



**EAT** more corn bread. You know that's the surest, most satisfactory way of saving wheat—the big job for all of us.

Corn bread is simply delicious—made right in the good old Southern way. Cooking transforms corn meal into a delightful food.

And cooking makes tobacco taste much more delicious. Burley tobacco—toasted—is used for Lucky Strike Cigarette. *It's toasted.*

# LUCKY STRIKE CIGARETTE



Save the tin-foil from Lucky Strike Cigarettes and give it to the Red Cross

Guaranteed by  
*The American Tobacco Co.*  
INCORPORATED



Men—BUY BONDS  
Women—WEAR SILKS

Each is a display of patriotism—each is in keeping with the true spirit of economy.

Silk is the dominant fabric for women since every available pound of wool is needed by our boys at the front.

MALLINSON'S  
PUSSY WILLOW SILK  
*Reg. U. S. Pat. Off.*

is the dominant silk of sensible economy.

Correct, charming, exquisite in pattern variety and guaranteed for two seasons' wear it is widely preferred for coat and fur linings, gowns and blouses.

The name on the selvage or the label in the garment marks the genuine.

"Buy Bonds—Wear Silks"

H. R. MALLINSON & COMPANY, Inc.

"The new silks first"

Madison Avenue—31st Street—New York

Ask at the better stores for

**MALLINSON'S**  
Silks de Luxe

*Pussy Willow Satin Duvelyn  
Orkid-Tuss  
Rashmaru Crepe  
Indestructible Crepe*

*Khaki-Kool  
Indestructible Voile  
Will o' the Wisp  
Kashmere Kloth  
Chinchilla Satin  
Pussy Willow Satin*

*All trade mark names.*

This Maid of America is meeting war-time demands in a dress of Pussy Willow Satin with coat of Satin Duvelyn lined in Tiger Rose Pussy Willow, while her friend has selected a suit of Chinchilla Satin with waist-coat of the Pussy Willow Javaneseque.



WHAT fun your Kiddies are missing if they can't pick big bunches of luscious grapes right now in your back yard—and that's what they'd be doing if you had followed our advice and planted some vines last year! You don't need any room for grapes—you don't even need a fence. You can plant some on a trellis along the garage wall—or even over the door. And it's so easy to grow grapes—we'll tell you what little you need to know, and we can give you any varieties you prefer, or make up a selection for you—the ever-popular Concord, the prolific Niagara, the aromatic Delaware, and so on. Send us your grape order today (remember we guarantee successful growth) and ask us to mail you our new circular (attractively illustrated in color) on growing your own fruit.

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The Corset Whose Every Line Produces Youthful Contour

Exquisite grace and charming style in every line and curve of LA RESISTA corsets. They are supreme in the World of Fashion—supreme because no other corset contains youth-giving SPIRABONE, which creates artistic figure lines. To insure youthful contour well-groomed women wear LA RESISTA corsets.

50 Styles Priced Moderately for Quality

STYLE L-201 Illustrated herewith Satin Ninon, price \$5.00  
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STYLE S-208 Same model, Silk Batiste..... 10.00

La Resist corsets are sold in our exclusive Salon, 431 5th Ave., at 35th St. A professional corsetiere will fit your corset. This service for particular women is entirely free. LA RESISTA corsets are also sold by Quality stores everywhere.

**La Resist Corset Co.**  
No. 431  
Fifth Avenue  
New York

*Frock of white Indestructible Voile trimmed with "J. C." LADY FAIR RIBBON fashioned by Madame Crone.*

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