other day and during the course of conversation asked her why the daughter allowed her to work like this, and did nothing herself. The mother took all the blame upon herself. She said she had brought her up with the idea that her youth should be that her youth should be the should be the should be the should be that her youth should be the should be t here. Monday evening Rev. Douglas, rector of Holy Trinity Church,

About Hand Bags.

# No home should be without this wonderful wire-less cleaner



## Danny Is Frightened When an Enormous Pussy Appears

By THORNTON W. BURGESS.

Whitenose the Fox Squirrel and Danny and Nanny Meadow Mouse were careless. Yes, sir, they were careless. They were so busy getting acquainted and so interested in learning about each other that all three forgot to watch out for danger. Yes, sir, they forgot, and that is the most careless thing that

for Chicago to join Mr. White, who left the city some time ago. Mr. and anyone can do. Danny and Nanny were on the ground, while Whitenose sat on top of the stump under which Danny and Nanny had their home. White-nose was even more curious about Danny and Nanny then they were about him. You know, it was a won-derful story that Danny and Nanny had to tell about the way the great man-bird. had brought them down to the Sunny South. Whitenose had Miss Wanza Jones will receive for the first time since her marriage, Thursday afternoon, January 17, at en that great man-bird, with its broken wing, as it stood on its head not far from where they were and

Miss Pauline Ward, who has been visiting her parents, Mr. and Mrs. William Ward. King street, returned to Montreal this week, where she has accounted an arrelation of the street. accepted an appointment on the staff ington street north, are leaving later in the month for St. Petersburg, Fla.,

where they will spend some time. At present Mr. Taylor is in Bermuda attending an Imperial Life confer-Mrs. Arthur Linnell, the out-going branches of that tree. Before they could blink their eyes there was a rush of feet from the back of that stump and they had just a glimpse of a big form bounding straight for that tree. Up the tree it went, quite as quickly as Whitenose had gone, and also disappeared in the long, gray moss. They heard the scratching of sharp claws on the bark high up in that tree, and then they had matron of Forest City Chapter, C.E. , entertained the past matrons at he tea hour yesterday, the guest of conor being Mrs. Elizabeth Taylor of Preston, past worthy grand matron Mr. and Mrs. G. I. Letteney of Digby, N. S., who has been visiting Mrs. F. M. Letteney, Maitland street, left yesterday for California, where they will remain until May. They were accompanied by Mrs. Arthur Starr of Halifax, N. S.

Georgina Brien, Miss Andrews and Marhouse, Miss Edna Ivinson and Marcus Auden. The Little Theatre orchestra will be in attendance and several interesting vocal numbers will begiven by Mrs. Frederick Who is Called Yowler, Too."

Mouse, we ve so thankful for. My, I haven't had such a fright since the great man-bird fell with us."

The next story: "Yowler's Cousin, Who is Called Yowler, Too."



They Had Just the Form Bounding

not far from where they were and had wondered about it.

Just why Whitenose turned his head and looked behind him when he did he probably doesn't know himself. But he did turn his head. "Run!" he screamed. And made a flying jump from the top of the stump toward the nearest tree.

It was all so sudden and unexpected that for a minute Danny and Nanny didn't move. They saw Whitenose jump to the trunk of a tree and go up it so fast that in a second he had disappeared in the long, gray moss that hung from the branches of that tree. Before they could blink their eyes there was a rush of feet from ...

Form Bounding For That Tree.

With their little eyes almost popping out of their heads, they watched to see if Whitenose would be followed. He wasn't. Then they heard from up in that tree such an ugly, spitting snarl of rage and disappointment that it made the hair all over them stand right on end. They waited to see no more. They scurried into their home under the old stump as fast as their short legs could take them.

"Who do you suppose that terrible fellow was?" whispered Nanny.

"I haven't the least idea," Danny whispered hack.

"I haven't the least idea," Danny whispered back. "But the noise he made up in that tree sounded very much like the sounds I have heard Black Pussy the Cat make when she has been disappointed in catching me Only this was ever and ever so much louder." "I'm so glad Whitenose got away,"

ing of sharp claws on the bark high up in that tree, and then they had just a glimpse of Whitenose making a flying leap from the end of a long branch across to the branch of anther the leading role, while the cast also around this stump and caught us if the leading role, while the cast also includes Miss Jean McIntosh, Miss Georgina Brien, Miss Eunice Moore, house, Miss Edna Ivinson and Marcus Auden. The Little Theatre or thankful for My, I haven't had such a fright since the great man-bird fellow might have sneaked around this stump and caught us if the the saw White-nose first. I guess, Nanny Meadow Mouse, we've got something to be thankful for My, I haven't had such a fright since the great man-bird fellow.

You cannot know the full joys of tea drinking until

you buy from the man who grows it

38c. 1/2 lb.

legiate Institute tonight by the Players' Club of the Western University, before the London Drama League. Miss Helen Berdan plays

Vacuette Sales Company of London Green e-Swift Building Phone 5737