

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

"—and gee! but Runkel's does taste GOOD when you get home from school!"



HUNGRY as a wolf—yet two hours to meal-time! Tired, too,—weren't you tired after school when you were young?

No matter, though, even if "school went wrong"—every little care the youngster's got disappears when you bring him that piping hot cup of velvety Runkel's.

How he smacks his lips and asks for more! No wonder—for Runkel's has that gratifying "chocolate" taste that makes it a favorite with old and young alike.

Give him Runkel's next time he says, "Ma I'm hungry." And at your grocer's today.

Say **Runkel's Cocoa**
—the COCOA with that "Chocolate" Taste



P.S. Have you tasted Runkel's delicious new Nut Ore yet? Sold everywhere!

Runkel's Cocoa—being so much more finely powdered—dissolves more easily and completely, giving the full, natural "chocolate" flavor of the rich cocoa beans. Food experts say a cocoa with 28% cocoa butter is too rich and indigestible and that a cocoa with only 20% is "too lean." Runkel's has 24%—just right to give maximum nutrition with complete ease of digestion. Get Runkel's at any good grocer's. Or a Family Taste Size for trial direct from us for 10c in stamps. Ask for our new "Book of Tasty Things"—FREE for your grocer's name. Runkel Brothers, Inc., 424 West 30th Street, New York.

BONWIT TELLER & CO.

The Specially Shop of Originals
Fifth Avenue at 38th Street, New York



"Jeune Fille" Modes

"CLEANTHIS"—Misses' frock of navy, black, brown, green or plum velvet. White broadcloth fashions the collar and cuffs and pipes the button-holes. The monotone embroidery is the color of the frock. Big pearl buttons. 35.00

Velvet hat with plaited gros grain ribbon brim. Any color. (1.50 more in purple.) 10.00

Mail orders promptly filled. Telephone Murray Hill 7300.

"ORANTE"—Misses' coat of Patagonia (the new mossy fabric.) The huge monk's collar, deep cuffs and big bone buttons contribute to the insouciance of the swinging, rippling flare of this "jeune fille" coat. Brown, gold, burgundy, green or taupe. 39.50

Velvet hat with flaring points of gros grain ribbon. Any color. (1.50 more in purple.) 8.50

Detroit Chicago
Lane Bryant
Offers at all times to Women of

Extra-Size or Stout Figure

a complete assortment of Ultra Fashionable

Suits, Coats, Dresses, Skirts, Waists, Neckties, Sweaters, Corsets, Underwear. (35 1/2 to 58 bust—30 to 49 waist).

Made to fit and become both the long or short waisted stout figures, and to give slender, graceful lines. L 33070—Characterizing a figure in a gown of finest all-silk crepe de chine with Georgette crepe sleeves. Exceptionally becoming dress, and gives loop, easy fitting lines. Vistaria, dark green, grey, navy or black. 30 to 31 bust. Special, 29.85; 31 to 36 bust, 32.50.

Write Dept. L-14 for "Modes," showing photographic illustrations of Fashionable Apparel. 25 West 38th St., N. Y.

MATERNITY Apparel

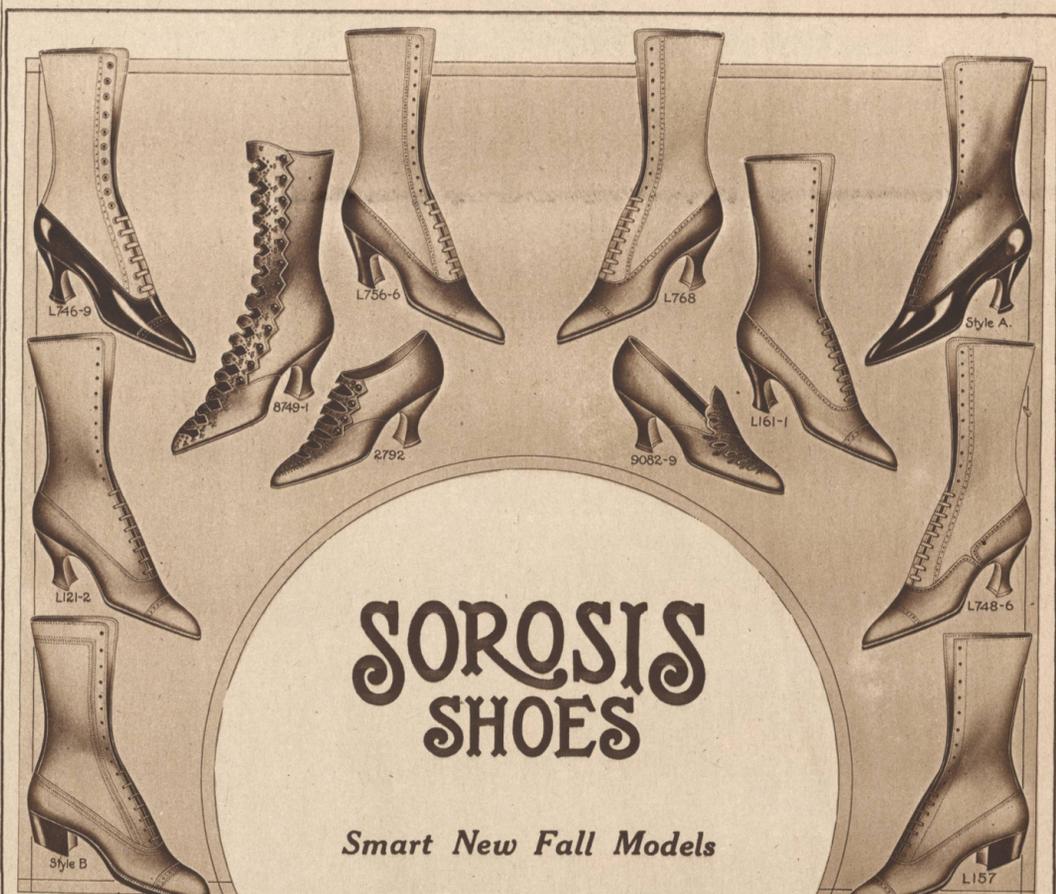
FASHIONABLE ladies with maternal expectations find our models most attractive and becoming. All garments retain their smartness and fit at all stages, expanding as required throughout the entire period.

Coats, Suits, Dresses, Blouses, Corsets and Brassieres
M4032—Practical winter coat in a lovely wool blend of warm texture. Concealable collar. 18.50
For new catalogue write Dept. 85. All mail orders filled promptly.

Leonard's
24 West 39th St. Just West of 5th Ave. N. Y.

ARMY-KHAKI

Some Regiments—Some Genuine without this label
Garments are the approved clothes for outdoor wear. They are for service and look smart at the same time. We have an Army-Khaki garment for every purpose—Hunting, Hiking, Horseback, Motoring or Knack-about wear. Order by mail—check or money order. Booklet The Service mailed free on request. 11.55
Frenau for Khaki, Frenau Co., 319 Fifth Ave. Opposite Bat.



SOROSIS SHOES

Smart New Fall Models

- L 746-9—Patent Leather Lace Boot, with White Kid tops, Louis XV. heels. 10.00
- 8749-1—Sorosis Roman Sandal Boot in Black Kidskin; slashed front showing hose; elaborately beaded; also in bronze or White Kidskin with beading to match. 15.00
- 2792—Black Kidskin Four-strap Slipper,—beaded and slashed. 8.00
- Same in Bronze, White Kid and Pearl Gray Suede. 10.00
- L 756-6—Black Russia Calf Lace Boot with Gray Buckskin tops. 9.00
- L 768—Dull Kid Lace Boot with Gray Kid tops; Louis XV. heels. 10.00
- 9082-9—Black Kidskin Beaded Slipper. 7.00
- L 161-1—Tan Russia Calf Lace Boot with Cuban Louis heels. 9.00
- Style A—Patent Leather Lace Boot with Burgundy Kid tops. 10.00
- L 121-2—Battleship Gray Kid Lace Boot with Louis XV. heels. 10.00
- L 748-6—Gray Kid Boot with English foxing; contrasting tops of light Gray Buckskin. 12.00
- Style B—Tan Creso Calf Lace Boot,—heavy sole, low heel. 10.00
- L 157—Tan Russia Calf Boot with low heel and pointed toe. 7.00

James McCreery & Co.

5th Avenue 34th Street

Smart Apparel at Wholesale Prices

Florestelle



No. 490. As Illustrated
Smart Dress made of Serge with Embroidered Belt. New Sleeves made of Satin and Serge combined. Large Cape effect. Bound with Tailored Brand. New pointed Collar. Also braid bound. White Broadcloth Collar. All shades. \$21.00

GOWNS, Suits, \$13.50 Up. Write for Free Style Prints. FLORESTELLE COSTUME CO. 19 West 38th St., N. Y. Few doors west of Lord & Taylor's. Upstairs—Take Elevator.

MAGNIFICENT DIAMOND CLUSTER RING

White Gold Ring with Solid Platinum Top, set with Seven Pure White Genuine Diamonds. A Wonderfully Brilliant Ring at a Bargain Price \$45

PLATINUM TOP GUARD RING

Set with Four Pure White Diamonds and Three Genuine Sapphire. Our Regular \$20 Value \$35

MAIL ORDERS FILLED. SAFE DELIVERY GUARANTEED. ARNOLD & CO. 1890. 448 Fifth Ave., Near 39th St. DIAMONDS—WATCHES—JEWELRY

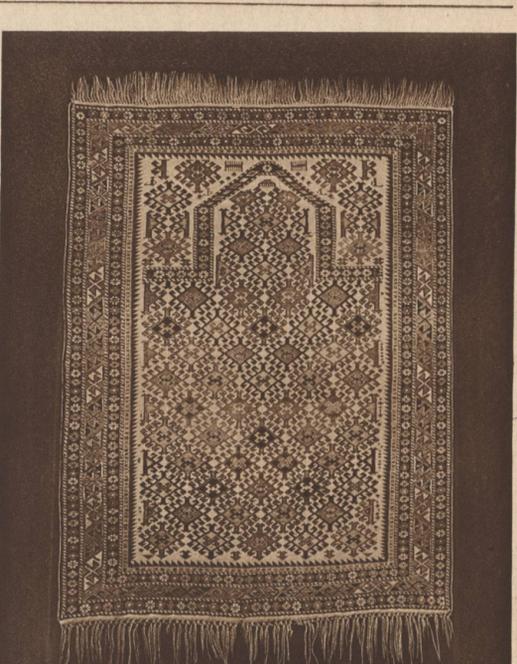
PETER THOMSON

New York Philadelphia 634 5th Av. Walnut at 50th St. 12th St.



We have provided a special service for those who are not returning to New York as early as in the Fall as usual. We send measurement charts that enable you to order by mail Autumn garments for the Little Folks. This chart system of ours is most efficient and assures satisfaction in every detail—the same as if the child paid a personal visit to our shop.

Original Peter Thomson Sailor Suits and Dresses in a vast array of new styles and materials are ready for your selection. We can make them to order without delay in our workshop, which is a model of hygienic and sanitary conditions.



ORIENTAL RUGS - ANTIQUE & MODERN -

VAST ASSORTMENT OF SELECTED PIECES - UNUSUAL SIZES AND COLORINGS - RARE ANTIQUES...

JOSEPH WILD & CO.
EST. 1893
FIFTH AVENUE (West Side at 35th St.) ENTIRE 2nd FLOOR.



W.A. Hathaway Co.
62 West 45th Street - New York

ARMOR BRONZE
A seamless armor of pure bronze cast over an ever-lasting core. BABY'S FIRST SHOES Preserve them forever as quaint and lovable ornaments by having them cast in Armor. Bronze finished in Gold, Silver or Bronze. One \$8 pr. Shoe \$4.
The National Metalizing Co., 333 Fourth Ave., (near 25th St.) Write for our Catalogue.

Complimentary Certificate

Quality Supremacy
By Making Better Photographs Than Our Competitors at a Better Price, We Have Become New York's Most Successful Photographers.
USE BEFORE NOVEMBER 30TH, 1916
Every Times Reader is entitled to twelve of our exclusive finished Senior Artist Prints, size 5x9 inches, upon presentation of this certificate and a payment of five dollars (\$5.00) at the studio at the time of sitting. The regular price of these photographs is ten dollars per dozen.
Hamblain Studios
NEW YORK
306 Fifth Avenue, New York.
BOSTON STUDIOS: 161 TREMONT STREET

Kauser Silk Gloves
More sold than all other silk gloves combined
Kauser & Co.

LUXIO
Won't injure even chignons

Waves That Defy Dampness.

Against those waves or dampness your hair is immune when protected by my **PERMANENT Hair Wave** (Nestlé's)

Scientific, harmless, no annoyance. Done only by myself (no underlings). Treatment to suit individual needs. Permanence of waves guaranteed. I save you money. Telephone Bryant 7839 for appointment or write.
Miss Johnson
Aeolian Bldg., 33 W. 42nd St., New York
Face and Scalp Specialist

Keeps Hair Dry Anywhere My hair help \$1 a bottle by mail Satisfaction.