



Page of Interesting News for Women

No Buttons!—No Hooks!—Novel One-Piece Frock That Fastens Easily With a Running Cord



Here's a genuine novelty; a frock that goes over the head. It has neither buttons nor hooks. This dress has three specialties to recommend it. It can be made easily; worn easily and washed easily. It is made in one piece with perfectly straight kimono sleeves. The opening at the top is sufficiently large to allow the dress to be drawn over the head and adjusted smoothly to the shoulders. A running cord draws in the fullness about the waist which is girdled with a white soutache-embroidered black satin band matching the bordering about the shoulders. The edges of the sleeves and the bottom of the skirt are protected from the dirt by two-inch bands of black satin. The contrast adds style and finish to the simple dress.

Problems of the Fair Sex Solved by Cynthia Grey

[Correspondents are requested to make their inquiries as brief as possible, and to write on one side of the paper only. It is impossible to give replies within a stated time, as all letters have to be answered in turn as they are received.]

Would Be a Story-Writer.
Dear Miss Grey: Having received quite a list of help from you in the past, I again call for more advice.
1. A young gentleman sent a short note to a young lady who lived a few miles away, asking permission to take her for a drive on a Sunday evening. The young man requested an answer, but got none. Do you think the young lady wanted the young gentleman's company or not? She had sought it a few months before when circumstances did not permit of the young man accepting. Did she do right in not answering?
2. Is the occupation as short story-writer profitable enough for a young man to take as a life profession? If so, do you think he could secure enough education on the subject by taking a course in a correspondence school, such as the Shaw School, Toronto? By this I mean by taking the lessons at home. Please give me your full opinion on this subject.
Would you please refer the following questions to your sporting editor?
1. If, while batting, the batter tries to get out of the way of a pitched ball, and in doing so the ball hits his bat, should the umpire call it a strike or a ball?
2. If a batted ball hit the umpire,

The Birthday Calendar



IF THIS IS YOUR BIRTHDAY
Some trouble or disappointment in your domestic affairs may come to you, but after that your year will be prosperous and a pleasant change or journey will occur.
Those born today will be successful in a worldly way, and will have many friends and much attention given to them. With those who are nearest and know them best they will not be so well liked.



OMO does three things well.

OMO cleanses white clothes perfectly—
OMO bleaches white clothes without the aid of the sun and makes them spotlessly white—
OMO purifies white clothes and makes a wholly sanitary wash.

OMO does all this in one operation without rubbing or hard work. It will not harm the finest fabrics and will save much time and much labor. Doesn't hurt the hands either. OMO removes tea, coffee, cocoa, fruit stains, etc., like magic.

Safe and sure but must not be used for colored articles, woollens or flannels.

Manufactured by Pugsley, Dingman & Co., Limited, Toronto, Ont.

Simply add a tablespoonful of OMO to a gallon of water, thoroughly dissolve, cover articles completely with this water, boil for half-an-hour to an hour. Let the clothes soak for an hour longer and hang out to dry. Get OMO at your grocer's. 10c.

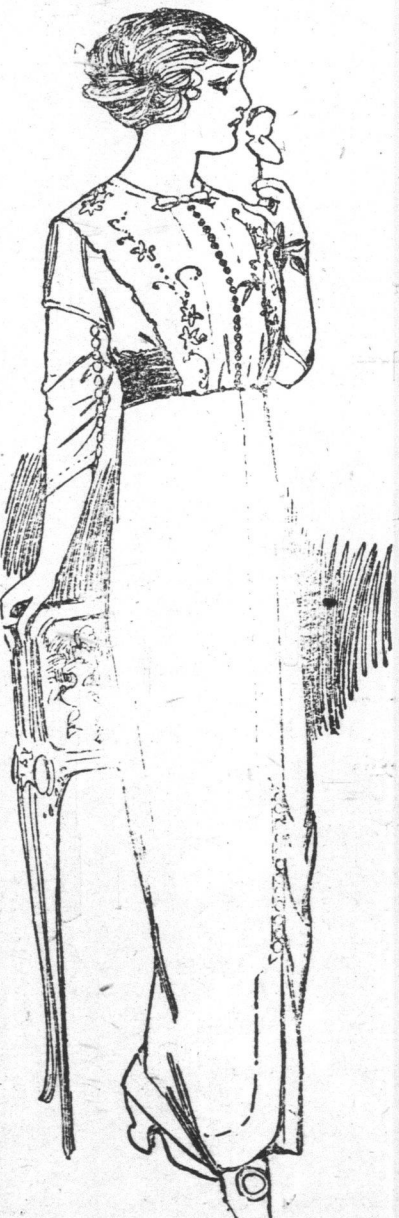
Chit-Chat

Myrtle is the most superstitious girl I know. She is always talking about this or that being "unlucky," is forever counting ten, wishing on things, touching wood, or doing some other foolish thing to avert calamity and bring good fortune to her small self. With the rest she also holds the superstition that it is unlucky to pass beneath a ladder. Going down Dundas street the other day a painter was perched high up on a long ladder which extended well over the sidewalk in such a manner that it was necessary either to pass under or step onto the pavement. Just for fun we "dared" Myrtle to walk beneath it, rather "to show that she wasn't a coward, anyway," she marched bravely under. At that moment, however, the painter took a fresh dip into his pail and brought forth the brush dripping with vivid green paint. Drip, drip—down came the gay drops onto Myrtle's dainty lingerie hat, and three irregular medallions marred the spotlessness of the fair embroidery. It was in vain that she consoled with her, making all sorts of rash promises by way of retribution. "I don't care so much," she sniffed, "for it just proves there is something in superstitions, after all."

The housewife of the sixteenth century was a somewhat busy person, according to Fitzherbert's "Book of Husbandry." How would you like to go through her day's routine, I wonder? It certainly sounds arduous. "First in a morning when thou art waked and purposist to rise, lyfte up thy hands and blesse thee. And when thou art up and redy, then first sweep and settle all things in good order within thy house. Milk thy kye, suckle thy calves, sye up thy mylke, take up thy children and array them, and provide for thy husband's breakfast, dinner, souper, and thy children and servants, and take thy part with them. And to ordayne corn and malt to the myll, to bake and brue withal myll, and see that thou have thy measure again besides the toll, or else thy corn is not drye as it should be. It is a wife's occupation to winnow all manner of corns, to make malt, to wash and wringe, to make haye, shere corn, and in the off of neede help drive the plough, to load hay, corn or such other. And to go or ride to the market, to sell butter, cheese, eggs, cheekyns, capons, hennes, pigs, and geese, and all manner of necessary things belonging to the household, and to make a trewe reckoning and account to her husband what she hath paid."

The "genius" at our house breaks loose occasionally, and his latest "stunt" is to think up new definitions

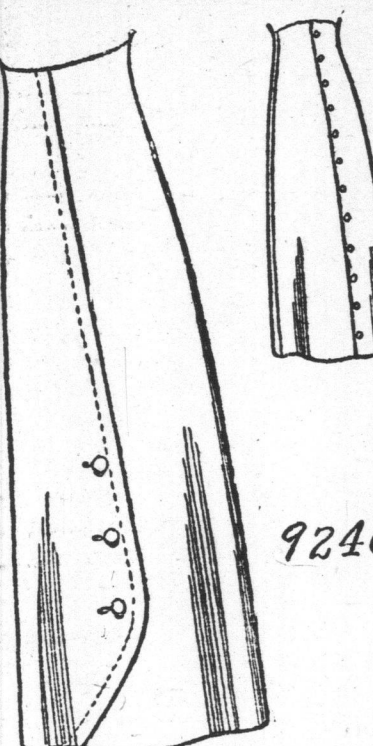
For the Coming Season



A medium smoke grey cashmere is made up charmingly as sketched here. The new long shoulder and draped sleeve are well placed, and buttons covered with the material are set closely on the sleeve and skirt. A new lace arrangement is shown on the waist and the back is similar to the front, except for a combination of the lace in a coat-tail effect. A girdle of changeable foulard is draped about the waist, and shows shades of rose and green besides the smoke grey. Small pearl buttons are sewed on with rose silk, and a small rose velvet finishes the neck.

Advertiser Patterns

Beauty Pattern Company.



9246—A New Skirt—Ladies Four-Piece Skirt (Only High or Normal Waistline).

Bedford cord, serge, pique, cotton, corduroy, voile, gingham, silk or cloth may be used for this model. It is cut with a shaped front and habit back, and may be finished with high or normal waistline. The pattern is cut in 5 sizes: 22, 24, 26, 28 and 30 inches waist measure. It requires 3 yards of 44-inch material for the 24-inch size. A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

PATTERN DEPARTMENT OF THE ADVERTISER.

Please send above-mentioned pattern, as per directions given below, to:

Name

Street Address

Town

Province

Measurement—Bust..... Waist.....

Age (if child's or misses' pattern).....

CAUTION—Be careful to inclose above illustration, and send size of pattern wanted. When the pattern is sent measure, you need only mark 22, 24, or whatever it may be. When in waist measure, 22, 24, 26 or whatever it may be. If a skirt, give waist and length measure. When misses' or child's pattern, write only the figure representing the age. It is not necessary to write "inches" or "years." Patterns cannot reach you in less than one week from the date of order. The price of each pattern is 10 cents in cash or in postage stamps.

of common words. Can't you imagine Dr. Johnson turning in his grave at the following productions? And yet, they're rather clever, too.

Inimitable—A word commonly used to flatter a woman, and which invariably pleases her, though she doesn't know what it means.

The good old times—A period many years ago, when a woman could get a hired girl for \$1.50 a week, and the girl stayed with her as long as ten years.

Wistful eyed—Of feminine gender only. When a man feels that Canton flannel is called a grouch, a beast or a sore-head. Never "wistful eyed."

Handicaps—Different varieties. One kind is that a tearful and sympathetic woman knows when she arrives at a funeral and finds she left her handkerchief at home.

Red—That color of hair on a man's head that is called auburn or bronze when on the head of a woman.

Physiognomy—A child whose parents are poor. If the parents are wealthy, "frail" or "delicate" is considered better form.

Bookmark—Something a woman keeps between the pages of heavy and uplift literature on the parlor table, and which is never used on light literature for the reason that after she begins on light literature she never stops till she gets through.

Home, Sweet Home—A song that makes everyone look sad. The homeless because they haven't a home, and those who have homes because they don't suit them.

Debutante—Commonly used in big cities to describe young society girls. In country towns the people are a sure if it is a salad or cheese.

The Normal

Shoe-Bags For Travel

Shoe-bags for travelling are made of many materials, but Canton flannel seems to be the most satisfactory. Half a dozen of these bags make a neat addition to the trunk. They are simply made. Take a strip of Canton flannel from six to eight inches wide and two and one-half times the length of the shoe. Fold over, and baste the sides, leaving a flap of three or four inches which should be rounded or ribboned, and sew a piece of the flap long enough to wind around the parcel of dandruff, and baste the ends. Each bag, of course, is in a different color, and the colors are of one color, each marked plainly that no time may be lost in untying and looking for the right pair of shoes.

Visit London's New Feather Store

Grand Opening FRIDAY, AUGUST 16

THE

Royal Feather Co.

TORONTO NEW YORK BERLIN PARIS

Opens a Branch in London

A Timely Purchase Now Will Save You Dollars Later.

See the New Showrooms of the Royal Feather Company

The opportunity comes to every woman to buy Finest Plumes and Feathers at closest prices. We are the largest importers of Willow Plumes, Ostrich Feathers, Mounts, Tips, Bands and other novel effects. Our head office is at Paris, with branches in Toronto, Berlin and New York. London now becomes one of the chain.

We offer immense price inducements to introduce our Fine Ostrich Plumes. Take particular notice of one illustrated above.

Special Prices for Opening

Mail Orders receive the most careful attention, as we are giving this department our earnest thought. Open Saturday evening until 10 o'clock.

The Royal Feather Co.

212 Dundas St., First Floor, Room 2

LONDON, ONTARIO. PHONE 3880.

THE PHILOSOPHY OF FANNING

[By a Physician.]

All air should be kept moving to be wholesome and life-giving. Recent experiments in England prove that men may live in a healthy condition in a room devoid of ventilation, where the same air is breathed over and over again, providing it is kept moving.

This is the theory which accounts for the healthful effect of moving air. The human skin keeps at about 98 degrees Fahrenheit. The air in touch with the skin is usually in the 80's. It seldom passes 92.

Fanning blows the hot air away from the skin and replaces it with cooler air. If the room temperature ever gets to 96 the air next to the skin is at least two degrees hotter and the body is a living furnace.

Besides having a tendency to keep the air next to the body at normal heat, this continuous moving process blows away the chemically dirty air, which has been poisoned with the body-waste shed by the skin, and replaced by chemically clean air.

For the same reason a drafty room is usually a healthy room. And any sort of fanning from the electric to the palm leaf variety aids in purifying the air, no matter how poor the ventilation of a room.

Enduring Quality

is assured in knives, forks, spoons and serving pieces if they are

1847 ROGERS BROS.

This brand, known as "Silver Plate that Wears"

in beautiful designs, is made in the heaviest plate. It has been renowned for over 60 years.

Sold by Leading Dealers

NO MORE DANDRUFF OR FALLING HAIR

Parisian Sage Is Your Friend—Use It and All Hair and Scalp Troubles Quickly Go.

No poisonous sugar of lead—no sulphur—no dye in PARISIAN Sage. The cleanest, daintiest, most refreshing and delightful hair tonic in the world is PARISIAN Sage. If you do not use it you are daily missing a glorious treat. It is simply splendid for men, women and children. It is sold at drug and toilet goods counters for only 50 cents a large bottle. Ask for only 50 cents a large bottle. Ask for PARISIAN Sage for your own protection. The girl with the Auburn hair is on every carton and bottle. PARISIAN Sage drives out all dandruff and stops hair from falling in two weeks. It stops itching scalp in 12 hours.

It is a hair nourisher and promptly puts life, luster and beauty into dull, faded and ill-looking hair.

Hugh D. McKinnon of Brantford, Ont., writes: "I consider PARISIAN Sage the best preparation for the cure of dandruff, falling hair and itching scalp that I have ever used. It is an excellent hair tonic and dressing and I shall always be pleased to highly recommend PARISIAN Sage."

All druggists guarantee it.

100%—Perfect Results

SECURED THROUGH THE USE OF

Nyal's Face Cream

Very soothing. Renders the skin soft and velvety.

TWENTY-FIVE AND FIFTY-CENT JARS.

PERCIVAL, LISTER, OMOND,

Richmond Cor. Central, Wootley Road, cor. Craig, 468 Dundas

Phone 1261 Phone 1920 Phone 1429.

THE PROGRESSIVE DRUGGISTS.

We close Wednesday afternoons during August.

Block MANTLES

Strongest and most brilliant mantles for Gas, Gasoline and Kerosene. Buy mantles by the Block name and end your mantle troubles—10c—15c—25c.

Dealers write for catalog to

THE BLOCK LIGHT CO.

YOUNGSTOWN OHIO

makers of BLOCK MANTLES

THE INNERLINES AND VITALITY MANTLES

KINGSMILL'S

A Sale Friday of 490 Yards New

Taffeta Cloths

49c

A lucky little purchase of All-Wool Taffeta Cloths, fine, soft finish, 42 inches wide. In shades of cardinal, bright red, light and dark navy, Copenhagen, fawn, gray, tan and brown. These will make very serviceable school dresses, or are a splendid weight for ladies' fall dresses or skirts. Come tomorrow or Saturday. See the quality and the pretty colors. Specially priced for a two-day sale. Yard 49c

BIG SALE OF UNDERWEAR

Ladies' 11c

Regular 15c and 18c lines in all sizes. Styles with short sleeves and no sleeves. Made of fine cotton. You should buy all you will need, for a chance such as this does not often come. All perfect, new goods. Friday and Saturday, each 11c

Ladies' Drawers, 29c

12 dozen fine Cotton Drawers, knee length, open or closed. Sizes O. S. and extra O. S. Regular 40c value. Buy them Friday and Saturday, a pair 29c

HOSIERY SALE

50c Silk Lisle, 39c

Ladies' fine Swiss Lisle Hose, black only, all sizes. On sale 39c

90c Spun Silk, 79c

Ladies' Spun Silk Hose, black only. They will wear well, all sizes. On sale 79c

Cotton Hose, 2 Pairs, 25c

15c pair and 18c pair values. Black or tan, ladies' sizes and children's sizes. On sale 2 pairs for 25c

KINGSMILL'S

KEEP YOUR KITCHEN HYGIENICALLY CLEAN

NO CAUSTIC OR ACIDS IN

Old Dutch Cleanser

See full directions and many uses on large Sifter-Can 10c

FRY'S

Nut Milk Chocolate

Nourishing and of Enticing Flavor.