

## Division Manager

Mutual Life

of  
Illinois  
Never  
Without

PE-RU-NA

In His Home



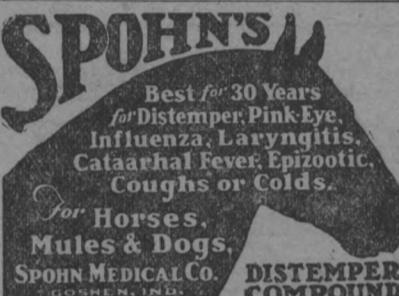
Mr. F. H. Fricke, whose address is 625 Pontiac Bldg., St. Louis, Mo., writes under the date of June 25, 1924:

"My family and myself have had splendid results from your Pe-Ru-NA. We are never without it in our home. I wouldn't take a thousand dollars for what it has done for my family and myself. When I contract a cold I immediately take a dose of Pe-Ru-NA and get relief. I recommend Pe-Ru-NA everywhere."

For coughs, colds, catarrh and catarrhal conditions generally Pe-Ru-NA has been recognized as reliable for over fifty years.

Sold Everywhere  
Tablets or Liquid

Send 4 cents postage to THE PE-RU-NA COMPANY, Columbus, Ohio, for book on catarrh.

How Robert M. Koenig  
Found Remedy for  
Pimply Skin

For years my skin would break out every once in a while—and ointments did very little to help me.

I read a doctor's article stating that pimply skin usually comes from the stomach—and bowels not getting rid of the poisons.

I tried Carter's Little Liver Pills for a few days—and since that time my skin is smooth and clear. Now I tell my friends the right way of getting rid of a broken out skin—and also of steering clear of upset stomach and skin headache. Carter's are all you claim for them.

There's many a man who owes a lot to his wife—and many another man who owes a lot because of her.

## Women, Don't Suffer!

Kokomo, Ind.—"I was suffering with all kinds of aches and pains—head, back and side, dizzy spells and nervousness. The doctors tried to help me and I tried all kinds of remedies but got little relief. I was advised to try Dr. Pierce's Favorite Prescription. I hesitated on account of the failure of other treatments, but at last

I tried it. One bottle helped me so much I got two more, and by the time I had taken them I was feeling like a different woman. It had relieved me of all aches and pains and made me well."—Mrs. Roy Griffey, 1225 W. Taylor St. All dealers.

HOSTETTER'S  
CELEBRATED  
STOMACH BITTERS

## CHILDREN WHO ARE SICKLY

Mothers who value the health of their children, should never be without MOTHER GRAY'S SWEET POWDERS FOR CHILDREN, for use when needed. They tend to Break up Colds, Relieve Feverishness, Worms, Constipation, Headache, Teething disorders and Stomach Troubles. ANY SUBSTITUTE Used by Mothers for over 30 years. At Drugstores everywhere. Ask today. Trial package FREE, address THE MOTHER GRAY CO., LE ROY, N. Y.

Silhouettes That  
Are in Limelight

The passion for slenderness will not down, and every one of the season pays homage to the willowy line, observes a Paris fashion correspondent in the New York Herald-Tribune. There were many predictions last summer to the effect that pulchritude was about to return to the haunts of the mode, that the marked waistline and the full and flaring silhouettes were paving the way for the revival of a sort of modified Amazon, statuesque to the point of being plump.

When the Paris couture first blared its fall message to a palpitant world, these prophecies seemed in a fair way of being realized. The predominance of the flare and molded bodice, the princess silhouette du soi, the defined and higher waistline all seemed destined to lift the ban against the long harassed emponton and the outlook was dark indeed for the daily dozen.

The chic Parisienne, however, was otherwise inclined. She accepted the flare, she gave a hearty welcome to the princess silhouette and the waistline, but in every instance the reservation that her hard-earned slenderness was to remain the basis of the new styles. And her verdict has been eagerly echoed by smart society on these distant shores. Eat, drink and be merry is deferred to a later day.

Yet if the general effect of the outline has remained slender, the silhouette has otherwise undergone some vital changes significant enough to inspire prophecies of a new fashion cycle. The mobile silhouette, which has also been called kinetic, swinging and floating has generally succeeded the immobile, by contrast, straightline. This new outline, which becomes a lissome, graceful fantasy when its wearer is in motion, has got to incorporate some species of flare in its makeup. It can be at the front, the sides or the back, it can concentrate below the knees or it may be inaugurated at the waistline and even as high as the shoulders, but somewhere it must be the moving order of autumn, 1925.

## Flare Runs Clockwise.

It is interesting to note the various manners in which the leading Paris designers arrive at the new outline. Captain Molyneux, for instance, using either the flare or circular cut on his robes du soi, concentrates fullness below the knees.

Jean Patou, on the other hand, inauguates the distended effect above the knees. Lucien Lelong apostle of the kinetic silhouette, employs a tucked flounce which has its origin above the knees and which flares widely and suddenly. The molded bodice is Paul Poiret's contribution, and its exceptionally high waistline overshadows the moderate skirt flare. And there is the cape-back flaring from shoulder or hips—from the former in this instance—characteristically exemplified in Chanel model of black mouseline de soie. Even the old order is

simple two-piece jumper suit, which still permits the straight line, the figure is clearly defined in all of the latest models. This is one of the logical developments of the higher waistline. As the waistline creeps up it arrives at a point where the natural body curves in, and so the corsage above it must mold the figure in order to look in keeping.

Several of the most famous houses are using the waistline that is fairly low on the hips at the back and slopes up in front to finish in the center with a jeweled motif or buckle. With this line the skirt below usually has a full flare at the front and sides. This silhouette is particularly approved by Lucien Lelong, who fits in with his conception of the kinetic or moving outline. The front and side flares are used with impartiality by this house and several others, while still others favor all-round godets or a group of plait or other kind of fullness at the back to give the new back flare that forms the bird-like silhouette sponsored by Premet, Martial et Armand and some of the more conservative houses.

## Explaining the Choker Neck.

The high neckline, offered originally with some show of virtue by the Paris couture, is one of the interesting phenomena of the current season. It is not the sole smart neckline of the autumn models, as the bateau and V lines have also made frequent appearances, but in popularity it easily leads all the rest.

The principal reason for the high neckline, according to its sponsors and wearers, is to preserve the symmetry of the silhouette. What with short skirts and the hemline flare, a low neck would create a silhouette grotesquely short and totally unfit for any but the most willowy types. They point it out, too, as a symptom of the rising tide of fashion—high hemline, higher waistline and the choker neck. Both are logical enough reasons.

We have a suspicion, however, that milady's attraction for the new neckline has a more psychological basis. Here is a mood which is a long, indistinct step ahead of its pre-war predecessors. And a notable percentage of the ladies who exploit it were once steeped in the inhibitions of a decade and more ago. Along comes the high neckline, which would have been modest even in those prim days—and what more natural than that milady should succumb to the habit and training of her earlier days. "Call me immodest," she tells the ghost of her Victorian self—"look at this choker neck and forever hold your peace." It's the philosophy of the ostrich who buries his head in the sand and thinks thereby that he is entirely hidden, but it is thoroughly sufficient unto this day.

represented in the straight-line street dresses of Patou and Molyneux. If you will add to these themes the back flare, the bolero effect, the bustle drape, the jacket ensemble and the princess outline, you will have a fairly complete catalogue of the broadening methods of the new silhouettes.

Which of these various fashions you select for your own is not of great consequence. It is important to remember, though, that the flare increases in width and significance as the day grows older. The informal morning frock may be quite straight, the street dress should preferably flare in a moderate manner, formal afternoon clothes must always broaden distinctly and without compromise while the evening mode should climax

its new elaboration by the widest of possible flares. The flare, in a word, runs clockwise.

## Welcome Waistline.

There was a lot of early-season skepticism concerning the clearly marked waistline, and even now that prodigal stranger is a little uncertain of his welcome. But any one who has seen the attractive models which stress the waistline will doubt no more. In our opinion it is the most esthetic theme in the new fall and winter mode. On the young it creates an impression of energetizing youth, doubly welcome after these banal years of sophisticated tubularity, while for the matron it substitutes a graceful natural line for the imposed pencil silhouette. The waistline has threatened to return so often that it sounds like another cry of wolf to predict it again. This time, however, the wolf is really at the door—the distinctly defined waistline has its place in every chic wardrobe of autumn and winter, and its return means that the flat-chested woman is no more as far as the Paris mode is concerned. Apart from the

Brown Crepe de Chine and Threaded  
Lace in Gold.

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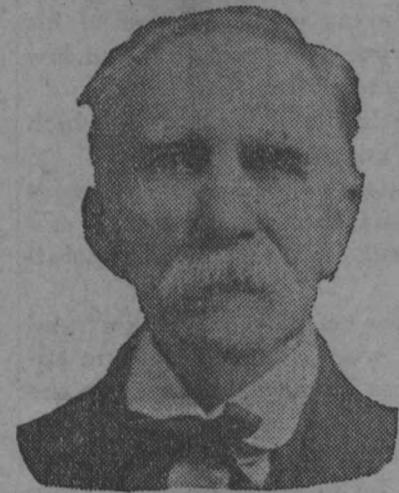
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STILL HAILE AND  
HEARTY AT 76Herman Emping, City Employee  
of Indianapolis, Gives Tanlac  
Full Credit for Maintaining Health

Herman Emping

"Well, sir, I'm 76 years old, but since Tanlac has built me up so fine I can work shoulder to shoulder with men in their forties every day," declares Herman Emping, 2051 Olive St., Indianapolis, Ind., an employee of the Indianapolis Park Board.

"That's a big change from where I was six months ago, too. My appetite was not good, I was just suffering torture with my stomach, and was too nervous to sleep right at all. I had lumbar pains, also twinges of rheumatism in my shoulders and arms and the least exertion would wear me out."

"It looked like I was through, but Tanlac had ousted all my aches and pains, regulated my stomach and put me to eating, sleeping and feeling like a school boy."

Tanlac is for sale by all good druggists. Accept no substitute.

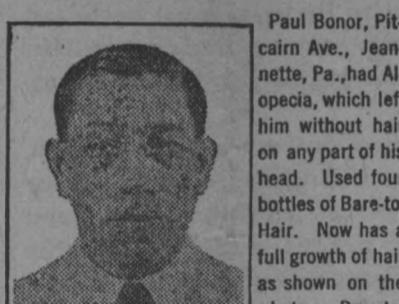
Tanlac Vegetable Pills for constipation, made and recommended by the manufacturers of Tanlac.

## Keen Mathematician

Teacher—Don't you know that when you take something away from something, less will remain?

Infant Einstein—How about the two ends of a stick? Cut 'em both off and it still has two ends left.—Colt Reporter.

Profits of South African gold mines have decreased because of the discontinuance of the gold premium.

Grow Hair on Your  
BALD HEADBARE-TO-HAIR  
A Blessing to Mankind

Paul Bonor, Pitcairn Ave., Jeannette, Pa., had Aloppecia, which left him without hair on any part of his head. Used four bottles of Bare-to-Hair. Now has a full growth of hair as shown on the photo. Bare-to-Hair will grow hair

on bald heads, Stop Falling Hair, Dandruff, Itching, and many forms of Eczema.

Correspondence given personal attention.

W. H. FORST, Mfg.  
SCOTTDALE, PA.

Harmless, purely vegetable, infants' and children's Regulator, formula on every label. Guaranteed non-narcotic, non-alcoholic.

## MRS. WINSLOW'S SYRUP

The infant's and children's Regulator. Children grow healthy and free from colic, diarrhea, flatulence, constipation and other trouble if given it at teething time.

Babies grow quickly and bring remarkable and gratifying results.

At All Drugstores

BELLANS FOR INDIGESTION  
25¢ and 75¢ Pkgs. Sold EverywhereBELLANS FOR INDIGESTION  
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