



"My newest gown ruined"

"Just see how perspiration has stained this sleeve!"

Too bad, and so unnecessary. Just a little precaution would have saved the gown.

Excessive perspiration must be banished

Nothing so embarrasses the fastidious woman as the slightest trace of perspiration annoyance about her.

The profuse perspiration which stains your gowns under the arms is due to a local nervous derangement. It is neither normal nor clean and should be corrected.

There is one way in which you can be absolutely sure of permanent daintiness.

Just three applications a week of Odorono—a delicate unscented toilet water—will divert the profuse perspiration from your underarms, leaving them naturally dry, so that you will need no further protection for your loveliest gown on the hottest, stickiest day. Or if it is your hands or feet which trouble you, Odorono—applied twice a week—will keep hose and gloves unstained, fresh and clean.

Odorono was first prepared by a physician for his use. It is pleasant to use and absolutely harmless.

Be really dainty

Don't risk having the slightest trace of perspiration annoyance about you. Don't ruin your very loveliest gowns when a little precaution would save them.

Get a bottle of Odorono today. At all toilet counters in the United States and Canada, 50c and \$1.00; trial size, 25c. By mail, postpaid, if your dealer hasn't it. Address The Odorono Co., 181 Blair Avenue, Cincinnati, Ohio.

If you want to know more about perspiration and how to regulate it, write for booklet, "The Truth About Perspiration." If you are troubled in any unusual way won't you write us? We will gladly answer any special questions you wish to ask. See address above.



Odorono used but two nights a week will keep your underarms naturally dry. You need never ruin another gown.

Odorono is used and endorsed by the leading physicians of the country. Your physician will recommend it.

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The Specialty Shop of Originations
FIFTH AVENUE at 38th STREET NEW YORK



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Advance Modes in Misses' Tailored Frocks

OXFORD—Misses' tailored coat-dress of men's wear Oxford suiting. Finished with bone buttons and satin collar. Sizes 14 to 18. **49.50**
Same model in navy men's wear serge. **39.50**

CONTRA—Misses' compose frock of charmeuse and serge. Straight-line model, introducing wool yarn inserting and bands as trimming. In navy and rookie. Sizes 14 to 18. **45.00**

TULIP—Misses' frock of men's wear serge, white satin stock collar and vestee. Peg top draped skirt. In navy blue and rookie. Sizes 14 to 18. **39.50**



"No, mine don't wear out—not for long time. I'll tell you how I do it. A silk manufacturer I know told me. I wash them every time I wear them—and with Lux!"

"Yes, really, it's the only way. Perspiration rots silk, so it should be washed right out. And any kind of soap that requires any rubbing at all just ruins silk stockings. Lux dissolves the dirt, and it actually falls out into the sudsy water, with just a few swishings up and down, and a few squeezings to get the suds through every part of the silk.

"And most wonderful of all, my white stockings stay white! It's free alkali in soap that makes silk turn yellow—together with little bits of cake soap that don't get rinsed out. Lux hasn't any free alkali, and the thin flakes melt the minute they touch the water.

After dozens of washings, my stockings are as white as when I bought them!" Lux will not harm anything that pure water will not injure.

Order a package today from your grocer or any department store. Lever Bros. Co., Cambridge, Mass.

How to wash silk stockings

Whisk a handful of Lux into a thick lather in very hot water. Add cold water till lukewarm. Dip your stockings through the foamy lather many times—work them about in the suds—do not rub. Rinse in three waters, the first lukewarm, the second cooler, the last cold. Squeeze the water out—do not wring. When nearly dry, press with a warm iron—never a hot one.

LUX For all fine laundering



Stewart & Co.

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