



## Priestleys' as Usual In Spite of the War.

**I**N spite of the war, which has wrought havoc in the textile industry, we are able to offer our customers a full line of the famous

*Priestleys'*  
**DRESS GOODS**

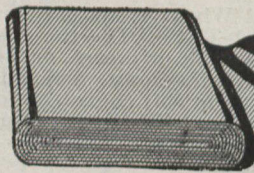
Our orders were placed months ago, and, thanks to the British Navy, our shipments from the great Priestley mills at Bradford, England, came through without interruption. Those mills are now working night and day on cloth for the Allied Armies.

Our Spring, 1915, line of Priestleys' goods includes all the staple fabrics that have been so deservedly popular for years, and also a most attractive assortment of this season's latest novelties in a bewildering array of new weaves and colours

The best Dealers throughout Canada are distributors for Priestleys'. Send us your name and address and we will send you

### Free Samples

of this Spring's new cloths and direct you to a store in your city where you can see the complete range of Priestley fabrics.



**GREENSHIELDS LIMITED**  
MONTREAL

Canadian Representatives, Priestleys' Limited, Bradford, England

## Popular Embroidery Designs

By MAY MANTON

**T**HE present is a season of needlework. Various causes have contributed to keep the supply of lace a limited one and designers are consequently employing embroidery, braid and all similar trimmings to finish the

brim and when unlaced, it lies flat so that it is extremely easy to launder. This design also can be done all in solid work or in solid and raised work in combination with the eyelet.

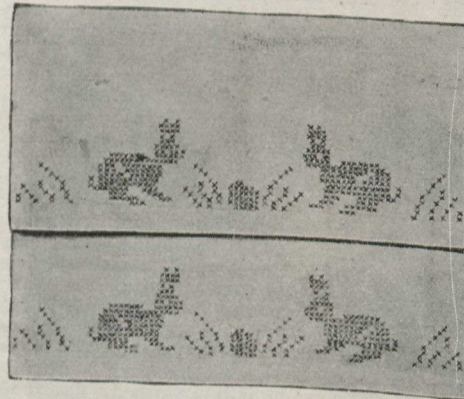
Cross stitch designs such as the one



No. 675 Night gown, stamped on very fine quality lingerie Nainsook with white mercerized floss to complete embroidery price.....\$1.00



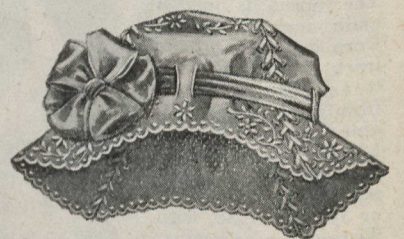
blouse, the gown and the hat as well as for other purposes. The raised or French work and the eyelet or English embroidery are equally correct and frequently designs show the two combined. The blouse that is illustrated on this page is a new and interesting one for it is absolute-



No. 723 Cross stitch guest towel size 18 x 24 inches. Stamped on pure linen huck with floss to complete.....50c

No. 882 Shirt waist, collar and cuffs, stamped on finest grade soft Tussah silk or Linen lawn with mercerized floss to finish—price, Tussah silk—\$1.60, Linen lawn.....\$1.50

shown on (723) are appropriate for so many uses that it is difficult to enumerate them. In the illustration shown at the foot of the page, the designs are all adaptable; they can be worked in solid Kensington or in long and short stitch or in com-



No. 810 Child's hat, stamped on round thread linen with white mercerized floss to finish, price.....50c

ly simple yet dainty and the embroidery when worked is infinitely handsomer than in the photograph. Work of this kind is fashionable both for the dainty blouses of voile, fine cotton crepe, batiste and the like and for the heavier ones of lawn and linen. The child's hat that is illustrated is not alone attractive from the standpoint of embroidery, it also shows a new and becoming shape. It is very simple too, the linen being cut out and then laced together to form the

combination of the solid work with the long and short. [Gray linen makes an excellent background and if the work is done in washable mercerized floss, it can be cleansed again and again.

### Designs for Embroidering Poinsettia Flowers



Stamped and tinted in colors on tan mercerized Ramie linen and requiring only outline embroidery:—

No. 814 Scarf, 18 x 54 inches.....85c  
No. 611 Pillow top and back, 22 inches square.....60c  
No. 772 Centrepiece, size 36 inches.....90c

No. 823 Centrepiece size 27 inches.....75c  
No. 833 Centrepiece, size 18 inches.....50c  
or full set, price, \$3.25. Prices include sufficient floss for outlining.

Patterns shown above will be mailed to any address upon receipt of price. When ordering be sure to state clearly your name and address, and number of pattern wanted, address, Pattern Department, Everywoman's World, Toronto, Ont.

**BREAKFAST**  
*Kellogg's*  
**CORN FLAKES**

is the standing order—other dishes are a matter of choice, but the list is complete without them.

Made-in-Canada from the Sweet Heart of white corn. Thoroughly cooked and always ready to serve.

10c. PER PACKAGE

*Kellogg's*  
**TOASTED CORN FLAKES**  
NONE GENUINE WITHOUT THIS SIGNATURE  
W. K. Kellogg  
BATTLE CREEK  
TOASTED CORN FLAKE CO.  
LONDON, CANADA  
The sweet heart of the corn