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WOMEN WHO HOLL... THEIR MEN NEVER LET THEM KNOW

NO matter how much your back aches and your nerves scream, your husband, because he is only a man, can never understand why you are so hard to live with one week in every month.

Too often the honeymoon express is wrecked by the nagging tongue of a three-quarter wife. The wise woman never lets her husband know by outward sign that she is a victim of periodic pain.

For three generations one woman has told another how to go "smiling through" with Lydia E. Pinkham's Vegetable Compound. It helps Nature tone up the system, thus lessening the discomforts from the functional disorders which women must endure in the three ordeals of life: 1. Turning from girlhood to womanhood. 2. Preparing for motherhood. 3. Approaching "middle age."

Don't be a three-quarter wife; take LYDIA E. PINKHAM'S VEGETABLE COMPOUND and Go "Smiling Through."

Stand Up to Misfortune

Do not yield to misfortunes, but meet them with fortitude.—Virgil.



Many doctors recommend Nujol because of its gentle action on the bowels. Don't confuse Nujol with unknown products.

INSIST ON GENUINE NUJOL

Copr. 1927, Stanco Inc.

Kindness and Happiness

Paths of kindness are paved with happiness.—Elbert Hubbard.

666 checks MALARIA in three days COLDS first day Headache, 30 minutes.

LIQUID, TABLETS SALVE, NOSE DROPS

Try "Rub-My-Tism"—World's Best Liniment

ADVERTISING

is as essential to business as is rain to growing crops. It is the keystone in the arch of successful merchandising. Let us show you how to apply it to your business.

...Queen ...
...this ...
...vet with ... jacket.
...d you should see the gown with ... bolero removed! It is perfectly ...ming in that it has ermine short ...eves and looks adorable without ...t of any trimming other than ... superb ermine. The full skirt ...ows the new "up-in-front and ...wn-in-back" hemline—as exqui... as ever a "portrait of a lady" ...ght be. This is one of the hun...eds of stunning costumes, all orig...al designs, shown by the Style ...eators of Chicago in the whole...le district.

...ow Important on ... Winter Fabric Coats

E...n... deries combine with furs for win..., running alongside them. White er...ine makes a scarf that is tied in a bow to front a black duvetyne suit. An ermine muff accompanies it. Both fur pieces are trimmed with black ermine tails.

Many a fabric coat has sleeves made entirely of fur—in beaver or seal. Some have backs of fur and fronts of fabric.

Flowers Important

The gorgeously colored tropical flowers that bloom so luxuriantly in Miami throughout the year are being repeated in chiffon and silk for fall wear.

What Women Want to Know About Fashions

Heads must be covered for festive evening hours.

Striped blouses, with the accent on the horizontal, are chic this season.

Beer jackets make smart additions to the fall sports wardrobes of the younger set.

Color schemes that are most aptly described as "vio...nt" are ex... nc...

Wear a Scotch plaid wool coat to the ball game.

Wear a vivid red carnation on your black wool frock.

A cape of stitched leather is one of the novelties of the season.

Necktie prints are advocated for blouses to wear with tweed suits.

Jackets curved at the waistline with vertical tucks are noted in new sport suits in tweed.