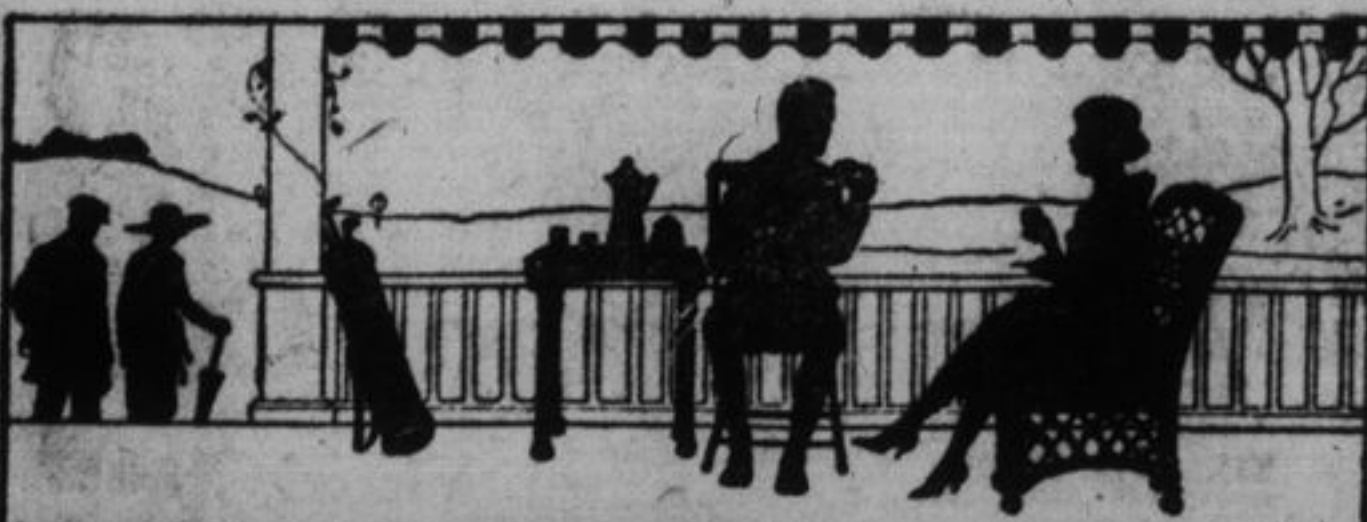


In the Realm of Women--Some Interesting Features



Baker's Cocoa and Baker's Chocolate

Appeal strongly to the healthy appetites created by vigorous exercise in the open air. They are the most satisfactory of all the food drinks, as they have a most delicious flavor and aroma and are nutritious and wholesome.



MADE IN CANADA BY
WALTER BAKER & CO. LIMITED
ESTABLISHED 1780
MONTREAL, CAN. DORCHESTER, MASS.
Booklet of Choice Recipes sent free

What COMFORT LYE

Comfort Lye is a very powerful cleanser. It is used for cleaning up the oldest and hardest dirt, grease, etc. Comfort Lye is fine for making slaks, drains and closets sweet and clean. Comfort Lye Kills rats, mice, roaches and insect pests. Comfort Lye will do the hardest spring cleaning you've got. Comfort Lye is good for making soap. It's powdered, perfumed and 100% pure.



is splendid for —



Real Comfort—

IF it is the real COMFORT of highest class underwear you want, you'll get it in Mercury quality materials combined with correct shape.

No wrinkles or strains anywhere, yet there is all the room you desire under the arms and crotch. The closed crotch in the combinations cannot bind, bag or gap. Every comfort feature has been proven right!

—Light weight cashmeres, natural wool, or best quality cashmeres blended with Egyptian mercerized cotton, for inside workers.

—Heavy weight woolsens and Scotch knits for the man who faces the weather.

Mercury
Underwear

Mercury Mills Limited—Hamilton—Canada
MAKERS OF HOSIERY AND UNDERWEAR
FOR MEN, WOMEN AND CHILDREN

HOW TO MAKE MONEY.

FEW women are averse to making pin money. It doesn't matter whether they need it or not. There is special pleasure in spending money one has made through one's own initiative and resources. Each day there will appear on this page one of a series of suggestions on making money. Each article will give women readers of The Whig an idea that may be turned into a moneymaker.

No. 19.—The Ready To Make Wearing Apparel.

Fortunes have been made by makers of "knock-down" furniture, which is shipped ready for assembling from factory to the consumer. But this suggestion goes the K. D. plan one better. It is a well known fact that the majority of women prefer to make their own clothes and many mothers make the clothes of their children. They are all adept with the needle and having sewing machines delight in the work. There are thousands of business girls who wish to dress fashionably but whose income compels them to make their own clothes if they wish to obey fashion's edict. The great difficulty, however, is that the correct "hang" or fit of a dress depends upon the cutting. Many women are experts in sewing, but they haven't the knack of cutting the material, and thereby hangs the story.

Just as furniture is shipped ready for assembling, so will women's and children's wearing apparel be sent out, ready to make, the only difference being that the customer selects the pattern and the material and the "mail order house" does the cutting.

Another phase of the subject to be considered is that a ready-to-make wearing apparel will make the country people sit up and take notice. These people keep in touch with the fashions and aspire to dress as well as their city cousins. But either the local stores do not carry the necessary material at all or they lack variety. So, where it is impossible to buy the right material and make the dress, it is necessary to shop with a mail-order ready-to-wear house and pay the full retail price for the dress.

You may wonder why the local merchant fails to cater to his customers when there is such a demand for material. The reason is simple. Dress goods run into considerable money. The variety must be great. There are, for example, ple, serges, silk poplin, taffeta, crepe de chine, charmeuse, organdies, plain and printed lawns, etc., etc. No two women in a small community care to wear a dress made of the same material unless it is a staple color. Designs change each season. The merchant cannot profitably handle the line and one must travel to a fair sized city and patronize the leading department stores.

As a mail-order proposition, a concern can make arrangements with a dress goods house and thus always offer the newest designs and materials. To push the business it is necessary to issue a monthly bulletin showing the latest fashion designs in wearing apparel.

el, something along the line issued by the pattern houses. It is not unreasonable to suggest that arrangements be made with a leading pattern house for the loan of their current illustrations, especially as you will feature their patterns. These illustrations usually indicate what material should be used, and how much is required.

Take, for example, the same dress, ready-made and the price would be \$25. You can probably offer the complete material, ready-cut, for \$11. A dress for a 14-year-old girl, the material for which will cost about \$4, is sold in the stores for \$8 or more. The regular store price and your surprisingly low price in contrast should appear upon each illustration. Sample swatches of the material, suitable for the dress should be offered for ten cents to cover costs. The patron selects the material and trimmings, picks out the pattern and your cutter or dressmaker does the cutting. Linings and trimmings are included; even the cotton and silk threads to match sufficient for the making of a dress are to be included. Definite instructions appear on the envelope which contains pattern. The pattern selected by the patron is used for the cutting, then it is sent with the material. Your patron is saved all the worry and anxiety of cutting, the trouble of getting the trimmings and linings, the annoyance of matching goods of which she happened to run short because she erred in cutting.

There is no other line in which women are so interested as current styles. They will lay aside almost any other work to consult new fashion sheets. A monthly illustrated bulletin issued in collaboration with a reputable pattern house and with co-operation of a dress goods house will bring an enormous amount of business and there is vast profit in each transaction.

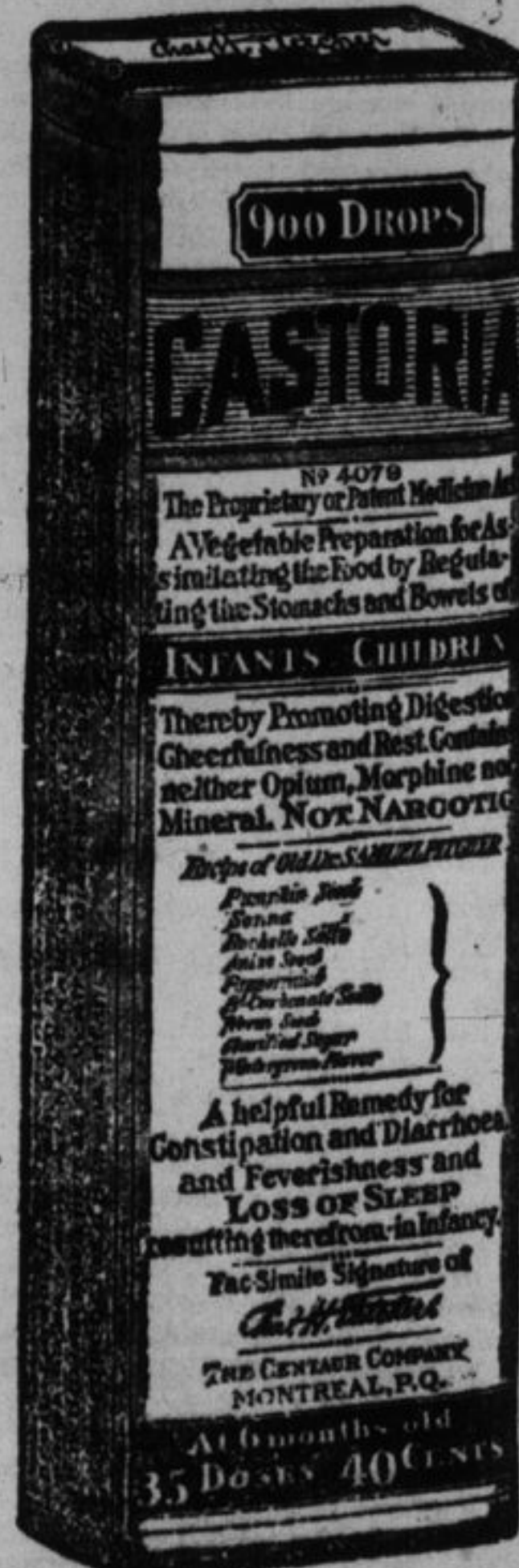
This is the age of specialization. You know of the knock-down furniture plan, of the knock-down picture frame plan, of the ready-made cottage shipped in sections, complete to assemble and now you know of the one venture which will beat them all by reason of the fact that you do not buy furniture or picture frames or cottages every day but fashions come and go in rapid succession and our gentle sex moves with the procession. For a big, clean and permanent mail-order proposition that is capable of tremendous development the ready-to-make wearing apparel business is commended.

Why Castoria?

YEARS ago Castor Oil, Paregoric, Drops and Soothing Syrups were the remedies in common use for Infants and Children; Castor Oil so nauseating as to be almost impossible and the others all containing Opium in one form or another, but so disguised as to make them pleasant to the taste, yet really to stupefy the child and give the appearance of relief from pain.

It required years of research to find a purely vegetable combination that would take the place of these disagreeable, unpleasant and vicious remedies that from habit had become almost universal. This was the inception of, and the reason for, the introduction of Fletcher's Castoria, and for over 30 years it has proven its worth, received the praise of Physicians everywhere and become a household word among mothers.

A remedy ESPECIALLY prepared for Infants and Children and no mother would think of giving to her baby a remedy that she would use for herself without consulting a physician.



Children Cry For

Fletcher's
CASTORIA

Have You Tried It?

Everybody has read the above headline; how many believe it? Have you a little-one in the home, and has that dear little mite when its stomach was not just right felt the comforts that come with the use of Fletcher's Castoria? You have heard the cry of pain. Have you heard them cry for Fletcher's Castoria? Try it.

Just help baby out of its trouble tomorrow with a taste of Castoria. Watch the difference in the tone of the cry, the look in the eye, the wiggle in the tiny fingers. The transformation is complete—from pain to pleasure. Try it.

You'll find a wonderful lot of information about Baby in the booklet that is wrapped around every bottle of Fletcher's Castoria.

GENUINE CASTORIA ALWAYS

Bears the Signature of

Chas. H. Fletcher

THE CENTAUR COMPANY, NEW YORK CITY.



"One of Canada's Good Products"

Georgina Shoe Service

Beautiful in design—
Durable in its beauty—
Comfort in its footfitting lines

Are the three qualities which make the cycle of shoe service in

GEORGINA SHOES

Obtained through Canada's Leading Boot Shops

LOCKETT'S

116 PRINCESS STREET, KINGSTON.



SOLVING THE UNEMPLOYMENT PROBLEM.

Here are some ex-soldiers being trained in England for farm work with the aid of a dummy cow.

The female silk cocoon lays about 400 eggs and dies. President Grant bitterly disliked the aster.