Freckles FRENCH CLOTHES

Now is the Time to Get Rid of These

Ugly Spots. There's no longer the slightest need of feeling ashamed of your freckles, as Othine double strength-is guaranteed to remove these homely spots. Simply get an ounce of Othine double strength - from any druggist and apply a little of it night and morning, and you should soon see that even the worst freckles have begun to disappear, while the lighter ones have vanished entirely. It is seldom that more than an ounce is needed to completely clear the skin and gain a beautiful clear complex-

Be sure to ask for the double strength Othine as this is sold under guarantee of money back if it fails to remove freckles.

Lemon Juice *-For Freckles

Giris! Make beauty lotion at home for a few cents, Try it!

Your grocer has the lemons and any drug store or toilet counter will supply three ounces of orchard white for a few cents. Massage this sweetly fragrant lotion into the face, neck, thority are guided by Paris, arms and hands each day and see how how clear, soft and white the skin No one is any the worse for it. Our becomes. Yes! It is harmless. manne manner

LONDON DIRECTORY

(Published Annually)

to communicate direct with English

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Export Merchants with the goods they ship, and the Colonial and Foreign Markets they supply; also

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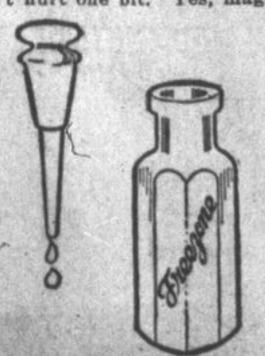
25, Abchurch Lane, London, E.C. 4,

LIFT OFF CORNS FREEZONE IS MAGIC

Costs few cents! Sore, touchy corns lift right off with fingers. No pain!



corn, instantly that corn stops hurting, then you lift it right out. It doesn't hurt one bit. Yes, magic!



Why wait? Your druggist sells a ottle of Freezone for a few cents, sufficient to rid your feet of between the toes, and calluses, witheness or irritation. Freezone is the much talked of ether discovery of a Cincinnati genius.

Lake Ontario Trout and Whitefish, Fresh Salmon, Haddock, Halibut and

anada Food Board License No. 8-3246.

Tendency of Public to Ask for American Garments Is Popular Topic.

Women Adopt the Upward Draped said she was compelled to ask such Skirt-Attractive Girlish Frock of Blue Taffeta-Chemise Robes Cut Into Tunics.

New York .- The millions who are employed in the making of women's apparel in this country are disturbed by an important discussion that is going on among themselves.

It has to do with the importation of French clothes, with the prices asked for all kinds of apparel, with the threatened abolition of the famous French semiannual exhibitions, and with the tendency of the public to ask for American clothes.

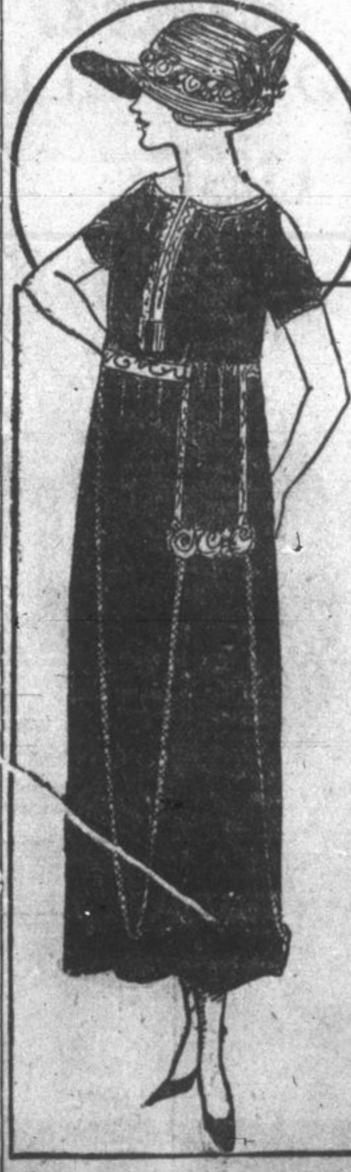
No woman should be ignorant of this Squeeze the juice of two lemons situation, asserts a prominent fashion into a bottle containing three ounces writer. On her shoulders, as an indiof orchard white, shake well, and vidual, which is part of a mass, rests you have a quarter pint of the best much of the responsibility of the fufreckle and tan lotion, and complex- ture. In France women are the deion beautifier, at very very small cisive factors in fashion; in this country they have not assumed that role. With the exception of a few, they are willing to be led. They are guided by those in authority, and those in au-This is not true to the extent that

freckles and blemishes disappear and the reformers and the critics preach. country has not been in a position to assume the leadership in fashions, any more than in art, architecture or literature. We have had to be led in all these things; yet the very man who goes to Paris and Italy for art is the first one to ask his wife why she is enables traders throughout the World foolish enough to adopt the French fashions!

If, therefore, the American women in each class of goods. Besides being were not free thinkers regarding a complete commercial guide to Lon-don and Suburbs, it contains lists of feshion by a comfortable process that fashion by a comfortable noose that was pulled along by the merchants and dressmakers, it was because they placidly felt that this was the best path in which they should tread.

Since the war, however, there has been a growing feeling here of independence of Paris. All of us who firmly believed that no country could get along without the deciding vote of France as to what should be done in clothes, realized, during the first years which they are interested at a cost of of the war, that our opinion was corvertisements from \$15 to \$60.

Changes of Importance. But the situation has changed, and our beliefs have changed with it. As far as one can see, there is no chance of our losing the comfort of getting from Paris our inspiration as to the



A Girlish Frock by Doueillet-It made of dark blue taffeta, with round neck and short baby sleeves. The decolletage is trimmed with gold braid, and this is repeated at one side of the skirt, where it ends in several gold roses.

silhouette, and we shall also get from or filet lace, but it cannot be ornathat country of consummate art in ap- mented with a collar that is not attachparel, the various movements of cloth, ulate and enliven our work. But-and I say that with full conviction, after ginghams; but these should not be good quality is selected, and for sumtalking with people in power and with adopted for any hour except informal dressmakers, designers and merchants ones. who have had their hand on the pulse

leept in favorable locations.

It is not necessary to keep to white

partment of Labor says that the burses' corps in France have been citizen, and as the law does not allow wages offered women are less than granted the privilege of wearing thev- the naturalization of Germans during those paid men and are not suffi- rons under the same conditions which the war. Freda Hampel, the famous ciently high to attract women ex- officers and men of the expeditionary German prima donna, will marry an forces are permitted to wear them. | American to get around the law.

Members of the American army Desiring to become an American

of things for three years a decided | | |

The reasons are important, not only o the merchant, but to each woman Reviving Skirt With Ankle Slit-She is a thinking individual these days, f she never was before; and she will The Sugar Chatelaine. decide what is best to be done and

change is coming over our method of

will either coincide with the new meth-

od of work or go against it. There-

ing of hundreds of French gowns, al-

though they spent an immense amount

of money out of pure good will and tak-

ing a gamble. The prices were beyond

all limitations set for clothes. France

prices, and the American buyers

thought they were compelled to give

them; but they assert themselves as

This gown is in black taffeta embroid-

ered with jet beads, is very narrow

at the hem and has short tight

sleeves. An apron of black taffeta

is gathered to the yoke in front and

left open in back, where it is edged

with a narrow piece of white fur at

each side. Jet cord passes through

slits in front and ties, with ends that

reach nearly to the knees.

hundred dollars was asked for a mus-

lin without lace or embroidery. Callot

every merchant must pay to our cus-

cost a thousand dollars to land. What

America's Narrow Skirt. It may be remembered that last sea-

son America invented the skirt with the slight bustle and the bias folds go-

ing upward from the knee to the back.

It is claimed that a French designer

sent to this country for twelve of these

sketches, and adopted the bustle in def-

is shown in the bustle which a certain French house has sent to this country. Another piece of alteration that is

given away by good dressmakers is adding to a frock a narrow plain underskirt and cutting the gown itself 10 to 12 inches shorter, and letting it fall as a tunic with a girdle over the new addition. This eliminates the flares in the chemise robe of yesterday and

As long as it is fashionable to wear two or three materials in combination one is not called upon to match the one-time chemise Nown in cloth or color when adding a separate underskirt over which to drop it. Black

satin goes with blue serge, beige cloth

or brown gaberdine. It also goes with

plaids and checks; and on the other

hand Scotch designs in woolen and

other fabrics are used for skirts.

Tunics of plain material are combined with these skirts by the best dress-

makers, and therefore the amateur sewing/woman need not be timid in

The Insistent Round Neck.

success of the Italian neckline should

be without honor today. The Ameri-

can woman took up this difficult neckline of the Renaissance with an en-

thusiasm that was most unexpected. One might call it well nigh universal

wherever fashionably dressed women

are foregathered. It is not only the

ruling line in gowns for the street and

semiformal frocks for the evening, but

. It is not considered fashionable any

more to pull the collar of one's blouse

over one's coat. Remember that. It

one, this spring. The coat may have

Its own collar of white pique batiste.

it rules in separate blouses.

The prophets who spoke against the

making the same combination.

gives one the proper silhouette.

erence to American wishes. Good evidence for the truth of this statement

determined never to do it again.

launching fashions.

Tiny Case is Used to Carry the Very fore, she ought to be informed of the Scarce Sweet-Tin Helmets With Brims of Straw. The American buyers were not enthusiastic, it is true, over the purchas-

> The wool shortage works out differently in London and New York apparently, for word comes recently that English women are reviving the skirt with an ankle slit. Skirts must of necessity be of scanty dimensions, and one simply cannot wear a skirt that is only a yard and a half wide and hope to walk with case. Hence the slit, states a fashion correspondent. Five years ago the slit skirt was undoubtedly merely a freak of fashion. We didn't have to wear such narrow skirts. But now, apparently, it has come back in London as a matter of necessity, if not of actual patriotism. Here, of course, we manage, as we think, more cleverly. We combine wool with silk and other fabrics in a way that makes it possible to have the minimum of wool in our frocks, with-

slit inevitable. During the sugar shortage last winter there were some hostesses who added a line bearing the words "Please bring your own sugar" to their cards sent out to invite friends to afternoon tea. At least one woman, who was particularly frank, resorted to this device when her own sugar supply had been reduced to zero. But that is so long ago, and so remote now is any actual famine in sugar, that we have forgotten all about it. It seems now as if wheat was the only thing that we had ever had to conserve. However, in France, and to a certain extent in England, sugar is still a scarce article. In parts of France there simply isn't any. It isn't a question of conservation there, for how can you conserve that of which you have positively none? When there is any sugar it is prized

as were costly spices from the Indies prized in the days when to seek a short route to such prizes was sufficient incentive to make Christopher Columbus brave the unknown seas. French people never knew how much they liked sweets until now. And among the most recently produced "vanity" accessories for the fashionable woman's chatelaine is a tiny sugar case. It is carried to tea parties. Presumably, the woman fortunate enough to have a supply of sugar profits thereby and drops it into her own tea, while those about her go without. Or perhaps she takes the sugar box with her so that she may share her good fortune with those with whom she drinks

Just why the women of England Two hundred and fifty dollars was should feel constrained to wear tin simple price for any gown. Two hats it is hard to see. Surely there is no demand for straw in war work? So in using tin they are not effecting asked from five to six hundred dollars any sort of conservation. These helaplece for her evening frocks. Now mets are made in all sorts of colors, add to that the 60 per cent duty which and, strange to say, are extremely light-really lighter than the average toms. There were some gowns that crown made of straw. The tin helmet is combined with a brim of straw or would be the return on such clothes? fabric, to make hats of various shapes No American woman would buy them. and sizes.

SMART GARRISON CAP MODEL



This officer's garrison cap, made in black Milan, banded with embroidered satin ribbon and crowned with a wreath of pink roses, shows what beauty can be worked into a military

IN FASHION LAND

Lace is being used profusely. A new two color coat is very chic. Country frocks are made of linen. New parasols are edged with fringe. Belts and sashes are made of ribbon. Shawl collars appear on the new

Black lace over white is greatly Sweaters are being knit from baby Satin is very fashionable for spring

Blue serge is frequently embroid-

Cinnamon brown is a fashionable color for hats.

The All-Georgette Frock The all-georgette frock, especially in some serviceable color, is one of the best investments, sartorially, that a woman can make, an authority states. made of white organdies and checked The material wears spendidly, if a mer such a gown is very cool and delightful, and always dressy and smart.

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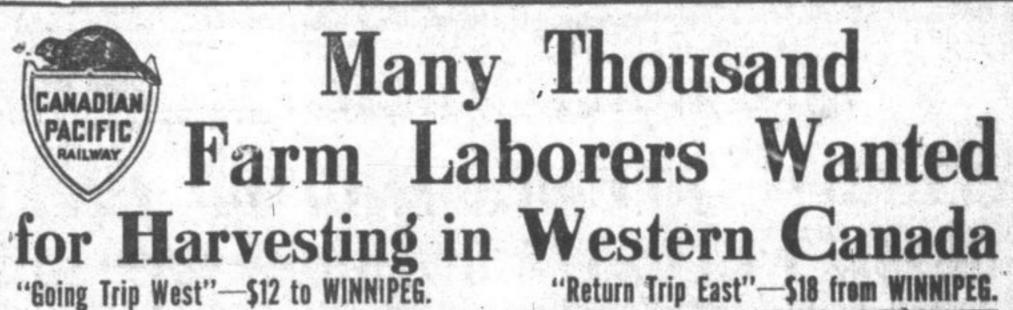
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Use Comfort Soap and get a brighter, cleaner, easier wash. PUGSLEY, DINGMAN & CO., LIMITED, TORONTO.
