



## One Package Contains 5 Quarts of Milk



No sour milk losses

Krystalak is just pure, separated milk in a new crystal form. Each package costs you 50c and contains the equivalent of five quarts of milk for cooking. To be kept on your pantry shelf and prepared as you need it at a saving of several cents on each quart of milk.

Krystalak is more convenient for cooking than bottled milk, keeps longer and is cleaner. The process of crystallizing takes all the water out of the milk and gives you these dry, flaky crystals, easy to use and always handy.

# KRYSTALAK

## How to Use It

Simply dissolve one cup of Krystalak—dry, flaky milk crystals—in 4½ cups of water. Stir a few minutes and it will dissolve immediately. No beating, no lumping. You make liquid milk of these crystals with the least amount of trouble.

Speak to your grocer about Krystalak today. If he hasn't it in stock he will gladly get it. Remember,

your milk is going to freeze and force the cap off these winter mornings—and the milkman is just as apt to miss delivery as he did last winter. But with Krystalak you can go on with your cooking just as usual.

Our cook book is free. Write us direct or get one at any store listed below.

For Sale at Your Grocer's or Any of the Stores Listed Below

Abraham & Straus,  
Bloomingdale Bros.,  
Charles & Co.,

R. H. Macy Company,  
Park & Tilford,  
and at other good stores in New York and suburbs.

15 Park Row THE DRY MILK CO. New York City



If the milkman fails you



Isabelle Lowe, in "The Melting of Molly," now at the Broadhurst Theatre.

## Annual Reduction of Furs

of Superior Quality

# 20% Discount

This applies to all of our Men's and Women's Garments, Robes, etc. and includes Special Orders

### C. G. GUNTHER'S SONS

391 Fifth Avenue New York  
Furriers exclusively for ninety-eight years

### BUY DIAMONDS FROM BENNETT

And have no cause for regrets. Our modest old establishment (occupying the entire third floor at No. 175 Broadway), our low overhead expenses, and elimination of middlemen's profits enable us to sell Diamonds, Watches and Jewelry at prices unusually attractive.

To prove this to you will you not, during this Spring and coming season, patronize us?

C Grade.....\$60 C Grade.....\$164  
E Grade.....\$80 B Grade.....\$184  
Perfect.....\$94 Perfect.....\$208

Differences in price depending on quality of stone. Other special bargains at \$75 to \$150. Fine jewelry, watches and silver novelties at surprisingly attractive prices. Investigate. Satisfaction guaranteed or money refunded. All diamonds returnable for cash less 10% within one year. A trial order will convince you.

### Calife Pearls

Surprisingly beautiful in color and lustre—a necklace to satisfy the most exacting purchaser—Indestructible—string 18 inches long, solid 14k Gold Clasp. Case in white, gray and gold.

A lifetime necklace of solid lustrous United pearl, "Essence d'Orient" culled from the sea and composed by man into a perfect pearl of glowing beauty.

\$25  
Others, \$2.50, \$5.00, \$9.00 to \$30.

### Bennett Mfg. Co.

175 B'way, N.Y.  
Entire first floor upstairs

### Preserve your phonograph records!

## Sonora

THE INSTRUMENT OF QUALITY  
CLEAR AS A BELL

### Semi-permanent Silvered Needles

Replace Steel Needles!  
They play 50 to 100 times without wearing out

Load—Medium—Soft  
30c per package of 5  
At all dealers

50 Broadway 279 Broadway  
Fifth Avenue at 53rd Street

**Caution!** Beware of similarly constructed needles of inferior quality.

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### SELMA'S

RUSSIAN SKIN BEAUTIFIER

Differs from the usual Creams. Contains rare Imported Oils. Non-greasy—does not grow hair. Used seventeen years by ladies of refinement. One jar proves its worth. Jar, \$5c, \$1.10, \$1.50—Tube, 70c. Also Strawberry Face Lotion, Face Powder, etc. Sold by the Leading Stores.

Made and Guaranteed by  
**SELMA J. SOTHERLUND (of Russia)**  
25 West 45th Street, New York

## HOTEL BELLECLAIRE

NEW YORK

Broadway at 77th St.  
Surface Cars at Door  
Subway at 79th St.

Only a few minutes from the Shopping and Theatrical District.

## Every Housekeeper's Dream

### Special For This Week Only

(Mail orders filled anywhere)

## Our Great Offer

We will deliver right into your hands your choice of the six best makes of vacuum cleaners and let you try the cleaner thoroughly before you pay a cent.

## Only \$2.50 Down

EASY MONTHLY PAYMENTS

If you decide to buy after the trial you can pay down as your first payment only \$2.50 and pay the balance in small easy payments.

Our liberal easy payment plan gives you the privilege of owning and using and paying for it at your convenience—and no extra charge for easy payments.

### This Great Offer Good Only This Week

Phone Bryant 6310-6311 for Free Trial

Write or phone at once and we will give you the details of this great offer.

**WE SELL EVERY KIND OF VACUUM CLEANER** on easy payments, anywhere. All brand new, spic and span, latest models.

Apex	Eureka	Liberty	Royal
Bee Model "D"	Frantz-Premier	Little Ben	Sweeper-Vac
Big Ben	Hoover	Ohio-4	Thor
Cadillac	Hot Point	Pittsburg	Torrington
Duntley, S.	Imperial	Regina	Vacuna
Eclipse	Invincible	Richmond	Western Electric

Our "rating sheet" tells you which, in our estimation, are the six best cleaners referred to above. Also which we consider first choice, second choice, etc. It also contains other very valuable information. A copy will be sent anywhere on receipt of coupon. At the same time we tell you about our easy payment terms on all other cleaners besides the six best. Any further advice is also free.

ESTABLISHED 1867

## MID-WINTER FURNITURE SALE

SURPRISING SAVINGS OFFERED!

This luxurious and unusually graceful Queen Anne mahogany bedroom set is just one example of our splendid low-price offerings! It will pay you to furnish the bedroom now, for these pieces are strongly built, solidly joined, neat and lovely in appearance.

7 PIECE MAHOGANY BEDROOM SET QUEEN ANNE \$225

Many more bargains in beautiful period furniture are now on sale at our store.

Soldiers desiring to furnish new homes will receive special concessions.

### SHEPPARD KNAPP SON CO.

CARPETS INC. RUGS  
RETAIL WHOLESALE  
39-41 WEST 23 D. ST.

### A WEALTH of suggestion in the "Twenty-five Rooms" which you are cordially invited to see.

### KELLNER BROS.

S. E. Cor. 157 ST. & 67th AVE  
SUNSET BLDG.

## 100% Time Service

### The Improved WIZARD

is the only clock in the world that can be set to ring at Any Minute of any Hour.

Send prepaid to any U. S. P. O. address on receipt of PRICE, \$5.00; with illuminated hands and dial, \$6.00.

Phone 2515 Broad.

### YANKEE WIZARD CLOCK CO.,

18 Broadway, New York City.

## CLAROLA

"The Oil Supreme"

### For Salad Dressings and all Cooking Purposes

Leading Dealers Sell It

## VIVAUDOU'S MAVIS

TALC-POWDER-CREAM

25¢ 50¢ 50¢

### Money Back Guarantee

You can purchase merchandise advertised in THE TRIBUNE with absolute safety—for if dissatisfaction results in any case THE TRIBUNE guarantees to pay your money back upon request. No red tape, no quibbling. We make good promptly if the advertiser does not.

Address all complaints to  
**Bureau of Investigations**  
New York City

### Berthe May's Corset and Belt for MATERNITY

Original since 1900

Comfort, support, dress, appearance, excellent for Stout Women and Invalids

Write for booklet No. 7, free in plain sealed envelope. Information by request for hospital publications on Maternity

Mail Orders Full Satisfaction  
Berthe May, Inc., 10 E. 46th St., N. Y. C.

## The Tribune Institute

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

Leave a standing order with your Newsdealer.

### SPECIAL INVITATION

You are hereby invited to visit our PERMANENT VACUUM CLEANER EXPOSITION any time and see every kind of Vacuum Cleaner on the market. Try them, handle them—compare them to your heart's content. Courteous, competent men will deem it a pleasure to wait on you and answer all questions. They purposely receive no commission, so they are just as well satisfied if you spend nothing but your time.

<p><b>MAIN AND OFFICE SALESROOMS</b></p> <p>131 WEST 42ND ST. SUBWAY TO TIMES SQUARE</p>	<p>--- COUPON ---</p> <p>Vacuum Cleaner Specialty Co., Inc. 131 W. 42nd St., N. Y. C. Dept. 9</p> <p>Send me complete price list and easy payment plan, also "rating sheet," which you say contains information of great value.</p> <p>Name .....</p> <p>Address .....</p>	<p><b>DOWN TOWN BRANCH</b></p> <p>BOOTH 20 CONCOURSE HUDSON TERMINAL BLDG., 30 CHURCH ST.</p>
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