

NEWS AND VIEWS FOR WOMEN READERS



Just What YOUR SKIN Needs In SPRING

FOR soothing and clearing the skin at this time of the year, Zam-Buk is proved invaluable. This rare herbal balm exerts its wonderful medicinal activity deep in the inner tissues, quickly freeing the sluggish overburdened skin of all blemish and impurity.

A daily dressing of Zam-Buk will make your skin beautifully smooth, clear and fresh. Keep on using it if you have the least tendency to pimples, blotches, blackheads, soreness or other complexion troubles, for the Zam-Buk way is the quickest, surest way to perfect skin health.

Avoid fatty pore-clogging ointments and face creams which have no real medicinal value. For anything wrong with the skin, Zam-Buk is always the right thing to use. Wash with Zam-Buk Medicinal Soap.

Zam-Buk THE REAL SKIN PURIFIER

Unparalleled for soothing and healing Sore Chapped Skin, Cuts, Burns, Scalds, Blisters, Boils, Abscesses, Ulcers, Bad Legs, Poisoned Wounds, Piles, Ringworm, Children's Itch and Head Troubles, etc. Of druggists everywhere, or from Zam-Buk Co., Dupont St., Toronto. 50c. the box, 1 for \$1.25.

WE SERVE GOOD MEALS

Good meals served to your liking. EVENING PARTIES given first class attention.

THE VICTORIA CAFE

354 King Street. Sing Lee and Gan Lee, Props. Telephone 762.

THE HUMAN ZOO

Registered U. S. Patent Office

By C. D. Batchelor.



THE GUY With—'Somewhere in this town there's probably some one as lonely as I am tonight.'

Have You a Coat of Arms on Your Blouse?

By ELEANOR GUNN

From the monogram to the coat of arms is only a step—a logical sequence. Hence the blouse embellished with one's fancy crest. That one may not have a family crest is a minor detail, or that one is expected to use it in preference to a more decorative one is absurd. A crest is decoration, and like the decorative monogram, not to be taken literally.

One of the first models to carry a coat of arms was a travel coat in soft tawny leather, the crest in red suede and gold thread. The idea has spread and one now finds blouses and ties, belts and even hats ornamented in this fashion.

back and its sleeves, we are curiously indifferent. Such details are fated to go unseen under the coat, which custom or fashion or what you will decrees, is to remain on our

adding a narrow Roman ribbon sometimes threaded in and out



own instead of the chair back. That is, if the crest in question is part of the mannish suit, one must be consistent, you see, and behave in a mannish coat as the mannish-coated should behave.

With a costume suit or a separate coat the blouse which serves as a dress top matters tremendously from all points of view. That many of the smartest blouses are sleeveless might indicate that the designer expected them to serve merely as gilets or might indicate that the sleeveless dress having become so much of a factor, the blouse, dresses to follow.

Neckwear counters have more than their usual appeal just now, because of the novelty gilets that are displayed. Many of them have choker collars or collars that are perilously near being so, buttoning demurely at the base of the throat and affording an opportunity for



The first requisite of a blouse these days is that it present a good front to the world. Concerning its

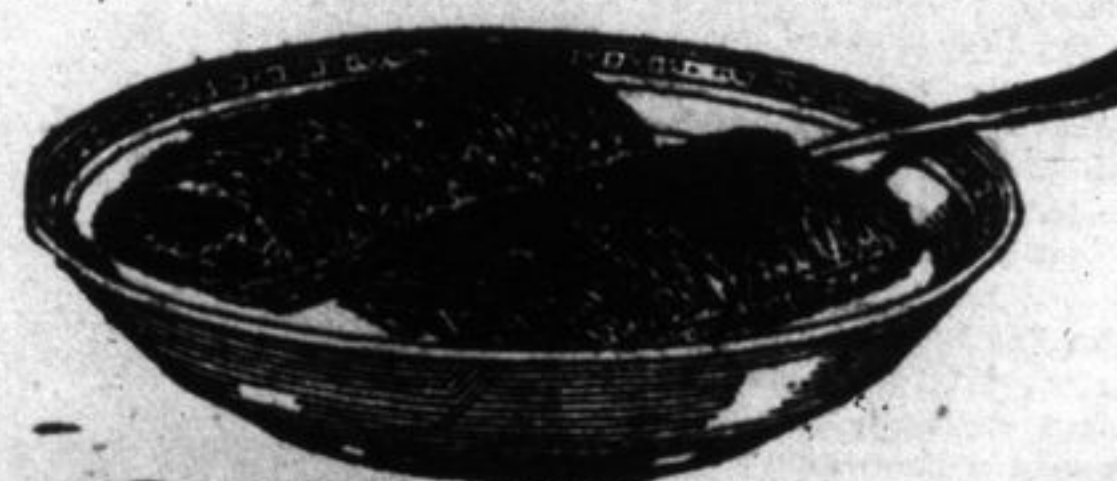
Plantol 25 YEARS ON THE MARKET. A Toilet Soap made only from plant fruit and flower oils. It never leaves your skin dry and rough—its gentle and flowerlike ingredients soothe. Its fragrant purity is a real aid to healthful beauty. A new shape tablet and wrapper to please you at a very reasonable price.

Big Reduction In Prices! There has been a temporary cut in prices on Galvanized Corrugated Iron from \$7.50 per square to \$6.25 per square. George Shingles from \$9.65 to \$9.15 per square. Now is the time to book your orders at these very low prices. All sizes carried in stock. Lemmon & Sons 187 Princess St.

through the front and ending in a rack braid, not only white, but dyed in brilliant hues, is among the rivals of the things of long ago. (Copyright, 1924, Fairchild).

The high cost of bread

The United States Senate has protested against the high price of bread. "Nine cents is too much for a loaf of bread," said one senator. This referred to white flour bread which does not contain the whole wheat grain—only the starchy centre of the wheat kernel. Shredded Wheat contains all the rich, body-building material of the whole wheat grain. You get twelve of the little loaves of baked whole wheat for a few cents. Two of these Biscuits with milk make a complete, nourishing meal.



The Canadian Shredded Wheat Company, Ltd. Niagara Falls, Ontario.

Shredded Wheat

HEMLOCK PARK STOCK FARM. A. H. FAIR, Sole Proprietor. Clean, pure milk from healthy cows. Not pasteurized or sterilized in any way. Herd Tuberculin tested. Purveyors to the Kingston General Hospital, an institution which only buys the best. Health of attendants, Sanitation, Sterilization, etc., under the personal supervision of Dr. Miller, Professor of Pathology, Queen's University. We guarantee that every bottle is from our own stable. Delivery to all parts of the city. TELEPHONE 1105 R-3. HEMLOCK PARK STOCK FARM

"Grasp it!" Says Wisdom "Give your Mind a Chance to Expand" The Overton Pen with the 25-year Point—the Black-opped Lacquer-red Classic. IN the business of Life, writing below you! A ability seldom pays even an average percentage. It's when you are registering up to your real capacity that you start to earn the extra dividends. So acquire the new-day Duofold that Geo. S. Parker has put within your grasp—a pen whose Over-the-Barrel not only holds a surplus of ink, but is big and balanced and easy to hold with fingers gently extended. Hence it never cramps your style but gives your thoughts a chance to expand as you write. THE PARKER FOUNTAIN PEN CO., Limited Toronto, Ontario. Ask also for Parker Duofold Pens to match the pen, \$3.50. Parker Duofold with 25 Year Point. Duofold Jr. 62 Lady Duofold 64 Same except for size With ring for chatelaine

SURPRISE A PURE HARD SOAP. All Clean Seen and Unseen. SURPRISE does more than wash a garment so that it looks clean. It dissolves hidden impurities without injury to color or fabric, and leaves the garment thoroughly cleansed.



"Bringing out the gay and happy fleeting thoughts of childhood through the medium of the violin and then crystalizing their character in clay and bronze," is being performed by M. Miscradingo, noted sculptor