

CLIPSE FASHIONS

Exclusive Patterns
by *Abigail Ryan*



1124

THE CONTINUED VOGUE FOR STRAIGHT LINES.

Two long jabots come cascading down the front of the attractive little frock pictured here. The smartness is more than proven by the youthful round collar, and the long sleeves gathered into a wristband. A softness at the hips is achieved through the sides being cut in and gathered above and below to a narrow side belt trimmed with buttons. The accompanying diagram shows the simple design of pattern No. 1124, which is in sizes 16, 18 and 20 years, or 34, 36 and 38 inches bust. Size 18 years (or 36 bust) requires 3½ yards of 32-inch or 36-inch, or 2½ yards of 54-inch material for dress with long sleeves. For short sleeves ¾ yard less material is required. The jabot requires ¾ yard of 36-inch or 40-inch material. The edges of the jabot are plicated and it is cut through the centre and one half tacked to the dress on each side of the centre front. The outer edges will then fall in a cascade to near the hem of the dress. Price 20 cents.

Our Fashion Book, illustrating the newest and most practical styles, will be of interest to every home dressmaker. Price of the book 10 cents the copy. Each copy includes one coupon good for five cents in the purchase of any pattern.

HOW TO ORDER PATTERNS.

Write your name and address plainly, giving number and size of such patterns as you want. Enclose 20c in stamps or coin (coin preferred; wrap it carefully) for each number, and address your order to Pattern Dept., Wilson Publishing Co., 73 West Adelaide St., Toronto. Patterns sent by return mail.

Havoc!

John O'London, the famous literary weekly, recently instituted a competition for the best brief picture of "Things Seen." First prize was awarded for the following graphic picture of the terrible forest fire which swept a soldier settlement on Vancouver Island two years ago. It was written by "M.F.C."

"Six-fifteen on a stifling July evening, and through the shack door a picture of heavy crops and a distant background of forest veiled in haze.

"Mother was pulling two lusty youngsters from their tub. Buller lay panting on the step. Selina purred around my bare ankles. Peace!

"Then, suddenly, a roar arose far away like thunder, leaping intervening miles, shaking the shack like bombs. The misty, blue belt of giant firs became instantly a scarlet, racing wall of shrieking flames. Fire!

"In twenty seconds father had the car speeding right into the now dense fog. Mrs. Wilford and her new baby! "Highway!" he shouted, hoarsely, and we ran, madly, blindly—no time for shoes—through suffocating horror; the roses by the burning gate, our proud tomatoes, the ripening branches of gooseberries, now torches in the gloom; red tongues danced from cabbage to asparagus before our flying feet—over hot stones—to the open road.

"In twenty-seven minutes all was over. A strip of soldier settlement "ripe unto harvest," five miles long, three miles wide, with twenty-six new houses, gardens, barns, stock, pets, treasures, medals, gone. Lives wrecked—and one boy, cutting wire fences to let his cattle escape found—dead."

Silk was first made in China about 4,000 years ago.

Why the Sea is Blue.

Holiday-makers are sometimes disappointed to find that the sea is not colored that beautiful azure blue which we love. A glass of sea-water is perfectly transparent and colorless, yet the ocean is often colored any shade from yellow to purple.

It is the salt in the sea-water which causes the blue color, for all the innumerable small particles of salt in the water filter the sun's rays and reflect the blue light. Seas which contain a large proportion of salt are colored the deepest blue. The Mediterranean, for example, which is rich in salt, is perhaps the deepest blue known. And the Pacific Ocean is dark enough to be called indigo.

Near the shore the sea often changes its color to green. A stretch of white sand below shallow water will cause it to appear water-grey, or light green, whilst a deep yellow-colored sand, joined with the blue of the water, produces a darker green. In the Bay of Loango the water appears to be deep red, which is on account of the red bottom.

Another cause of water colors is the large numbers of minute organisms always present. In some of the salt lakes of Tibet, and in the South of France, a certain red organism gives to the water a vivid crimson hue.

When a rope is thrown over the side of a boat, it is sometimes found that the water is phosphorescent. The drops of water hang to the rope like a blazing necklace of pearls!

At one "arm of the sea" in Great Britain, practically any color of the rainbow can be seen, from a glowing crimson to a glittering gold. This is due chiefly to sunlight effects. If anyone doubts this, they should go to the Bristol Channel, where Turner, the great painter, produced some of the most wonderful seascapes the world has seen.



Floating Fancies.

Reggie—Have the most wonderful fancies—coming through my head all the time, Miss Sharp.

Miss Sharp—"Could it possibly be water on the brain, Mr. Sapp?"

A reporter in search of a "human interest" story asked a number of successful bankers and business men how they made their first thousand dollars. One of them replied that he didn't make it in any particular way. "It was like the old negro cook's hash," he said. "Some one asked her how she made hash. 'Bless you, missus,' she replied, 'nobody makes hash. It just accumulates.' But you can't get hash unless you save the materials as they accumulate, and you can't get your thousand dollars unless you steadily saved some of the money that you earn.

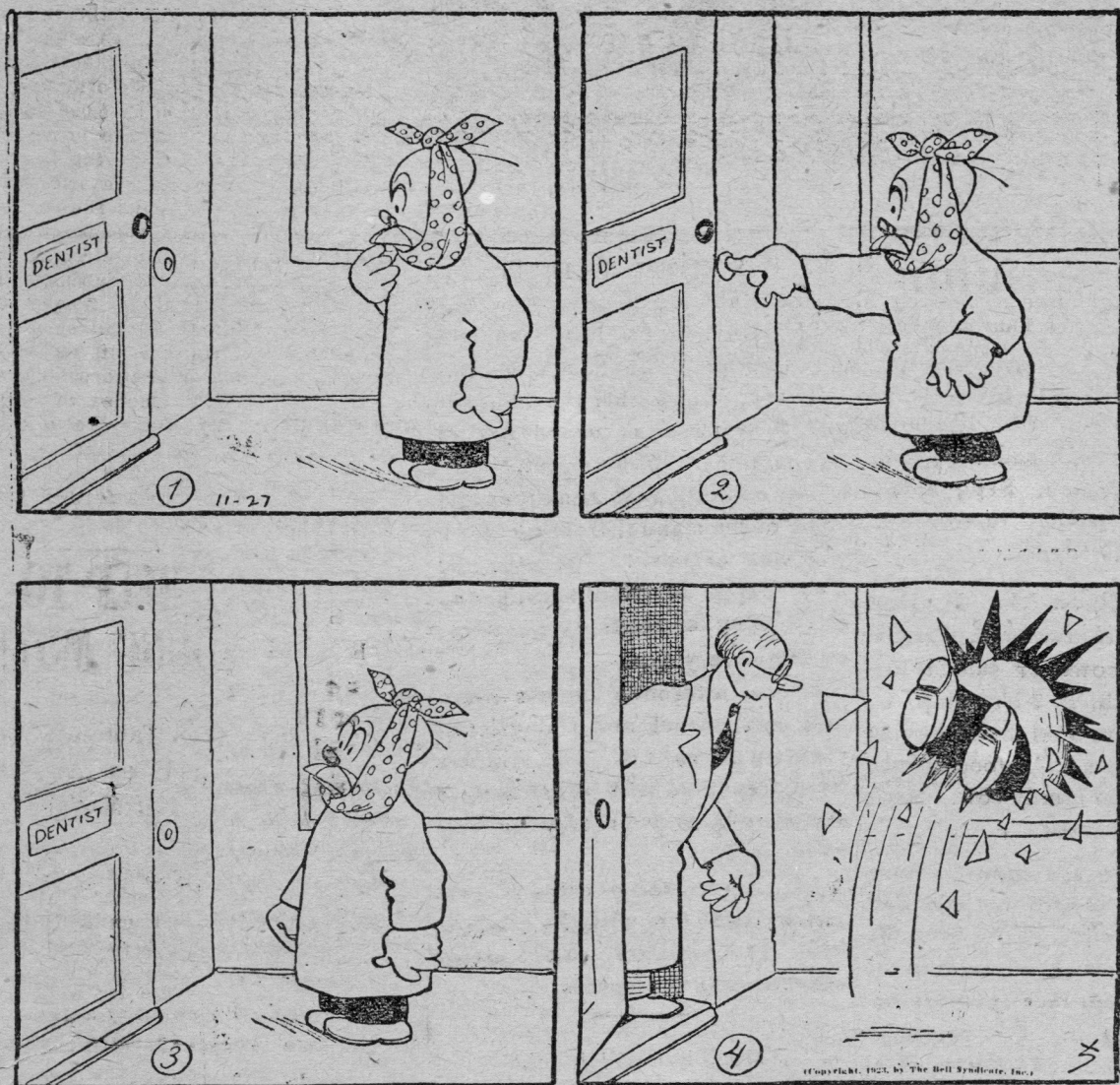
The population of the whole world is estimated to be approximately 1,800 millions.



BRITISH SCHOOL TEACHERS ARRIVE IN CANADA

The above picture shows the party of one hundred school teachers from the British Isles who have come to this country to study educational methods here. They are shown outside the Chateau Frontenac, at Quebec, after they had landed from the Canadian Pacific steamship "Empress of Scotland."

ADAMSON'S ADVENTURES



The Hero—By O. Jacobsson.

Pigeons Overrun London and Endanger St. Paul's.

The pigeons of St. Paul's, as familiar to tourists in England as those of St. Marks in Venice, have met with the displeasure of the authorities of the ancient city of London, who have asked Parliament to pass a bill banishing them from the precincts ruled by the Lord Mayor.

By continually pecking the mortar from between stones of the cathedral the pigeons are accused of endangering the great building itself.

The number of pigeons around St. Paul's has increased greatly during the last few years, because both tourists and native Londoners feed them. The birds have spread from the cathedral precincts at the top of Ludgate Hill until nearly every street of the city is overrun with them.

The plan is to destroy all of the birds except a few score which will be permitted to haunt certain parts of the lofts of St. Paul's as they have done for the last century.

Insurance and Assurance.

Insurance and assurance are not really interchangeable words, though often liberties are taken with them. Insurance is properly used when referring to an uncertain risk, such as fire or ship wreck, while assurance covers risks that are certain, such as death.

Ottawa, in Canada; Sydney, Melbourne, and Perth, in Australia; and Pretoria in South Africa, all have the right to mint their own gold coins.

THE MERCHANTS' CORNER

"How Shall I Advertise?"

There are many ways of advertising. Each has its place—each has its value. Some ways are better than others. To know which ways are best, and how to use those ways, is a problem for each individual advertiser.

Advertising is a specialized profession involving much technical knowledge. Every merchant should educate himself in a general way in advertising. He should have actual knowledge of the fundamental principles. The more he knows about these, and the technical features involved in execution, the more successful his advertising will be.

Advertising is moulding public opinion favorably. There being many ways of moulding public opinion, and few merchants being in a position to make

practical use of all these ways, their relative importance is one of the first things to be determined. Knowing this, the most practical way is chosen, and the plan for using that way is mapped out. Arrangements are then made for executing this plan—seeing to it that the plan is carried out systematically and conscientiously.

How can you tell which is the best way for you to advertise?

You want to interest the greatest possible number of people in your merchandise. "The more you tell, the more you sell," is a truthful slogan. Also you have to keep this interest. You must keep pounding away at all the people all the time.

There is only one practical way of doing that. It is newspaper advertising.

Oh, is She Dumb!

A considerable experience with animals, big and little, has convinced Mr. Courtney Ryley Cooper, author of "Lions 'n' Tigers 'n' Everything," that there is a smaller proportion of brains in the camel than in any other creature of anything like the camel's pretensions. He says on this point:

As for the baby camel—here, ladies—s-s an' gents, is the prize fool of the whole animal kingdom. When Nature devised the camel, somebody carried away the brains, leaving the finished article, especially in babyhood, the

most idiotic, dunce-like oaf that ever struggled about on four legs. For instance, in the course of its wanderings the baby camel may walk up to a brick wall. It doesn't know enough to go round it; it merely stands there, bating its head against the obstacle, or standing in amazement, waiting for the wall to move! When it isn't doing something like that it is getting in the way of the horses, the men, the elephants or anything else that happens to come along, not because it is obstinate, but simply because it doesn't know enough to get out of the way. The only other thing it does is to stand and bawl. It will bawl for hours at a time, apparently taking delight in the unmusical flatness of its voice.

While this is going on the mother is bawling also for her prize numskull to come again to her side, and the concert continues for an hour or so before the child finally understands that somebody who feeds it desires its company at home. But does the poor idiot obey the command? It does not. Frantically, and with an added bawling, it goes to every other member of the camel herd before it finds its own mother!

As a reward for which, the camel mother promptly knocks down her senseless offspring, spits at it and then bites it on the head, probably knowing, in her motherly way, that there is less sensitiveness there than anywhere else!

Youthful Ideals.

Some of us achieve our ambitions. One day, when Lord Oxford and Asquith was a boy, he handed a list of M.P.'s, with their constituencies to Sir William Barrett, and asked to be examined on the subject. He passed the test with flying colors, but Sir William inquired what possible use this test could be.

"To help me when I enter Parliament," was the reply. "I am going to Oxford, then to the Bar, and when I have made enough money, into Parliament. Then I shall get into office under the Liberal Government and become Solicitor-General. After that I shall be Lord Chancellor or Prime Minister—one or the other."

It is believed that Babylon existed 6,000 years ago.