

Woman's Realm -:- Social and Personal -:- Fashions -:- Literature

What the Fashionable are Wearing
Illustrated Dressmaking Lesson Furnished
With Every Pattern
By Anabelle Worthington

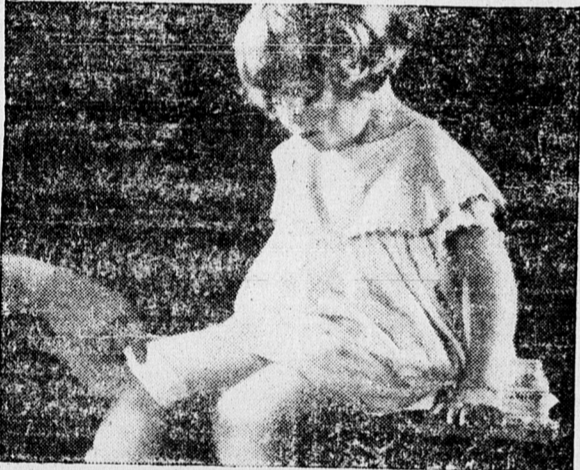


Scalloped tabs centered with buttons of the circular flaring skirt, distinguishes a smart school frock. The belt passed beneath the tabs and tied in bow at the back is girlish. A scalloped Peter Pan collar and flared cuffs add dainty note to the simple bodice. It's so easy to make and so attractive to wear. Soft woolsens in tweed mixtures, crepe, jersey and challis prints can be used, and with a little belt of contrasting ribbon it is truly delightful. The belt may also be of self-fabric. Heavyweight cottons also suitable. Style No. 2670 may be had in sizes 8, 10, 12 and 14 years. Size 8 requires 2 yards of 39-inch material with 1/4 yard of 35-inch contrasting and 1 yard of 1-inch ribbon. Pattern price 15 cents in stamps or coin (coin preferred). Be sure to fill in size of pattern. Address Pattern Department. Spend 10c to save \$10. How? By ordering a copy of our new Fall and Winter Fashions. It gives the answer to the often asked question "How does she do it?". For it shows how to dress up to the minute at little expense. You can save on every dress and save on the children's clothes too. That means more and better frocks for you and yours. Order your copy now. Just enclose 10 cents in stamps or coin and mail with your name and address to Fashion Department.

A Morning Smile

"My poor woman," said the vicar, meeting one of his flock in widow weeds. "I had not heard you had again suffered bereavement." "Nor I ain't, sir," was the reply, "but my old man annoyed me this morning so I'm paying 'im out by going into mourning again for my first husband."

Quick, mother, the remedy



First aid must be applied at once to avoid dangerous infections

THE most important thing about first aid is to be quick about it. That's why you should have "Vaseline" Petroleum Jelly always on hand for instant use. It costs only a few cents, can be bought everywhere, takes up very little space in the medicine cabinet. Think of the agony of the child who is burned or cut. You don't want them to suffer a minute; you don't want to invite infections which usually come from neglected skin abrasions; you want to avoid unsightly scars that result from wounds which don't heal cleanly. "Vaseline" Jelly will help you. Apply at once after cleansing the wound. And use it liberally too. If necessary apply a light bandage and change dressing frequently. The doctor will compliment you on your quick action. Will endorse the use of "Vaseline" Jelly for all the little minor ailments. Be prepared. Lay in a supply at once. For sale everywhere, in tubes and bottles. And remember, when you buy, that the trademark Vaseline on the package is your assurance you are getting the genuine product of the Chesebrough Mfg. Co., Cons'd., 5520 Chabor Avenue, Montreal, Canada.

How Much "IT" Have You? Dorothy Dix Tells How To Gauge Social Stimulus Value

"It is as Easy to Get the Heft of Our Personality as it is Our Weight on a Penny-in-the Slot Weighting Machine, But After We Have Gotten it, What Are We Going to do About it?"

The scientists are searching for a yardstick by which to measure the amount of IT that we possess, or unfortunately may possibly lack. Only they don't describe this quality as IT, as we lowbrows do. They call it "an individual's social-stimulus value."



Why, any girl child, though a moron, could tell them how to do that. She would say: If you want to know how much IT a girl has, count the number of her dates. Observe how many cut-ins she has at dance. Take note of her birthday and Christmas presents. Does she have to buy her own flowers and candy? Do boys pass up prettier girls for her? Can she get away with murder, so to speak, in the way of breaking engagements and being a dumbbell and making boys take her to places of amusement to meet other men and still hold them in line?

If the answer to any and all of these questions is "yes," then a girl has IT, plus. But if she is one of the girls whose mothers have to entertain for them to get them beaus and who have to toll men to the house by feeding them; if whenever she goes out with a man she has to furnish the automobile and the theatre tickets; if she has to remind boys of her birthday and that Christmas comes on the 25th of December this year; if every man who dances with her has to be led to the slaughter by his hostess and wears the expression of an Early Christian martyr while he is doing it, and if she has to do the calling up over the telephone, then the measure of that girl's IT is zero.

And the girl would say that if you want to find out how much IT a boy has, watch out and see if every girl falls for him at sight. Notice if every girl who comes near him begins to powder her nose and get busy with her lipstick and roll her eyes at him. Observe whether girls would rather hide with him in a flower than in a Rolls-Royce with some other boy. Note whether they will turn down another date on a gamble that he may happen along. Observe if they just melt down like ice cream in the sun when he deigns to notice them. See if they will put up with rudeness, with criticism, with neglect, with stinkiness, with grouches and glooms and jealousies from him.

If they will, the boy rates in the hundred per cent IT class, but if he is only tolerated by girls because he is a good thing and a useful pack animal to convey them to places they want to go; if they love him for his automobile and dinners and suppers and presents; if he has to pay his way wherever he goes with orchids and chocolates and theatre tickets, and if no girl keeps a date with him if something with more pep in it offers, then he is a complete washout, so far as IT is concerned.

It is as easy to get the heft of our personality as it is our weight on a penny in the slot-weighting machine, but after we have it, what are we going to do about it? That is the question that troubles most of us.

We may know we are too heavy or too lightweight socially, but how are we to thin down our bulkiness and become volatile and airy, or how are we to add the weight of charm and magnetism to our thinness?

Worse still, when we lack IT nobody knows just what it is that ails us. It isn't that we lack beauty, because we all know women who are living pictures whom nobody cares a rap about, and we know plenty of homely women over whom everybody is crazy and at whose entry into a room every face brightens.

It isn't intelligence, because we all know learned ladies whose society we avoid as we would the plague, and we know other women who never saw a college, and who have never ever read the six best sellers, whose babble entertains and amuses us and to whom we can listen for hours without yawning.

It isn't goodness, for some of the best people in the world are the least loved. We all know women who have worked their fingers to the bones and made living sacrifices of themselves for their families, whose husbands and children barely endure them because it is their duty to.

And we know other women who have been selfish and self-seeking, who have taken the best of everything for themselves, who have been too lazy even to make comfortable homes and who have virtually enslaved their families to them, yet their husbands and children adore them.

So there we are. We know that so far as winning and holding love and attracting our fellow creatures to us are concerned, it is better to have IT than it is to have beauty and brains and virtue combined, but how to attain this mysterious quality we do not know.

For it is a gift of the gods capriciously bestowed at birth upon certain lucky infants, and human ingenuity has been unable to invent any workable substitute for it. Invariably those who have tried to copy the personality of some one largely endowed with IT have found that their synthetic charm did not work. The mannerisms that make one man fascinating and original made another seem a fool. The cute little kittenish tricks of one woman make another woman look like a performing elephant.

And that's that. It is easy enough to measure our social stimulus value. But altering it is something else yet again. DOROTHY DIX.

DOROTHY DIX writes on Feminine Daintiness..



CHARLOTTETOWN Girl's Letter

MARCIA C hasn't found the key to romance...

"He likes me, Miss Dix," she writes, "but there isn't a sign of his falling in love with me, and yet he's the one man in the world—"

To all the girls like Marcia in this city I want to say... don't be disheartened romance can be yours. It is every girl's birthright.

To win out, Marcia, you must have, first of all, faith in yourself. Faith in your daintiness—your charming femininity.

Clothes will help you... for clothes have a subtle effect on a woman's psychology... and I don't mean just the clothes that show.

When everything you wear—including your lingerie, your stockings, all your intimate things—is very dainty, colourful, you yourself feel perfectly charming.

And because you FEEL charming you ARE charming.

It is all summed up in two simple rules—

FIRST: Buy the loveliest, laciest underthings you can, for they make you believe in yourself.

SECOND: Keep them colourful, shimmering, like new—for drab, faded underthings cannot give you this feeling of dainty femininity.

You may ask, "But how can we keep these delicate things colour-fresh in spite of frequent washing—colours fade so easily!"

No doubt colours do fade when washed the ordinary way with ordinary soap, but there is a wonderful product made especially to preserve colour in the daintiest fabrics.



"You must have faith in yourself—in your daintiness—in your charming femininity!"

Of course I mean Lux. Lux is especially made to cleanse without disturbing the vibrant, alluring loveliness of colours.

NOT ONLY CAN YOU WIN CONFIDENCE of charm through the effect dainty, colourful lingerie has on you, and also directly

through the magnetism of colour in frocks, blouses, scarfs—but through your very surroundings.

The pretty curtains, slip covers, cushions in your living room, colourful tablelinens in the dining room, all can form part of the magic spell. Here, too, Lux is invaluable to preserve colour charm. DOROTHY DIX



(Left) After 12 washings with an ordinary good soap—silk fibres a little out of place—lace damaged. Colour faded. (Right) After 12 Lux washings—every thread in place—silk and lace fibres intact, colour intact. Charming as new!



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If it's safe in water... it's safe in LUX

Lever Brothers Limited, Toronto—Manufacturers by appointment to their Excellencies the Governor-General and Viscountess Willingdon

Etiquette By Roberta Lee

Q. Where and in what manner should the napkin be left after a meal? A. It should be left lying loosely beside the plate; never fold it. Q. Should men rise when other men come into the room and are introduced? A. Yes, always. Q. Is it a discourtesy to ask a person for books which he has borrowed? A. Not if a reasonable length of time has elapsed.

For The Cook APPLE BUTTER

If you are making apple jelly, reserve the pulp after letting the juice drip through. Put this pulp through a coarse sieve. To each pound of pulp

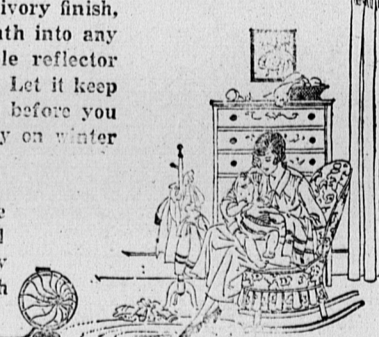
add three-quarters pound of white and red of one small lemon, and until thick and clear, and then put sugar, a speck of salt, and the juice two teaspoons orange juice. Cook into sterilized jars.

Keep Cool Corners Warm

This Hedlite Electric Heater in beautiful ivory finish, spreads a big wide beam of radiant warmth into any place that's hard to heat. Its adjustable reflector directs any desired heat in any direction. Let it keep your home comfortable on cool fall days before you start the furnace, and use it to dress by on winter mornings.

Only \$1.60 Down Order your Hedlite Heater today and have it ready to use on the chilly days that will soon be here. You can buy one for only \$4.50 or for \$1.60 down, and \$1.00 a month for 3 months.

Maritime Electric Company, Ltd. of the Associated Gas and Electric System Charlottetown, P. E. I.



House For Sale

Number 86 Sydney Street, practically new house, 8 rooms and halls, hardwood floors, well finished throughout, and in good repair. Central location. Garage and barn in rear. If not sold privately in the meantime will be sold by Public Auction on Thursday, October 30th at twelve o'clock noon, on the premises. Apply to JOHN P. BRADLEY, Auctioneer, Charlottetown. 17-fmw-2wks.

FURNITURE SALE AT 308 EUSTON ST., CITY

ON THURSDAY, OCTOBER 30th, AT TEN THIRTY O'CLOCK SHARP I am instructed by Mrs. Alexander McDonald, to sell on her premises by Auction, all her choice household furniture, consisting of Parlor, Dining, Bedroom and kitchen furniture, 1 magnificent Upright Piano, Bell, 1 beautiful parlour square, several congolem squares, 1 oak book case, 1 walnut bedroom suite, a beauty, all other beds and bedding, dishes, silverware, 1 lawn mower, fork and garden tools, oilcloths, 1 beautiful old walnut hall rack, window curtains, 1 kitchen range, 1 oak davenport, pictures, etc., all table linens and everything about the place, nothing reserved. Sale starts positively on time, terms cash.

J. A. McDONALD, Auctioneer. MacDONALD & MacPHEE, Solicitors, 1837-10-75-5.

New Discovery Stops Cause Of Stomach Gas

In his private practice, Dr. Carl Weschke perfected the intestinal evacuant Adierika. Unlike most remedies, Adierika acts on BOTH upper and lower bowel and removes old poisons you never thought were there and which caused gas bloating and indigestion. The quick and gentle action of Adierika for gas and constipation is surprising. Hughes Drug Co., Ltd. Send name and address with 25c stamp for free sample. Adierika, Dept. A, St. Paul, Minn.

AUCTION SALE

At East Royalty, on Monday, Oct. 27th, at 1.30 o'clock, of stock, crop, farm implements. Sale positive, farm sold. For full particulars see posters. J. A. McDONALD, James P. DUFFY, Auctioneer, East Royalty.

THE GREEN CLOAK

(Continued)

The doctor broke of his song, and there followed, for one dead moment a silence, which was shattered at the end of a strange, weird, half-suppressed outcry. The next instant the girl had flashed out other chair, and stood confronting me. The quickness of her motion was absolutely indescribable. Her face was now the one we had seen in the hospital and had glimpsed dimly in the dark in Henry Morgan's study.

At the sight of me she shrank, crouched, rather for something about the action suggested that it might be followed by a spring. Her hand flashed to her bosom and explored there for something—a knife probably—that it did not find. What she would have done then, whether she would have flung her self upon me unarmed, I do not know, but the doctor began speaking to her just then, quietly, authoritatively, and in the Maori tongue. He

was not trying to soothe her fears, or at least not doing it in any way that is commonly practiced by us modern people. He was giving her orders, which he was prepared to enforce by brute strength if she should make it necessary. So much was plain from his manner.

Of course I could not understand a word he said. The girl covered at the voice, but it seemed to reassure her, for all of that. The wild light in her eyes died. They became sullen. She squatted on the floor in a corner of the room. Evidently chairs and their uses were as strange to her as her present attitude would have been to Jane Perkins.

Then began one of the strangest scenes I ever witnessed. Except for what I could gather from their faces, and from the inflection of his questions and her sullen, half-defiant answers, it was totally unintelligible to me. Even the inflections told me little, for the language itself is spoken in a queer sort of sing-song, which betrayed no family relationship with any other language I ever heard. But in the doctor's face I could read strange matters—excitement, dawning

comprehension and dawning horror, too. It was strangely tantalizing to know that this mystery, the clue to which I had vainly sought, was in process of being unraveled right before my eyes, and I was as much in the dark as ever.

Then as if the doctor had read my thoughts, he spoke to the girl in English:

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"Finnenna," he said, "I am talking English. I am going to ask you questions in English, and you will understand me. Did you understand what I said then?" The girl nodded and yet I was sure that if I had spoken to her she would not have comprehended a word. It was in its way as strange and perfect as I said then?" Continued on Page 5

Notice—Malpeque Road Closed

Malpeque Road from the cross road at the Waterworks to St. Dunstan's University will be closed until further notice.

By order, DEPARTMENT OF PUBLIC WORKS.

FOR QUICK SALE

An ideal home, situated 84 Fitzroy Street, containing eight rooms, modern conveniences, excellent hot water heating system.

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