

ONE OF OUR EXTRAORDINARY VALUES

MONTGOMERY ROSS' ATTRACTIVE MODEL

SUPPLIED IN STOCK SIZES ONLY
BUST - - - 32, 34, 36, 38, 40, 42, 44
WAIST - - - 23, 24, 25, 26, 28, 28, 30
SKIRT LENGTH - 39, 40, 41, 42, 42, 43, 43

No. 1428. Ladies'
One Piece Dress



This is our exclusive design. One of the most beautiful lingerie dresses brought out for the spring and summer season of 1911. Great care having been taken in the selection of material, it is made from a very French Lawn and comes in white only. The Lawn is fine and lustrous—a quality found only in the highest priced lingerie dresses. The waist is formed in a very neat fashion of pin tucks, Valenciennes, also a small panel of Swiss embroidery. Sleeves and back trimmed and finished the same, with edging of Valenciennes lace on cuffs and collars. The waistband is formed with five rows of pin tucks with Val. lace top of pin tucks and under.

From the waistline the skirt is made in nine gores below the waistband to the flounce. This insures a perfect fitting skirt over the hips, giving a soft, clinging effect to the upper part of the skirt. Above the row of Val. insertion, which divides the top part of skirt from the flounce are five rows of pin tucks, and at the bottom of flounce there are eight rows of wide tucks 3/4 inch each.

There is a character about this neat dress that will distinguish it from the gaudy low-priced garments so deceiving in many illustrations. The illustration showing this model is perfect and truthful, and can be placed in the class that will only be found in the most exclusive wearing apparel stores of New York and Paris.

Note the sizes. White only.

PRICE \$3.50 POSTPAID

Have you received a copy of our big Catalogue?

Montgomery Ross & Company

33 McGill College Ave., Montreal

"No hard, rough hands for dat bride"

Aunt Salina

¶ A bride appreciates a sensible gift from her friends. So many wedding gifts are useless.

¶ Something that will relieve her of the back-breaking, nerve-racking worries of ordinary household duties

—a

New Century Washer

for instance. It sweetens a woman's disposition. It enables her to get cheaper help and keep them longer. It saves the clothes and thoroughly cleanses them, because it forces the water through the fabrics without rubbing. It prevents disease entering the home from public laundries.

¶ Write for "Aunt Salina's Wash Day Philosophy."

¶ At the busy store in your town or direct.

GUMMER-DOWSWELL
HAMILTON, ONT. Ltd.



The two new Serial Stories that start in this issue are most interesting. You should find it quite easy to send us a Club of Subscriptions from among your neighbors. Write us for our commission terms.

CANADIAN GIRLS' CLUB

About the Division of Renewals
The Very Cream of Subscription Work

Dear Fellow Club Members:

I am about to admit you into one of the innermost secrets of the subscription department—promise you'll not tell! Renewals are the "easy money" of subscription work. You get just the same rates on them, and they are so easy to get, no explaining of the magazine, of its different departments, of its aims and aspirations. Nearly all of these subscribers fully expect to renew, but have just delayed for any one of a hundred reasons.

Usually these names are sent to our good solicitors to cheer them along. Now do you think your honored secretary was going to sit idly by and not get a share of these for the club members? *No siree!* I have a number of these to go out, and quite a few to places where there's no club member at present, so I want every girl reading this, who has a speck of desire to earn pin money for herself, to write and find if I have not some renewals for her. Perhaps some former members of the club, who for one reason or other have not kept in touch with us, are now in a position to start in again. I'll welcome you all.

A lot of our members own goodly lists of renewals, subscribers secured last year (of course we never give these away to others), and you couldn't buy such a list from them. One young "pedagogue" writes:

"Dear Miss —

"Back home again, you see, and really I've been looking forward to getting busy again for the Club. These eight orders have just about used up all my blanks; please hurry some more on to me. Do you remember how you kept assuring me last summer that I would find my renewal list a blessing—it is proving all you claimed for it. I am going over the list very leisurely, and usually get two or three names of possible new subscribers from each renewal. I call on them at once. Why, if I just stuck to my list of old subscribers I believe I could earn \$7.00 or \$8.00 a day, but I am going to build up five times as big a list. That will please you will it not, mine secretary?

"Very sincerely,

"K. N. R."

If one can judge from just ordinary, matter-of-business letters, I believe that few women's organizations have a higher degree of interesting personality than our Girls' Club. Mostly the members are just writing about business, yet interesting ideas, expressions, enthusiasms constantly creep in. Perhaps not many of you have the experience of writing to many friends whom you have never met, and having to picture their characters from letters alone. Face and form are of so little importance besides character. I often wonder if in many cases I do not find a more interesting personality than their face-to-face acquaintances. Did you see, or read "Green Stockings," in which Margaret Anglin was playing here in Toronto a few weeks ago? It is a very laughable comedy, with some psychology thrown in. The eldest daughter of the house already has had to wear "green stockings" at two weddings; two of her younger sisters having been married before her. Her family, though depending on her for their comforts, leave her out of their pleasures, until she herself almost believes in her insignificance. Then she announces her pretended engagement to an officer in South Africa, and the general interest and attention she receives develops her attractive personality. She becomes the most admired and popular member of the family. So I wonder if some members, repressed by their surroundings, do not show me more of their real character.

I can see, or at least I imagine I can see, a very marked development in some of our earliest members since I learned to know them two years ago. I often wonder what enthusiasm or change in conditions has made the difference. I wonder if the work for the club has not done its share, for if one really tries to make the most of its possibilities it must have a good deal of influence. You cannot come into close

contact with many and new people without developing ease of manner and self-reliance, getting new interests and enthusiasms and quickening observation. You learn to be many things to many people, and the more interest you take in the doing of it, the more interesting you become to people. The expectation of being received with cordiality and treated as a personage has the happy faculty of securing just that treatment. Success develops confidence, and confidence more success.

Can you endure staying indoors these days, with the sun so very shining and yet not a very hot shine, the wind so soft and the turf so springy. I really envy all of you who can be out-of-doors. I would love to be gossiping around the porches with old acquaintances, and making new friends. Have you ever noticed how much easier it is to get acquainted in this kind of weather, everyone is so bubbling over with pleasure in everything. You meet them with smiles and they greet you with smiles, and oh, it's subscription-taking weather. Now, if you have read so far, I hope I've so interested you in the club, and that you are already so interested in the JOURNAL, that you'll sit down this moment and tell me you want to join us, earn some money, and make the JOURNAL the best-known magazine in Canada. But if you don't feel that you can get even so many as a dozen or so subscribers, I hope you will get just one new subscription and send it to me, wishing us success with the GIRLS' CLUB.

Very sincerely,

SECRETARY.

What Shall We Give the Bride?

Continued from page 17

Smith, round the corner, with twenty-one pieces of cut glass.

Of course it was shocking, "looking a gift horse in the mouth," and all that sort of thing, but just think of the terrible condition of mind she must have been in, the extremes she was driven to, before she took such heroic measures! When I meet her, I shall certainly have a heart-to-heart talk and say I secretly sympathize with her, though openly obliged to condemn.

Really, you know, the beginning of this custom of giving wedding gifts is such a beautiful, kindly, neighborly one that once we go back to first principles and the right point of view all this worry and bother to both giver and receiver would disappear. Strange, though, that a custom intended to be a help to the young people should result in being one of the greatest hindrances to carrying out their own designs.

In those far-off days when life was simpler and belongings few and necessary, and comparatively costly, if a young couple decided to set up house-keeping, it was an important event in the community, and one in which every person took an interest. The bride's household linen was always ready—it had been a-preparing almost ever since she was born instead of being bought the last week before the wedding. Kindly neighbors and affectionate relations gave of their store to help out the rather meagre furnishing with which the young couple started, furnishings, though, that were substantial and were likely to outlast their owners. They gave as they knew was needed, and they gave with hearts overflowing with good will to the young lovers!

After all, this fashion has not died out nor the good will ceased to exist. It has only been temporarily overlaid and lost sight of by the complications of living and the multiplication of the things we think we ought to have, and perhaps sometimes we have forgotten, "For the gift without the giver is bare."

That brings me back to what I started with: Have you decided what to give Priscilla?