

**Any Woman Can Look Stylish**  
By MAE MARTIN



Most stylish-looking women are just "good managers." They know simple ways to make last season's things conform to this season's styles.

Thousands of them have learned how easily they can transform a dress, or blouse, or coat by the quick magic of home tinting or dyeing. Anyone can do this successfully with true, fadeless Diamond Dyes. The "know-how" is in the dyes. They don't streak or spot like inferior dyes. New, fashionable tints appear like magic right over the out-of-style or faded colors. Only Diamond Dyes produce perfect results. Insist on them and save disappointment.

My new 64-page illustrated book, "Color Craft," gives hundreds of money-saving hints for renewing clothes and draperies. It's Free. Write for it now, to Mae Martin, Dept. E-143, Diamond Dyes, Burlington, Vermont.

**Frocks Taking on Two Waistlines**

**New Fall Fashions Change to Conform With Nature's Silhouette.**

A few years ago we tried to be boyish. Now, as each new season approaches, there is proof that girls, after all, must be girls. Soft-textured materials, collars, draperies and even softer hair cuts indicate that the fall styles will be more appealingly feminine than ever, says Jane Warren Wells in the Farm and Fireside.

For some time waistlines have been trying to tighten—not to the wasp waist but to conform with nature's silhouette. Frocks, in order to make the change gracefully, are taking on two waistlines—one at the point where we were accustomed to seeing it, and another slightly higher. Bolero frocks and tiered waistlines both help us to accept the new waistline without feeling a radical change.

The smart basque lines for evening admits a more slender waistline. This combined with the irregular hemline gives a dress resembling the fashions of long ago. Some of the new sleeveless party frocks are made to wear for afternoon as well. They have a long-sleeved jacket of matching mate-

**Contrasting Plaits Add an Interesting Feature**



In designing the trim street frock above the Woman's Home Companion fashion expert took a hint from Paris where many of the dresses show a group of plaits extending from the left shoulder to below the skirt hem. This detail has been used as a means of introducing a contrasting color or perhaps two tones of one-color and this has its practical side for you may choose the most flattering tone in that section of the dress coming nearer your face. A light-weight wool is an excellent choice for this frock although the design lends itself admirably to silk or poplin or a combination of materials such as rep and satin.

**Hotel Men Very Much Law Unto Themselves**

The queerest hotel in Britain is now closed. It was in a village near Bury St. Edmunds, and though it was fully licensed no traveler could quench his thirst there. Nor could he get food or any kind of accommodation. The owner was a rabid teetotaler who adopted this method of asserting his principles. In the end the justices refused to renew the license. They came to the conclusion that the public had no need of an inn which never opened its doors.

At a small Devonshire inn the food and accommodation are good, but the landlord refuses to allow his clients more than three drinks a day. He declares that three drinks are enough for anyone, and his plan seems to work very well.

**Gamblers Found Firm Believers in Jinxes**

Friday is widely a day of rest among the city's gamblers. It is a "bad-luck day" and many who live by their wits will not bet a nickel on the color of their garters. It is also near the end of the week and many are "broke."

Gamblers shun "Friday money," chase black cats, and give generously to street beggars—particularly the blind. Among followers of "the ponies" it is bad luck to lend pencils and racing forms. Card men sometimes refuse to sit down if their favorite seat is occupied.

Several of the city's hustlers carry a rabbit's foot and most of them own "lucky coins." They have faith in the luck-bringing virtues of rings and other jewelry. One refuses to touch a card unless he is wearing a favorite shirt.—Pittsburgh Post-Gazette.

**Puts Needed Iodine Into Milk of Bossy**

If Bossie's milk hasn't any iodine in it this important substance may be put into her milk by feeding her a ration that contains iodine, according to experiments carried out at the agricultural experiment station at Wooster, Ohio.

Theoretically, milk contains iodine. Practically, it does not always. Potassium iodine, calcium iodide and a seaweed were fed to cows in the experiment. These cows had produced milk without iodine, but the addition of iodine in any of the above forms caused the appearance of this substance in their milk.

In sections where the feeds are rich in iodine the milk contains small amounts as a normal constituent, but in sections where the feed is poor in iodine, it will be absent from the milk unless fed supplementally.—Kansas City Star's Science Service.

A woman laughs in her sleeve every time a man talks through his hat. Keep to the right and you'll never get left.

**Keep Cool this Summer**

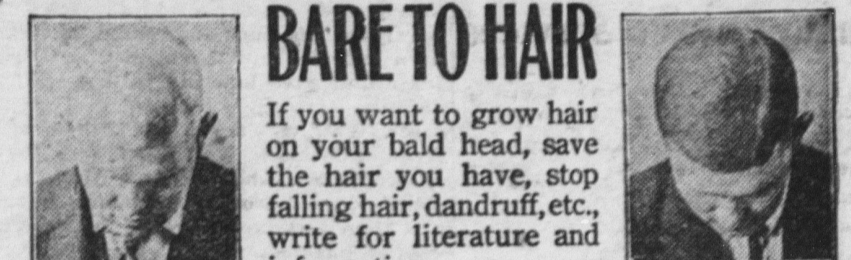
**SHREDDED WHEAT**



12 ounces full-size biscuits

**Keeps mother out of the kitchen, Fills up hungry children, Pleases everyone - Good for all, TRISCUIT - The between meal wheat wafer**

VISITORS WELCOME TO ALL FACTORIES



**BARE TO HAIR**

If you want to grow hair on your bald head, save the hair you have, stop falling hair, dandruff, etc., write for literature and information.

W. H. FORST, Mfg. - Scottsdale, Penna.

One of the saddest disillusionments is to go back and find your homesickness wasn't worth while. In charity there is no excess, neither can angel of man come in danger by it.—Bacon.



**Cuticura Does Much For Hair And Skin**

For promoting and maintaining beauty of skin and hair Cuticura Soap and Ointment are unequalled. The Soap is pure and cleansing, ideal for every-day use, while the Ointment is soothing and healing to irritations which, if neglected, might become serious.

Keep the Ointment in and the Talcum in. Sold everywhere. Sample each free. Address: Cuticura Laboratories, Dept. 34, Malden, Mass.

**Want American Ideas**

An association of German architects, promoting an exhibition under the name of "The New Kitchen," has asked American producers of kitchen-utensils to use the exhibition to show Germany some of the latest American ideas of household efficiency.

**Can't Be Done**

"I tell my girl I love her with all my heart."  
"Well?"  
"Aw, she tells me love is purely cerebral."—Louisville Courier-Journal.

**Blazing the Trail**

In his forthcoming aerial expedition to the South pole, Captain Wilkins will make use of flame-throwers, such as were employed during the war, to melt the masses of ice.

In this way he will make a tract from which the airplane can rise, thus overcoming one of the greatest difficulties of Polar flight.

**Circus Gossip**

Ticket Seller—What's the excitement over in the sideshow?  
Tent Man—The fat woman is lost.

**BELLANS FOR INDIGESTION**



Home Size Saves Money

**No More Distress**  
Gas, Sourness, Heartburn  
Sick Headache, Dizziness  
after eating or drinking  
25c and 75c Packages  
Sold Everywhere

**Sure Relief**

**Take Your Choice**

Mrs. Belle de Rivera, who founded the City Federation of Women's clubs, said in New York the other day:

"Pro-administration papers give our unemployment figures as very small. Anti-administration papers on the other hand, run them up into millions.

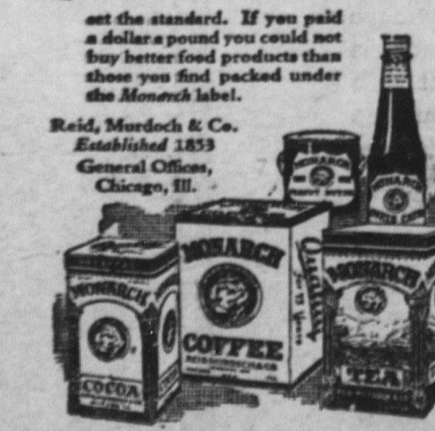
"It reminds me of the two Germans lurching on bran and near-beer in a Berlin restaurant during the World war.

"I see you're reading that Socialist sheet, Vorwarts, said the older German. 'I always read the imperialistic Tageszeitung myself. It gives ever so many more victories.'—Detroit Free Press.

**Not So Bad**

Mr. Huggins—I consider the use of a lipstick a display of bad taste.  
Miss Peachblow—But the kind I use is flavored with white rose. Try it.

**MONARCH QUALITY FOOD PRODUCTS**



Set the standard. If you paid a dollar a pound you could not buy better food products than those you find packed under the Monarch label.

Raid, Murdoch & Co. Established 1855. General Offices, Chicago, Ill.

**AGENTS WANTED**

To Sell a Household and Office necessity. Large profits and easy selling. Repairs. Write The Willard Co., 12 Cornhill, Boston, Mass.

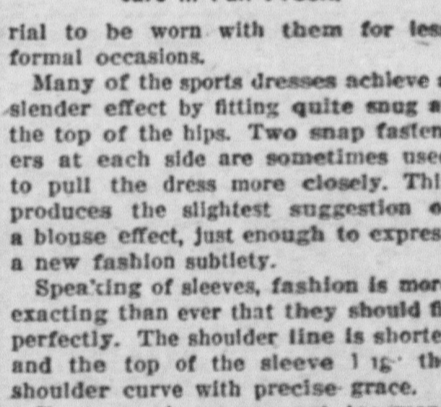
Florida Dairy—Poultry Farms, 19 a tract, easy terms or will trade for stocks merchandise equal value. Write quick, Florida Land Co., 16 W. Ashley St., Jacksonville, Fla.

**WORK AT HOME**

Thousands of men and women earning money under our plan. Send name at once for full particulars. No cost or obligation. AUTO-KRITTER CO., 90-124 Pearl Street, Buffalo, N. Y.

W. N. U., BALTIMORE, NO. 38-1928.

**Blouse Effect Affords Attractive Feature in Fall Frocks.**



Many of the sports dresses achieve a slender effect by fitting quite snug at the top of the hips. Two snap fasteners at each side are sometimes used to pull the dress more closely. This produces the slightest suggestion of a blouse effect, just enough to express a new fashion subtlety.

Spearing of sleeves, fashion is more exacting than ever that they should fit perfectly. The shoulder line is shorter and the top of the sleeve is the shoulder curve with precise grace.

For several seasons past too many have depended upon a necklace or strand of pearls to make severe necklines becoming. These will continue in favor, but fashion has relented somewhat in regard to collars and encourages soft folds of fabric in ivory or flesh color for the neckline. These not only make the dress more becoming but give a trig fresh look.

**Moire Is Being Shown for New Evening Wraps**

Moire is being shown by both French and American modistes in every type of evening wrap. One brought from the Paris atelier of Magdalene des Hayes is of the dolman shape. It has a wide girde, placed very low, to lift the wrap into a bloused effect in an upward movement toward the front. To this is attached a circular sounce, dipping sharply at the back, rippling all around and ending with a large chou of the moire placed at the opening in front.

Transparent velvet in violet mauve is made in a coat dolman, which also has a flaring bottom and a scarf about the neck.

The bolero jacket, with and without sleeves and covered solidly with polished sequins, which Cheruit introduced a year ago, is much in vogue for wear with tulle dance frocks, and is being shown in vivid colors, gold and black.

**Collars Framing Head Appear in Fall Mode**

Paris openings indicate a preference for such furs as broadtail, mink, seal and karakul in entire coats, and for sheared lamb, karakul and nutria, when used for trimming.

The Thebaut fur group emphasizes broadtail in various shades. The feeling for color variation appears also in seal, where the golden brown tone is favored. Collars frame the head, standing upright in a fashion suggestive of the Medici lines.

Jane Regny approves the fur-lined coat, employing muskrat to line belted on a coat finished with manish collar and lapels of beaver. This couturiere indorses flat furs for coat trimmings.

**On Rearing Children from CRIB to COLLEGE**

Compiled by the Editors of "CHILDREN, The Magazine for PARENTS"

A child of eighteen months or less can learn to let certain things alone, and should do so, but there should be many things within reach that he does not need to let alone.

Happy, well-directed activity is the secret of good behavior both in the school and in the home.

Remember that your adolescent requires self-responsibility as well as fellowship. Some parents force themselves on their children and defend a mischievous, distrustful intrusion by calling it fellowship.

The modern youngster is guarded from every hearing of such things as ghosts or bogey-men. Darkness holds no terrors for him. From the day of his birth he has been put to sleep, quietly and alone, in the comfortable, soothing dark. No one has ever hinted to him that he might feel otherwise than at home in the dark, or suggested that it holds mysterious terrors. And low and behold, he grows up without ever once displaying this "instinctive" and "hereditary" fear!

From their early years encourage your children to talk freely about the things that happen to them. This will help you understand them and will save them from unnecessary suffering due to hesitancy in bringing you their problems.

In assigning work at home to the children, each individual's temperament and natural inclinations should be taken into account. There are sedentary jobs and active jobs, jobs that require concentration and jobs that require speed. An older child with sensitive nerves should be exempt from the trying care and discipline of smaller and noisier children. Cooking comes under creative work. The oldest son may discover that "cooking is just like chemistry, only you eat it." Toast-making requires concentration and should be assigned to a stable member of the family.

Occasionally a mother is so unwise as to tell a child that the teacher will get even with him for all his sins. "You needn't think you can behave this way when you get to school," she says. "The teacher won't stand for it." She may even go further and describe the dire things the teacher will be apt to do. Such a mother is usually amazed if you point out to her that her child's unsuccessful start in school—his reluctance to go, and the difficulty he caused after he got there—was the direct outcome of her own way of presenting school to him. She probably did not expect to be taken seriously, but the child who is entering an unknown realm has no way of discounting what is told him about it.

It is just as possible to present school to a child as a place where learning will be a joy and life will be full of interest and enthusiasm, where the teacher will be a new and helpful adult friend, and the children delightful playmates. The child who enters school in this spirit has at least a fair show of finding what he is looking for. Indeed, unconsciously he helps to create the school atmosphere he has been led to expect.

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**RECORD-BREAKING MONTHS!**

**Greatest August in WILLYS-OVERLAND history—68% gain over last year!**

NOW August has added its sweeping plurality to Willys-Overland's impressive total for 1928. Eight consecutive months have broken every record for the corresponding months in all of Willys-Overland's 20-year history.

Last month 68% more people bought Whippet and Willys-Knight cars than in August, 1927—a gain of more than two-thirds!

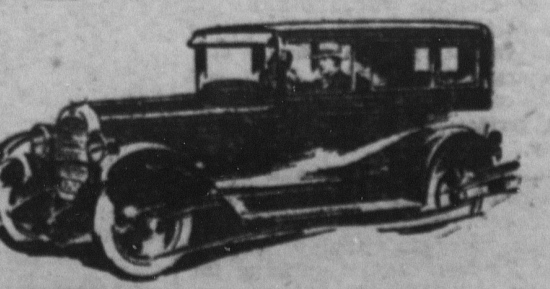
Experienced motorists are quick to appreciate the superiority of the Whippet Four, with its many engineering advantages never before brought to the light car field;—the Whippet Six, the world's lowest priced Six, with 7-bearing crankshaft and other costly car features;—and the Willys-Knight Six, which now, at the lowest prices in history, brings the unmatched smoothness, silence, power and operating economy of the patented double sleeve-valve engine within easy reach of thousands of new buyers.

**WILLYS-KNIGHT**  
DOUBLE VALVE SIX  
**\$995 COACH**

Standard Six Coupe \$1045; Sedan \$1095; Touring \$995; Roadster \$995; Special Six \$1295 to \$1495; Grand Six \$1850 to \$2095.

**Whippet**  
4-cylinder **\$610**  
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Touring \$455; Roadster (2-pass.) \$465; Roadster (with variable seat) \$525; Coupe \$625; Cabriolet Coupe (with collapsible top) \$695; Coach \$855. All Willys-Overland prices f. o. b. Toledo, Ohio, and specifications subject to change without notice. Willys-Overland, Inc., Toledo, Ohio.



**Whippet SIX SEDAN**  
WORLD'S LOWEST-PRICED SIX WITH 7-BEARING CRANKSHAFT  
Touring \$615; Roadster \$665; Coach \$695; Coupe \$695.

WILLYS-OVERLAND, INC. TOLEDO, OHIO