### THE **STANDARD**

Makes Unprecedented Offer to Its Lady Readers



We have just received the largest consignment of Embroidery Patterns ever brought to this city and they will be presented to the women readers of this paper, both city and country with our compliments.

## The Imperial Pattern Outfit

160 Latest Embroidery Designs

1 Booklet of Instructions 1 All-Metal Hoop

These new and wonderful Patterns can easily -- almost magically -- be transferred to any kind of material in a twinkling. The Patterns are made by a secret process, which does away with the old-fashioned perforated smudgy carbons, or hot ironall you need to do is to moisten the Pattern, and the design is instantly transferred, and each Pattern will transfer from three to five times.

#### **Means Finer Clothes** and Prettier Homes for Trifling Expense

160 new and beautiful designs to select from. Designs for shirt-waists, underwear, household linen. Designs for the girls and the baby. Everything you will ever need, also

**Full Course of Instructions** All Yours for

### Coupons and 70c Each Pattern Worth 10 cents Retail Value Over \$1000

The 6 Coupons will show you are a reader of this paper. The 70 cents is to cover the express, clerk hire, checking, handling and the overhead expense of getting the package from the factory to

#### **Prompt Action Will Save Disappointment**

**Coupon Printed Elsewhere Daily** 

Out-of-town readers will add 10 cents extra for postage and expense of mailing

#### Cheriries Are Ripe And These Dishes Delicious

#### What Good Form Demands

#### Outlook For Fall Fashions

#### A Hint About Water---Drink Much

### Sleep Necessary To Beauty

# **Drawing Competition!**

Open to All School Children in New Brunswick

#### THE COWAN CO., Limited

MANUFACTURERS of COCOA and CHOCOLATE, TORONTO, offer TEN PRIZES as under, for the BEST DRAWINGS of

#### Tin of Perfection Cocoa

This competition is absolutely FREE to enter, and is open to all School Children resident in New Brunswick. The Name, Age, Address and School attended must be plainly written on each Drawing.

THE COWAN CO., Limited care Fredericton Exhibition Office, Fredericton, N. B.

The Prizes will be awarded at the Cowan Company's Booth in the

### **Fredericton Exhibition**

1st Prize	 				\$10
2nd Prize	 				5
3rd Prize	 		5	Ibs.	Maple Bu
3 Prizes .	 	each	1 lb. A	ssort	ed Chocola
		200 200	1000	-	fection Cod

COWAN'S PERFECTION COCOA on sale at all Grocery Stores in 10c, 15c, 25c and 50c Tins

#### Time spent using Calvert's Footh Powder is time spent well.

For the cleaner the teeth are kept, of course the longer they will last and the better they will look.

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