

WATERMAN'S IDEAL FOUNTAIN PEN

SAVE AND BUY WAR SAVING STAMPS

Keep the Letters Going and Coming

Waterman's Ideal Fountain Pen

THE world is alive with handwritten communications. Post Offices are handling more mail than ever before. The task of writing letters is made easier by the use of Waterman's Ideals. You do not have to sit beside an inkwell to write with this pen—write anywhere. It is always ready and responsive. Waterman's Ideal is in harmony with the times because it encourages letter writing, saves time and eliminates wastes. Think what a necessary convenience it is to our boys in the service and away from home. For yourself, you can make use of the added daylight hours by writing your personal letters while sitting on the porch, or in the shade on the lawn. The letters of to-day should be well done in ink, with a smooth writing Waterman's Ideal, as they will be put away among the cherished keepsakes for the years to come. Your hand can be exactly fitted with a Waterman's Ideal in the type and size and with the point that you prefer.

Sold Everywhere, at the Best Stores.

\$2.50, \$4.00, \$5.00 and up. Folder on request. Buy the genuine.

L. E. Waterman Co., 191 Broadway, New York.

24 School Street, Boston. 17 Stockton Street, San Francisco. 115 St. Clark Street, Chicago. 179 St. James Street, W. Montreal. 6 Rue Montigny, Paris. 41 Kingsway, London, W. C.



Let Summer Time Be Beauty Time

Summer time is play time—make it beauty time also. Seek better health in the outdoors, find lovelier looks in the daily use of D. & R. Perfect Cold Cream. To use it every day and especially at night is a real beauty habit.

For Safety's Sake Demand **DAGGETT-RAMSDELL'S PERFECT COLD CREAM**
The Kind That Keeps

For proper skin care in summer it is a necessity. After motoring, shopping, traveling, or any outing, it takes the dirt out of the pores as well as off the surface. The large tube (50c size) is economical, sanitary, and handy for travelers. In tubes and jars, 10c to \$1.50.

Send a tube to a soldier or sailor. It is a comfort they need and will appreciate.

Poudre Amourable: A perfect finish to the toilet of the well dressed. Fresh, white, branelle, 50c. Of your dealer or by mail of us.

TRY BOTH FREE

Send postal for free generous samples of Perfect Cold Cream and Poudre Amourable.

DAGGETT & RAMSDELL
Department 492
D. & R. Building New York

BERTHE MAY'S ORIGINAL MATERNITY CORSET

Comfort, abdominal support, protection for mother and child. Dress as usual—normal appearance. Call at my Parlor, or write for booklet No. 23, free in plain sealed envelope. It can be worn by stout Women and Invalids.

Berthe May, 10 E. 46 St., N. Y.



Franklin Simon & Co

A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York



201
203
205

WAISTS.
32 to 44 bust.
SKIRTS:
Waist, 24 to 34 in.
Length, 34 to 42 in.

New Summer Fashions
Waists, Separate Skirts and Sport Hats
At Unusual Prices
For WOMEN and MISSES

201—White French Batiste Waist, new button back model, tucked front and back, pleated collar and cuffs piped with copen, rose or yellow or-gandie, also in all white. 5.75

201—Organdie Skirt, in white, flesh, Copen or orchid, shirred at waist, hemstitched tucks over wide hem; long self sash. 7.50

201—Tucked Taffeta Silk Sport Hat, in white and colors, faced with Milan hemp straw, grosgrain ribbon bow at side. 6.50

203—Pin-tucked White Batiste Waist, tucked roll collar and turn-back cuffs edged with lace; ribbon ties at neck and cuffs. 5.75

203—White Cotton Gabardine Skirt, shirred top, triple rounded flap pockets with loops and pearl buttons; two-piece belt button trimmed. 5.75

203—White Peanit Straw Mushroom Hat, high crown, trimmed with white, black, pink, navy or purple grosgrain ribbon. 6.75

205—Self Striped White Dimity Waist, white linen roll collar, cuffs and hand embroidered front, with real Irish crochet edging. 5.00

205—White Cotton Tricotine Skirt (superior quality), gathered top, inset tailored pockets with large pearl button and buttonhole; detachable belt. 4.75

205—Satin Sport Hat, in white and colors; stitched with straw braid; silk fringed tassel at side. 8.75

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Greeley

Household Appliances advertised below have been Tested and Approved by The Tribune Institute

TESTED AND ENDORSED BY THE TRIBUNE INSTITUTE

"The HOLYOKE" KEROSENE WATER HEATER

LET THE "HOLYOKE" HEATER Help Reduce the "High Cost of Living"

Install a Kerosene Water Heater and begin at once to save on your fuel bill. Kerosene, the ideal fuel. Low priced. Safe. Easy to handle, and everywhere available.

Why not have the hot water conveniences of the city in the country and suburban districts and yet have them at a less expense? Learn more about this Wonderful Heater which is serving thousands daily.

NOTE—This heater may be connected to the regular range boiler without interfering with the range connections—it not being necessary to install a special storage tank.

Ask your plumber—Progressive Plumbers install and recommend it—or write us for literature.

HOLYOKE HEATER COMPANY, Holyoke, Mass.



Chauffeurs' Outfits For Summer Wear Special At \$37

Palm Beach Suit, Duster and Cap

Smart, cool, durable—guaranteed washable.

Norfolk jacket and trousers of dark gray washable Palm Beach cloth. Double-breasted duster of the same material, and cap to match suit and duster. The outfit complete at \$37.00 or as follows:

Suit . . . \$17.50
Duster . . . \$17.50
Cap . . . \$2.00

Catalogue and Chauffeurs' Apparel Chart Mailed on Request

Brill Brothers
BROADWAY AT 49th ST.



There are no "ifs" about this clock

The Only Clock in the World Guaranteed to Ring on the "Dot" for Any Minute of Any Hour.

THE NEW SCIENTIFIC **WIZARD** ALARM CLOCK

IF YOUR DEALER CAN NOT SUPPLY YOU WE WILL DO SO PROMPTLY

Sent prepaid to any U. S. P. O. address on receipt of price, \$4.00; with illuminated hands and dial (clearly discernible in the dark), \$5.00. "Phone Brand" \$3.15.

YANKEE WIZARD CLOCK CO., 18 Broadway, N. Y. City.

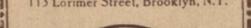


How the Navy Avoids Food Waste

Loyal Housewives, the Navy has adopted the McKee—tested for years on longest voyages—satisfies every sanitary and refrigerating requirement of Government experts. Will save your ice, food and family's health.

See the McKee—the leading dealers feature them. Write for the McKee Cold Dessert Book. (Illustrated.)

McKee Refrigerator Co., 113 Lorimer Street, Brooklyn, N.Y.



BOHN SYPHON REFRIGERATOR

Beginning July 8 All Bohn Models will be priced at 15% to 40% Reductions from the list prices

Bohn Refrigerator Shop 53 W. 42 St., New York



Mid-Summer FURNITURE SALE

A sweeping reduction on our entire stock. All prices down to most attractive figures. Bedroom, Living Room and Dining Room Suites of Distinction are featured in this sale.

Queen Anne Bedroom Suite \$250

This magnificent suite may be had in American Walnut or Mahogany. Consists of 7 pieces: Bed, Dresser, Chiffonade, Toilet Table, Bench, Chair and Rocker. It is dustproof throughout, and the cabinet work is of exceptional excellence.

Other desirable Bedroom Suites from \$90 Up.

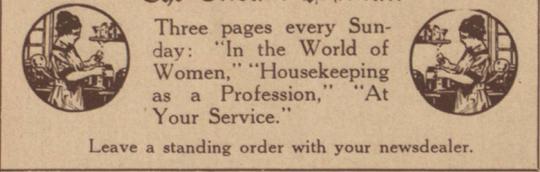
SHEPPARD KNAPP SON CO.
CARPETS INC. RUGS
RETAIL WHOLESALE
39-41 WEST 23 D. ST.



The Tribune Institute

Three pages every Sunday: "In the World of Women," "Housekeeping as a Profession," "At Your Service."

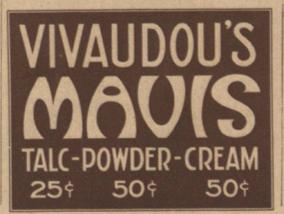
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VIVAUDOU'S MAUVIS

TALC-POWDER-CREAM

25¢ 50¢ 50¢



L.M. HIRSCH SHOE COMPANY

Exclusive Styles For Men and Women

6th Ave. at 39th St.
(Formerly 404-406 6th Ave.)



JULY CLEARANCE SALE OF SUMMER FURNITURE

Very exceptional offerings in natural finish, silver gray and ivory Enameled Suites, Willow Chairs, Rockers and Tables, Rugs, etc.

Upholstered back Couch Hammock, as illustrated, \$29.00; Sale Price . . . \$21.25

Adjustable Awning, \$9.50; Sale Price . . . \$5.50

Hammock Stand, folding, \$4.75; Sale Price . . . \$3.75

LENNON & COMPANY
153-157 West 23d St.
Write for 12th year Summer Booklet, "Buy War Savings Stamps."

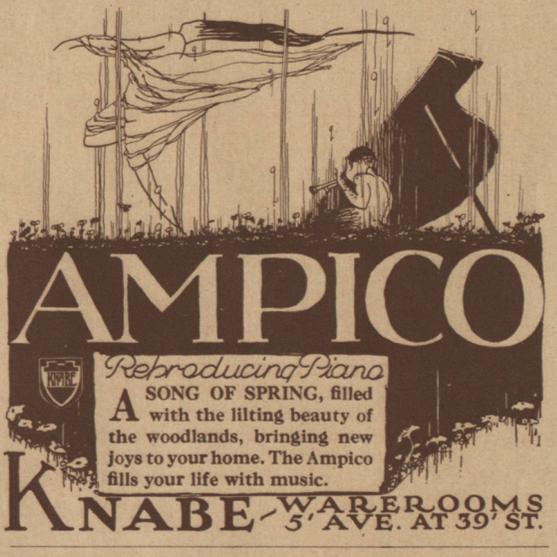


AMPICO

Reproducing Piano

A SONG OF SPRING, filled with the lilting beauty of the woodlands, bringing new joys to your home. The Ampico fills your life with music.

KNABE WAREROOMS
5th AVE. AT 39th ST.



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Relief from the violent rays of summer sun. Soft-Lite Lenses protect the eyes from harmful light rays. Colorless—Inconspicuous. Try them.

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