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The "White" Sews Faster, Easier and More Noiselessly



This \$65.00 Model
White Rotary,
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Attachments and Instruction Free.

Dining Chairs.

This \$3.50 Solid Quartered
Oak Dining Chair,

\$2.89

Solid Quartered Oak Dining Chair, just like the cut to the left. Has wide panel in back, solid wood seat, mortised box construction. French legs, and is highly polished.

Sideboards.

This \$38.75 Solid
Quartered Oak Sideboard,

\$32.50

Large Solid Quartered Oak Sideboard, just like the cut to the right. Has large canopy top, beveled French plate-glass mirror, swell drawers, lined silver drawer, two other drawers, wood trimmings, and is highly polished.

10% Discount on Accounts Closed in 30 Days.



**The quicker you fry,
the better your results**

Butter smokes and burns at 329 degrees. Lard at 400 degrees.

You can heat Crisco very much hotter than lard and it will not smoke.

Have the Crisco hot enough and it will cook the outside of the food *instantly*—so that a crust forms and no grease soaks in.

This is the secret of the *dry, crisp* fried foods that Crisco makes.

Make This Test—Heat Crisco very hot. Drop your doughnuts into it for just one minute. They will come out a rich, golden brown, as dry and light as a baked cake inside. They are very different from doughnuts "soaked" in grease.

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oats—builds health—builds
strength—best for every-
body.

At All
Grocers



**HINTS to WOMEN
READERS**

**VELVET MUCH USED IN ALL
LATEST FASHIONABLE GOWNS**

**Fad May Even Be Overdone—Embossing
on Chiffon—The Horse Show Dress-
es—Black Is a Favorite Color.**

There never was a season when so much velvet was used, nor a season when the velvets were more deserving of use and admiration. Whenever horse show models, so called, are displayed there one finds velvet playing the star role, and though within recent years the horse show in New York has meant quite what it once did as the summary of the autumn and winter modes, the tradition lingers. New York merchants prepare quantities of alluring models, not so much for wear at the horse show as to tempt all the moneyed folk with whom horse show week fills the hotels and importations held back during the early season are brought out, now that more of the fashionable New York contingent has drifted back to town and out-of-town visitors are many.

One does not see the surprises of the very early season, but one has a chance to see how skillfully and successfully many of the early season ideas have been developed or modified, and one can make a closer guess than one could a month ago at the forms into which the tentative models will be crystallized when all is said and done.

That velvet figures prominently among this week's horse show toilets may be accepted without a doubt, and one may

night blue, a dark prune and several shades of gray, purple and violet on the mulberry order, kaffir and other dark browns and taupes are the colorings most often seen in these comparatively simple street and afternoon frocks. But black is the color par excellence for trot-



Velvet and Satin

ting wear. One often sees handsome street costumes of black velvet with fur at the collar and cuffs, or made perfectly plain without trimmings, save pipings of silk or soutache, used sparingly.

Among the frocks is an admirable trotting costume of black velvet, with collar faced with skunk. The jacket is cut round at the lower corner. The wide collar and edges are piped with black silk. Silk buttons and cord trim jacket and skirt. Narrow bands of skunk trim the bottom of the skirt and cuffs.

One frock is of black chiffon velvet, combined with embossed black and white velvet and fur. The tunic and bodice and sleeves are of marvelous clinging black chiffon velvet. The bodice is made with cape effect, which crosses over at the front in surplice fashion, and fastens at the side with a large ornament. The sleeves are trimmed with a band of skunk. The tunic is slit at the left side, showing the underskirt of embossed velvet.

The broadened or embossed velvet on chiffon foundation is one of the most exquisite of the velvet manufacturer's triumphs and has the richness of velvet with the marvelous clinging softness of the chiffon cloth. This season it is shown in all the new designs and colorings. The frock above described, with underskirt of embossed velvet, has large sprawling designs of black and white velvet in flower and leaf motifs on a white chiffon ground. There are many broadened materials shown in black and white striped designs, black and green, black and red, and often one sees large velvet designs in color on a chiffon background of the same tone.

There are many frocks of velvet shown combined with satin or cloth of a contrasting or the same tone, which is made of black velvet combined with old blue satin. The tunic is made of the black velvet with an embroidered border on the bodice and a side opening of the tunic skirt. The underskirt is of dull blue satin trimmed at the lower edge with a band of fur. The sleeves are finished with a deep frill of tulle lace.

One might go on indefinitely describing velvet costumes and velvet materials, as it is apparently the fabric of the season, and whether one takes it plain or embossed, striped or dotted, "chained," double-faced, one-toned or many-toned, it is unfaillingly lovely.

Even the velveteens and corduroys are more beautiful than ever before and they are being extensively used—especially those of handsome quality, in black with a bit of dark fur. For hard street wear the velveteen of fine quality will give better satisfaction than the velvet, with though undeniably beautiful and modish cannot lay claim to good wearing qualities.

Velvet is to be used extensively for separate coats as well as for costumes, and handsome long models in black velvet fur trimmed, are being shown by all the importers.

One of the handsomest coats seen recently was of black velvet with an enormous shawl collar of white fur. Deep bands of the white fur were on the sleeves and there was no other trimming. The lining was also of white.

**LATEST SHAPES IN
KNITTED HEADGEAR**

While the simple cap shape with rolled-back brim, usually in a contrasting color, which is known as the aviation cap, is still the prevalent one among the knitted headgear, new and odd shapes are beginning to be brought out. For instance, a smart little model is a tan in black, with white satin ribbon trimming and a few strands of white wool woven in the brim portion. This is priced at \$2.50. Then there is a red or hat shape, stiffened inside with buckram, which has a brim jauntily rolled up at one side and turned down at the other, like the felt hats. One model of this sort is in white, with a brown and white worsted flower at the side. The real hood shape is winning favor. Usually this is in white, with scalloping in color and a colored worsted cord to tie under the chin.

Fuzzy angora is preferred by many to the regular knitted style in these woolly hats. The hat may be of this soft stuff, while the accompanying muff and scarf are of knitting.

Soft worsted shawls are enjoying a revival in consequence of the vogue of the knitted wearing apparatus, way come in all the pretty light shades in shell and other dainty patterns.

even hazard a guess that the fad is overdone, for costumes in cheap imitation velvet are woeful things, and yet we are sure to have them in abundance. Velvet is a material which is essentially elegant. It is admirable only in fine quality, and though it need not be trimmed in rich



Trimming of Fur.

furs and lace and embroideries, if fur and lace and embroideries are used at all with velvets they should be rich. The models being exhibited are of the elaborate and costly type, fur and lace trimmed, and are of excessive design. But there are trim little frocks in velvet and velveteen of finest quality made up for trotting and afternoon wear, in black, which are extremely smart, and not too expensive for the woman with the average dress allowance.

Black, the very deep, raven blue, mid-

A whole lot of Christmas for 15 cents

The Christmas number of the Woman's Home Companion is a whole department store of Christmas help, inspiration and entertainment. A single visit will convince you that you never saw such bargains anywhere else: 3 Christmas stories, 4 other stories, 10 Merry Christmas talks by editors and others, 7 successful ideas for Christmas entertainments, 130 suggestions for Christmas gifts, 57 advertisements of Christmas presents, a Christmas full-page picture, a piece of Christmas sheet music, a page of Christmas dinners and a page of Christmas tables—all this without counting the regular departments, fashions, fads, foods, women's clubs, how to handle husbands and babies, etc.



A magazine just for the children

STORIES, pictures, playthings and toys for children—enough to fill a Little Folks' Magazine—are in this number of the Woman's Home Companion. There is a "continued-in-our-next" story about those delightful Island Twins, John and Jane, and their Christmas visit to their rich friends in the city. John and Jane will be continued for five months, so you'd better ask mother to subscribe, but they begin in the Christmas number.

["The Island Twins" by Abbie Farwell Brown]



130 Christmas Presents in this number

HERE is a long list of practical Christmas presents which anyone can make—useful cushions, embroidery, stencil cut leather and other attractive but simple suggestions, all new and all possible. The best Christmas present is the one which you make yourself, and into which so many loving thoughts have gone. All of the suggestions made in the Woman's Home Companion have been tried and will work out.

Last-minute Gifts
A Half-a-Dozen Simple Gifts by Selma York
The Best New Books
The New Christmas Cards
Useful Cushions by Lucy Thompson
Easily made Gifts for Men by Helen Marvin
Easily made Gifts for Women by Helen Marvin



And here is a gown for the Christmas festivities by Grace Margaret Gould

It is a great big 15 cents' worth of Christmas.

How 15 cents will make your Christmas money go farthest

THE woman who pays \$1.50 a year for the Woman's Home Companion gets her money back with every number and sometimes more. A single suggestion of the several hundred given in each number could be easily worth \$1.50 to any woman.

A suggestion for a gown, or a luncheon party, or a home-made Christmas present, or a practical household recipe, any one may be worth \$1.50 to the busy, anxious housewife who is trying to solve many economic problems with a small household allowance. Our readers write to us every day telling what good they have gotten out of any one suggestion, and remember that every number of the Woman's Home Companion has a hundred suggestions.

15 cents of your Christmas money spent for the Christmas Woman's Home Companion will make your Christmas a brighter, happier and more successful Christmas.

Somebody in your house ought to get the Woman's Home Companion for a year as a Christmas present.

What would you do about it—?

If you were Margery and your fiance, Carter, fell head over heels in love with your bridesmaid, Isabel, whom he had known only ten days, what would you do?

If you were Isabel, madly in love with Carter despite yourself, what would you do?

If you are just yourself, what would you have Carter do, remembering that he is a real man and the fashionable wedding only four days off?

If you can't solve the problem yourself, you'll be intensely interested in the way the author does it.

["When a Man Loves" by Mary Hastings Bradley]



Toys mother can make for you

SEE these many pages of Christmas presents which mother can make for you, and other pages of presents you can make for her—only we mustn't let her know. There is a gift for everyone in the family, and just how to make it, in this number of the Companion, which costs only 15 cents.

["Home-made Toys" by A. Russell Bond]



Boysie got the Graphophone

THIS is an amusing story, but not too amusing to have a real sympathetic touch, for, after all, everyone was glad that Boysie got his graphophone, especially as his goat got sick and so couldn't be raffled off. Frederick Dorr Steele's pictures add a good deal to the spirit of the story.

["The Boaring House Graphophone" by Norvell Harrison]



Christmas Bells

TWO pages of sheet music for Christmas, written especially for Christmas and especially for Companion readers, which would cost at least one dollar at music stores.

["Christmas Bells," music by Ward Stephens; words by Marguerite Merrington.]

"The Flying House" and how it flew

THE strangest thing about the flying house is that it really flew, with Princess Ethel and Prince Paul in it, and Viletemma and Algernon also. This was strange because Viletemma "made up" the story to keep Algernon quiet. So Viletemma was more surprised than Algernon when it happened.

["The Flying House" by Hulbert Footner.]



A Merry Christmas

to all readers of the Woman's Home Companion and those who are going to be

More Kewpies

THE Kewpies are giving a Christmas party, the best sort of party to a whole neighborhood of poor children that the rich people forgot. You know the Kewpies, don't you, those funny little chaps that do so much good in such a quaint way, all told in pictures and rhymes?

["The Kewpies Christmas Party" by Rose Cecil O'Neill]



And here's a new kind of Toy-book

or is it a book-toy, this book about the surprising adventures of Jack and Betty, who have to cut their way through from page to page, always finding something more wonderful on the next page. You can play with the Jack-and-Betty-book, or you can send it to some little boy or girl as a Christmas gift.

["Adventure on Jack and Betty" by Clara and George Williams]

WOMAN'S HOME COMPANION

381 Fourth Avenue, New York City

1856 1911



Russian Pony Coats, \$50

—Good examples of these desirable coats, well made of fine, supple, glossy pelts—handsome brocaded lining. We don't claim these coats to be worth double, but you will find them priced much higher in other shops.

Only about a dozen to sell at \$50 each.

Special

Still room in our shop for a few special orders for Hudson Seal and Broad Tail Persian Coats—made to order from your own selection of pelts.

Stinemetz,
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A GOOD RECIPE.

Among the little ailments which affect ladies are pimples, redness of face and hands, chaps, etc. However, ladies who suffer from these should not despair, as they can be easily cured by daily application of CREME SIMON.

After this excellent preparation, so delightfully perfumed and which never becomes rancid, they will recover freshness and beauty, the heritage of their sex, and will retain all their life the brightness and softness of their complexion.

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