MILADY BEAUTIFUL
BY LOIS LEIBS.

Refining Exercise.
In a certain way, our physical body is a potential deposit of wealth. Numerous are the rich possessions your body is capable of developing. A complete life is a combination of physical activity and spiritual growth. How can we develop a healthy body and our spirit? This article is a guide to choosing how to do both.

SUMMERTIME
BY W. G. PFEIFFER.

The greatest fear of man is not death. It is the fear of unpreparedness. When we change summer to fall, the feeling is there in a funny way. We suddenly realize the fact that we are just going to fall asleep. This brings a new awareness about the future. A new mood appears.

A SERMON FOR TODAY
BY REV. JOHN B. W. MARSH.

The Tenets of Primitive Wars. Do you have friends? Are they as important to you as anything? They are to me. They are. I wish they were.

Dethol is death to Bugs
Dethol can’t dodge Dethol. Can’t survive it. Useless for them to try to hide. The poison has a way of getting into their heads and creating a Back of poison. Under furniture, drawers—kill them all. Bees, wasps, cockroaches, ants, German mosquitoes. Spray Dethol. Keep your house unless your house is infested. Dethol kills insects—by getting in their head and creating a Back of poison.

“TWICE as much FLAVOR”
SAY THESE FIVE COOKS

Cooks and housewives in cosmopolitan New York and industrious Philadelphia must have the finest of everything. Of course they do. It seems as if they must have the finest of everything. Of course, they must. And their housekeeping must be perfect.

“IT must contain fine eggs and pure oil”
Jelly Kennedy pictures the kitchen of a brilliant housewife of New York society, Mrs. Oliva Honigman, She says “I don’t believe in the use of inferior ingredients. Pure oil and fine eggs must always make a good jelly.”

“...salads are my specialty and I prefer this mayonnaise”
Flora R. Rose, of the Plaza Hotel, New York, says, “I prefer this mayonnaise. It is the best of the kind. I use it myself.”

HELMANN’S
MAYONNAISE

HELLENNAYER

THE GRANULATED SOAP

AND MONTHS LATER
THAT AFTERNOON

SO YOU READ ABOUT IT, TOO.

RinsO
in tub or washer . . . whiter washes safely

In every woman wants a perfect permanent wave