

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

What the Fashionable are Wearing

Illustrated Dressmaking Lesson Furnished With Every Pattern By Annabelle Worthington

This graceful model will have special appeal to figures a little above normal. It will be found extremely easy to make. The softly falling jobot collar has a marvelous slimming effect on the bodice. It offers opportunity for contrast. The scalloped outline of the skirt diminishes the width through the hips. There are any number of lovely schemes for its development. You'll like black canton crepe very well with the vestee of self-fabric with the jabot carried out in white crepe. Black transparent velvet with the vestee of lace is charming. Style No. 2706 may be had in sizes 36, 38, 40, 42, 44, 46 and 48 inches bust. Size 36 requires 3 3/4 yards 40-inch material with 1/2 yard 14-inch all over lace for vestee and 1/2 yard 35

inch for collar. 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. No. 2706. Size..... Name..... Street Address..... City..... State.....

Chest Colds

Rub well over throat and chest



OVER 21 MILLION JARS USED YEARLY

Etiquette

By Roberta Lee

Q. Should a man, when registering in a hotel, write "Mr. John Smith"?

A. No; if he is alone, he should never write "Mr.," but if he is with his wife, the prefix to their joint name is correct.

Q. What jewelry should the bride wear during the wedding ceremony?

A. The necklace or brooch, which is the groom's present to her.

Q. Are men usually invited to a luncheon or a breakfast?

A. Usually the luncheon guests consist of women, but they are invited to a breakfast.

For The Cook

GINGER BREAD WITH CHOCOLATE

One-half cup sour cream, 3 heaping teaspoons ginger, 1 saltspoon salt, 1 teaspoon cinnamon, 2 1/2 tablespoons melted butter, 2 cups pastry flour, 1 teaspoon soda, 2 ounces unsweetened chocolate melted with one tablespoon butter. Mix the ginger, salt, and cinnamon together, and add gradually the sour cream then the melted butter. Mix and sift together the flour and soda and stir into the cream mixture. Then add chocolate which has been melted with the butter. Bake in a long cake pan in moderate oven 35 or 40 minutes. When cool, frost with a marshmallow frosting, and put a butter chocolate coating over this frosting. Eat while fresh.

Mr. and Mrs. Bob Carmichael and son Duncan, Summerside, were visitors to Beech Hill Sunday.

Miss Amy Myers, Hazelbrook, spent Sunday in Albany Plains, the guest of her sister, Mrs. Garfield Shaw.

Mr. Alden Carver, Vernon River, was a visitor to Campbellton last week.

Mrs. Margaret Praught has returned home after spending some time with her daughter, Mrs. Pearl Brothers, Elliotvale.

Dorothy Dix

Secret of Feminine Charm

"When We Come to Analyze Charm in a Girl We Find That It Is Mostly Made Up of Three Things: Tact, Appreciation, Sympathy," Finds Dorothy Dix

A correspondent asks: What constitutes charm in a girl? No one can answer that question definitely. It is the riddle of the sphinx, for it is the same thing that makes that great battered, rough figure, brooding over the sands of the desert, more intriguing, more fascinating than the most beautiful statue in any art gallery.



If we say that charm in a girl is personality—that it is what we slangily describe as IT—we merely substitute one mystery for another, for no one can put his finger on just that particular intangible quality in a woman that attracts us to her as the magnet draws the needle.

It isn't beauty alone, for often we turn the living picture to the wall and cherish some woman who is hardly more than a chromo, yet good looks are certainly part of a girl's charm. It isn't intelligence alone, for we all know high-browed ladies from those intellectual conversation we flee as from a pestilence, while we seek the society of other women who, as the phrase goes, would never set the river on fire. Yet certainly dullness has no place in a woman's repertoire of charms.

And assuredly goodness or badness has nothing to do with a woman's charm, for there are female saints who set our teeth on edge and others whom we would follow into any sort of a cult. And it is charm that gives them amps their power, for without that they would work their sorceries in vain.

As near as we can define charm is the come-hither look in a woman's eyes, but what lights that we do not know. We only know that if she has that she may be plain of face and lumpy in figure, she may lack brilliance and wit. She may not even be unselfish or amiable, and yet she will always have men running after her, she may marry as often as she pleases, and she will even be popular with women.

So far as outward earmarks of charm in a girl go, they consist in her making herself as attractive as she can. She can do this, first, by developing to their fullest extent such good looks as nature has bestowed upon her. She can keep herself well groomed and learn how to comb her hair and make up her complexion, and she can dress so as to make herself easy on the eyes because none of us distinguish between a woman and her clothes. If she presents a pleasing appearance we call her pretty and let it go at that, especially when she is young, for youth in itself is beauty.

No girl could have such a superhuman charm that it would function through dirt or disorder. No frump or slattern could ever charm us. Nor could any bore. But herein develops another of the inexplicable phenomena of charm, that those who have it never weary us, no matter if they babble along as meaninglessly as a brook. We will even listen to their symptoms and the details of their operation and ask for more.

Then it is part of a girl's charm to be able to do things, to be adaptable, to fit in everywhere. She must be able to dance well to play a good game of bridge, to swim, to play tennis and golf so as to be one of the crowd. Nobody finds a girl charming who is a spoiled sport. No man would want to sit out a dance with even a siren, or be tolled off by a hostess to sit on the rocks with even a Lorelei because she was afraid of the water.

When we speak of charming Mary Brown or charming Susie Smith we mean, in a general way, that they are regular girls who are good looking and well dressed and well mannered, and who know how to get along with people and who always fit in the picture and are in a way the life of the party.

And when we come to analyze this charm in a girl I think that we find it is mostly made up of three things, tact, appreciation and sympathy. All of us are vain. All of us have our little peculiarities and prejudices, and we are just naturally attracted to those people who respect our "keep-off-the-grass" signs, and who neatly sidestep our little eccentricities. We adore having our fur smoothed down the right way and we purr under the hand that does it.

If you will observe you will see that the woman who has a reputation for being charming has a sixth sense that enables her to divine the subjects that irritate us, and to anticipate our likes and dislikes. She never decants to an unsuccessful man about what a go-getter some other man is. She never tells the man who comes and takes her out in a flivver about how grand a Rolls-Royce rides. She never gets into arguments or disputes and, somehow, somehow, she always manages to turn the spotlight on us and make us feel great and glorious and that she is filled with admiration for us.

Then the charming girl is always appreciative. We love to do things for her because she is grateful and because she lets us see that we have made her happy. She is generous in her thanks and doesn't take every favor as less than her due.

Above all a charming woman is sympathetic. She enters into our joys and sorrows and rejoices with us when we rejoice and weeps with us when we weep. She is never too self-centered to enter into our lives and become part of them.

And so perhaps the secret of charm is just kindness and sweetness and love. DOROTHY DIX.

THE POTATO CROP

Dry weather and blight combined to force a reduction in the estimated potato crop this year following extremely dry weather conditions. The survey of the Fruit Branch of the Dominion Department of Agriculture places 1930 production at 41,950,000 hundredweight, an increase of some 1,010 tons, or about 5 per cent, over last year. Severe blight is reported from New Brunswick, Quebec, parts of Nova Scotia and Alberta, while insect injury is negligible. The estimated production in hundredweights by provinces is:

Prince Edward Island.....	4,500,000
Nova Scotia.....	3,120,000
New Brunswick.....	4,970,000
Quebec.....	10,000,000
Ontario.....	10,000,000
Manitoba.....	2,790,000
Saskatchewan.....	2,460,000
Alberta.....	1,960,000
British Columbia.....	1,650,000

No More Asthma and Hay Fever

Every Asthma sufferer in this city and district now has the opportunity to try Dr. Schiffmann's Asthmador without financial risk. Go to your druggist and get a package of Asthmador and, should it fail to give instant relief, the druggist will cheerfully refund your money without any question whatever. No matter how violent the attack, how obstinate the case, or what else has failed, Asthmador Cigarettes will give almost instant relief—usually in 10 seconds, but always within 15 minutes. Hundreds of unsolicited testimonials abundantly prove what this dependable remedy has done. This is why every druggist sells Dr. Schiffmann's Asthmador on a positive guarantee of satisfaction or money back—and this guarantee is printed on the label of every package. If your druggist cannot supply Asthmador, write direct to The Lyman-Knox Co., Limited, Montreal, remitting 50 cents for package of Asthmador prepaid.

For Asthma
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SOLD ON A GUARANTEE

Nursing baby? Drink delicious Ovaltine.



BECAUSE Ovaltine is so rich in all the vitamins and food elements essential to health, it is the finest known beverage for the nursing period. Doctors the world over strongly recommend it because it ensures a rich milk supply and protects the health of the mother against overstrain.

Ovaltine is scientifically made from ripe barley malt, fresh milk and eggs. It is easily digested and quickly assimilated. It is super-nourishment correctly balanced in a most delicious form. You will like it either hot or cold.

OVALTINE

TONIC FOOD BEVERAGE
BUILDS UP BRAIN, NERVE AND BODY

As all good stores in 10c, 75c, \$1.25 and special family-size \$4.70 tins; also served hot or cold at soda fountains.

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BARISTAN POLISH
Patented 1929

The influence of weavers imported from Persia and India is strongly present in this magnificent reproduction of a Polish rug believed to have been woven at Warsaw in the 17th century.

NOW... BARISTAN RUGS of EVEN GREATER BEAUTY

THE introduction of the Baristan Rug two years ago marked a revolutionary advance in the history of rug weaving. The lustrous sheen, the exquisite coloring, the luxurious pile, won the admiration of Canadians from coast to coast.

Now we announce new Baristan Rugs of really surpassing beauty... adaptations and reproductions of the world's rarest rug masterpieces... rugs that have adorned the walls of museums and the floors of Oriental palaces.

These beautiful rugs are available for your home at surprisingly moderate prices. See the Baristan display at any leading house-furnishing store. They are obtainable in all sizes from small hall runners up to large room-size rugs. While in the store do not fail to see the Autumn 1930 presentation of Barrymore Guaranteed Rugs which include smart new designs in Saxones, Wiltons and Axminsters.

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To Sew for us at Home. If you have a sewing machine, we offer you, regardless of where you live, an opportunity to make up to \$10.00 or \$15.00 a week sewing for us in your spare time, at home. No previous experience required, AND POSITIVELY NO SELLING FOR YOU TO DO. When answering, enclose stamped, addressed envelope for reply. AMERICAN NECKTIE CO., Dept. 44 Keefe Bldg., Montreal.

VERNON RIVER AND VICINITY

Miss Martha Hynes has returned home after spending the week-end with friends in the city.

Mrs. Robert Coady and son, Ray, Alberry Plains, were visitors to Cardigan on Sunday.

Mr. and Mrs. Clarence McLean, Alberry Plains, are receiving congratulations on the arrival of a baby girl.

Mr. Elmer Lewellyn, Georgetown, was a visitor here Wednesday.

Mr. James Valley has returned to Halifax after spending some time at his old home in Alberry Plain.

The chicken supper held in the C. M. E. A. hall on Wednesday, Oct. 8th, was a decided success. Lots of goods things to eat and a large crowd to enjoy it. The sum of over \$200 was realized.

Mr. Jay Gillis, Uigg, was a visitor to Vernon River Saturday.

It looks as if potatoes were a pretty good crop in this section as Mr. H. S. McLeod, general merchant, loaded eleven cars at Vernon River last week.

Mr. Peter Cairns and son, Ralph, Everett, Mass., have returned to their home in Alberry Plains.

FROM ONE HOME BAKER TO OTHERS WHO BAKE AT HOME



"It saves unnecessary work" says Mrs. J. E. STEADMAN

The Quaker Easy Method delights Her with its certainty and ease in Bread Making

"I cannot speak too highly of your Easy Method of Bread Baking, for it certainly puts the old method out of business and saves a lot of unnecessary work for the housewife.

It's so easy when followed by your instructions that one cannot help but get the best of results, especially when it is made from Quaker Flour.

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IT'S a fact demonstrated by thousands of enthusiastic users. With this wonderful new way, bread or rolls, piping hot and fresh, with half the work, in half the time. No more kneading, no more setting the sponge. You just follow simple directions, worked out by a master baker, and described in the booklet: "The Quaker Method of Easy Bread Baking." A copy will be sent you without charge, if you mail us the coupon, or ask any Quaker Flour dealer.

Quaker Flour is the finest you can buy. Tested hourly, during milling, and every day, by baking samples just as you bake in your own kitchen. That is why quality is absolutely guaranteed and why by using Quaker Flour you are sure of zesty pastry, cake, bread or rolls.

No. 3.—From a series of hundreds of letters received by The Quaker Oats Company, from enthusiastic users of the new Quaker Method of Easy Bread Baking. Thousands have written for the booklet describing this method—more than 50,000 booklets have been distributed.

THE QUAKER OATS COMPANY, Peterborough, Ont.

I would like to try the Quaker New Easy Method of Bread Baking. Please send me FREE, a copy of your booklet which tells all about this marvelous new method.

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