PAGE OF INTEREST TO WOMEN

The origin of mince meat

We do not know who made the first batch of Mince Meat, but it is safe to say that he or she had little idea of the great popularity which the Mince Pie was destined to achieve in the years to come.

Of course, the method of making Mince Meat was crude then. Now, it is an exact science; the selection of materials, the blending of the ingredients, the skill in cooking and the machinery used are the result of years of experimenting and concentrated effort. There is no more wholesome or nourishing food than a high-grade Mince Meat, such as

Bowes MINCE MEAT

IN TINS AT ALL GOOD GROCERS

RECTORY STREET CLUB DISCUSSES REFERENDUM

The Rectory Street Mother's Club held its first meeting of the season, when Mrs. Alex. Calder spoke on "The Referendum." Plans of work for the coming year were also discussed, and refreshments served.

Children Cry
FOR FLETCHER'S
CASTORIA

A large and attractive display of Ladies' Serge, Satin and Georgette

Combination Dresses

Very reasonably priced at $25.00

Is Now Shown at the

Justrite Ladies' Wear

254 Dundas St. Phone 2614.

You Can' Look Your Nicest In Five Minutes

THERE are occasions when you want to look especially nice—and sometimes they come so unexpectedly you have little time to "fix up". You need never worry if you have a jar of CREME ELCAYA handy.

Try this simple formula—

"A little CREME ELCAYA rubbed gently into the skin; then if you need color, a very little Elcaya rouge spread carefully over the cheeks before the cream is quite dry; and after that the film of face powder over all."

CRÊME ELCAYA

is a delightful, non-greasy, disappearing toilet cream that makes the skin like velvet.

Your dealer has ELCAYA and has sold it for years. Ask him.

In jars, at 35c and 75c.

James C. Crane, Sole Agent
MacLean, Benn & Nelson, Ltd.
MONTREAL
Distributors for Canada
Made in Canada

CREME ELCAYA FOR SALE IN LONDON BY THE DEPENDABLE DRUGGISTS.

Cairncross' the Chemists

SAFEGUARDING GIRLS WILL HAVE PROMINENT PLACE ON PROGRAM OF AMERICAN EPISCOPAL CHURCH

General Secretary of New York Church Mission of Help To Bring Matter Before General Convention Now Meeting in Detroit.

Detroit, Oct. 14.—A movement to safeguard girls, based on scientific methods, and backed by the social program of the church, will be presented to the general convention of the Episcopal Church at a special mass meeting to be held here Friday of this week. Mrs. L. Frederic Pease, acting general secretary of the New York Church Mission of Help, will represent the national organization.

"The single standard for men and women must have the backing of the church. Our attitude towards life has changed to meet new social demands. The world needs better mothers—but just as surely does it need better fathers," Mrs. Frederic Pease made this statement last week on her arrival in Detroit to attend the convention.

Mrs. Pease represents the most recent movement in the Episcopal Church for helping girls. "Two thousand five hundred wayward girls have been assisted by the society in eastern dioceses since 1919," Mrs. Pease said. "We claim five great reasons for the downfall of girls:

Reasons for Downfall.

"1. Loneliness.
"2. Lack of proper sex education.
"3. Crowded homes—no privacy.
"4. Want of real understanding between mothers and daughters.
"5. Broken homes from which either the father or mother are gone.

"We might as well face the fact squarely—in the past the church failed to help these girls. Nothing constructive was done to upset their dismal inheritance. Too little thought was given to the powers and perils of adolescence in the girls and boys who came into our care and training. We have touched 2,500 girls in eight years—that is not enough.

"We must help the thousands of girls who are haunting our cabarets and dance halls. Very soon they will grow up, and always for them there will be the lure of youth, and the call of great adventures. If no one cares until a girl has her 'day in court' we can go on indefinitely doing 'rescue work.'

Get Girl Before She Starts.

"Get a girl before she starts out on her own wild way, and you will have your hands on the solution of a great social problem."

Mrs. Pease will present a definite program to the church at the special meeting which will be called on Friday evening. During the past summer the Church Mission of Help was nationalized and plans will be outlined for the extension of the work to every part of the country. Extension will be carried on through a national council formed of two representatives from each diocese and a general secretary. A central bureau will be maintained for statistics and the accumulation of information concerning wayward girls. Workers trained in social work, supplemented by volunteer service, will be used all over the country.

According to a statement made by Mrs. Pease the Church Mission of Help is on the national budget of the social service commission, and will so be presented to the general convention.

Federal Secretary?

The plans include provision for a federal secretary who will visit the various dioceses, and further call for the establishment of scholarships for special training of church women in rescue and social work.

One of the first problems studied by the Church Mission of Help was that of the unmarried mother, her claims and responsibilities. Effort is directed towards obtaining justice for the girl and securing protection and care for her illegitimate child.

The organization is working to further a sense of responsibility in fathers as well as in mothers. Out of 230 cases of unmarried mothers taken to the United States courts this year, in 83 cases the judgments were given that the father should assist in the support of the child.

Representatives of the organization are already at work in state and private institutions, in courts, reformatories, and in the general field of social work. Last winter work among delinquent colored girls was enlarged by the inclusion of a colored visitor on the staff. Work among the colored and white babies was extended.

Women At Home and Abroad

NEXT MONDAY ONTARIO WOMEN'S POLITICAL BIRTHDAY.

The great barrier, which has so long existed between the two sexes will at last be broken down next Monday. In Ontario for the first time in history, men and women will go to the polls together and vote on an equal basis—next Monday. Many women will for the first time put their mark on an official ballot—next Monday. Many households will poll a divided vote for the first time—next Monday. Many an old-time politician, sure of his election in years gone by, will nervously await the outcome—in the face of the new and uncertain voting body—next Monday. But most important of all, the men and women of the province will be brought face to face with the problem of silencing for ever the liquor traffic, suspended during the war—next Monday.

Next Monday will be the birthday of Ontario women's enfranchisement. And not a more wonderful occasion could have been chosen than the day of the taking of the referendum. Women have urged that the power of the vote be granted them. They have fought for it, and some of them have suffered for it, and always their plea has been that if they had the franchise they might exercise it for the protection of their homes and themselves.

Now they have got it, and with it their first great responsibility, for is not their first balloting on a question which concerns intimately the home and their happiness? Surely in the face of this, the women of the province at least will make their mark for temperance and home protection — next Monday.

ELABORATE HEADDRESS AGAIN IN VOGUE.

There is a tendency towards elaborate head-dressing in the costumes of today, but the inspiration of the newest designs in head ornaments does not come from any particular time or nation. The flowers and combs of the Spanish maiden are alike acceptible with the plain golden filet bandeau of the Greek, the ornate feathers of the French woman, or the beads, ivory and silk tassels of the women of China and Japan. The head-dress of today may be whatever the wearer choses, so long as it accentuates her charm.

SHERLOCK HOLMESING LATEST WOMAN'S JOB.

The very latest thing in women's jobs is Sherlock Holmesing. Indeed, a deputation of women in the United States has already waited upon Col. Gray, deputy commissioner of police, to urge the need of the appointment of such, in large towns to deal with moral delinquents. The deputation consisted of representatives from the Women's Reform Club, National Service Fund, Mothers' Union, Girl Guides, Girls' Diocesan Society, Children's Aid Society, National Council of Women, Wesleyan Deaconess Society and the mayoress of Johannesburg.

LIFT OFF CORNS WITH FINGERS

Doesn't hurt a bit and costs only few cents

Magic! Just drop a little Freezone on that touchy corn, instantly it stops aching, then you lift the corn off with the fingers. Truly! No humbug!

Try Freezone! Your druggist sells a tiny bottle for a few cents, sufficient to rid your feet of every hard corn, soft corn, or corn between the toes, and callouses, without one particle of pain, soreness or irritation. Freezone is the discovery of a noted Cincinnati genius.

WIDE PROGRAM FOR WOMEN'S INSTITUTE CONVENTION IN CITY

Medical School Inspection and Hot Lunches To Be Discussed.

A big convention of the Women's Institutes of Western Ontario will be held in the Y. M. C. A. Auditorium on Wednesday and Thursday, October 28 and 29.

Among the interesting subjects which will come under discussion at the convention are the following: "The Hot School Lunch and Domestic Science in the Rural Schools," introduced by A. H. Leake of Toronto; "Medical School Inspection," by Dr. Mary MacKenzie-Smith; "Growth in Education," by Dr. John Waugh, chief inspector of public schools, Toronto, and "The Work of the Soldiers' Settlement Board," by Dr. G. C. Creelman, president O. A. C., Guelph.

A review of insititute activities and an outline of their program will be given by George A. Putnam, superintendent of institutes of Ontario, and the address of welcome tendered by Miss Grace Blackburn, president of the local Women's Canadian Club. Mrs. R. T. Phillips of Lucknow will reply.

Minister of Agriculture.

Other addresses will be delivered by Hon. George S. Henry, minister of agriculture; Mrs. Alfred Watt, M.A., M. B. E., founder of Women's Institutes in Great Britain; and Miss A. H. Clayton, Listowel, who will give impressions of an institute lecturer. An address will also be heard on the peace-time program of the Red Cross.

Other interesting features of the convention will be a practical demonstration of hot school lunches for rural districts to be held Wednesday noon; a visit to the McCormick Manufacturing Company, where the delegates will be entertained at tea Wednesday afternoon, and moving pictures in the Auditorium at 7:30 Wednesday night.

Convention Committees.

The committees in charge of this convention are as follows: Program committee, Mrs. Geo. Edwards, Komoka; Mrs. James Angus, Thorndale; Mrs. John McNaughton, Clandeboye, and Mrs. Ben Fisher, Glen Oak. Reception committee—Mrs. (Dr.) Wilson, Parkhill; Mrs. V. M. Durnford, Hyde Park; Mrs. A. T. Edwards, London; Mrs. Donald McLean, London, and Mrs. C. R. Somerville, London. Credential committee—Mrs. D. M. Sutherland, Toronto; Mrs. J. Patterson, Gadshill; Mrs. J. G. Dawes, Thedford, and Dr. A. Backus, Aylmer. Resolutions committee—Mrs. W. T. Mead, Blenheim; Mrs. J. Patterson, Gadshill; Mrs. J. G. Dawes, Thedford, and Dr. A. Backus, Aylmer.

Dominion Federation.

The Dominion Federation of Women's Institutes will meet in Toronto on Tuesday, November 11. At this convention the chair will be occupied by Judge Emily F. Murphy of Edmonton, the Dominion president, and the address of welcome will be delivered by Lady Hearst. The speakers on this occasion will be Mrs. W. E. Sandford of Hamilton, president of the National Council of Women; G. A. Putnam of Toronto, superintendent institutes branch of the Ontario department of agriculture; Dr. Margaret Patterson of Toronto, convener of public health and child welfare, Toronto; Miss Anita E. Hill, convener home economics; Mrs. Jean Robson, Ottawa, convener on immigration; Mrs. Ralph Smith, M. L. A., Vancouver, convener on legislation; Judge Emily F. Murphy of Edmonton, and Mrs. Alfred Watt, M.A., M. B. E., representing the Women's Institutes of Great Britain.

Advertiser Patterns

A SIMPLE, BUT ATTRACTIVE DRESS FOR HOME OR CALLING.

Waist—2925. Skirt—2909.

This model comprises Ladies' Waist Pattern 2925, and Ladies' Skirt Pattern 2909. As here shown, white linen was used, finished with wash braid. This style is excellent for pongee, taffeta and gingham, also for serge, gabardine and satin.

The waist pattern is cut in seven sizes—34, 36, 38, 40, 42, 44 and 46 inches bust measure. The skirt in seven sizes—22, 24, 26, 28, 30, 32 and 34 inches waist measure. Its width at lower edge is 1⅝ yards. A medium size will require 5 yards of 36-inch material.

This illustration call for TWO separate patterns, which will be mailed to any address on receipt of 10 cents FOR EACH pattern in silver or 1-cent and 2-cent stamps.

Name .....

Province .....

Town .....

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

Measurement: Bust..... Waist.....

Caution: Be careful to inclose the above illustration, and send size of pattern wanted. When the pattern is bust measure, you need only mark 38, 34, or whatever it may be. When in waist measure, 22 24, 25 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 ten days from the date of application.

SOCIAL AND PERSONAL

Rev. Canon C. R. Gunne has returned from Galt.

Miss Minhinnick and Miss Flora Minhinnick are in Cleveland.

Mr. and Mrs. Verne Rowell of Ottawa are in the city for a short time.

Miss C. Willits, of this city, spent the holiday with relatives at Clifford, Ont.

Mr. A. Simons and daughter Queenie left yesterday for their home in Glenwood.

Mr. and Mrs. R. H. Dowler and Master Sandford Dowler are in St. Thomas.

Misses Edith and Ethel Lloyd are guests of Mr. and Mrs. J. Gudgeon, Maitland street, London.

Miss Mary Mason of Toronto, accompanied by Miss Amy Hancock, is visiting Mr. and Mrs. Mason, Hyatt avenue.

The Rev. Archdeacon J. B. Richardson is in Detroit attending the general convention of the American Episcopal Church.

The Women's Press Club of Winnipeg gave a tea on Monday in honor of the ten journalists who are occompanying the Prince of Wales on his tour.

Mr. and Mrs. Malcolm McGugan announce the engagement of their daughter, Annie, to R. S. Murray, M.D., of Mitchell, Ont., the marriage to take place the latter part of this month.

Miss Ida Blackmore, of Sydenham street, this city, who has but shortly returned from Budapest, Hungary, will address the members of the Mary Armstrong Chapter, I. O. D. E., Strathroy, at the end of this week.

Miss Maud Taylor entertained at her home on Friday last for Miss Mary Westcott, who departs shortly to train for a nurse in Montreal. Miss Westcott was made the recepient of a pretty pearl and onyx ring.

His Eminence Cardinal Mercier, of Belgium, arrived in Toronto yesterday, and with his suite was the guest of His Grace Archbishop McNeil. In the afternoon he spoke in Massey Hall before the women of Toronto, under the auspices of the Women's Canadian Club.

Miss Barnstead and Miss Smith, of the Toronto public library staff, and Miss Jean Merchant, librarian of the Normal School, Toronto, were in the city over the week-end and took occasion to inspect some of the methods in use in the London public library.

It is said that King Albert of Belgium, among his other accomplishments, is distinguished in that he is an experienced newspaper reporter. The story goes that when he was but the son of the Count of Flanders and nephew of King Leopold, he came to the United States and worked as a reporter on one or two newspapers in the Northwest.

KINGSMILL—NIXON.

The Church of the Epiphany, Toronto, was the scene of a quiet wedding on Saturday afternoon, October 11, when Netta M., daughter of Mr. and Mrs. H. R. Nixon of St. George, was united in marriage to George Frederick Kingsmill, son of Mr. and Mrs. T. F. Kingsmill, of this city. The ceremony was conducted by Rev. S. I. Stiles, and Mr. R. E. W. Lawrason, St. George, played the wedding music. The groom's sister, Miss Ruth Kingsmill, sang during the signing of the register. Upon returning from Ottawa Mr. and Mrs. Kingsmill will reside in London.

Cynthia Grey's Mail-Box

Two Recipes.

Cucumber Mustard Pickles.—Two quarts onions, two ripe cucumbers, peel and take out seeds, one large cabbage, six green peppers, two large heads of celery, put through chopper; soak overnight in salt water, drain and scald in equal parts of vinegar and water, then drain and make paste as follows: Six cups granulated sugar, 1½ cups flour, half cup mustard, one ounce turmeric; mix all together, cook until creamy.

Pepper Hash.—Six peppers, sweet, red and green, six onions, one head of cabbage; cut all fine, put handful salt on them over-night and drain; then put three cups granulated sugar, one ounce celery seed, one ounce mustard seed and vinegar to cover.

MOLLY MAGUIRE.

Not So Peppery.

Dear Miss Grey,—Here is a dandy Pepper Relish recipe: One dozen red peppers, nine onions, put through the grinder; one and one-half cups vinegar, one pound brown sugar, one-half teaspoon cinnamon, one-half tablespoon salt; mix together and boil for twenty minutes; seel in small jars—jelly glasses would be all right.

May I have the stocking foot pattern? Oh, thank you.

MISS PEPPERY.

Ans.—Somehow, folks, I don't believe Miss Peppery is so "hot" as she would like us to think. That polite "thank you" would seem to prove otherwise, and so a foot pattern is sent with great pleasure.

A Would-Be Actor.

Dear Madam,—I would like to enter the moving picture business (as actor). Please give me all particulars concerning it. Thanking you in advance, I am,

P. A.

Ans.—I've never been a movie actor (or actress, if you prefer) myself, P. A., so am scarcely acquainted with "all the particulars," but why not interview the manager of one of the local theatres as to the best way to begin? I fancy there are training schools for theatrical folks in the United States, and possibly you might get a start by attending one of these.

"Pat" and "Per."

Dear Miss Grey,—I think a recent correspondent is right when she says Dalmatian powder is the best remedy for "a few stray ones." It will happen sometimes, especially, when one moves into another house, that the pesky things are encountered, and then it is well to have a remedy. With some remedies suggested the cure is about as bad as the disease—too much trouble.

But I think the insect powder sold in drug stores is very good indeed. If one application don't exterminate them, keep at it, and victory is yours. There used to be a saying, "Patience and perseverance overcome many obstacles" so I think we need to remember it still. I am inclosing a couple of seasonable recipes, which are very good. Yours sincerely, MOLLY MAGUIRE.

P.S.—Best wishes to all the Circlelites and here's hoping the temperance cause may be triumphant.

Ans.—Those old friends "Pat" and "Per" remind me of copy-book days. Did you ever have to write the sentence a mill-yun times, Molly? But, anyhow, it's most sound advice in regard to other things besides "stray ones." Thank you for the nice recipes.

Thanks Sympathetic Mother.

Dear Miss Grey,—Received patterns sent by Sympathetic Mother. They are "just pretty," and I appreciate her kindness in sending them to me. I am sure my bride friend will be delighted with them. Motherless girls always awaken a warm spot in my heart as my own mother left us when I was only a year old, so I think Sympathetic Mother entertains the same spirit.

Miss Grey was kind enough to offer thanks in my behalf. Best wishes,

ROSE MARIE.

They'd Understand, Mary.

Dear Miss Grey,—If writing short stories for money, would the department you sent them to know if you wanted money for them if you did not tell them? If not, what would you write, and would you send story in same letter? How soon after you sent the story would you receive the money? Would this paper be all right for writing, or would you use thicker paper?

MARY EVELYN.

Ans.—Yes, I feel sure it would be taken for granted that you were not writing for love alone, but for financial gain. If your story was accepted you would be sent remuneration within one month or six weeks, depending upon the publication to which it was sent. If to a syndicate, possibly sooner. Should advise larger sheets of paper, say eight by ten inches, and of heavier weight.

Tomato Canners, Please Help.

Dear Miss Grey,—Will some of the readers please give me a recipe for canned tomatoes. Mine was to boil 20 minutes with a tablespoon salt to a stew kettle of tomatoes, and they did not keep. Would also like a recipe for tomato marmalade. I will sign myself,

NICKY.

Ans.—Referred to successful canners of tomatoes. I do not see why your tomatoes should not have kept, Nicky. Sure the jars were perfect, and that they were put in boiling hot?

(2) A recipe for tomato marmalade is this one supplied some time ago by "Orange Blossom":

Tomato Marmalade—Twelve pounds of tomatoes, three oranges, three lemons (or two, whichever preferred; I use two), one-quarter pound ground ginger, seven pounds granulated sugar. Boil for two or three hours.

Getting Up a Concert.

Dear Miss Grey,—I am coming to your column for help, as so many others do, but not for the famous stocking foot pattern. My plea, however, has become almost as popular. Could you, or some kind reader of your column, be so extremely generous as to send me the copy of some amusing songs and recitations suitable for an amateur entertainment? Anything humorous will be gratefully received. I shall be very glad to pay for the copies of same or to return the originals after making a copy for myself. In return I can send in a few I have myself.

Also if anyone has some original "class yells" I should like some copies of same or one that would be suitable for a tennis club.

Although my nom de plume may sound suspicious, I don't chew gum, and the blond part is not the fault of a drug store. I should like to see this in print soon, as the want is somewhat immediate. Yours gratefully.

BLOND STENOGRAPHER.

Ans.—Fully reassured as to the genuineness of the "blondness." I pass your request along to other readers interested in such entertainments. Hope we may have some response for you in time to be of service.

Let's Not Shirk.

Dear Miss Grey,—Have you room for another new-comer in your cosy corner? I have long since been tempted to write to your page, there seems to be an "air of friendliness," which bids one welcome. Now I come in a sense of duty. Do we, as women realize our responsibilities as the time for voting draws near? This is the opportunity for which we, having been waiting for, let us make the most of it. Naturally, we are a little timid at the thought of going to the polls, many of us for the first time, let us not be shirkers, but do our bit, for if the women can be depended on, then the temperance vote will carry with a big majority, and we shall still have probitition in our fair land, a safeguard for our growing boys and girls. Who would wish for the open bar again? Rather let us keep temptation out of their way.

"Unity is strength," so let us all get together with one determination, to vote on every question, put four X's in the "No" column, which is the only prohibition vote.

Now I must conclude, lest I wear my welcome oue. May I come again? With best wishes to the Mail-Box.

Yours sincerely,
"PEGGY PRIMROSE."

Ans.—Come again and welcome, Peggy, whether from a "sense of duty" or just because you want to. The latch string is always out for anyone with such clear-expressed views as yours.

Dainty Table Mats.

Dear Miss Grey,—Can you tell me what material to use to cover asbestos to be used as hot-dish mats? Shall I make them plain and just large enough to fit the mats? Will you tell me whether black or brown shoes would look the best with my winter outfit? My coat, hat, and silk dress and tweed skirt are brown, my furs reddish-brown, and my velvet dress, black. I expect to wear my velvet more than my silk in the winter.

TATTER.

Ans.—Any washable material will answer; a dainty idea for "company" use is to make them blue linen and work a monogram in the centre in white, buttonholing the edge with the same. Or you could use all-white if you prefer, or again, a buff linen embroidered in red would be pretty. Washable cretonne to match the design on your china is another idea.

2. While the brown shoes would seem to match best, the greater part of your outfit, a pair of nice blacks would be the best accompaniment for the velvet dress, I think. You could wear spats now and then for a change, as they are going to be very modish again this winter, 'tis said.

Re the rest of your letter, I am very pleased to hear of your achievement via the Mail-Box.

Sole Agents for Printzess Garments.

CHAPMAN'S

Mail Orders Given Our Prompt Attention.

Printzess Week

National Style Event

NEVER before have we had so attractive an assortment of Coats and Suits as these new Printzess creations now on display in our windows and garment section. You will be appreciative, too, of the expertness of tailoring and the careful attention to detail which characterize Printzess garments and which have made the Printzess label so definite an assurance of excellence to discriminating women everywhere.

We are enthusiastic over these beautiful garments, and we know that you, too, will at once perceive how truly distinctive they are.

Arrange your visit as soon as possible while stocks are quite complete.

Model Corsets

Ladies' Corsets for the New Gown or Suit. C-C a la Grace Correct Model, in excellent quality coutil, low bust, long hip, four hose supports, elastic sections inserted in back, French graduated steels, reinforced front in all sizes. Special for Printzess Week $4.50

Special model for the stout lady, made from good heavy English coutil, double steels throughout, reducing straps with hose supports. Selling at $4.00

Special model for slight figure, low bust, long hip, nice flexible steel fillings in pink and white. Selling at $2.50

Ladies' Gloves

Special Winter Gloves, Dent's, in sable, the newest fall shade, one clasp, sizes 6½ to 8. Wool lined. At $2.25

Silk lined $2.50

Ladies' Combinations

Ladies' Pure Wool Cashmere Combinations, with V neck, elbow sleeves, long sleeves and sleeveless, ankle length, nicely finished. Special for Printzess Week at $3.50

Stylish Hosiery

Llamas, All-Silk Thread Hose, high spliced heel and toe, in black, white and navy, sizes 8½ to 10. Selling at $3.00

Ladies' Dropstitch Silk Hose, the very latest style in Hosiery, high spliced heel and toe, four-inch hem, in black, navy, mole and taupe, sizes 8½ to 10. Extra special value for Printzess Week at $1.75

Ladies' All-Wool Cashmere Hose, high spliced heel and toe, four-inch hem, sizes 8½ to 10 (Penman's make), in black, white and brown. Selling at, per pair,

$1, $1.25, $1.35 and $1.50

Ladies' Georgette Waists

Ladies' Waist in beautiful quality georgette. This waist is pin-tucked, round or V neck, finished with neat cuffs and button trimmed, in white, pink, navy or maize. Special for Printzess Week at $6.75

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EVERY wise, competent and efficient wife, mother or housekeeper insists upon

"Snowwhite" Flour

The Flour that is differently milled from finest selected wheat, and every good grocer sells it.

Mother! Watch Child's Tongue!

"California Syrup of Figs"

For a Child's Liver and Bowels

Mother! Say "California," then you will get genuine "California Syrup of Figs." Full directions for babies and children of all ages who are constipated, bilious, feverish, tongue-coated, or full of cold, are plainly printed on the bottle. Children love this delicious laxative.