



The Wise Old Owl Says

"The wise woman cleanses, purifies and bleaches her white things and her linens—makes them a beautiful, snowy, stainless white by using the wise cleanser."

"The wise cleanser is OMO, a scientific preparation that will not harm the finest white fabrics, nor the hands. OMO removes tea, coffee, cocoa and fruit stains. It does the sun's work. Get OMO at grocers."

Be wise
Use OMO

Pugsley, Dingman & Co. Limited, Toronto

OMO Bleacher Purifier
THE HOME
EASY AND SAFE
BUT
NOT FOR COLOURS
WOOLLEN & FLANNELS

SEEN AT THE FLOWER SHOW

By "The Nomad."

"Blossoms, crimson, white, or blue, Purple, pink, and every hue, From sunny skies to tintings drowned In dusky drops of dew, I praise you all, wherever found And love you through and through."

Thus sang James Whitcomb Riley, the "Hoosier" poet, and yesterday, as one stood gazing wistfully, almost reverently, at the masses of bloom with which the London Horticultural Society have filled Hyman Hall for the June Flower Show, the words echoed tunelessly in the heart. And somehow, one didn't want to talk, but just to note in silent admiration the superb blossoms on exhibition. From the waxlike lilies from Springbank Park, which meet the eye at the entrance, to the immense bunches of white peonies flanked by the sedate green of the bay trees at the rear of the room, all is beauty and fragrance.

It is impossible to describe the beauty of the roses exhibited this year. There

are several groups of many exquisite varieties in all shades of velvety red, pink, amber and white. Rose-colored and white peonies, sweet william in double and single varieties, and other flowers, from Springbank Park, are massed together at the south side of the hall. The Asylum's showing of campanula is especially fine, and the samples of phlox and petunias, elicit much praise from the visitors. And I must not forget to make special mention of the pansies. Huge velvety petals, they have, turning up their "faces" so trustfully to the passer-by. No wonder they are called "heart's ease," for they seem the very essence of affection and hope and confidence. "Eremurus gigantea" was the imposing name borne by a specimen grown by Mr. W. E. Saunders. Gigantea in height, the stalk certainly was. It must have reached the ten-foot mark, and had oddly-shaped little blossoms growing close to the stem. But words fail to give any true estimate of the Flower Show. One must see for oneself to comprehend and appreciate these glowing tributes to Nature's handwork.

Cynthia Grey's Many Answers

A Sunday Dress.

Dear Miss Grey: 1. Would you kindly suggest something that would be nice to make a Sunday dress for a girl of 15, not very tall for her age? 2. Some nice way to have it made? 3. We are bothered with the large black ants. Could you suggest some way to get rid of them? 4. Does coal-oil, olive oil and rose water make the hair oily? 5. How often should it be treated with this, and how often should I wash my hair after using it? Hoping I have not bothered you too much.

SCOTCH LASSIE.

A.—1. Embroidered batiste, marquisette, cotton voile or foulard are all admirable materials for girlish frocks. 2. Regarding the making, I really think you would gain a better idea of popular designs from five minutes' study of an illustrated fashion sheet than from half a column of talk by me. There are many pretty styles you can choose from. 3. It is stated that to place a saucer containing boiling water in which some carbolic acid has been dropped will drive them away. 4 and 5.—The mixture is new to me, but I should fancy it will make the hair oily. If used frequently without washing the scalp. Supposing you use the formula three nights a week and wash the hair twice a week while continuing the treatment.

Hair Won't Curl.

Dear Miss Grey: Being an interested reader of your column I should like to ask you a couple of questions: 1. Do you know of anything I could put on my hair to keep it curly in damp weather? Of course it is not naturally so or it wouldn't come out. 2. How to make a pale blue marquisette dress for a girl of about 17 years, and what to put under it? Please answer as soon as possible. BLUE EYES.

A.—1. Some folks say to wet the hair with a little cologne water will help to keep it in curl, but if your hair is not naturally curly, I fear nothing will avail. 2. Would suggest making it in the skeleton or jumper style with trimmings of cream lace, the "v" and short sleeves being made of cream net. The skirt should be slightly gathered, made with a deep hem and a row of the lace set just above it. Use a soft crush girdle of the marquisette.

The Birthday Calendar



IF THIS IS YOUR BIRTHDAY.

Society affairs may claim you, but to your disadvantage. Unfortunate engagements may occur. Those born today will be social favorites and fortunate in many ways. A liking for fine clothes will be strong.

Ready to Help You Attire for the Holiday

Whitewear Specials

SKIRT, made of cambric, trimmed with lace and insertion. Special at\$1.25

GOWN, made of nainsook, prettily trimmed with lace embroidery, slipover or open front. Several styles. Special\$1.00

CORSET COVERS, made of all over embroidery, all sizes. At, each85¢

DRAWERS—Fine Cambric Drawers with embroidery frill. Special50¢

Children's Dresses

Made of fine pique, embroidery trimmed and with blue piping. All sizes. Special value at \$2

Save a lot on Carpets, Rugs and Curtains

TAPESTRY CARPETS—Regular 75¢ yard, all colors; also Stair Carpets. On sale, a yard59¢

BEST AXMINSTER CARPETS—Some stores sell them as high as \$3.00 yard. On sale, a yard\$1.75

500 RUGS clearing at prices about one-third off.

Curtain Special—Six pairs; \$4.50, to clear\$2.90

Best Dollar Curtains in Canada; odd lines at clearing prices.

Handkerchief Specials

LADIES'—Embroidered. Regular 25¢, on sale at15¢

INITIAL Handkerchiefs, hemstitched. On sale 2 for 25¢

MEN'S, hemstitched linen, large size. On sale15¢

CROCHET BUTTONS for wash suits, several patterns, all sizes, 25¢, 30¢, 60¢ and 75¢ doz.

\$4.50 Knitted Coats \$4.00

¾ length, fine fancy knit, in black, white, gray, cardinal and fawn. Regular \$4.50, special for this week\$4.00

IF IT'S NEW, IT'S HERE.

Many Specials for Tomorrow

Come where the aisles are wide, the salespeople numerous, quick and attentive, THE STOCKS ARE ALL NEW.

KINGSMILL'S

ELASTIC BELTS, in all colors, also gold and white, Persian or Fancy Belts; some beaded. Special at 75¢, 50¢

LADIES' VESTS, fine knit, a splendid vest for summer wear. Choice of short or no sleeves. Special 12½¢, 15¢

SILK AND LISLE DRAWERS, fine quality, very cool for summer wear, all sizes. Special50¢

SHIRTWAIST SETS—Collar and cuffs, several dainty sets, embroidered Swiss. At50¢, 65¢ and 75¢

ELASTIC BELTS, gun-metal and oxidized buckles, all colors. Special value...25¢

LADIES' COMBINATIONS—Made of fine soft finished cotton, all sizes. Special...50¢

LADIES' SILK HOSE, fine quality with silk lisle knee and double lisle knee and toe, wide garter top. Very special, a pair75¢

CROCHET SETS—Collar and cuffs, either white or cream.....75¢ and \$1.00

SUMMER WOOL VESTS, in all sizes and out size. Special values at75¢ and \$1

Sale of Millinery

The Trimmed Hats include the newest and best selling lines. At regular Kingsmill prices they have unusual value, but at half price they will go quickly. More style, more value, and only HALF price.

The Shapes—Many imported shapes, large and small, all styles, all colors, plenty of black or white ones, and all TO CLEAR TOMORROW AT HALF PRICE.

Sale of Parasols and Umbrellas

Take advantage of the unusual values. They are the latest goods, from Canada's best maker. The Parasols are priced about half regular—75¢, \$1.50, \$2.25 and\$3.75

The Umbrellas are one-quarter to one-third less than usual.

MEN'S...75¢, \$1, \$1.50, \$2 LADIES'...50¢, \$1, \$1.25 to\$4.50

CHILDREN'S SCHOOL UMBRELLAS, special 50¢

Three Specials From the Dress Goods Dept.

Paillette Silks, 36-inch, in fine quality, black only. Regular \$1.25 yard.....89¢

Silk Striped Voiles and Crepes, 42-inch, all colors, also black and white. Special, a yard49¢

Taffeta Cloths, all colors, 42-inch, very serviceable. Special, yard50¢

QUALITY FIRST.

Blouse Specials

MIDDY BLOUSES, just arrived, made of fine Indian Head; also Sailor Blouses. \$1

NEW BLOUSES, made of all over embroidery with per- lum. Special value...\$1.50

MARQUETTE WAIST, ¾ sleeves, high neck, trimmed with lace. Special at...\$2.25

SUMMER DRESS SPECIAL—Very dainty dress with fillet net insertion, short sleeves, low neck. Special.....\$3.25

LADIES' AND MISSES' GINGHAM DRESSES, in black and white and blue and white check; very dainty. Special value\$3.00

Guipure Point Laces Here Now

The only store in London where you can buy them. They are very scarce and new. "If it's new, it's here," so we have them: A good assortment, either white or cream. Per yard...35¢, 45¢, 85¢, \$1

IRISH LACES—A complete showing, at yard 60¢ to 90¢

LACE BANDING—Irish Lace, Guipure and Net Lace Bandings. Priced at, yard...15¢ to \$2.75

New Wash Goods

CHECKED AND PLAID GINGHAMS, in all the wanted colorings, best qualities. Yard12½¢, 15¢ and 20¢

FRENCH ZEPHYRS, in plain stripes, small checked patterns and silk stripes. Per yard20¢

SILK STRIPED CREPES, in all colors and black; will wash and wear well. Priced at15¢

PIQUE for wash suits and dresses, plain and figured; priced at yard, 15¢, 18¢ to 35¢

LINON SUITING, in all colors. Per yard15¢

COTTON VOILES—All colors. Special at20¢

BILLIE BURKE & BEAUTY

"Your Letter of Credit" Is Her Happy Title for Today's Exclusive Chat Daily Advertiser Women.

EDITOR'S NOTE—Miss Burke is writing this series of articles exclusively for the London Advertiser—a great American actress for the first time telling her public how she wins their adoration.

A girl's appearance is her letter of credit to the stranger she meets.

You can't BUY beauty.

Beauty CAN be attained—but only by hard work.

[BY BILLIE BURKE.]
The first word—ALL WOMEN SHOULD BE BEAUTIFUL.

Of course you will immediately say, all women cannot be beautiful, but I must contradict you that.

EVERY WOMAN CAN BE PLEAS- ING TO THE EYE IF SHE CARES TO BE SO.

I have always greatly sympathized with Loretta Mary when she said so despairingly to Mrs. Wages: "Ain't I never goin' to have nothin' just 'cause I ain't got it already?" Someone ought to have told that poor little child that she could have ANYTHING she wanted in the world if she wanted it badly enough.

We girls all want to be beautiful—at least I have never known one who did not—but we don't want to be beautiful if it's enough to work for it.

Beauty is not a God-given gift in the sense that some are born beautiful and some are not. Beauty, like everything else in this world, is a worth having, can only be obtained by hard work and much thought. You may think that if you have money you can purchase some things, but you will find that someone, somewhere, sometime, has had to work for everything you possess.

Physical beauty, like true love, cannot be bought. If you want it, you must work and work hard for it.

How shall one go about it to obtain beauty?



MISS BILLIE BURKE'S BEAUTY AS THE CAMERA CATCHES IT.

Every girl should be taught that her appearance is the letter of credit she presents to the stranger, that he or she will let her draw upon it for any amount of confidence if her appearance is satisfactory.

The stranger takes you in the first time as a whole, so the first thing for the girl who wishes to make a good impression on the world is to acquire a fine carriage. There is one simple little rule, which if you follow it you cannot but walk with an erect and graceful figure.

WALK ON THE BALLS OF YOUR FEET.

The tiny cushions that nature has placed there are for the purpose of relieving you of the ugly jar that comes from planting the feet first on the bony heel. The next time you pass a plate glass store window take a side view of your figure.

If your stomach is high, your abdomen protrudes, your shoulders stoop and your chin drooping, you are walking on your heels.

Just come forward on the balls of your feet. Immediately your spine will straighten and gracefully carry your weight, instead of leaving that duty to the soft walls of your abdomen. Your shoulders will fall into place, your chin will come up and out, and you will not seem like the same girl. You can try this all surreptitiously. Right in front of the store window on the main street, you can change yourself in the twinkling of an eye, while you are supposed to be innocently looking at the new styles.

When you are at home practicing walking on your tiptoes, not letting your heels touch the floor. In a very short time you will find that people will ask, "Who is that stunning girl?" Unconsciously they will be honoring your letter of credit, and your beauty regime will have begun.

Just one last word. ALL WOMEN CAN BE BEAUTIFUL.

WOMEN'S AUXILIARY EXHIBIT WORK

A meeting of the Women's Auxiliary of St. George's Anglican Church was held on Thursday evening in the parish room, Mrs. (Dr.) Sage and Mrs. Gahan, the latter speaking on "Heroines of the Mission Field." The quilts and other articles made by the members during the past year were on exhibition before being sent away to Rev. Mr. Weaver, a missionary amongst the Indians in the North West. The work of the Mission Band for the year also showed very creditable results.

FIVE NOVEL BERRY RECIPES

Of all the varieties of food available for use, there is not one which is alike more pleasing to the eye and palate than the strawberry. The following will be found attractive:

Strawberry Charlotte.
Make a boiled custard of one pint of milk, the yolks of three eggs, half a cupful of sugar, flavoring with vanilla. Line a glass dish with slices of sponge-cake (or lady fingers) dipped in sweet cream; lay upon this ripe strawberries sweetened with powdered sugar; then a layer of cake, and strawberries as before. When the custard is cold, pour over the whole. Now beat the whites of the eggs to a stiff froth, add a tablespoonful of sugar to each egg, and put over the top. Decorate with the largest berries saved for that purpose.

Country Strawberry Tart.
Stew a quart of ripe strawberries and then sweeten them. Cut slices of brown bread and butter and lay them in the bottom and around the sides of a large bowl or deep baking dish. Pour in the strawberries boiling hot, cover the dish and bake for thirty minutes. This is to be served hot and eaten with cream.

Velvet Cream Strawberries.
Dissolve half an ounce of gelatine in a gill of water, add to it half a pint of fruit juice, grated lemon peel and the juice of one lemon and five ounces of sugar. Stir over the fire until the sugar is thoroughly dissolved; then strain and cool. Before it sets, beat into it a pint of thick cream. Half fill small molds with fine strawberries, pour the mixture over them and set on ice until ready to serve.

Strawberry Frappe.
Squeeze enough fruit in a jelly bag to make a pint of juice, add a pint each of sugar and boiling water. Pour the whole boiling hot on to three whites of eggs beaten to a stiff froth, and whip the mixture thoroughly. When cool, freeze in the usual manner.

Strawberry Cream Pie.
After picking over the berries carefully arrange them in layers in a deep pie plate, sprinkling sugar thickly between each layer, having first lined the dish with your best pastry. Cover with a crust with a slit in the top and bake. When the pie is baked, pour into the slit in the top of the pie the following

cream mixture: Take a small cupful of rich cream, beat until nearly boiling, then stir into it the whites of two eggs beaten lightly to a froth, also a tablespoonful of granulated or powdered sugar; boil all together a few moments. When cool, pour it into the pie through the slit in the crust. Serve with powdered sugar sifted on top.

"Deceivers Ever"

"And how are you, Mrs. Smith?" asked the district visitor.

The cake, Mrs. Smith applied one corner of her apron to her eyes, and sobbed bitterly.

"Why, what has happened?" asked the sympathetic caller.

"It's me—me 'urban' mum," replied the woman chokingly. "We've bin married six months. 'E were a sweep, mum, as good 'earted a bloke as you'd ever meet, and yesterday 'e gets run over and took to the 'ospital!"

"Poor man!" exclaimed the visitor.

"And if he—"

"Poor me!" came the crushing report. "Why, when I seed 'im just now, they'd bin and cleaned 'im down, and blowed if 'e ain't a nigger, mum!"

Pineapple Souffle.

One small pineapple, 2 tablespoonfuls butter, 2 tablespoonfuls flour, 1 pint of scalding milk, 8 egg yolks, 3 beaten egg whites, 3 tablespoonfuls sugar. Rub the flour and butter together until smooth and add to the milk which has been scalded in a double boiler; cook until thick. Add the egg yolks and the sugar; stir for two minutes and then remove and cool. Add the pineapple juice, or the pineapple mashed through a sieve, and fold in the stiffly whipped egg whites. Place in individual souffle dishes and bake in a moderate oven from ten to fifteen minutes. Or make into one large souffle and bake slowly for about thirty-five minutes.

Mrs. Winslow's Soothing Syrup has been used for over SIXTY YEARS by MILLIONS OF MOTHERS for their CHILDREN WHILE TEething, with PERFECT SUCCESS. IT SOOTHES THE CHILD, SOFTENS THE GUMS, ALLAYS ALL PAIN, CURES WIND COLIC, and is the best remedy for diarrhoea. Sold all over the world.

Hats of Characteristic Shape



The rose trimmed hat suggests the south of years ago. It is a fine yellow straw, with a black velvet binding around the edge. The blue satin tie ribbon extends over the crown, passing under a large symmetrical bunch of natural looking cinnamon roses. The Tricorne hat is much elongated towards the sides. It is a gray straw and simply trimmed by draping the edges with blue and silver spotted velvet ribbon.