

To give sweater coats a new lease of life

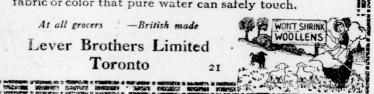
Now that sweater coats are getting more expensive, it is more than ever desirable that you wash yours with LUX. Of all things a sweater coat, which is seen so much, must be kept soft, fluffy, fleecy and "new" in appearance. You can keep yours that way and wash it again and again if you do this:

Pour boiling water over LUX flakes—pure essence of soap—allowing 3 or 4 tablespoonfuls for every gallon of water you use. Whip into a creamy lather—a few seconds is needed. Then put in the garment and stir it about. Let it soak until cool enough for your hands to squeeze the water out of the coat—the dirt just runs away. Rinse in two or three relays of tepid water, and hang to dry.

Very simple. Anyone can do it-just a few minutes' work and you get a result that the most expert French cleaner might well envy.

LUX won't shrink woollens. Won't hurt any fabric or color that pure water can safely touch.

At all grocers . - British made Lever Brothers Limited Toronto



Our Emblem Dear.

Iss Grey,—I read the inclosed in The Advertiser, and as I te to know of someone at the look has no friends, would you has no friends, and I will glad, by the has been visiting her brother, Jack Reid, has returned home.

Mr. and Mrs. John E. Lurton and family and Bert Johnson of Montreal forwarding you this "lonely's" name. are visiting S. Johnson, 2 Columbia

A PAGE OF INTEREST TO WOMEN



Our readers are invited to phone all news of this kind to the Society Editor. Phone 3670.

Mrs. W. Brydone of Cfinton was a visitor in town on Thursday of this week, attending the annual meeting of the London branch of the Canadian Red Cross.

Mrs. Maud Eastman and daughters Verda and Marjorie of Woodstock have returned to their home after a pleasant visit with friends and relatives in this city.

Dr. and Mrs. S. P. Reynolds announce the engagement of their daughter. Myrtle, to Mr. J. G. Adams, B.A. of Trenton, the marriage to take place at the end of September.

Mrs. J. Doherty and children and Mrs. Calhoun of Maitland street have returned to town after spending the summer in their cottage at Ipperwash Beach.

W. P. Ross is a visitor in town from St. Thomas for Fair week.

Mr. and Mrs. James Wiggins of Morpeth are visiting friends in town for a few days.

Diace quietly on September 19.

Mr. and Mrs. W. H. Richardson of Essex announce the engagement of their daughter, Ada Ellen, to Norman Davis, B. A., of the Essex High School staff, the marriage to take place in a few days.

Mr. and Mrs. J. W. Archer and son Reg of Galt are spending the week in this city, the guests of relatives. Mrs. James P. McKay of Stratford

Cynthia Grey's

Mail-Box

Confides on "Mummle."

Dear Miss Grey,—I wrote to you about two weeks ago, but I believe it hit the W. P. B. My other letter was about girls (we young ones of 16) giving our mothers our confidence. I just can't keep a secret from "Mummie." I played truant from school and went home. Do you suppose I could keep it to myself? Well, I guess not. I can't understand how a girl can keep secrets from her. parents. Oh, yes! She gets cross occasionally, but so do I, so is not that 50-50?

occasionally, but so do I, so is not that 50-50?

I never had a brother, Miss Grey, to give up for my country, but there was a little boy next door who had no mother, and he used to come to our house for consolation, and I went to his house for cookies. Last week he was reported "missing," and a cable came soon afterward that he was dead. I would not feel a bit worse if he was a brother, because we grew right up together. I had made many sacrifices since he enlisted that I might send him a box, but now that is all over. I have four "lonelies," so any more is out of the question, and each of them gets a box every two weeks. Don't you think that pretty good?

One question, please: What was it that was published some time ago for weak ankles from skating?

May I please come again, and I do

y I please come again, and I do this one will not get "kicked" out; does I shall be tempted to try ! Good luck. HOME-LOVING KID.

P.S.-Please, what do you think of my writing?

Ans.—It is odd about that other letter of yours, for I recall its contents

"Acquiring a Good

Complexion is Simply

In Knowing How"

There is nothing mysterious nor ob-

scure about Beauty—you can acquire a Good Complexion with surprising ease and cer-tainty—if you only know how

Our Free Beauty Book tells you how and our New Complexion Treatment, called "SEELY'S DOUBLE CREAMS" accom-plishes the result.

A postal brings the Beauty Book

free and your druggist has
"SEELY'S DOUBLE CREAMS"
-or upon receipt of \$1.00 we
will send you the pair of
Creams direct.

SEELY

CEETEE UNDERCLOTHING

Perfumer

in the city for the Western Fair. While here he is the guest of Mrs. John Lackie.

The Misses Stanley of Lucan were among those who attended the annual meeting of the Canadian Red Cross, held in the Masonic Temple on Thursday.

Mrs. J. M. McEvoy has returned onto this week

Wisitor in town for the Fair.

An interesting party of girls left for Toronto yesterday, where they will enter the Bishop Strachan School. The party included Misses Doris Belton, Gwendoline Scandrett, Margaret Glass, Louise Beck and Julia Butter.

Miss M. Neilson by Misser Doris Belton, Gwendoline Scandrett, Margaret Glass, Louise Beck and Julia Butter.

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Mrs. J. M. McEvoy has returned home after spending a few days in Toronto this week.

Mrs. J. M. McEvoy has returned home after spending a few days in Toronto and Detroit.

Capt. Gordon Cooper, of the A. S. C., who was home on sick leave some months ago, has returned to France.

Gordon Summerhays of Brantford motored to the city this week for the Western Fair.

Mrs. F. Silcox of Iona is a visitor in town for Fair week.

Mrs. P. Ross is a visitor in town from

Mrs. Duncan McDopaid of Table Bishop Strachan School. The ling the Bishop Strachan School there.

Margaret Glass, Louise Beck and Julia Butter.

Miss M. Neison has returned from a visit in Toronto and Detroit.

Mrs. Niven and Miss Niven have returned from a visit with Mrs. Beardmonths ago, has returned from a visit with Mrs. Beardmonths ago, has returned to France.

Mr. and Mrs. Archie Loughrey, Hyman street, announce the engagement of their son, Lieut T. A. Loughrey, to Nursing Sister Grace Harper of Woodstock, N. B. The marriage is to take place quietly on September 19.

Mrs. Duncan McDopaid of Table Bishop Strachan School there.

Albert E. Adams of Toronto, formerly of this city, is visiting at the home of his grandmother, Mrs. Strangeman, Cartwright street, accompanied by his small sons, Walter and Norman. Mrs. Strangeman, in her distributed to have with her lively and inquisitive great-grandsons. Mr. Adams, whose father was formerly associated with The Advertiser, is director of a unique musical organization, known as the Auriol Mandolin Orchestra of Toronto, a quinter of the Bishop Strachan School there.

Mrs. J. M. McEvoy has returned from a visit with Mrs. Beardmonths are at her cottage on Centre Island, Toronto.

** **

Mrs. Division has returned from a visit with Mrs. Beardmonths are at her cottage on Centre Island, Toronto, and Norman. Mrs. Strangeman, in her division her place of the lively and inquisitive great-grandsons. Mr. Adams, whose father was formed from a visit

Advertiser Patterns

Measurement: Bust..... Waist.... CAUTION: Be careful to inclose the

CAUTION: Be careful to inclose the above illustration, and send size of pattern wanted. When the pattern is bust measure you need only mark 33, 34 or whatever it may be. When in waist measure, 22, 24, 25, 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 application.

and remember thinking how glad I was that some of our girls find "Mummie" such a good friend. Also, did you not ask about the weak ankles on that former occasion, too? If it was not in print I am at a loss to know where the epistle went. We'll hope a safe arrival in type for this one. I do not know how weak ankles could be strengthened, unless exercises would help. Sorry, indeed, to hear of the loss of your friend, but it must soften the ache a little to remember that you made those sacrifices, and you also seem to be taking good care of the other four. You write a very good business hand.

DAILY BIBLE

QUESTION CLUB

WAR MENUS

How to Save Wheat, Beef and Bacon for the men at the front. Issued from the Office of the Food Controller for Canada.

MENU FOR MONDAY

BREAKFAST. Oatmeal Porridge. Miłk. Sugar. Eggs (soft cooked). Marmalade. Toast. Butter. Tea or Coffee. DINNER.

Beef Stew. Potatoes. Carrots.
Bread. Baked Apples.
Tea. Milk. Sugar. SUPPER (OR LUNCHEON). Cream of Tomato Soup. Graham Biscuits. Apple Sauce. Oatcakes. Tea. Milk. Sugar.

The recipes for Graham Biscuits and Cream of Tomato Soup, mentioned above, are as follows:

Graham Biscuts—

Make as tea biscuits, only substitute one-half graham flour for white

Cream of Tomato Soup-1 quart of skim milk.
½-pint tomato juice (made by stewing ripe tomatoes and pressing through a sieve).
½-teaspoon of soda.
2 tablesroons of 2

4-teaspoon of soda.
2 tablespoons of flour.
2 tablespoons of butter.
Salt and pepper to taste, and a little grated onion.

Make the milk, flour, butter and seasonings into a thin white sauce.
To the tomato add one-quarter of a teaspoon of soda, and as soon as it ceases to effervesce combine the milk with the tomato, and serve at once.

(Wheat and meat saving recipes by domestic science experts of the Canadian Food Controller's Office.)

of the readers that will help him, I will close, from A FRIEND.

Ans.—This request has been recorded along with the man's address, and perhams some of our readers who do not object to sending tobacco overseas, will kindly rely. kindly make inquiry for "A Friend's

C. B. M.'s Chocolate Cake.

Dear Cynthia,—I am sending this ecipe for "Soldier of the Soil." I hope has eas it: Two eggs. 2 cups yellow recipe for "Soldier of the Soil." I hope she sees it: Two eggs, 2 cups yellow sugar, ½ cup butter or shortening, 1 teaspoon soda dissolved in ½ cup sour milk, ½ cup boiling water poured over ½ cup cocoa, mix thoroughly, 1 teaspoon vanilla, flour to make batter, 1 teaspoon baking powder sifted in flour. I use the boiled icing. I have given this recipe to several; they all thought it real good.

C. B. M.

Ans.—Thank you, "C. B. M." It sounds so delicious that I wish the "Consumers' League" editor, and the "Society" editor, and the "Mail-Box" editor, each had a plece this minute!

SHIPMENTS.

On September 11, 1917, the Red Cross Society shipped as follows: 270 grey flannel shirts, 246 suits pyjamas, 24 bed jackets, 10 dressing gowns, 54 sheets, 330 pillowslips, 300 towels, 14 mattress covers, 8 quilts, 50 small kit bags, 144 pairs socks, 120 pairs bed socks, 15 boxes surgical supplies, 12 field comforts.



Cheaper to

No matter where you live in Canada, you can buy your furs by mail through Hallam "Direct from Trapper to You" at the same price as any one and cheaper than elsewhere. The reasons are many:

Town

Province

Name All this means a big saving of

You are sure of satisfaction when buying by mail from Hallam—because of Hallam's guarantee "to satisfy you or your money back. cause of Hanam s satisfy you or your my You are the sole judge.

We are compelled to give you extra good value, for our own safety, because no mail order house can afford to have

you.

1683 Mult of genuine Grey Canadian
Wolf to match above
-barrel shape, large
roomy and comfortable, finished with
head, tall and paws,
oft down bed, slik
wrist cord, lined with
crey corded slik pop-

19. Was the king any better man after this event than before?
20. What is the moral difference between a man who is cruel on behalf of a good cause, and one who is cruel on behalf of a bad cause?

Lesson for Sunday, September 23, 1917.
"Daniel in the Lion's Den." Daniel, vi.



Delicious and Strengthening

It has a delicate fragrance and flavor peculiarly its own, owing to the scientific blending of the cocoa beans and the perfect process by which it is made.

"One never tires of Baker's" Booklet of Choice Recipes sent free.

WALTER BAKER & CO. LIMITED Established 1780 Montreal, Canada - Dorchester, Mass.

considering the blouse and trousers may be of the same material, of linen, drill, khaki, galatea, gingham, pique, serge or cordurey, or the blouse may be of linen or other wash fabric and the trousers of serge or cloth. The pattern is cut in four sizes: 4, 6, 8 and 10 years. Size 8 will require three yards of 36-linch material.

A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

All this means a big saving, of which you receive the benefit.

can afford to have goods returned.

The two illustrations here tell about some very attractive Hallam bargains.

1806 — Beautiful Canadian M is k Cape, made from specially selected skins. The high collar and deep shoulder the or-

write a very good business hand.

He Wants Tobacco.

Dear Miss Grey.—As others come to you I thought I would do likewise. I received a letter from a soldier in France today, and he was asking for tobacco. As I find it difficult to send him any, I thought maybe one of your kind readers would send him some once in a while. I will do what I can, but when there is a big family, and money scarce, it is hard to do what one would like. I am sure he will be thankful for anything he gets and that he will not send any foolish letters, and would not like to receive any foolish ones, either. Well, Miss Grey, thanking any either with lead, tail and paws, lined that he will not send any foolish letters, and would not like to receive any foolish ones, either. Well, Miss Grey, thanking any

HALLAM'S FUR STYLE BOOK FREE

657 HALLAM BLDG., TORONTO.



enmans

Women of distinctive tastes will find wide expression for their individual preferences in the exquisite shades and patterns of Penmans Hosiery.

It combines the fastidious fancy of ultra modes with a range of popular purse possibilities.

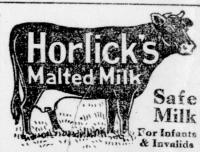
of Sweater Coats and

MAYBE BUYING MATCHES never struck you as being an important job. But it is. It is important that you buy

CHEMICALLY SELF-EXTINGUISHING "SILENT 500"

The matches with "no after-glow." EDDY is the only Canadian maker of these matches, every stick of which has been dipped in a chemical solution which positively insures the match becoming dead wood once it has been lighted and blown out. Look for the words "Chemically self-extinguishing" on the box.

none but EDDY'S



A Nutritious Diet for All Ages. Keep Horlick's Always on Hand Quick Lunch; Home or Office,



Enter the **Bread Making** Contests

the big One-Hundred-and-Fifty-Dollar Pathe phonographs (Five of them!) and other valuable prizes, for the best loaves of bread baked with Cream of the West flour, is stirring up tremendous interest all over Ontario. Many girls are already busy as bees practising West flour. Last year many girls declared, "Oh, if I had only practised, I'm sure I could have won!" Don't wait another day. Decide right now! Practise, Practise,

Cream # West Flour

Prizes Worth Trying Hard For

1st Local Prize.—"Girls' Own Annual," a great big beautifully bound, illustrated book with 800 pages of stories and articles about people, art, animals, gardens, sewing, crocheting—everything that particularly interests young girls, older girls and their mothers. This is a roung girls, older girls and their mothers. ... onderful prize that you can treasure for years.

2nd Local Prize.—"'Stories of Famous Men and Ween," heavily cloth bound with gold titles, many beautial pictures in colors, entrancing life stories of Florence
fightingale, Grace Darling, Flora MacDonald, Jenny Lind,
he late Quean Victoria, and others.

3rd Local Prize.—"Britain Overseas," a big handomely bound book with many colored pictures, interesting
tories and descriptions of the countries and the peoples
f Britain's world-wide Empire.

4th Local Prize.—""The Onean's Gift Book": a hook

4th Local Prize .- "The Queen's Gift Book," a book

end Luctur Frize.—"The Queen's Gift Book," a book of stories, pictures and special articles by Britain's best writers; the proceeds from the sale of this book are for the beneat of disabled soldiers in England.

Note.—Unless the entries number six or more only first and second prizes will be awarded. Unless the entries number ten or more no fourth prize will be awarded.

The Standard by which bread will be judged will be

District No. 1.—Counties of Glengarry, Stormont, Dun-das, Grenville, Leeds, Frontenac, Lennox and Addington, Carleton, Lanark, Renfrew.

Carleton, Lanark, Renfrew.

District No. 2.—Counties of Hastings, Prince Edward, Peterboro, Northumberland, Victoria, Durham.

District No. 3.—Counties of York, Ontario, Peel, Halton, Wentworth, Oxford, Brant, Waterloo (with a few fairs in Wellington and Perth).

District No. 4.—Counties of Welland, Haldimand, Norfolk, Elgin, Kent, Essex, Lambton, Middlesex (with a few fairs in Huron and Lincoin).

District No. 5.—Counties of Bruce, Grey, Duffair, Sin

we will promptly tell you the nearest place to get it.

NO COMPETITIONS IN COUNTIES NAMED BELOW:
The competition's open to all parts of the Province where
Rural School Fairs are held, except the Districts of Rainy
River. Kenora and Thunder Bay. These districts are the
only parts of the Province where school fairs are held by
the Dept. of Agriculture in which this competition
will not be a feature. There are no district-representatives
of the Department of Agriculture in the Counties of Sudbury, Huron. Perth, Wellington, Haliburton, Prescott, Russell or Lincoln, and no rural school fairs are held in these
Counties by the Dept. of Agriculture. There are, however, a few fairs held by local schools in Wellington, Perth,
Huron and Lincoln, and these are included in the competition.

The Campbell Flour Mills Company, Limited Peterboro

(West) Toronto

awarded to the same family.

Cream of the West Flour is sold by the following dealers: C. J. Wakeling, 1454 Dundas street, London; W. Meadows & Son, Ailsa Craig; Hugh Craig, Ailsa Craig; R. E. McDonald, Appin; McAlpine Bros., Glencoe;

at Rural School Fairs in Ontario The Campbell Flour Mills Company's great offer of

the bard wheat flour that is guaranteed for bread Every time you bake with it you find out new qualities in this flour that makes such splendid big loaves of delicious

light bread. Practise!

In five districts, each comprising several counties, we will give away free to the winner of the first district prize a large cabinet phonograph. At each fair there will be given a fine list of local prizes.

The District Prizes.—The winner of the first prize at ch local fair automatically becomes a competitor for the llowing District prizes.

following District prizes.

1st District Prize.—The ''Pathephone' is the name given to the fine big mahogany phonograph we offer as first prize. It will give you endless pleasure and entertainment for a lifetime It has special reproducer attachments and needles, enabling you to play all kinds of flat disc records of no matter what make. The Pathephone reproduces band music, orchestra music, songs and funny pieces perfectly; with it goes a dozen of the famous Pathe records. Total value, \$150.00.

2nd District Prize.—Set of Dickens' Works, 18 splendidly bound volumes with many illustrations. Among the books in the set are "Oliver Twist" and "Old Curiosity Shop." These are two of the most entrancing stories ever written.

3rd, 4th, and 5th Prizes.—"Canuck" Bread mixers. This simple, yet well-made machine, takes the hard work out of bread making. Instead of laborious kneading of the old method, you just put in the ingredients, turn the handle, and the dough is thoroughly and more evenly mixed.

Read Carefully Conditions of Contest

Every girl may compete at the rural school fair in her district, whether or not she attends school, providing that her 12th birthday occurs before November 1st, 1917, or her 19th birthday does not occur before Nov. 1, 1917. One loaf of bread must be submitted baked in pan about 7 x 5 inches and 3 inches deep, and divided into twin loaves, so that they may be separated at the fair. The loaf must be baked with Cream of the West Flour. One-half will be judged at the fair. The other half of the prize loaf will be sent to Ontario Agricultural College, Guelph, to compete in the District Contests. The judging will be done by Miss M. A. Purdy, of the Department of Breadmaking and Flour Testing. The local contest at the fair will be conducted under the same rules as all the other regular contests at your fairs.

The Standard by which bread will be judged will be

1. Appearance of Loaf 1
(a) Color 5 marks
(b) Texture of crust 5 marks
(c) Shape of loaf 5 marks
2. Texture of Crumb 4 (a) Evenness 15 marks
(b) Silkiness 20 marks
(c) Color 5 marks
(c) Color 5 marks
(d) Taste 25 marks
(d) Taste 25 marks
(d) Odor 20 marks

District No. 5.—Counties of Bruce, Grey, Dufferin, Sim-e, Districts of Muskoka, Parry Sound, Timiskaming, Algoma, Manitoulin.

goma, Manitoulin.

THE RESULTS of the contests at the fair will be made known in the usual way as in the case of all the other regular contests. The District results will be announced as soon as possible after the conclusion of the Rural School Fairs in the Province.

DO NOT MISS THIS GREAT OPPORTUNITY: Every girl between 12 and 18 years should compete. What a splendid way to stir up increased interest in breadmaking! Get a supply of Cream of the West Flour at your dealers and practise using it as eften as possible to increase the chances of winning. If your dealer cannot sell it to you, write to the Campbell Flour Mills Co., Ltd., Toronto, and we will promptly tell you the nearest place to get it.

NO COMPETITIONS IN COUNTIES NAMED BELOW:

Which District is Yours?—This list shows you which counties you compete against if you become a competitor for the District prizes:

Pickering

Henry Hamblyn, Lambeth; Chas. Steer, Mount Brydges; R. J. Petch, Wardsville; Wm. Hodgins, Clandeboye; R. E. Morris, Hyde Park; D. J. Mathewson, Komoka; H. L. Acres, Komoka; H. J. Marsh, Lobo; E. Richards & Son, Melbourne; Neil McPhee, Parkhill; W. W. Logan, Parkhill.

Ready For Service

many emergencies happening about the home.

"Compass Oil" gives quick relief, and heals, with smallest possible scar, burns, scalds, cuts, etc; takes out the inflammation and pain from bruises and sprains, reduces swellings, and cures piles of every form. In fact, "Compass Oil" is an all-round, home remedy, pure, antiseptic and harmless.

See that your home is supplied.

35c All Druggists 35c

All Druggists 35c

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSON. By Rev. T. S. Linscott, D.D. (All Rights Reserved.)
August 19, 1917.

"The Fiery Furnace." Daniel, iff. Golden Text—"When thou walkest through the fire, thou shalt not be burned; neither shall the flame kindle upon thee." Isalah, xliii., 2

18. Verses 28-30—What happens in these days to good people in trouble, in these days to good people in trouble, in any way analogous to this story? (This is one of the questions which may be answered in writing, by members of the club). To matoes, from trellis, bushel \$2.00
 Orlinos, per quart—Siver
 20c

 Yellow
 15c

 Beets, peck
 80c

 Red Cabbage
 15c

 Cauliflowers
 15c, 25c, 35c

 Cucumbers—Gherkins, per 100
 50c

 Cucumbers, 4 to 5 inches, per 100
 \$1.25

 Tomatoes, from trellis, bushel
 \$2.00

 Peppers, per dozen—Red, Hot
 15c, 25c

 Green, Sweet
 20c

 Selected
 39c

 Celery, "Hearts," bunch
 15c

MAIN & COLLYER PHONE 2831. zyxwt