

Fairweather

A Store Where "Quality" Does Not Imply High Prices

The Fairweather Stores have won such a reputation for distinctive styles and high-class goods that many people infer that high prices are consequently high.

A comparison will prove that, quality considered, our prices are lower than those asked in stores where the merchandise is undoubtedly commonplace.

Ladies Ready-To-Wear Apparel

Suits, Coats, Dresses, Waists, Corsets,
Gloves, Hosiery and Millinery

Our Ladies' Ready-to-wear will be found to possess a distinction and a quality that can only be obtained in the garments of the tailors whose models we sell.

High-Class Furs

For Men and Women

A SPECIAL ATTRACTION FOR STAMPEDE VISITORS

Our Fur Styles for the 1913-1914 season are at hand and advance models are now on display in our Showrooms. Fairweather's Furs are so well known throughout Canada as the highest quality that they scarcely require mention. Our Fur Styles are authoritative, and many of our designs are exclusive.

Special Discount of 20% During August

Anyone contemplating the purchase of Furs of any kind should visit our Showrooms while in the city for the Stampede, as special prices are in force at this season of the year.

Stampede Visitors

Visitors to the city are cordially invited to call at our Showrooms and make comparisons. No obligation to buy.

Fairweather & Co. Limited

297-299 Portage Ave., Winnipeg

TORONTO

MONTREAL

The Young Woman and Her Problem

By Pearl Richmond Hamilton

THE SOCIAL CONSCIENCE

If the critics could but touch "the life of the girls" whom they blame for questionable conduct they might create a reform that would revolutionize humanity. I have yet to know a girl who has not something lovable and beautiful about her. Indeed, some of the most unfortunate possess the deepest wells of love and tenderness. Jane Addams says: "In the unnecessary ebb and flow of justice and oppression we must all dig channels through which the moral life of our men and women may flow." We speak of the great resources of Canada, but let us not forget that the greatest resource of our country is our womanhood. I say womanhood because I think the strength and power of our manhood is determined by our womanhood. In the atmosphere of social confusion and the mad race for wealth we tread on the soul of womanhood and crush the sweet rose of purity. I believe that Canada is the haven of opportunity, but the conscience of Canada must be stirred to protect her womanhood if our country would develop into the world's greatest garden of life. Do not criticize; draw

In speaking of her work, she says that conduct and not culture is three-fourths of human life; that the things which make people alike are finer and better than the things that keep them apart. There must be the overmastering belief that all that is noblest in life is common to men as men in order to accentuate the likenesses and ignore the differences which are found among the people whom the Settlement helps. In a thousand voices singing the Hallelujah Chorus in Handel's "Messiah" it is possible to distinguish the leading voices, but the differences of training and cultivation between them and the voices of the chorus are lost in the unity of purpose and in the fact that they are all human voices lifted by a high motive. This is an illustration of what a Settlement attempts to do. This ambition is what led Jane Addams to give up leisure, travel and study abroad for a life of hard work and difficulty among the poor of Chicago that she might bless humanity. Thus has the work of one woman inspired and encouraged many thousands of men, women and children who are victims of human greed. It is



PARADE AT ATHABASCA, ALTA.

The Winnipeg business men arrived at Athabasca on Empire Day, and the "schoolmarm" of the place arranged a parade of children. The procession, in which the visitors joined, was headed by a mounted policeman, then came the well-drilled boy scouts of the town.

a picture beautiful. Will a student in art become an artist by imperfect models? No; he studies the finished picture of a great artist and copies it. Girls cringe so pitifully under the fear of criticism. It is cruel to ask a girl about her affairs—has she erred? Nine times out of ten she is sorry; do not torture her mind with the "how." She is sorry—that is enough.

JANE ADDAMS

This month I have been reading the life of one of the greatest women on the American Continent, if not in the world—Jane Addams. It is an inspiration to study the lives of people who are worth while. I believe there is not a woman living who has touched so many lives in a helpful way as Jane Addams. When she began her work she was in poor health and did not record much of her earlier work as she states she was "blurred with fatigue." Enough property was left her to give her a life of leisure, but she longed to be useful—to change her life of leisure and personal pursuit to definite attainment. After completing a college course and travelling in Europe, during which time she studied settlement work, she rented a house between a saloon and an undertaking establishment in the poorest part of Chicago. Here docked the unfortunate and poor of Chicago's oppressed laborers to meet for social life and serious study until the institution has grown to occupy thirteen buildings and Jane Addams is called to all parts of the world to explain her work. This is the success of one woman who loved humanity more than herself.

a splendid deed to give money to help others; but it is a Divine act to give one's self as does Jane Addams. Christ touched poverty and clothed it with power.

PICTURES

Anything beautiful has a refining influence. Then look well to the pictures in your room. I could not enjoy my room were it not for the pictures in it—but they are not Gibson posters or any other faces that delineate the weaker side of woman's character.

In the assembly room of a well-known college where two hundred girls meet every day, the room is decorated with reproductions of six Greek goddesses. First, there is the Roman Diana, who represents the era of free girlhood; next, Pallas Athene, who represents strength and loveliness. Her purity is the height of her power. Then next is Aphrodite. She is the goddess of love, which Plato describes as "the basis of purity: our best pilot, supporter and saviour; the parent of grace, of gentleness, of delicacy, a cherisher of all that is good." The fourth is Hera, the type and protector of marriage; then the maternal deity of Greece—Demeter. The last of this group is Vesta, who represents woman as queen of home. The Wellspring says of this goddess that "the hearth is her altar, and as the city itself is but an extended family, so the city itself is its extended hearth." So incarnated in the vital virgins is the power of the hearth that they bear it with them, and if they meet a criminal he must be set free—wonderful symbol of the power of a