



Convincing!

"I had intended writing you sooner and telling you that I think there is nothing to equal No-Mo-Odo. Since using it I have never had to wear dress shields, and I used to have to wear two pairs! I have recommended No-Mo-Odo to a number of other sufferers."

Other discerning and particular women also demand

NO-MO-ODO TOILET WATER

and because they continue using it, is convincing proof of its quality, and of the satisfaction it affords in correcting the excessive perspiration of the glands of the arm-pits.

NO-MO-ODO is a promoter of womanly attractiveness and charm. Its action is mild but very effective. NO-MO-ODO is pleasant to use, harmless and regulates the profuse perspiration and destroys all odor, leaving the arm-pits sweet and clean. It is easily applied and convenient to use.

Order a Bottle To-Day from
Your Druggist!

If he is unable to supply NO-MO-ODO write me direct, enclosing 50c., and I will send you postpaid, a full sized bottle of NO-MO-ODO.

WM. H. LEE, Druggist
Dept. E.W. - Toronto



Added Beauty!

THE Bloom of Youth with the natural rose complexion, will be yours if you will clear the skin of all sallowness, sunburn, tan, freckles, blackheads, undue redness, etc., by applying

PRINCESS Complexion Purifier

It promotes that much-sought-for youthful freshness and appearance and a lifetime of good looks. Princess Complexion Purifier thoroughly cleanses the pores of all impurities, and will not injure the most delicate skin.

Write For Your Bottle To-Day

We will send you one regular full sized bottle of Princess Complexion Purifier on receipt of \$1.50, and will prepay the carriage if you will write at once and mention having seen this advertisement.

Remember, Princess Complexion Purifier does all we claim for it, and because other discriminating women have obtained satisfactory results from its use, we know that you, too, will be delighted with the benefit you will derive. We will also send you free, with your trial of Princess Complexion Purifier, our latest Beauty book "For Appearance Sake," which describes our method of removing superfluous hair by electrolysis, and it contains many helpful hints on the care of the complexion and hair.

HISCOTT INSTITUTE
63 College St. Toronto, Can.

Noiseless HAND

A SILENT WORKER AND ALWAYS READY

The NOISELESS is far and away the easiest to operate Dolley Type hand washing machine on the market.

There are no wheels, cogs or springs about it. It does the work perfectly, quickly and is a wonderful labor saver.

Investigate it at your dealers or write us direct.



**CUMMER-
DOWSWELL,
Limited**
Hamilton,
Ont.

22-14

MADE IN CANADA

WANTED—All kinds of names and addresses. We pay 25c each. Send time for contract (silver). P-Sun, LeRoy, Mich.

Frances Gale's Talks to Business Girls

THE DRESS PROBLEM

IF the man who settles his dress problem by a semi-annual order to his tailor and a quarterly shopping expedition for shirts and neckties could read the undercurrent of thought almost constantly running through the mind of the girl who works beside him, his respect for her capacity as a business woman would increase amazingly. If he had to keep track of all the threads of his work and at the same time had to remember the color and quantity of thread needed by his tailor and the size and number of the buttons, had to decide as to trimming with velvet or braid, had to do without lunch in order to be "fitted," and was continually haunted by the terrifying probability that the garment would be a perfect fright when done, his desk work would surely reflect the double mental strain. Yet that is just what a majority of business girls are doing, and to say "don't do it," is much simpler than to devise any practical scheme by which fifteen dollars a week, often considerably less, can be made to cover decent living expenses and suitable clothing without spending more time and thought on the latter than its importance warrants.

In any place of business where a number of girls are employed, it is easy to guess the system or lack of system each one applies to the problem of clothes.

There is the girl who appears in a shabby skirt, shoes run over at the heel and a dejected hat, but she has a smart, new blouse, ready-made and somewhat ill-fitting, it is true, but conspicuous in its contrast to the rest of her attire. By the time the blouse has lost its freshness and a button or two, the skirt, now hopelessly frayed, is replaced by a cheap new one of the latest cut in extreme narrowness or bulky width, and the contrast between the upper and lower portions of the costume is reversed. When the skirt has faded into a quick shabbiness, the now disgraceful shoes are succeeded by a pair of French-heeled patent leathers, the gloss of which is marred in a week by nicks and creases, and a month later, although it is mid-season, the sad-appearing headgear gives way to a bargain-counter hat with a plume, the curl of which vanishes beneath the first shower. By this time it is pretty evident to the observer that the wearer of this ill-assortment of garments uses no system at all, but simply rushes into a department store and buys a single garment when its predecessor reaches a stage of impossible forlornness.

And there is the girl, of whom the number increases every day, who is determined that she will dress both suitably and attractively at any honest cost, but the cost at which she does it is greater than anyone who has never tried to do the same thing under the same circumstances can guess. Her working hours are approximately the same as those of the stores. She may leave her work an hour earlier, but that hour finds every counter crowded with clamorous last-minute buyers harrying weary and inattentive clerks. Purchasing usually means a desperate grab at a half inspected article before it is thrust under cover for the night. There may be a half holiday on Saturday, but that is the worst period of the whole week for the buyer, and the exhaustion consequent upon spending the few weekly recreation hours in a jostling mass of town and country shoppers is anything but conducive to the healthy appearance that is more attractive than the best chosen costume. The noon hour may yield her thirty minutes for shopping, snatched from the time that should have been given to digestion, rest or exercise, but it may take three of those filched half hours to match one sample of trimming demanded by her dressmaker. For she cannot afford an expensive dressmaker, and the cheap one must be dealt with in constant collaboration or results are disastrous.

Experience, the experience of other people, is often a most irritating mentor, because it never exactly fits our own circumstances, yet the combined experience of many must carry with it some hints useful to those whose circumstances are in some degree similar. The successful business woman the world over dresses like a business woman when she is at business. She would feel as ridiculous seated at her desk in a chiffon gown as a man would feel giving orders to his factory force in a dress suit. Having reached the higher rungs of the success ladder, it is an easy matter for her to have clothes suitable for all occasions, but even in the earlier stages of her career it is ten to one that she realized correct dressing to be

a factor of success. Most of these women will tell you that cheap clothes are not money savers, that one good suit will wear as long as two cheap ones, each at half the price, and look better all the time, that a blouse of good silk of some quiet, becoming color, made in simple tailored style to fit your own figure will outwear two flimsily-pretty ready-made waists and have much more dignity and style, that an extreme fashion in cut or color is only for the woman who can afford to throw her suit aside long before it is worn out, that while pretty little accessories may be picked up for a few cents, the groundwork of the costume, no matter how simple, must be of good material in order to get the best effect at the least expense. The way to save money, in fact, is to spend it with judicious freedom at stated and rare intervals, instead of with injudicious parsimony at frequent and irregular intervals.

These suggestions are old to the verge of hackneyism, but they are the best that have yet been made regarding the way to save money. How to save time is another and quite as vital a question.

On that point I have some ideas that I know to be practical. The first one is this: Decide exactly what you want before you go shopping. You may say that you don't know what is in the stores until you look, but that is a mistake. The people you meet in the street are wearing what is in the stores. You can decide by one evening's good, hard thinking, what you must have for your spring and summer outfit and the amount of money you can afford to spend on it. Of these things the under garments are staple articles that can be bought in any good store and all at one time, special sales being advertised in the papers. To run from store to store looking for bargains in such things means a waste of time and strength with little or no saving in money. Regarding outer garments, you can make your decision by looking in the shop windows and at the people in the streets. All the prevailing fashions are to be seen there and it is much easier to make up your mind as to what pleases you before you go into the shops than after their multiplicity of styles is spread before you.

Having decided that you are going to get a ready-to-wear suit of a certain color and style of cut, also the maximum price you can afford to pay for it, go into the store you think most likely to have it and tell the saleswoman exactly what you want, color, style, price and all, leaving her under no delusion that you may be induced to pay fifty dollars when your highest limit is thirty. She will then bring out everything she has that is near about what you have described, and you will save time again by refusing to try on any garment which there is not a fair possibility of your purchasing providing it fits you. For a woman who has the whole day at her disposal it is all very well to amuse herself trying on brown coats, purple coats, old rose coats, green coats and tango coats when she knows perfectly well that the hat and gown she has already purchased makes blue the possible color she can wear with them, but you have not time to fool away in that fashion. If you permit the saleswoman to thrust you into a dozen garments that you know you would not take as a gift, or could not pay for if you wanted them, you will find your shopping hour filled and nothing accomplished save weariness and nervousness and an unsettling of mind that calls for new and probably less wise decisions.

It is only fair, too, to remember that the girl who waits on you is a business woman, herself, and that her time is as valuable to her as yours is to you. We grow a good deal about the carelessness and discourtesy of clerks, but sometimes I wonder at their patience, and the business girl has no excuse for trying it, as she sometimes does. She should know from experience the worth of time, and if she is in the business world with the intention of making good there, she should be capable of forming quick and judicious decisions regarding her dress, and have enough consideration for others to refrain from wasting their time as carefully as she refrains from wasting her own.

In fact, the dress problem, being a real and a serious one for the business girl, can best be solved by applying to it the same principles of "business efficiency" and "scientific management" that her employer, if he is successful, applies to his business, and which she, if she is a smooth-running cog in the machinery of that business, is daily helping him to apply.

She Patiently Bore Disgrace

A Sad letter from a lady whose
Husband was Dissipated

How She Cured Him with
a Secret Remedy.



"I had for years patiently borne the disgrace, suffering, misery and privations due to my husband's drinking habits. Hearing of your marvellous remedy for the cure of drunkenness, which I could give my husband secretly, I decided to try it. I procured a package and mixed it in his food and coffee, and, as the remedy was odorless and tasteless, he did not know what it was that so quickly relieved his craving for liquor. He soon began to pick up flesh, his appetite for solid food returned, he stuck to his work regularly, and we now have a happy home. After he was completely cured I told him what I had done, when he acknowledged that it had been his saving, as he had not the resolution to break off of his own accord. I hereby advise all women afflicted as I was to give your remedy a trial."

FREE—SEND NO MONEY.

I will send free trial package and booklet giving full particulars, testimonials, etc., to any sufferer or friend who wishes to help. Write to-day. Plain sealed package. Correspondence sacredly confidential.

E. R. HERD, Samaria Remedy Co.,
1426 Mutual Street, Toronto, Can.

If Foods were placed in order of merit, you would place Benger's Food first,

because it is
retained when all
other foods are
rejected.

Although Benger's Food, when prepared, contains all the nutritive elements necessary to sustain life in full vigour, it is so easily digested that the weakest infant or invalid may be fed upon it when other foods fail.

Benger's Food forms, with milk, a delicious food cream most highly nourishing and quite free from rough particles which irritate delicate stomachs. Infants thrive on it.



BENGER'S Food For INFANTS, INVALIDS and the AGED

is obtainable from all Stores, Grocers, etc., in sealed tins price 6c and 1s.

A sample with instructive booklet post free from—
BENGER'S FOOD, Ltd., Manchester, Eng.
or from their Wholesale Agents in Canada—**The National Drug & Chemical Co. of Canada, Ltd., Montreal, or any of their branches at:**

Halifax, N.S.	Toronto, Ont.	Calgary, Alta.
St. John, N.S.	Hamilton, Ont.	Nelson, B.C.
London, Ont.	Vancouver, B.C.	Ottawa, Ont.
Winnipeg, Man.	Victoria, B.C.	Regina, Sask.

Be Your Own Photographer

No experience needed. No plates, no films, no dark room. Make pictures the new way. Save money. Save work. Thousands now getting pictorial taking joys with the

Mandel-ette

A one-minute camera. Makes finished 2½ x 3½ inch photo post cards on the spot in one minute. Loads in *Money* bag if not as represented. Order now or write for FREE BOOK.

\$5 Complete Outfit \$5

Add 50c for parcel post. Outfit includes "Mandel-ette" camera and supplies to make 16 pictures. Extra cards 25c per package of 10; tripod \$1.00. *Money* bag if not as represented. Order now or write for FREE BOOK.

THE CHICAGO FERROTYPING COMPANY
528 Ferrotyping Bldg. or Dept. A52, Public Bank Bldg.
Chicago, Ill. or New York, N.Y.