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The Alabastine Co., Limited
15 Willow Street, Paris, Ont.

CHURCH'S COLD WATER
Alabastine



those fine youngsters!—I should say not!" "Oh, you lovely ideal people," cried Muriel. "It's the most perfect thing I ever knew! I'm jealous—I wish I were old enough to have bachelors!" "Don't be ridiculous," admonished Delia. "Don't you wait until you are nearly forty-one—" she broke off and gave a little cry—"until you suffer the humiliation of having to be chaperoned by your own god-daughter!"

DRESS GOODS FROM CANADA

(Continued from page 6)

embroidery factory, where they showed me beautiful samples of embroidered voiles embroidered in the factory from designs made by their own designers—fascinating stuff. The retail price would be from about 50c. to \$3.00; and there was a piece of Canadian voile, not as fine as some of the imported voiles, but still a texture of a Canadian mill. It would retail plain at about 20c.

And there you are. The cotton is imported; we can't grow it. We can grow flax, although to be sure, we cannot get near a commercial proposition for linens in this connection yet, on account of lacking the chief hand labour of Germany and other European countries which is necessary to break the flax. Canada grows lots of flax and cuts it with a binder, but this pulls the fibre and this makes it unsatisfactory for fine linens. It will be a long day before we can get the fibre coming right from Canadian grown flax, on account of this labor question. What little is grown in Canada for linens is broken by the Indians.

The weaving is good; and you can get the finer weaves as soon as you ask for them. The bleaching is perfect. The designs, both native and foreign, are done by both native and foreign designers. An extension of the business means greater opportunity for Canadian designers. The inks and dyes are exactly the same as these used in England and Europe; the processes the best and most modern.

"We do everything just as they do it; but," a cotton man plaintively added, "we can't fill stuff as they can. See," he said, picking up a piece of 5c. cotton, "this is filled; anyone can see that. We can't fill stuff so it won't show."

"I hope you never learn," I said. I have talked so much about the summer cottons and prints and linens that there's hardly space left to mention Canadian cloths. I want to tell you about the dye man, but first will you read the report of the shopping of a young woman who "out Canadians" even the most Canadian:

"When I set out I determined to buy Made in Canada goods. I first looked for an up-to-date serge skirt. I was shown a Canadian make and a skirt made in the United States. I purchased the one Made in Canada, because I found it to be far better serge, fitting just as well as the other, and much lower in price. The American goods claim to be up-to-date, but I found by experience that Canadian-made goods are just as stylish and of better material by far for the price.

"I found out that all woollen goods Made in Canada are cheaper and by far superior to foreign goods."

So they should be, although we must bear in mind that the cost of production is higher than in Europe and compared with United States, our market is smaller.

The Dye Man said:

"I'll tell you about two Canadian mills I've been through recently; they are as well equipped and as well managed as a woollen mill can be. They are turning out as good goods. They don't make the finest weaves, but the climate hasn't anything to do with that. It's the market. If you women will ask for fine weaves from Canada, you'll get them. It's up to you—Where do I come in? I'm dyeing. At present fine cloths are imported undyed, and dyed here, encouraged by a 30 per cent. duty on dyed cloth against 15 per cent. for the undyed cloth. We use exactly the same dyes, and the most modern processes. It's nonsense to say the water here is such that we can't dye properly. I can get water chemically pure for dyeing, made from Lake Ontario water. As for colors—"

I murmured something about vegetable dyes. "No, not vegetable dyes," he said. "You can't beat aniline dyes. We've got them right, now."

I've told you about the dyes at length, because the past objections to Canadian cloth were that the colors were not reliable. Judging by that dye man, they will be reliable now. As a matter of fact, in the out put of good mills in heavy cloth, they have been so for several years.

Then there are the sheep from which the wool may be obtained; and you may think what an extension of this industry will mean to the land.

One more point—and a vital one—at the corner of a white space that briefly and forcibly told why you and I should buy certain Canadian goods because of their qualities, not because of the "Canadian" was an advertisement which said "Wanted" by the same company, "steady men and women."

And there you are; it is worth while "taking it home to wash," isn't it?



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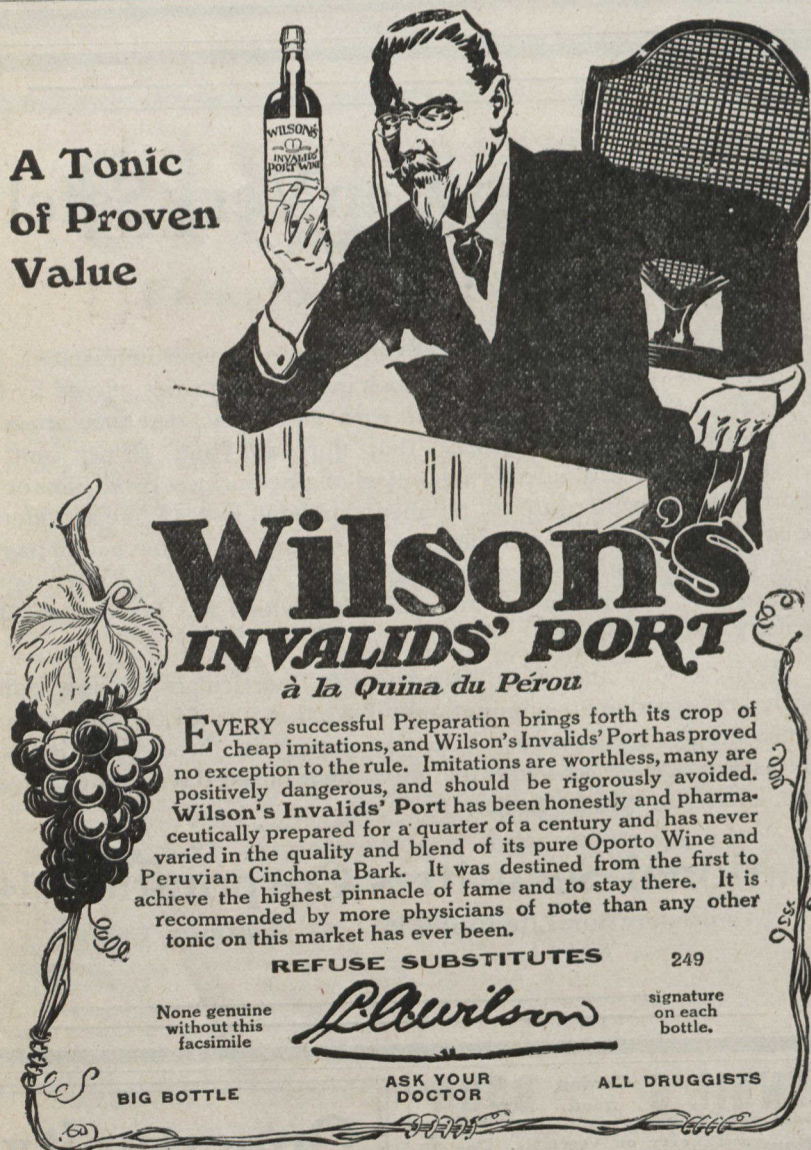
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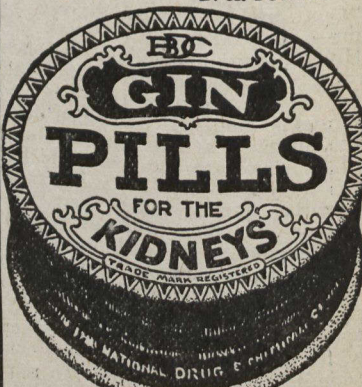

A Neighbor Told Him To Take Gin Pills

GIN PILLS
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If you want to know what Gin Pills will do for you, just drop a line to Mr. D. A. Yorke, at Bellrock, Ont. He will tell you what Gin Pills did for him, after he had suffered with Kidney trouble for 15 years. Here is his letter:

"I suffered for about 15 years with my Kidneys. I could get nothing to help me. The pain went all through my back and shoulders and down the calves of my legs. When I would sit down for a while, I could not straighten up again until I would walk a rod or more, the pain was so great. A neighbor advised me to take GIN PILLS. I did so and six boxes cured me. It is about two and a half years since I quit taking them. My back is all right; no pains and no more backache. I thank GIN PILLS for it all—they are worth their weight in gold."

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