

# In the Realm of Women---Some Interesting Features



## On the Night before Wash Day

Do this, and you will have a pleasant, easy, work-free wash-day—with wonderfully clean sweet clothes:

For each tub of clothes take half a package of Rinso, dissolve in just enough cool water to make it as thick as cream. Then stir in two quarts of boiling water, and stir well. When the bubbles disappear you will have a clear, amber-colored liquid that is the magical Rinso washing solution. Pour it into your tub of cool or lukewarm water, and put in the clothes and soak. For extra hard water or extra dirty clothes add more Rinso solution.

In the morning rinse thoroughly and hang out to dry—the washing is done! That's why Rinso is different from all other Soaps and Washing Powders.

At All Grocers

# Rinso

Made by the makers of LUX R. 104

## Cut Out This Advertisement

It counts as a coupon taken from a packet of Minto Tea. Send it with the necessary number of one-pound or half-pound coupons taken from Minto Tea packets, and get the fine "Clinton" Pattern Silverplate which we are giving away as premiums to Minto Tea users. The list of premiums and the number of coupons required for each premium is shown in the packet.

Only one newspaper coupon accepted from a person. The balance of the coupons must be taken from Minto Tea packets.

# MINTO TEA

Quality Tea with Quality Premiums

## BARNUM'S

## BAKERY

CREAM PUFFS—CHOC. ECLAIRS  
Fresh Tuesday, Thursday and Saturday.  
WEDDING CAKES A SPECIALTY.

Children Cry for Fletcher's

# CASTORIA

Fletcher's Castoria is strictly a remedy for Infants and Children. Foods are specially prepared for babies. A baby's medicine is even more essential for Baby. Remedies primarily prepared for grown-ups are not interchangeable. It was the need of a remedy for the common ailments of Infants and Children that brought Castoria before the public after years of research, and no claim has been made for it that its use for over 30 years has not proven.

## What is CASTORIA?

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Comfort—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

*Chas. H. Fletcher*

In Use For Over 30 Years

THE CENTAUR COMPANY, NEW YORK CITY

## JEWELRY IS FAD

Craze for Necklaces, Pendants, Bracelets, Earrings.

Buyers Are Enthusiastic Regarding Bright Future They See in Store for Decorations.

The craze for new types of jewelry, particularly for necklaces, pendants, bracelets, brooches, earrings and hand-dresses, is steadily increasing, states a fashion correspondent in the New York Tribune. Combinations of pearls, brilliants and platinum, pearls and onyx and the use of semi-precious stones, such as lapis, jade and colored crystal in sets that are especially designed to accompany certain costumes, are having a wide vogue. Manufacturers of imitation jewelry are hastening to copy these new designs brought out by the leading jewelers and launched by the most exclusive dressmakers and their smart clientele.

Several American buyers returning from abroad expressed great enthusiasm regarding the bright future which they consider is in store for novelty jewelry, especially pieces in black and white effects, such as in combination of crystal and onyx and jet and pearls. Crystal, jet and pearls are frequently combined, especially in necklaces. The combination of these three is exceedingly pleasing, the whiteness of the crystal offsetting the blackness of the jet.

There are necklaces formed of long, twisted chains of fine pearls finished with a tassel which has as the last bead an onyx somewhat larger than the last pearl, the whole being held by an onyx slide. Others consist of a tassel of pearls having an onyx top, which is suspended on a long black silk cord. Still others have silver and marcasite tops and small pearls set between links of silver for the chain.

Plaque pendants or cabochons, which are suspended from silk cords or narrow velvet ribbons, are made from crystal or from onyx set in steel frames having a small motif of either enamel or stones. These are distinctly reminiscent of the Second Empire period. Other cabochons are of crystal set in a frame of steel and decorated with a motif of marcasite.

Those who are fond of colorful effects will take kindly to crystal cabochons in colors and to the dull gold novelties set with colored stones. Frequently the cabochon is of colored galathea with a motif applied to it of fine metal. Again the pendant is of the metal ornamented with colored stones.

## TAFFETA FOR YOUNG GIRLS



Taffeta is always charming for the young girls, and the basque bodices, as shown here, is particularly attractive if becomingly worn upon a dainty figure. The wheels of fluted taffeta are decorative.

## COMBINE KID AND GEORGETTE

Vest Blouses Have Crepe Backs and Sleeves; Gilet Sort Made of White Satin.

Among the blouses are models combining kid and georgette crepe, the kid being used for the vest, while the georgette crepe forms the back and sleeves. Charming blouses of the gilet sort are also evolved from white satin, with the vest portion effectively embroidered in metal and black threads.

There is great diversity in the cut of new blouses. Models of the overblouse sort are in greatest demand. The general tendency is toward shorter lines. In spite of their shorter lines the waistline remains low. In many instances the overblouse ends at the waistline at the sides and the back, sloping slightly below it in the front. Other blouses are so short that they barely cover the top of the skirt.

There are models that hang perfectly straight, which may be drawn in at the waist with a string belt, while others are draped across the front after the manner of the draped dress that wraps the figure closely.

**Sweaters in Colors.** Shetland and thin wool silks are popular sweater numbers in plain and figured effects, but always in black and white, gray and white, pastel blues or neutral colorings, sometimes repeated in stockings and hat. Bright colors are conspicuous by their absence.

Knicker won't wash.

## WHITE IS IN THE LIMELIGHT



White occupies the center of the stage, so fashion decrees, and when of crepe and beaded in bugle beads, it becomes a gown of charming appearance. The pointed skirt and black sash are its chief characteristics.

## DISCREET COLORS IN PLAIDS

Brown is Leader for Daytime Wear; Blue Stands Out as Marked Shade for the Year.

Plaids in discreet colorings are featured for outdoor and tailored wear. English mixtures and wools in mixed colorings are strong for all type of tailored garments. Brown is the great leader for daytime wear, in all shades from dark tate de negre to fawn. Green is being pushed by many of the manufacturers, in intense shades, also in reseda and dark myrtle.

In silks, as in woollens, for day wear, brown, green and black are good. For evening, all the shades with a reddish base, such as flame pink, orange and purples, are favored.

Blue in bright tones, on the order of king's blue and blue with a gray base, of the Copenhagen family, also are favored. Bright blue, in fact, stands out as the marked color note for the year, but used chiefly as a decoration, or in combination with black.

**War's Toll on the Birth Rate.** The number of children attending the London County Council schools has declined by 10,000 since last year. The decrease is attributed to the reduced birth rate before and during the war.

"Chaos" is a dear when to trade in.



# Drink "Ovaltine" for Health!

MAKE "Ovaltine" your daily beverage and thus provide your system with the tonic food elements needed to maintain perfect health.

"Ovaltine" fortifies the body against colds, influenza and other ailments. It builds up reserve strength and vitality to offset the daily strain of work, and so avoids physical, mental or nervous breakdown.

Drink "Ovaltine" at meals. You will enjoy its delicious flavour and benefit by its tonic qualities. Drink it at bedtime and it will induce sound, restful sleep.

"Ovaltine" is concentrated nourishment extracted from ripe barley malt, creamy milk and fresh eggs. It contains all the vitamins essential to the protection of health.

"Ovaltine" is a delicious beverage, easily prepared and easily digested. One cup contains as much nourishment as 3 eggs, 7 cups of cocoa or 12 cups of beef extract.

# OVALTINE

TONIC FOOD BEVERAGE

At all druggists 50c. • 85c. • \$1.50

Canadian Office:

A. WANDER, LIMITED,  
455 King Street West, Toronto.

## 98 Out of Every 100 Women Benefited

An Absolutely Reliable Statement Important to Every Woman

Remarkable Results Shown by a Nation Wide Canvass of Women Purchasers of Lydia E. Pinkham's Vegetable Compound. — 50,000 Women Answer —

For some time a circular has been enclosed with each bottle of our medicine bearing this question: "Have you received benefit from taking Lydia E. Pinkham's Vegetable Compound?"

Replies, to date, have been received from over 50,000 women answering that question.

**98 per cent of which say YES. That means that 98 out of every 100 women who take the medicine for the ailments for which it is recommended are benefited by it.**

This is a most remarkable record of efficiency. We doubt if any other medicine in the world equals it.

Think of it—only two women out of 100 received no benefit—98 successes out of a possible 100. Did you ever hear of anything like it? We must admit that we, ourselves, are astonished.

Of course we know that our medicine does benefit the large majority of women who take it. But that only two out of 100 received no benefit is most astonishing.

It only goes to prove, however, that a medicine specialized for certain definite ailments—not a cure all—one that is made by the most scientific process; not from drugs, but from a combination of nature's roots and herbs, can and does do more good than hastily prepared prescriptions.

You see, we have been making, improving and refining this medicine for over 50 years until it is so perfect and so well adapted to women's needs that it actually has the virtue to benefit 98 out of every 100 women who take it.

Its reliability and recognized efficiency has gained for it a sale in almost every country in the world—leading all others.

Such evidence should induce every woman suffering from any ailment peculiar to her sex to try Lydia E. Pinkham's Vegetable Compound and see if she can't be one of the 98

THE LYDIA E. PINKHAM MEDICINE CO.,  
Cobourg, Ont. and Lynn, Mass.