



ASCINATING, distinctive Butterfly Talc—a Babcock inspiration, web-soft and impalpably fine, and exhaling a captivating, memorable fragrance like a refreshing breath from a garden of rare flowers!

This exquisite toilet adjunct is a Babcock masterpiece comparable in delicacy and harmony only with that other Babcock triumph, Corylopsis. Butterfly is a fragrance of inimitable richness, yet delicate, enduring, smart. It is such a creation as heretofore has been obtainable only as a *de luxe* and limited production for private patrons.

Blended with talc, mist-like in softness and lightness, Butterfly lends its name and appealing redolence to the wholly delightful Butterfly Talc. The tall, rich blue Butterfly can with its unusual elegance and beauty identifies the original Babcock's Butterfly Talc. Your dealer can now supply Butterfly—at your pleasure.

BABCOCK'S BUTTERFLY TALC
 TWENTY FIVE CENTS

The A. P. BABCOCK COMPANY, NEW YORK CITY, TORONTO
 BUTTERFLY EXTRACT AND TOILET WATER—\$1.00 FACE POWDER—50c
 Other Famous BABCOCK Fragrances—CORYLOPSIS—CUT ROSES—VIOLET ELICE

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.

Sergeant Harry E. Faville, who was clerk of the Surrogate's Court, Herkimer County, New York, before he entered the service, has returned from overseas in fine health and spirits.

While in New York he stopped at the Belleclaire, saying that he remembered his upstate friends talking about the hotel that advertised Apple Pie and other good things to eat, and he also said that a man in his company in France had often expressed a desire for some Belleclaire good eating when hardtack and canned meat and weak coffee were being handed out to the boys.

It is a great thing to be able to do something to give a hotel a good name—and I confess that our advertising has helped us a lot in making the Belleclaire well known all over the world.

Incidentally our advertising is backed up by performance—delivering the things we advertise.

We are doing the same things for the Belleclaire Golf Country Club, Bayside, Long Island—our "ally"—by giving splendid service to the members of this already popular club

Robert D. Blackman, Proprietor.

La Resista
 the Perfectly boned CORSET

A Youthful Figure
 Yours for the asking

WEAR LA RESISTA corsets and keep your figure young. SPIRABONE stays placed at the hips combined with LA RESISTA designing achieve a result unattainable in other corsets. LA RESISTA—constructed upon lines, the result of long study—with the aid of SPIRABONE molds the figure and creates as well as preserves the lines of "Youth" and "Style."

SPIRABONE gives perfect support with utmost comfort. LA RESISTA corsets establish the trend of fashion and are adaptable to all figures.

BACK LACE—FRONT LACE
 \$4.00 \$5.00 \$7.50 and Up

SPIRABONE is obtainable only in LA RESISTA. Look for the trade mark on every pair.

Personal Service
 Fitted personally without charge by expert Corsetieres, at our private Salon, No. 431 5th Ave., opp. Lord & Taylor. (Take elevator.) Also sold by Quality stores everywhere.

La Resista Corset Co
 431 5th Ave., New York

COLORITE
 Colors Old & New Straw Hats

Sold in 16 colors by Drug and Department stores throughout the United States and Canada. Buy by the name. CARPENTER-MORTON CO. Established 1840. 110 Sudbury St. Boston, Mass.

VIVAUDOU'S MAVIS
 TALC-POWDER-CREAM

25¢ 50¢ 50¢

Franklin Simon & Co.
A Store of Individual Shops
 Fifth Avenue, 37th and 38th-Sts., New York

Direct From Paris—
HAND-MADE LINGERIE BLOUSES
 For WOMEN and MISSES
 Made Expressly For FRANKLIN SIMON & CO.

IT is their artful designing and clever originality combined with their exquisite needlework that makes French hand-made blouses so charming and irresistible. Always presenting some refreshingly new—some ingenious style note typically Parisian, they are marvels of beauty that make instant appeal to the woman of-discrimination.

No. 21—BLOUSE of WHITE BATISTE, hand embroidered and adorned with real filet lace. 9.75	No. 27—BLOUSE of WHITE FRENCH VOILE, hand emb'd and filet lace trimmed. 15.00
No. 23—BLOUSE of WHITE FRENCH VOILE with real filet lace, hand embroidered. 29.50 Tax 1.45 Price 30.95 Including Federal Tax	No. 29—BLOUSE of WHITE BATISTE, hand embroidered organdie collar and cuffs. 11.50
No. 25—BLOUSE of WHITE FRENCH VOILE, hand embroidered and-filet lace trimmed. 19.75 Tax .48 Price 20.23 Including Federal Tax	No. 31—BLOUSE of WHITE FRENCH VOILE with real filet lace, hand drawn and emb'd. 19.75 Tax .48 Price 20.23 Including Federal Tax

(Tax not effective until May 1st, 1919.)
WOMEN'S and MISSES' WAIST SHOP
 Third Floor
 Prompt Delivery Free, Anywhere in the United States, Phone Greeley 6900

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The devotion of your child for its pet invariably proves a happy recollection in years to come. Extensive practice in this field of portraiture distinguishes Champlain Studios. Use our Special Offer to Tribune readers.

Upon presentation of this coupon and \$5.00 you will be entitled to one dozen of our souvenir postcard artist proofs. Size 2x7 inches.

Champlain Studios
 NEW YORK

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 also
 306 Fifth Avenue, New York, Bet. 32d and 31st Sts.

FURNITURE
 Only, and only furniture that has character and quality and is priced modestly.

KELLNER BROS.
 Twenty-nine years selling Good Furniture
 Southeast Corner 5th Street and 6th Avenue.

YOUMANS
 EXTRA fine blue Italian, small roll trim, grosgrain ribbon collar, burnt orange color shades.
 Price \$28.00
 Write for Booklet 7-1
 581 Fifth Ave., New York

Chauffeurs' Outfits
 Special Now
 At \$67.50

Suit, Overcoat and Cap to Match

With good fabrics scarcer than ever, there is now but one Royal road to Economy in Motor Apparel, and that is Quality. In this Chauffeur's outfit, consisting of suit, overcoat and cap of fine dark grey, all wool whipcord, we offer, considering conditions, an outfit which is remarkable for both quality and value. The outfit complete \$67.50, or as follows:

Suit \$29.50 Cap \$3 Overcoat \$35

Brill Brothers
 BROADWAY AT 49th ST.