

This Advertisement

may induce you to try the first packet of

"SALADA"

but we rely absolutely on the inimitable flavour and quality to make you a permanent customer. We will even offer to give this first trial free if you will drop us a postal to Toronto. **B113**

The Grain Growers' Strength is in Unity and Co-operation

The strength, color and most nutritious qualities of the finest milling wheat in the world—the famed Turtle Mountain cereal—are combined in our brands

"Unity" and "Good Luck"

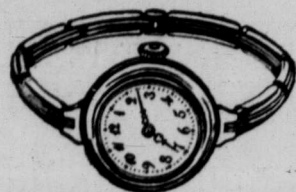
NO BETTER MADE

We are supplying the Grain Growers' Associations at very close prices. Write us for price list.

The Turtle Mountain Milling Co.

Boissevain - Man.

FREE Princess Mary Toilet Set and Exquisite Bracelet Watch

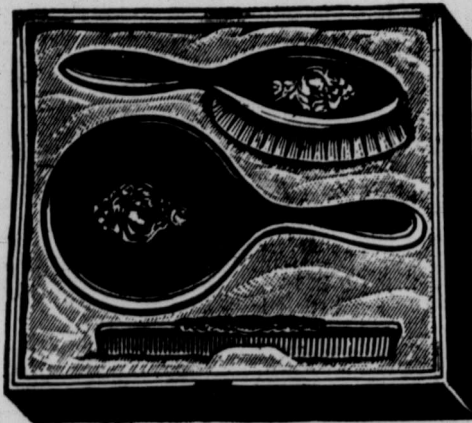


THESE beautiful presents have delighted thousands of ladies and girls in all parts of Canada. You can get them without a single cent of cost—this is the opportunity of a lifetime for you. The beautiful Princess Mary Toilet Case is just what you need. It contains a handsome circular British Plate Mirror, a lovely Parisian Bristle Hair Brush, and a neat, strong dressing comb. All are in rich, ebony finish, and both brush and mirror have lovely nickel silver monogram mounts. The set comes in a nice presentation box and it will give you a lifetime of service and satisfaction. You'd gladly pay three to five dollars for a similar set at your store.

You will also be delighted with the exquisite gold finished bracelet watch because it is such a beauty. Bracelet watches are now all the rage. Many of them in solid gold and set with precious stones sell for as high as \$100.00 each. This lovely bracelet watch is just as beautiful as any you could buy. It is richly gold finished, stem wind and set, and has the genuine expansion bracelet that fits snugly on any wrist.

We are giving away these magnificent presents to quickly advertise and introduce our delicious new Royal Japanese Perfume. Help us to do so and you can get them without a cent of cost. Just write to-day and we will send you, postage paid, only 25 lovely trial size bottles to distribute among your friends at only 10c.

Address THE REGAL MANUFACTURING CO. Dept. T 27 TORONTO, ONT. 20



each. There are six delicious odors—White Rose, Wood Violet, French Carnation, Lily of the Valley, etc. Most ladies buy three or four of these fine bottles at once. They go just like hot cakes. It's no trouble at all.

Return our \$2.50 when the perfume is sold and we will promptly send you this beautiful Princess Mary Toilet Set complete just as represented, and the lovely bracelet watch you can also receive without selling any more goods by simply showing your beautiful present to your friends and getting only four of them to sell our goods as you did.

Write to-day—NOW—don't miss this great opportunity. We pay all charges on these lovely presents.

Our Felt Shoes on Your feet mean healthful warmth

There is no such thing as catching cold or rheumatism through cold feet when you wear "Great West" Felt Shoes. Their greater warmth over any other brand is due to the fact that we use only high-grade pure woolfelt made by ourselves on special patented machines of our own invention.

Great West

Cold Proof
FELT SHOES

If you wear "Great West" Felt Shoes, you will be sure of both warm and durable footwear.

THE GREAT WEST
FELT CO., Limited.
Elmira, Ontario



Our name stamped on every shoe. Ask for it.

Making a Shirt Waist

Written Especially for The Guide by Priscilla

The shirt waist is a strictly tailored garment and to be worn only with other tailored garments. Nothing so surely destroys the unity of a costume as neglecting this essential of good dressing. It is, too, a garment of very general usefulness in that it may be worn on a variety of occasions and be made of a variety of materials. To the woman whose heart goes out to the snowy white, beautifully laundered clothing, many wash materials such as linen, drill, Indian-head, pique, vesting, lawns and voile make a strong appeal. In woollen weaves flannel, delaine and cashmere are effective. Taffetas in plain, stripe or plaid, as fashion dictates, supply a dressier garment. Crepe de chine is excellent.

The shirt waist differs from the blouse in that a certain style or smartness rather than grace is essential. The style of a tailored garment then is the excellence of its fit and the appropriateness of its lines to the wearer. In fitting keep in mind that the garment should not obliterate the natural lines of the body. The looseness of the blouse, which to a

of the waist pattern will be properly placed to insure the figures matching. Pile goods, such as velvet, must have the nap running in the one direction.

Follow Guide Chart Carefully

Many patterns furnish a guide chart for the placing of all its pieces. Where this is not given the following directions should be observed:—

When goods is wide enough fold lengthwise. Place broad end of pattern to cut end of goods. Place all large pieces first. Small pieces may be placed in left overs. Be careful that proper thread of goods is followed in all cases. Know where all pieces are to come from before any is cut. One of the dangers of beginners is to cut two fronts for one side or two sleeves for one arm. See that this is guarded against before scissors are used.

Pattern should be placed and then pinned down straight of goods first, working out from this over the surface.

Marking

Seam lines and other locations may be marked by tracing wheel in cotton goods, when the material is of sufficient firmness to hold the impression. Woollen goods and open weave cottons may be marked with tailors' tack, when two pieces are cut together. Use thread of contrasting color or a simple baste when pieces are cut single. Tailors' chalk is used when there is no danger of rubbing off. Locate carefully centre front and centre back and run baste full length. Notches are best made as single, shallow slash.

Basting Together

Pinning in place with goods lying flat on the table is best. This prevents stretching of bias edges. First pin shoulder seams beginning at neck and working out to shoulder tip. Next the underarm, beginning at the top and working toward waist-line. After all parts are pinned together baste. Tack right sleeve in place, following locations shown on pattern. When basting silk use very fine needle and silk or silktex.

Fitting

Try on the waist wrong side out. Put a tape around the waist and tie firmly. Draw the waist down quite tightly all around, being careful that the underarm seams, centre front and centre back are vertical, that is, do not slant to right or left. The shoulder seam should be noted first. It should run from the neck straight out to shoulder tip, or if preferred to a point a half inch back. The material should lie smoothly front and back to bust line. If wrinkles run slantingly from neck to arm's eye the shoulder is at fault and must be adjusted by drawing up or letting down as the case may require. The neck line should follow the form of the body. Note carefully the size. If neck is too high it causes vertical wrinkles in waist across the shoulder, it should therefore be trimmed so as to allow material to lie flat. The arm's eye should be comfortable; sufficiently large as not to cause wrinkles either at the front or under the arm. If there are any they may be removed by careful trimming. The remainder of the arm's eye should form a pleasing curve following the natural line of the shoulder.

Joining Curved Edges

In basting seams that cut into curved edges as do the shoulder and underarm seams, a continuous line should be maintained by having the two pieces of material meet evenly at seam line. When basting in sleeve it should always be held toward you and always slightly easier or looser than the body of the garment.

The sleeve is perhaps the most difficult problem. Where the locations on the pattern do not seem to give the right set to sleeve it is best to note first the position of the sleeve in relation to body of the waist and then the form of the wearer. The straight of goods should fall vertically from tip of shoulder to elbow. The seam of sleeve in the regulation shirt waist should, as it were, look toward the body. Next note fit of sleeve from shoulder to hand, get exact size and proper length. If any fullness at shoulder it should be evenly distributed on each side of shoulder tip. The right side of the waist only is fitted and the left altered to it. Try on a second time to prove. Mark the exact



8653 Waist in Military Style,
34 to 42 bust

Patterns for this blouse will be supplied by the Pattern Department of The Guide for Ten cents.

certain extent ignores these lines, destroys this smartness so desirable. This is splendidly shown in the military models where form is closely followed, but with sufficient ease to give grace.

Choosing a Design Wisely

Every woman in choosing a design should consider carefully her own proportions so as to maintain a proper balance in space relations. She should, too, have in mind her physical qualities, for the weave suited to women of delicate skin and silken hair is not always suited to the sister of larger and more rugged mould.

Accurate Measurements Necessary

One of the essentials of success in making a shirt waist is accurate measurements. Commercial patterns furnished by the leading manufacturers are so skillfully proportioned that a correct bust measurement insures accuracy in all other parts when the figure is well balanced.

The pattern chosen by a beginner should be a simple tailored model of correct bust measurement. Read carefully the directions given on the envelope and study the pattern in every detail, particularly the edges to be placed on a fold of the goods, the lines to be placed on straight of goods and seam allowance. It is wise to compare length of sleeve, front, back and under arm with your own. Especially is this so in the case of a woman who is below the average height.

The material must also be carefully studied in order to be sure of right side, and if figured to be sure that all pieces