

Telegram Fashion Plates.

The Home Dressmaker should keep a Catalogue Scrap Book of our Pattern Cuts. These will be found very useful to refer to from time to time.

9095—A MODEL FOR "EVERY DAY" OR "DRESS" OCCASIONS.



Ladies One or Two Piece House Dress, in High or Normal Waistline, and With or Without Panel Trimming.

This design may be developed as a simple comfortable house or home dress, that may by the addition of the panel trimming be transformed into a more dressy gown, for dinner, visiting, etc. The panel is cut low over the front, and the waist underneath may be cut to correspond, for square neck opening. The skirt is made with a panel back and a centre front seam. The Pattern is cut in 6 sizes: 34, 36, 38, 40, 42 and 44 inches bust measure. It requires 8 yards of 36 inch material for the 36 inch size with panel, and 6 yards without panel. A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

Suitable materials for any of these patterns can be procured from AYRE & SONS, Ltd. Samples on request. Mention pattern number. Mail orders promptly attended to.

8827-8829—TWO NEW SETS FOR MISS DOLLY.



Pattern 8827 consists of a French Dress with Tam O'Shanter Hat. Suitable for lawn, batiste, or muslin, with edging or lace for trimming. The Hat may be of the same material as the gown. It will require one yard of 36 inch material for the hat for a 30 inch size.

Pattern 8829 consists of a Russian Dress, Petticoat and Drawers. It is suitable for cloth or wash fabrics. It requires one yard of 27 inch material for the dress and 3/4 yards for the petticoat and drawers, for a 20 inch size. These patterns are cut in 4 sizes: 18, 20, 22 and 24 inches in height. This illustration calls for two separate patterns which will be mailed to any address on receipt of 10c. for each insular or stamps.

PATTERN COUPON.
Please send the above-mentioned pattern as per directions given below.
No.
Size

Name

Address in full:

N.B.—Be sure to cut out the illustration and send with the coupon, carefully filled out. The pattern cannot reach you in less than 15 days. Price 10c. each, in cash, postal note, or stamps. Address: Telegram Pattern Department.

Order the Guaranteed Flour Next Time You Bake Bread

If rightly used Cream of the West Flour will make the lightest, flakiest, most nutritious bread you have ever tasted. If you haven't tested it order a barrel next time you go to the grocer's.

Cream of the West Flour

the hard wheat flour guaranteed for bread

Guarantee
We hereby affirm and declare that Cream of the West Flour is a superior bread flour, and as such is subject to our absolute guarantee—money back if not satisfactory after a fair trial. Any dealer is hereby authorized to return price paid by customer on return of unused portion of barrel if flour is not as represented.

The Campbell Milling Co. Limited, Toronto.
Archibald Campbell, President

G. ASH & CO., St. John's, Wholesale Distributors

The Evening Chit-Chat

By MARY CAMERON

"Are there those that love me? For those that know me true, For the heaven that smiles above me, And waits my coming, too, For the cause that need resistance, For the wrong that needs resistance, For the future in the distance, For the good that I can do."

—G. L. Banks.



is personal happiness your only ideal and ambition? When I meet with anyone who is disappointed and disgusted with life, who says, "What are we here for anyhow? I can't see much sense in it," who tells me that even his dearest desire and ambition has been satisfied he has soon wearied of its gratification; I always want to ask him that question—

"Is personal happiness your only ideal in life?"

"No, you know, I think that that is the trouble with a great many people. It is the reason they are dissatisfied and feel that something is lacking in their life—there is one ideal is personal happiness."

To be sure, they may seek it in ways which do not at once appeal to us as useful. For instance, one man's chief aim is to win some high office. We say it is a worthy ambition, and applaud him when he succeeds, and yet absolutely his only motive was desire for personal happiness in the honour and envy of other men.

Another man is in love. He will make any sacrifice to win the woman he loves. He dreams by night of the little home he is to make for her and himself and works for it by day. We call his sacrifices unselfish, but in the

last analysis has he any aim or motive except personal happiness? Another man studies so diligently at college that he graduates with the highest of honors. He is praised for his persistence and application, but after all did he have any ideal beyond personal happiness in his efforts? Probably not.

I fancy I can hear some folks protesting that this is all nonsense, and saying that, of course, no one has any ideal beyond personal happiness. If I make such an all-inclusive term. Perhaps they are right, but I can't think so, I believe there are many people who really do live, to some extent at least, "for the future in the distance, for the good that they can do."

When any man looks ahead and finds that the only plans he is making for his whole life, the only ambition he has, the only care he has are plans, ambitions and cares for personal happiness, I think he is in a bad way.

Whether he gets what he wants or not, he is sure to be a failure. He is sure to be saying sooner or later that life is empty and meaningless, stale and unprofitable.

"Often when you look for one thing you find another" I wrote the other day, and this is one of the occasions when that is true.

Seek solely for personal happiness and you will probably miss it. Seek to be worth something in the world. Have an ideal of work well done, of social service, of helping the life force by your life to get a little nearer the ideal type it is trying to produce, and I firmly believe you will have a fair chance of finding personal happiness as a by-product of the greater gain.

Is my only ideal in life personal happiness? Surely that is a question we all ought to ask ourselves once in awhile.

Red Cameron

Aids Nature

The great success of Dr. Pierce's Golden Medical Discovery in curing weak stomachs, wasted bodies, weak lungs, and obstinate and lingering coughs, is based on the recognition of the fundamental truth that "Golden Medical Discovery" supplies Nature with body-building, tissue-repairing, muscle-making materials, in condensed and concentrated form. With this help Nature supplies the necessary strength to the stomach to digest food, build up the body and thereby throw off lingering, obstinate coughs. The "Discovery" re-establishes the digestive and nutritive organs in sound health, purifies and enriches the blood, and nourishes the nerves—in short establishes sound vigorous health.

If your dealer offers something "just as good," it is probably better FOR HIM—it says better, but you are thinking of the cure not the profit, so there's nothing "just as good" for you. Say so.

Dr. Pierce's Common Sense Medical Adviser, in Plain English or Medicine Simplified, 1008 pages, over 100 illustrations, newly revised up-to-date Edition, paper-bound, sent for 31 one-cent stamps, to cover cost of mailing and postage. Cloth-bound, 50 stamps. Address: Dr. R. V. Pierce, Buffalo, N. Y.

Fads and Fashions.

The new evening bodices have square or pointed décolletages to take the place of the low, straight 1890 style.

While shirts are taking on a wrapped drapery which really cuts their length, coats are growing perceptibly longer.

Serge chevot, homespun and whipcord are used for frequent wear; velvet, velveteen and corduroy for dressy occasions.

The winter hats fit more closely about the face, the trimming gets higher, and black velvet is the most popular material.

The skirts to the evening dresses are long, most of them have trains and the trains are usually made in the long court length.

One-piece dresses are increasing in popularity. They are suitable not only for morning wear, but for the more dressy occasions.

For the young girl the dainty pastel shades are preferable in evening wear to the more brilliant colors which are now with us.

In thin materials the skirts are cut a trifle wider at the base, but in tailored costumes the skirt is still conspicuously narrow.

There seems to be no end to the designs in scarfs just now and that the materials used also—satin, velvet and fur, as well as lace and batiste.

Wide sleeve jackets are drawn out at the top of their full width and caught with a pin. The newest ones turn to the right and are without fullness.

The present hat, into which the head fits deeply, is soon to give way to the hat that rears its brim in curves, and will show the dressing of the hair.

A pretty novelty is the bag of fur finished with long glycer cords. The white ones are beautiful with fur coats, but for more general use are some of the dark furs.

A touch of brilliant color, such as royal purple, one of the new shades of blue, or American beauty red, enlivens many of the winter combinations of white and black.

The furs of this season are decidedly different from those of last year. The new models show black and white stripe effects and are for the most part broad, flat and drooping.

The accordion-pleated full, straight jacket is the very newest style of jacket and appears in black and white. Whether this will supersede the popular side ruffie remains to be seen.

The most popular trimmings for hats are feathers of all sorts. Big bows of black or of white lace and of ribbon are also used, as well as the drapings of velvet and the shaggy plushes.

Most fashionable materials are rich and heavy. Tailored costumes are made up of thick wooly goods, and for suits and dresses even plush is used with heavy chenille fringe as trimming.

Some of the new coats are slightly double-breasted at the waist line and have only two buttons to keep them in place. While they open far down over the figure, they do not give that appearance because they have immense double revers or sailor collars that lap over the bust.

Millions of men and women take a Cascaret now and then and never know the misery caused by a lazy liver, clogged bowels or an upset stomach.

Don't put in another day of distress. Let Cascarets cleanse and regulate your stomach; remove the sour, undigested and fermenting food that is misery-making gas; take the excess bile from your liver and carry out of the system all the decomposed waste matter and poison in the intestines and bowels. Then you will feel great.

A Cascaret to-night will surely straighten you out by morning. They work while you sleep. A 10-cent box from any drug store means a clearer head and cheerfulness for months. Children love to take Cascarets because they taste good—never gripe or sicken.

All You Need is a Cascaret To-Night
No Sick Headache, Bilious Stomach, Coated Tongue or Constipated Bowels by Morning.

Turn the rascals out—the headache, the biliousness, the indigestion, the sick, sour stomach and foul gases—turn them out tonight and keep them out with Cascarets.

Millions of men and women take a Cascaret now and then and never know the misery caused by a lazy liver, clogged bowels or an upset stomach.

Don't put in another day of distress. Let Cascarets cleanse and regulate your stomach; remove the sour, undigested and fermenting food that is misery-making gas; take the excess bile from your liver and carry out of the system all the decomposed waste matter and poison in the intestines and bowels. Then you will feel great.

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Surely that is a question we all ought to ask ourselves once in awhile.

State Fines Weed Growers.

In New Zealand there is now a noxious weed act, which imposes fines up to \$100 on any person who knowingly sow, sell or offer for sale any noxious seeds. All grass seeds must, before sowing, be thoroughly dressed by means of seed cleaning machines or other sufficient processes for the purpose of removing all noxious seeds. All farmers are required under penalty of fines to clean thoroughly any threshing machines, clover dressers or chaff cutters immediately after being used. After these machines have been swept the second dressing ridges must be removed and cleaned, the screen opened, the slide below the grain elevator taken out and all rubbish removed.

DECORATING FOR XMAS.—Many of the stores on Water Street are already having Xmas decorations put up.

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The skirts to the evening dresses are long, most of them have trains and the trains are usually made in the long court length.

ROBINSON & CLEAVER, Ltd. IRISH LINEN

WORLD RENOWNED FOR QUALITY AND VALUE

Established in 1870 at Belfast, the centre of the Irish linen trade, we have developed our business on the lines of supplying genuine Linen goods direct to the public at the lowest net prices. For manufacturing purposes we have a large, fully-equipped power-loom linen factory at Banbridge, Co. Down, hand-loom, in many instances for the finest work, and extensive making-up factories at Belfast. We have held Royal Warrants of Appointment since the year 1875, and have furnished Mansions, Cottages, Villas, Hotels, Clubs, Institutions, Yachts and Steamships with complete linen outfits in almost every country in the world.

SOME OF OUR LEADING SPECIALTIES!

Household Linen
Dinner Napkins, 24 x 36 yds., \$1.42 doz. Tablecloths, 24 x 36 yds., \$1.09 ea. Linen sheets, 3 x 2 3/4 yds., \$2.94 pair. Hem-attached duff, 3 x 2 yds., \$4.20 pair. Hem-attached Pillow Cases, 20 x 30 in., \$1.20 pair. Filled Linen Pillow Cases, 66 in. x 24 in., \$3.00 doz. Kitchen Towels, \$1.50 doz.

Handkerchiefs
Ladies' All Linen Hemstitched Handkerchiefs, 70c doz. Ladies' Handkerchiefs, hemstitched and embroidered from \$1.00 doz. Gents' Linen Hemstitched Handkerchiefs, \$1.20 doz.

Underclothing & Laces
Ladies' Nightdresses from 94c ea. Chemises, trimmed embroidery, 50c ea. Combinations, \$1.08 ea. Bridal Trousseaux from \$33.48. Lavettes, \$14.28. Irish Lace goods direct from our own workers at very moderate prices.

Collars and Shirts
Gentlemen's Collars, made on our own linen, from \$1.18 doz. Dress Shirts, matchless quality, \$2.42 each. Zephyr Oxford and Flannel Shirts, with soft or stiff collars and soft fronts, at manufacturers' prices.

N.B.—Illustrated Price Lists and samples sent post free to any part of the world. Special care and personal attention devoted to orders from Colonial and Foreign countries.

ROBINSON & CLEAVER, Ltd.
46 N. DONEGALL PLACE, BELFAST, IRELAND
LONDON. Telgrams: "Linen, Belfast." LIVERPOOL.

Uncle Walt THE POET PHILOSOPHER.

The hour was late; the light was low, the weary husband walked the floor, and listened, pacing to and fro, to hear his wife's step at the door. In vain that husband strained his ears; then he surrendered to the blues, and from his eyes the briny tears rolled down his whiskers to his shoes. "All day I swept and washed and baked," he murmured in resentful tones; "damned stockings till my innards ached, and scrubbed up my marrowbones. I rocked the children all to sleep; it seems to me a low down dodge that I must here my vigil keep while Jane's cavorting at the lodge. If wives but knew how much their hubs rebel at all in their griefs and woes, they'd not so often seek the clubs and carouses and things like those. If Jane would spend an evening here, say once a week, her world would seem a place of cheer; the housework wouldn't break my heart. But no, when evening comes she takes her hat and overcoat and cane, and leaves me to a world of aches and tears and loneliness and pain! Alas, the tyranny of wives! It puts our home life on the blink; it desecrates their husbands' lives and drives those headstuck slaves to drink!"

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A Prize of ONE THOUSAND DOLLARS In Gold.

The announcement of Canada's victory over the United States in the contest for the prize offered by Sir Thomas O'Shaughnessy, President of the C. P. R., for the best wheat grown on either continent of America, was made November the 4th, at the Land Show in Madison Square Garden, New York. The winner of the world-beating wheat was Mr. S. Wheeler, of Saskatchewan, Canada. He received a prize of \$1000.00 in gold.

The World-Beating Flour
ROBIN HOOD
is manufactured at Saskatchewan, Canada, from this wheat. There is no mixed wheat in **Robin Hood Flour.**
The Purest and Best Flour in the World.

THE CHARACTER

of my companies well warrants their abundant success. Their strength, their careful selection of risks and their promptness of settlement recommend them to all insurers. Consider also their favourable rates.

PERCIE JOHNSON,
Lower Rates. Insurance Agent.

ROPER

—AND—
CHRISTMAS PRESENTS
are identical.
It is impossible to mention one without thinking of the other. As soon as Christmas Presents come up the first thought is ROPER'S, and this year, in Artistic Jewellery and Silver Novelties, unquestionably Roper is better supplied to fill the demand for Xmas Presents than ever.



We Give Presents Free

To every Man, Woman, Boy or Girl purchasing \$2.00 worth of **Boots, Shoes or Rubbers** we will give a **Christmas Present**. We have selected the Choicest Toys for Children that money could buy—toys that cannot be equalled in the city. Buy at the **White Shoe Store** and receive your **Bill** and be entitled to a present from amongst the same.

Good for December Month.

SALE ON EVERY DAY and holds good for December month. Ask salesman for **Bill** of purchase. All must be initialled for **Christmas Presents**.

By the Stephano we have received 200 cases Boots, Shoes and Rubbers, 1500 pairs Samples in Men's, Women's, Misses, Children's and Infant's Boots.

READ OUR PRICES:

Men's Working Boots, sale price.....	\$1.45
Men's Fine Boots, reg. \$2.50; now.....	1.90
Boys' Boots, reg. \$2.25, now.....	1.80
Little Gents' Boots, reg. \$1.50, now.....	1.15
Ladies' Boots, all sizes, reg. \$1.75 & \$2.00, now.....	1.45
Ladies' Pat. Cloth Top, reg. \$2.50, now.....	1.90
Ladies' Tan Shoes, Velvet Top, reg. \$2.50, now.....	1.90
Ladies' Hobble Boots, 15, 17, 19, button, reg. \$3.50, now.....	2.90
Ladies' High Cuts, buttoned and buckled, reg. \$2.75, now.....	2.25
Misses' High Cuts, reg. \$2.00, now.....	1.45
Children's High Cuts, reg. \$1.50, now.....	1.15
Infants' Velvet and Cloth Top, all fancy Shoes.....	39c.
Infants' Patent and Fancy Top.....	59c.
Infants' Soft Shoes.....	29c.

BOOTS IN GALORE.
Boots and Shoes—our special trade, Newest and Completest made; Fit for tender feet and cold; Suitable for young and old; Don't forget to give us a call, We can suit you one and all.

LADIES' and MISSES' SAMPLES.—We have about 1500 pairs Ladies' and Misses' Samples, at \$2.00, \$3.00, \$4.00 per pair, your choice for \$1.20 per pair.

NOW DON'T FORGET sale on every day December month. Great Bargains in Rubbers—Men's, Women's, Misses' & Children's—best quality at **HALF PRICE**. Remember you get Footwear at **Half Price** and Christmas Presents **FREE**.

THE WHITE SHOE STORE, 304-306 WATER STREET.

P.S.—We shall give away the Christmas presents to all who bring the bills during Xmas week. Outport people can get their Christmas presents at the time of purchasing the goods. In Christmas week there will be the Christmas counter all ready for giving away.

dees **S. B. KESNER.**

JOB PRINTING Neatly EXECUTED