



By candle light, or morning bright,
Seal Brand Coffee brings delight.

Its fragrant steam, a golden dream,
With gastronomic pleasures teem.

Its flavor too, will just suit you,
So buy it, try it, drink it, do.

Chase & Sanborn's
"Seal Brand" Coffee.

AS A MAN SOWS

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BY HELEN WALLACE,
Author of "The Greatest of These," "Their Hearts' Desire," Etc.

CHAPTER XI.

Isobel in a New Light.
To do two things at once equally well has long been regarded, proverbially at least, as impossible, but Mr. Ashe would have thought very poorly of his social capacity if he had not been able to keep his partner at dinner sufficiently entertained, and yet have a quick eye and a sharp ear for all that was going on around. Tonight, however, his task might have been more difficult, since he was honored by the presence of the most beautiful girl in London, Lady Stormont, who seemed able by some instinct to detect not only a wandering glance, but a wandering thought; but fortunately for him her interest for once apparently coincided with his, as she was for ever darting keen, unmissed glances through the maze of flowers across the table. Presently more eyes than theirs were drawn in the same direction, for some slight motion of

Advertiser Patterns

DESIGNED BY MARTHA DEAN.



6973—AN EXQUISITE NEGLIGENCE.
There is something about a dainty negligee that is quite irresistible to the woman who loves pretty things, as every refined woman does. Perhaps it is the pleasant consciousness that she cannot be other than charming in one of the little confessions in silk and lace that seem to exalt indulgence and comfort. In the dainty dressing sack here sketched, elegance and simplicity are seen in rare combination. The reverse collar, rolling away from the throat in a shapely outline, is especially becoming to the woman who can boast a shapely neck, while the arrangement of tucks attractively displays the fullness in front, back and sleeve, a perfect fit being assured at the shoulder by the little shoulder-yoke. Silk was selected for making the sack, lace and silk braid being used for trimming; but the sack could be made up very prettily in cretonne, challis or cashmere, 4 1/2 yards 36 inches wide being needed for the medium size.
6973—Seven sizes, 32 to 44 inches, bust measure.
The price of this pattern is 10 cents.

PATTERN DEPARTMENT OF THE ADVERTISER.

Please send the above-mentioned pattern, as per directions given below, to:
Name
Street Address
Town
Province
Measurement: Bust Waist

(If child's or misses' pattern).....

CAUTION—Be careful to inclose above illustration and send size of pattern wanted. When the pattern is bust measure you need only mark 32, 34, or whatever it may be. When in waist measure, 32, 34, 36, or whatever it may be. If a skirt, give waist and length measure. When misses' or child's pattern, write only the figure, representing the age. It is not necessary to write "inches" or "feet." Patterns cannot reach you in less than one week from the date of order. The price of each pattern is 10 cents in cash or in postage stamps.
Address—
PATTERN DEPARTMENT,
LONDON ADVERTISER.

a time, but she found her tongue now and all her wits, too." Then aloud and more earnestly, "My dear Miss Isobel, I don't deny it; why should I? You are changed, but if you want to know whether it's for the better or the worse—well, I'm an old fogey, so I may say it—just you get Mr. Basil Conyer's opinion, and he'll not be slow to give it, I'm thinking," with a kindly chuckle. "My cousin," with a little laugh, "you forget, it was the old Isobel that he was engaged—" but at that moment Lady Stormont gave the signal and the ladies rose, while good-natured Lord Dalguise gazed in some perplexity from Isobel's retreating figure to Basil's moody face.

In the drawing-room Lady Carruthers fastened at once upon her hostess. "My dear Marlan, what's this I hear? Why have you allowed Isobel's engagement to fall through?" she said, with that fine instinct for the real as sure and unerring in some natures as a gadfly's. "What do you mean? Who told you?" exclaimed Lady Stormont. "Why, the child herself."

"Then you spoke to her about it," reproachfully. "Of course I did—come, Marlan, do you think the world is dumb or the girl deaf? Some one was bound to speak to her about it. But why did you allow Basil to draw back unless you had some better substitute up your sleeve? Perhaps you have. If so, the sooner you produce him in the flesh the better."

"Basil did not draw back," indignantly. He is hotter on it than ever. It was my husband's wish. He thought that the engagement ought to be suspended for a little—that it was not fair to allow Basil—"

"Fair! Fiddle-de-dee—that was his lookout. David was daft even to think of such a thing, and you to give in to him. Can't you see that too one thing to do is to marry the girl!"

"There is plenty of time yet. I think we really made rather a mistake at first in letting the engagement go on—she is so very young," said Lady Stormont with a coldness which might have checked any one but Lady Carruthers. "Young! Plenty of girls are married at her age—what is it? Not eighteen yet—well, of course, you should know."

"Which was precisely the apology which Lord Dalguise had made, but since it was 'all among friends,' he had allowed himself, not very unwillingly, to be persuaded. He had been a famous performer once, although at after-dinner seances rather than in drawing-rooms, and his audience, chiefly country neighbors who had remained after the fete, listened with an air of kindly, if somewhat amused indulgence, as he trotted out the latest music-hall banality. The ditty was as inoffensive as it was utterly silly, but though it had been whistled and hummed and sung everywhere, it was not the kind of song which was usually heard in the Stormont drawing-room, the mistress of which was old-fashioned enough to regard 'the ails' and all pertaining to them with extreme disfavor. To Lord Dalguise, however, some license was always allowed.

Midway in the second verse he suddenly floundered. If he had thought to substitute a fa-la-la or a rum-tidy-tum for the missing words, they would have conveyed as much meaning, but as he paused, discomfited with an embarrassed apologetic laugh, a round, fresh young voice suddenly caught up the air and sang out the rest of the verse and the inevitable refrain with a vigor and a rollicking swing which left every one amazed. Little Isobel, who would hardly lift her voice to speak, singing like that! The effect was like the sudden splash of a stone into a tranquil pool, breaking up the calm and sending the eddies rushing and hurrying to the banks. There was a murmur of sincere amazement, and every eye was turned on Isobel, still standing in the full lamplight.

"Bravo, Miss Stormont, give us the rest, Capital—capital!—I'll give you myself couldn't have done it better," cried Lord Dalguise, innocently thinking that he was paying a compliment. "Why Isobel, I never knew you could sing," came in the storm of amazement, and every eye was turned on Isobel, still standing in the full lamplight.

"My dear child, where could you have heard that song?" The clear, bright color flew to Isobel's face and then ebbed, leaving her whiter than her roses, drooping in the heat, as she said in a curious muffled voice, as if between sleeping and waking: "I heard it everywhere; we used often to sing it at—"

Then she stopped dead, a piteous, frightened look leaped to her countenance, and she looked from one wondering face to another. She put her hands to her head in a bewildered way. She was trembling violently. "What is it—oh, what is it? I don't understand," she faltered. "Something seemed to come to me, and now it is gone again—quite gone—oh, what is it?" putting out groping hands, as if she would ward off some impending Presence.

"It's that beastly shock you got this afternoon," exclaimed Basil Conyer, shouldering his way to the girl's side and planting himself between her and the ring of curious faces before even her mother could reach her. "Do you wonder you're upset? You shouldn't have been down at all," he continued in that wrathful tone in which a man's agitation so often finds vent.

"Have you many more surprises for us, my dear?" Lady Carruthers' high piercing treble could be drowned by no masculine bass. "You've certainly provided us with a unique drawing room entertainment. Tillie Travers herself, as George Dalguise says, couldn't have done better."

(To be continued.)

EVENING DRESS RULE

Management Appeals to Hotel's Patrons for Their Opinion.

London, Oct. 16.—The replies so far received to the postcard ballot set out by the Savoy Hotel management for the purpose of deciding whether the compulsory evening dress rule should be continued at the restaurant point to the triumph of the long-established custom there. Out of five hundred well-known patrons appealed to replies have been received from ninety, all favoring a continuation of the rule. Only one negative reply was received. This voter writes as follows: "Certainly it would be a stupid rule which would prevent people in this democratic century from dressing as they please. People are more important than rules of fashion. It is just such conventional ideas which maintain England's reputation for being a country enslaved by form."

The name of the writer of the above is not divulged, but the card is believed to be from an earl, who, with his wife, was recently unable to dine at the Savoy because he was not attired in evening dress. One of the affirmative voters says: "I certainly favor maintaining the rule. You should keep up an all evening dress restaurant. It is one of the most brilliant sights in London. If the rule is relaxed people will soon appear in tweeds and knickerbockers, or perhaps in red flannel shirts."

The manager of the hotel says: "Of course, the result of the vote looks as if we would be compelled to maintain the rule. Our patrons are the most fashionable diners out in London, and the verdict seems to be unanimous."

John Kendrick Bangs, the author, has forsaken New York and will hereafter make his home in Boston. He will spend his summers at Ogunquit, Me.

Rheumatics all tell the same story about Bu-Ju

The Gentle Kidney Pill

Do you live near Picton, Ont., or know anyone who does? Then find out for yourself how Mr. Mills feels about Bu-Ju. It is a wonder he thinks Bu-Ju is a life-saver!

"I have used Bu-Ju with great benefit to myself, and cheerfully recommend it to all who are suffering from Rheumatism and Kidney Trouble. I think it is the best remedy made."

After you have tried Bu-Ju, you will know quickly it relieves the pain, and how completely it cures you of Rheumatism, you will gladly recommend Bu-Ju to your friends, just as Mrs. Kidd, of Young's Point, Ont., does:

"I have found Bu-Ju very beneficial for Rheumatism. They are certainly a blessing. My husband is also receiving great benefit from Bu-Ju. He has had great pain in the small of his back, but is so much better now."

Mr. J. H. Cairncross, of Toronto, urges everyone to give Bu-Ju a fair trial. In a signed statement he says, after telling how Bu-Ju cured him:

"In my own case I had taken three boxes before I felt I was receiving any benefit."

Bu-Ju must cure you of Kidney and Bladder Troubles and Rheumatism, or your money will be promptly refunded. 50c. a large box. Sent on receipt of price if your druggist does not have it.

The Claffin Chemical Co., Ltd., Windsor, Ont.



Wherever there are children there must be plenty of good bread.

BEAVER FLOUR

makes the lightest, most wholesome bread and rolls ever baked. It is a blend of Ontario Fall Wheat and Manitoba Spring Wheat turned into flour by the most skilled millers in Canada. It is ideal household flour for either bread or pastry. Milled in a Model Mill. For Model Canadian Housewives. Double sieve for prices on all kinds of Feeds, Coarse Grains and Cereals. T. H. Taylor Co., Limited, Chatham.

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HIGH GRADE



CREAM TARTAR

ABSOLUTELY PURE.

SOLD IN PACKAGES AND CANS. Same Price as the cheap adulterated kinds.

E.W. GILLET COMPANY LIMITED TORONTO, ONT.

"Always the Best of Everything for the Least Money."

Special Saturday Sale of Lace and Silk Waists

This is another of those special Saturday sales that are becoming quite the topic for conversation among the economically inclined women of this community.

These waists are fairly sparkling with newness and are becoming to a degree. Prices for Saturday are very low. We intend to surprise you in that matter, so will not spoil the surprise by going into detailed descriptions—just a brief summary.

All-Over Lace Waists, made up on silk linings. Ecru, ivory and black. Just for Saturday at this price.....\$5
Silk Waists in brown, navy, cream and black. Remember, this price is only good for Saturday.....\$2.65



Best Skirt Values Offered

in a long time. That's the news in a nutshell. Indeed, we couldn't afford to give such values frequently. So when we do the unexpected surely 'it's up to you' to take advantage of it. We will refrain from complete descriptions of the styles because we feel confident you will come and see the skirts anyway.

These Black and Gray Tweed Skirts are priced for a speedy outburst on Saturday. Special—yes very, very special at.....\$2.25

The season's newest and most wanted styles in tweeds, plaids and plain colors. None previously sold for less than six dollars. Saturday special sale.....\$5.00

Black Sateen Underskirts

A special lot for Saturday's selling. Rich, lustrous, firm sateen. Well made, generous width. Each.....\$1.00

Saturday, Our \$10-Coat Day

Our \$10-coat day is one of those rarest of chances. It happens but once or twice in a season. It's a day when we excel ourselves in value-giving.

Saturday we will offer you a large collection of tweed effects in long, loose styles, made up especially for us to sell at the popular price of ten dollars. We will include with them, for heaping good measure, several of our tweed coats priced to sell above the ten-dollar mark. Just come and see them—we know you will be eager to purchase. Saturday at.....\$10

Another Big Special

in stylish tweed effects and plain colors of browns, navys, greens, wines and blacks. This price is very, very low for these coats. Saturday special at.....\$15



Here for Blankets

We can thoroughly satisfy you in the matter of blankets, both from the standpoint of quality and price. No better blankets at the prices will be found anywhere in town—and in some instances we excel, we believe.

White Wool Blankets, size 60x78, at pair.....\$2.75
Same size in a better quality, at.....\$3.75
Our special white "King Edward" line, 60x78, at pair.....\$4.50
Our special white "King Edward" line, 64x82, at pair.....\$5.00
"Queen Alexandra" Blankets, extra large, 68x82, at pair.....\$5.50
"Queen Alexandra" Blankets, extra large, 68x86, at pair.....\$6.00
"Queen Alexandra" Blankets, extra large, 72x90, at pair.....\$7.00
Gray Wool Saxony Blankets. Splendid values.

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