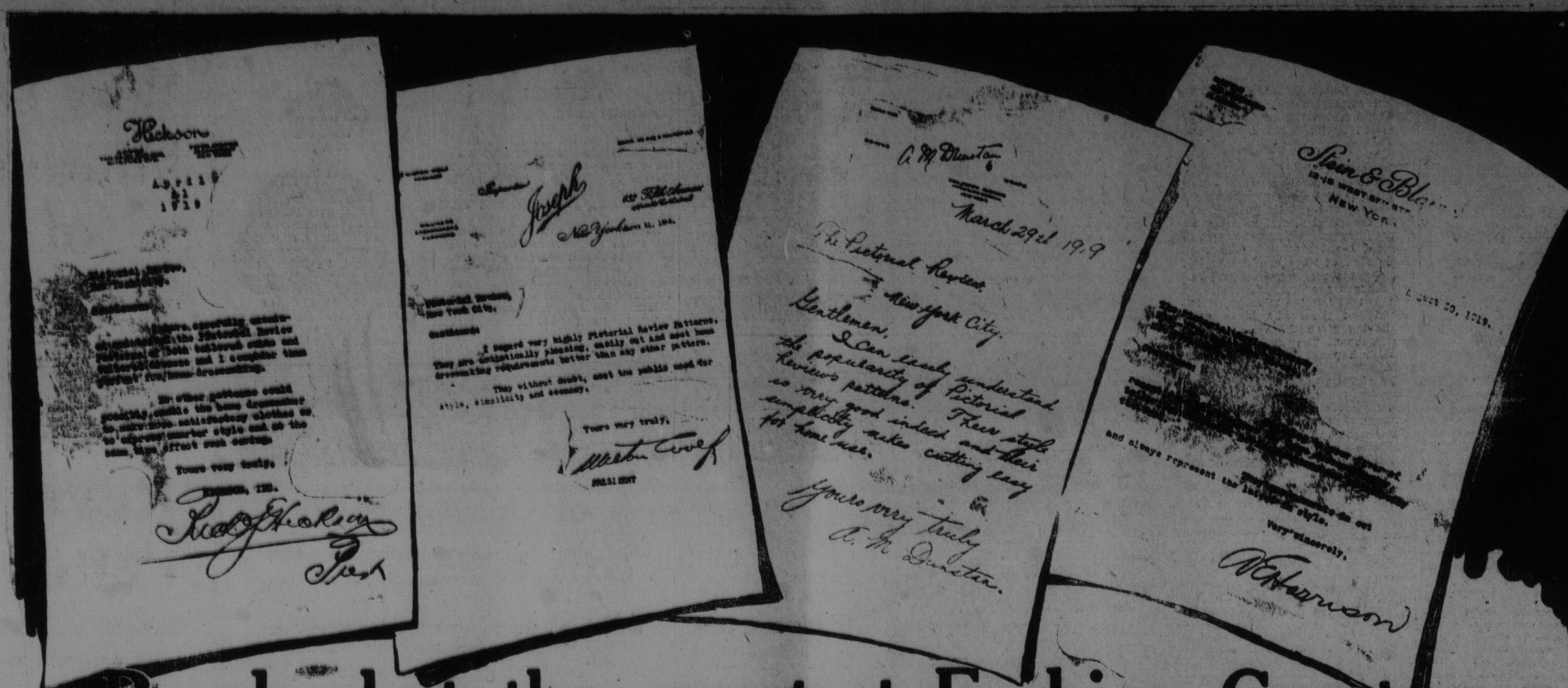




Read what the greatest Fashion Creators
in America say about

Pictorial Review Patterns.

THESE famous dressmakers, who receive \$200, \$300, \$500 and even more for a single gown, all unite in praising Pictorial Review Patterns. Money could not purchase such testimony. It is the greatest tribute ever paid to a pattern.

Think of it! These internationally famous style creators who cater to the wealthiest society leaders in the world tell you over their own signatures that Pictorial Review Patterns express smartness of style as well as perfection of fit, and that no other patterns are as economical to use.

Any words of our own would be superfluous in the face of these remarkable letters. These testimonials place the supremacy of Pictorial Review Patterns beyond discussion. The voluntary opinions of such style authorities as Hickson, Joseph, Dunstan and

Stein & Blaine, forever fix the status of Pictorial Review Patterns. Any statements these master designers make are accepted without dispute in the realm of Fashion. And remember that these patterns are sold by 7,000 leading stores throughout the United States and Canada for only twenty and twenty-five cents each.

The October issue, out to-day, is the Big Special Fall Fashion Number. It contains seventeen pages of the wonderful new styles which are endorsed by these great creators of fashion. Several of these pages are in full colors and show the correct shades in the new materials for Fall. There is always a tremendous demand for this Big Fall Fashion Number, and because of printing conditions this edition is limited. We suggest, therefore, that you get your copy at once before the supply is exhausted.

Pictorial Review

FOR OCTOBER

Big Special Fall Fashion Number

Out Today

30c
\$1.00

Largest Twenty Cent
Circulation in the World

H. V. MACKINNON & SON, Wholesale Distributors for the Maritime Provinces, St. John, N. B.

WOMEN

WHAT MARGUERITE SEES

That The Detroit Free Press
"It's a queer world. The woman
who wouldn't let you see her in
early morning wrapper doesn't
how long you look at her when
in her bathing suit."

That Vanilla flavoring is obtained
from the fruit of an orchid.

That to read of eggs, now so
ious being used to shampoo hair,
polish leather furniture makes
think of the old days when they
not cost eighty cents per dozen,
you could afford to be reckless.

That there is a record of 50,000
female treated for various causes
ing the war has been reached by
Animals' Hospital, High street,
don, S. W.

That a hundred thousand American
and 3,000 Portuguese soldiers are
to have married French women at
the war.

That the Duvall Viscountess
sley has bought the grape crop
the famous 1768 vine at Ham
Court for distribution in hospital.

That pepper cost £15 an ounce
England in Henry VII's reign.

SERVANT PROBLEM

WORSE OVER TIME

English mistresses who are g
ing about the domestic servant
blame, a correspondent writes to
Manchester Guardian, should go
Scandinavia. There one no longer
advises for a maid but for a
House Assistant," and instead of
ing her what work will be expected
her, you present in glowing colors
advantages which accrue to her
your services. "House assistan
stories fill columns of the Scand
ian press, and while some make
apocryphal, some of them have a
27 appeared as advertisements.

In one paper appeared the fo
ing: "Wanted a generous house
ant. Conditions: The applicant
neither rob nor poison any membe
the family. All other demands
be entirely according to the wish
the applicant."

If any one thinks that this is
she should listen to a story from
mark. A lady was looking for a
assistant, and each one asked
particularly how many children
were in the house. She became
weary of the question at last she
lost her head and exclaimed, "I
tunately we have three, but if yo
sist we will try to drown two
them."

A Stockholm mistress, after
and wearisome negotiations, the
she had engaged a girl, when the
plicant suddenly demanded to see
photograph of the master of the ho
so that she could assure herself
they "would get on well together."
Scandinavian mistresses are
considering whether they will ne
their own work.

AND THEY SAY IT PAYS

TO BE ABLE TO

One hears the most astound
things about the prices that are
to moving-picture stars, says He
fore, in Everybody's for Septembe
when one discovers that they
true. A pretty girl worked dur
inglas "lot" for ten dollars a d
in extra woman. A studio need
roman to do a particular bit,
found that she filmed well. So he
decided to make her a star. Her
tract called for \$150 weekly for
first six months, rising to \$500
the end of the second year. At
the second picture she demanded
at once and \$1,000 weekly at
year's end.

A "type" hired a taxicab to
him to the lot on which a picture
being "shot." Ordinarily types
on street cars, for the best of
are rarely paid more than fifteen
lars a day. The United States
atorial type can be had in quan
at ten dollars for the day's work
this type was late and feared to
his job. A bawling manager met
at the door.

"You-you" began the man
Then his eye fell upon the chauff
"You're just the type I want!"
shouted. "Come with me!"
Eventually the chauffeur cons
to run his cab back to the garage.

TENDER GUMS

A WARNING

Beware of gum tenderness that w
of Pyorrhea. Four out of five pe
over forty have Pyorrhea—many
der forty also. Loosening teeth
cate Pyorrhea. Bleeding gums,
Remember—these inflamed, ble
gums act as so many doorways
disease germs to enter the syste
infecting the joints or tonsils,
causing other ailments.

Forhan's positively prevents P
rhea, if used in time and used con
ently. As it hardens the gums
teeth become firmer.

Brush your teeth with Forhan's
cleans the teeth scientifically—ke
them white and clean.

If gum shrinkage has already se
start using Forhan's and consult a
tist immediately for special treatm
35c and 60c tubes. All Drugs
FORHAN'S, LTD., Montreal.

Forhan's
FOR THE GUM

FOR HEADACHE AND NEURALGIA

ANTI-KAMNI
AK TABLETS
FOR ALL PAI
ASK FOR AK TABLETS