PRESIDING OVER THE HOUSE A MOST USEFUL BUSINESS CAREER-LATEST FASHION HINTS

THE GIRL WHOSE PLACE IS
PATENTLY "IN THE HOME"
Correspondent, Who Chafes at Having the Role of Chatelaine Thrust Upon Her, Longing for a Business Career

THEWOMAN'SEXCHANGE

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MY MARRIED LIFE
 A Nutritious Dies for All Ages
Kepp Horlicks Alway on fand
OUcek Lunch; Home or Ofice [||"FITM Superftuous



WELL-DRESSED
GIRL'S DIARY

HOUSEHOLD HELPS


Weather Prophets Weather Prophets

It's all alike, this good butter.
Every pound has cery pound
the sane made-to-
order purity freshness. Only
enought MERIDALE BUTTER
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$\qquad$come to pleasecome to please
those people whoare willing to pay afew cents more for
butter insurance.AYER \& McKINNEY

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## Important Clearance Sale

 and Spring cods we will clouse out showing entire collection of high-class merchandise considerably below cost.Suits and Coats $\$ 10$ and Upwards Dresses and $W$ aists Reduced Proportionately


Viema Shop, 1531 ILocust Street

## 'Information'’ and

 the "Special Operator"The duties of the Information Oper users: her "what number did you call please," means usually that the Central Office name has been given incorrectly, or numbers transposed, or party line
letters omitted or miscalled. Over letters omitted or miscalled. Over
$40 \%$ of the 33,000 information calls hanuledio the by consulting the directory. by consutting the directory
Then there is the Special Operator to whom are referred calls for party line numbers that have been changed or These operators seek always to help you, and never to delay a call, for they
can straichten out these difficulties much quicker than can your own operator. This you are urged to remember when their assistance is proffered.


