

NEWS AND VIEWS FOR WOMEN READERS

The O.V. Shepherd Says—

"There's a power of warmth and wear in Veloknit that'll be fair tickled at its price."

Veloknit "Red Label" pure wool heavy rib underwear for the out-door worker, and No. 90 line, Bony quality, for the inside man are the ideal garments for this climate.

Fashioned to fit, every garment is ample size and unshrinkable.

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MADE BY **BATES & INNES LIMITED**
 Carleton Place, Ont.
 Also makers of **Old Brand Pure Wool Heavy Ribbed Underwear, Blankets, Knitted Coats & Sweating Vests.**

Efficient Housekeeping
 by Laura A. Kirkman

TOMORROW'S MENU

Breakfast	Cereal
Wholewheat Waffles	Sirup
Coffee	
Dinner	Celery
Roast Beef	Mashed Potatoes
Brussels Sprouts	Lettuce, French Dressing
Coffee	Lemon Tart
Supper	Welsh Rarebit on the Chasing Dish
Quick Biscuits	Preserves
Tea	Cake

Beat well and turn the mixture into a buttered loaf-pan. Bake for 40 minutes in a moderate oven and use the egg-white for frosting."

Constant Reader: "I use up sour milk in the following **SOUR MILK LOAF CAKE**: Cream together one-half cup of granulated sugar and one tablespoon of butter; add the beaten yolk of one egg, one-half cup of molasses, one cup of sour milk in which dissolves one teaspoon of baking soda, two cups of flour, which has been mixed and sifted with one and one-half teaspoons of ground cinnamon, a pinch of ground cloves (or use any desired spices) and, last, add one-half cup of seeded raisins. Turn this batter into a greased loaf-pan and bake for 45 minutes in a moderate oven. Use white of egg for frosting."

Mrs. D.: "Here is my recipe for **BUTTERSCOTCH PIE** (recently requested in your column by Mrs. H. E. J.): Two cups of brown sugar, yolks of two eggs, butter the size of an egg, one cup of milk, one tablespoon of corn-starch, a pinch of salt and vanilla to flavor. Heat the milk in a double boiler, add other ingredients (stir constantly), and cook till thick. Turn the filling into a baked under crust and use the top egg-whites for a meringue for top."

RECIPES FROM READERS.

Mrs. M.: "Other housekeepers may like this recipe for **Oatmeal Waters**, which is very good: Grind two and one-half cups of dry oatmeal through a food chopper. Now begin by creaming together four teaspoons of butter and three-quarters of a cup of granulated sugar; add two well-beaten eggs and sift into the mixture two teaspoons of baking powder mixed with one-half teaspoon of salt. Stir well, then add the ground oatmeal and flavor with one teaspoon of vanilla. Drop this batter by teaspoonfuls onto a greased baking sheet and bake in a moderate oven till cooked through and browned—about 12 minutes."

Mrs. W.: "Here is my recipe for **Chocolate Cake**: Cream together one cup of sugar and two tablespoons of butter; add the beaten yolk of one egg, one-half cup of boiling water, one level teaspoon of baking soda dissolved in another half-cup of boiling water, and one and one-half cups of flour sifted with one level teaspoon of baking powder."

All inquiries addressed to Miss Kirkman in care of the "Efficient Housekeeping" department will be answered in these columns in their turn. This requires considerable time, however, owing to the great number received. So if a personal or quicker reply is desired, a stamped and self-addressed envelope must be enclosed with the question. Be sure to use **YOUR** full name, street number, and the name of your city and province. —The Editor.

HEROINES OF HISTORY
 Significant Incidents in the Lives of Famous Women.
 By Mark Stuyvesant.

The Shy Little Girl Who Became the Swedish Nightingale.
 A picture of all New York City on its feet, waving and cheering in a very abandon of enthusiasm, and mounted, the public bought tickets for her first appearance—paying fabulous prices according to the rates in those days. And her first appearance in America sealed her success. She was called the greatest singer of all time.

During her visit to Boston she met Otto Goldschmidt, a skilled pianist and conductor. They became friends. Soon friendship turned to love. When Jenny Lind became Mrs. Goldschmidt, she retired from the stage and except when she sang

finally settling down to such deep and unwavering admiration and love as seldom has been lavished upon a public character, attained to the name of Jenny Lind.

Nor was her popularity confined to the American metropolis. Her visit to this country won the people of the United States so completely that even now thirty years after her golden voice has been silenced by death, tales still are told of her sweetness and beauty.

The "Swedish Nightingale" was the daughter of a somewhat obscure teacher of languages. Those who hold to the theory of reincarnation often cite her as proof of their since her knowledge of music appeared to be inborn, and demonstrated even before she could speak.

At the age of three Jenny Lind could repeat a song once heard, with remarkable exactness. When she was nine she began the study of music at Stockholm. Three years later her upper notes lost their sweetness, and then came a time of depression amounting almost to despair for the small girl and those who had entertained high hope for her. But the golden quality returned as suddenly as it had gone when she was sixteen. It was then that she was sent to Paris to become a pupil of Garcia.

Oddly enough her appearance was against her at the beginning of her career, for Jenny Lind was anything but an attractive child. She was awkward and shy to such a degree that those who had to do with the stage declared that never, never would the public accept such gaucherie!

But her lack of physical charm was metamorphosed by the years, and in 1859 her fame as a vocalist extended throughout Europe.

It was in that year that an enterprising showman—none other than P. T. Barnum—decided the time had come to bring to his own country the Scandinavian song-bird. She consented to cross the ocean and was billed to appear in New York. A bit doubtfully at first but with growing excitement as enthusiasm

to aid charity, her voice never again was heard by the public.

Jenny Lind died in London where she spent the last years of her life, in 1887.

It happens by a common vice of nature that we trust most to, and are most seriously frightened at, things which are not seen, which are hidden away and unknown.

Pure Linen Towels

Pure linen towels are essential to people of refined taste whether the towels are of the finest weave or are for everyday use.

The little shamrock woven or stamped in the corner of each article of Brown's Shamrock Linen is your guarantee of pure, genuine Irish Linen.

Ask your dealer to show you this famous line.

BROWN'S SHAMROCK PURE IRISH LINEN

John S. Brown & Sons, Ltd. Belfast - Ireland

TO-DAY'S FASHION
 By Vera Winston.

Small Hat Favored.

After wondering for weeks whether the large hats imported from Paris and made at home or the little models mostly manufactured in this country would be the most popular, it now becomes apparent that the last mentioned species have attracted patronage the most, and, notwithstanding what Fashion may have to say about it—for she has not entirely decided on the small hat—there will be fewer large hats worn as time goes on. Ere deciding to adopt what most people seem to like the best, it will be well to take into consideration the fact that whereas a wide brim tends to impart a youthful effect, a narrow one—or none at all—will do the opposite. This does not matter in these cases where the features are of such a character as to stand the test, but those who realize that the years have left their mark, yet would not flaunt the fact, might be advised to avoid diminutive millinery.

Men are much more unwilling to have their weaknesses and their imperfections known than their crimes; and if you hint to a man that you think him silly, ignorant, or even ill-bred, or awkward; he will hate you more and longer than if you tell him plainly you think him a rogue.

Old Dutch

Soft and Flaky, won't scratch.

Contains no lye or acids.

Goes further, gives better results.

Cleans all thru the house.

MAKE YOUR WORK EASY

Have the Hotpoint Electric Goods in your home. We have everything you may need to bring comfort—Irons, Toasters, Heaters, etc.

Halliday Electric Co.

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Dominion LINOLEUM
The Modern Floor Covering for Every Home

EVERY type of home can be improved with Dominion Linoleum floor coverings. Apartments, flats, cottages, houses—city homes or country homes—all are made more comfortable and attractive through their use. The wide range of patterns and colorings—floral and block designs, tiles, matings and plains—make them adaptable for every room.

What a relief from tiresome beating and sweeping Dominion Linoleum brings! Its smooth, bright surface is impervious to moisture and it cannot stain, no matter what you spill on it. Just a few brisk strokes with a damp mop is all the cleaning required. There is an air of warmth and comfort about Dominion Linoleum and it wears for years and years; always fresh and clean-looking.

DOMINION LINOLEUM RUGS

are also available in sizes to fit all rooms. Used with Dominion Rug Surround and matched with hangings and furniture, really beautiful effects may be readily obtained. Dominion Linoleum Rugs possess all the practical, labor-saving features of Dominion Linoleum by the yard and are equally durable.

Visit your Local Dealer to-day. See for yourself the beauty and quality of Dominion Linoleum and Dominion Linoleum Rugs. Their remarkably low prices will please you. Send us your name and address and we will mail you an attractive rug folder in four colors. Address Dominion Oil-cloth & Linoleum Company Limited, Montreal.

Gain the Dominion Linoleum and Dominion Linoleum Rugs have a strong convex back. Look for it when buying and also for the Dominion Trade Mark on the face of the goods.

See us for Dominion Linoleum—**JAMES REID**
 all the different designs in stock. 254 Princess Street

WE CARRY A FULL LINE OF LINOLEUMS (ALL WIDTHS); PIANOS, VICTROLAS, WALL PAPER, FURNITURE AND HOUSE FURNISHINGS. **T. F. Harrison Co. Ltd.**

TO-DAY'S FASHION
 By Vera Winston.

This Grey Crepe Frock Shows How Charming Popular Pleats Can be.

Pleats which remained at the height of the mode all Summer, are still popular. Many of the cloth frocks are of material which does not admit of pleating, but whenever a lighter weight material is used we are apt to see the return of the pleat.

This mode is of grey crepe and is designed for wear in the house or under a long coat. Pleats make the sleeves and skirt and are repeated in an interesting puff placed at a slightly high waistline.

This pattern would make a lovely tea-dance frock of georgette or very thin crepe in ruby or bright green.

Thanksgiving Day—so **DON'T FORGET** to buy the

Just the thing for the holiday

Assorted 5lb. family box of **Moir's Chocolates**



Full-fashioned without seams

Reinforced heels, toes and soles.

KNIT to fit the natural lines of the limb so that no wrinkles spoil the trimness of ankle—that's Mercury Full-Fashioned, without seams.

So comfortable—no binding at the top—no wrinkles or seams in the foot.

Cashmere and Silk in Fall Weights

Smart shades, in Autumn's most desired materials are found in Mercury offerings of "Full-Fashioned."

Full Fashioned Mercury's have 5 points of Superiority

Mercury Hosiery

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 HAMILTON, CANADA

Nature never did betray the heart that loved her. Courage is boldness built of iron timber.