



"Are you sure it will launder?"

How many times have you hesitated over a charming blouse, and finally decided not to buy it? You were afraid it would turn yellow and yellow each time it was laundered—that the lace would become coarsened and heavy looking—that it would never look really lovely after its first tubbing. Now—you buy the daintiest, filmiest blouses—with only one comfortable thought about cleansing them. You know Lux will launder them perfectly. Chiffon cloth! Georgette crepe! Crêpe de Chine! Time after time you send them to the thick Lux suds, and they come back as white as when new.

Two things that ruin silk blouses:

Alkali and rubbing are the two things that cause more casualties in the silk blouse family than all other things put together. Alkali turns the silk yellow, rubbing coarsens and pulls it, and makes the lace heavy and rough. Lux has absolutely no free Alkali. Use Lux for any fabric that can be washed in water.

Lux requires no rubbing, because the delicate flakes contain more real cleansing value than is possible in any other form of soap—they dissolve the dirt in a few minutes, and it drops out into the water, with a few dippings up and down. Begin saving your waists now! All grocers and department stores have Lux. Lever Bros. Co., Cambridge, Mass.

LUX 10¢

Won't turn silks yellow!

Forsythe

The Waist House



SPRING TAILOR MADES

Typical Forsythe Waist \$5.75

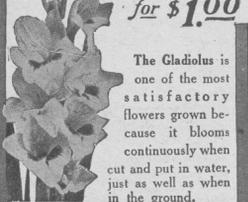
Body of handkerchief linen with collar and new frilled cuffs in contrasting colors: rose, copen, orange, helio, tan, etc. Waist fastened with four pearl buttons, forming double-breasted effect. Stunning model!

Same model with body of colored linen with white collar and cuffs. Colors: rose, copen, orange, helio, tan and white. Entirely new effect!

Mail orders promptly filled. Catalogue on request.

JOHN FORSYTHE & SONS
3 West 42nd Street, New York
Telephone Vanderbilt 4192

A Garden Full of Gladioli for \$1.00



The Gladiolus is one of the most satisfactory flowers grown because it blooms continuously when cut and put in water, just as well as when in the ground. There is no reason why every family cannot enjoy this grand flower, for the simple reason that it is as easy to grow as the potato. You can have them in bloom from July to frost if you plant a few bulbs each month from April to July.

For only ONE DOLLAR we will send 75 Bulbs of our Grand Prize Mixture, which covers every conceivable shade in the Gladiolus kingdom. Last year we sold thousands of these bulbs and have received numerous testimonials as to their merits.

ORDER YOUR BULBS NOW so as to have them to plant when you begin making your garden. Mail this advertisement with Check, Money Order, Dollar Bill or Stamps, or present at our store, and secure this splendid collection of Gladiolus Bulbs for only \$1.00, sent prepaid anywhere in the U. S., with our 1917 Spring Catalogue.

Shupp & Water Co.
30-32 Barclay Street, New York.

SHOE CRAFT

27 W. 38th St. New York

Fitting The Narrow Foot

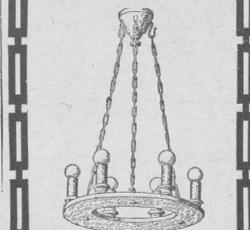
Widths AAAA, AAA, AA & A. All sizes including 8, 8 1/2, 9 & 9 1/2. Write for our new Spring Catalogue A-15, and when you see it you will be surprised to learn how many unusual styles may be had in unusual widths and sizes from stock. All the stock styles illustrated are carried in widths AAAA, AAA, AA, and A, in all sizes, including 8, 8 1/2, 9, and 9 1/2, as well as the usual widths and sizes. You can order "ShoeCraft" shoes by mail or in the shop with every assurance of perfect fit, because your size is always here and our fitting service is the most thorough possible. Perfect fit is guaranteed, of course.



ARIMIS TAILORED BOOT for SPRING \$12

One of the smartest semi-sport boots for Spring. Made in Black Calfskin or Navy Brown Calfskin. Hand-sewn. MAIL SHOPPING SERVICE. Perfect Fit Guaranteed. Parcels Post Prepaid. Send for new Spring Catalogue A-15, with measurement chart and our booklet "Fitting the Narrow Foot." Charge accounts.

Dale Fixtures



Character—Quality—Economy. The price is one-third less than the retail cost. The service of our experts is free. Complete line of Portable Desk, Table and Floor Lamps.

Call at our show rooms or write for our new catalog. 109 W. 13th St., New York. 1 Door West 6th Ave.

Dale Lighting Fixture Co.

Billie Burke says:

"I have used your *Creme Nerol* and appreciate its rare qualities. I gladly recommend its use to others."

Creme Nerol

refines and beautifies the impaired complexion, and assures a natural freshness and clearness of the skin. Among the many who recommend *Creme Nerol* highly are Geraldine Farrar, Olive Fremstad, Rita Forna, Mimi Petrazzini, Frieda Hempel, Bernice de Pasquale, Margaret Anglin, Mrs. Plake, Billie Burke, Frances Starr, Julia Marlowe, Laura Hope Crews, Julie Opp, Constance Collier, *Creme Nerol* (81 per jar)—and *Nerol Skin Food* (82 per jar)—may be purchased in N. Y. at ALTMAN'S, in Brooklyn at Lowery's, and in Philadelphia at Strawbridge & Clothier's, or upon receipt of price will be mailed to any address.

732 Nestrand Av., Brooklyn, N. Y.

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and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair and Scalp Conditions. They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes. Forty years' test has demonstrated their efficacy; many thousand patrons testify to their beneficial value. Healthy hair needs attention. Incipient hair and scalp disorders grow worse by neglect. Send description of your hair and scalp condition, name, age, and I will suggest a proper treatment and a d tonic. Booklet "Healthy Hair," free on request.

B. CLÉMENT, French Hair Shop
Opp. Altman's, 5 East 35th St., N. Y.

GLASSBERG SHORT VAMP SHOES

We Show Only the Latest Styles In Gray Suede, White Calf, Gray Kid and Purple Kid

Here's a shoe that makes your foot look smaller. You can wear it and be sure it's the latest style. Send for Catalog T. 511-6th Ave., near 31st St. 225 West 42d St., nr. Times Sq. 58 3d Ave., near 10th St. Mail Orders Carefully Filled.

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1328 Broadway (between 34th & 35th Sts.)
(Use 6th Ave. Entrance, near 35th St.)

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Largest assortment in the world to select from. The sensational reductions apply to seventy-five different kinds of brand new hand power and electric vacuum cleaners, latest models. Every known make of cleaner is on our price lists. NOTHING RESERVED.

HAND POWER CLEANERS		ELECTRIC POWER CLEANERS	
Model	REGULAR SALE PRICE	Model	REGULAR SALE PRICE
Duntley Combination Vacuum Cleaner and Carpet Sweeper...	\$7.50 \$3.95	Hot Point	\$25.00 \$19.75
Bissell Combination Vacuum Cleaner and Carpet Sweeper...	9.00 6.90	Frantz Premier	35.00 26.75
Gem Long Tube Style.....	10.00 6.90	Western Electric No. 11	32.50 26.75
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"Twin" Hand Power Cleaner. The "Imperial" Model D Electric. Sale Price on easy payments \$6.90. Regular Price \$10.00. Description: A combined vacuum cleaner and carpet sweeper, with curved aluminum grip on handle. Sale Price ON EASY PAYMENTS \$26.75. Regular Price \$35.00.

If you have not already decided to purchase some other make of cleaner we would strongly advise you to try one of these two cleaners. Our opinion as Vacuum Cleaner specialists is that these two cleaners are the best that can be obtained at any price for home use, and we ought to know. We will gladly ship either of these 2 cleaners express paid on 10 days' free trial, no money in advance and easy payments thereafter. Please mention this advertisement.

FREE TRIAL

Every Cleaner Advertised Is Guaranteed New and Latest Model.

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Muenzen Specialty Co.

131 W. 42d St., One Flight Up. Downtown Branch, Hudson Terminal Concourse, 30 Church St. Phone 6310-6311 Bryant. Take Subway to Times Square. Mail this Coupon NOW lest you forget.



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It imparts a transparent radiance. AZUREA the FACE POWDER de Luxe. The World Renowned House of L. T. PIVER, PARIS, France. AT ALL BEST DEALERS. Send for "Surprise Box" containing charming miniature package of "AZUREA" Face Powder, Sachet and Perfumes Adherent Face Powder, 25c. Hyglo Yero-nese Face Powder, 50c. Hyglo Mascara, black, brown, blonde, with brush and mirror, 50c.

The Girl of Dainty Habits Uses Hyglo Nail Polish. Send for Free Sample. Brilliant, lasting, delicately perfumed, waterproof. Powder form, 25c. Cake form, 50c. Hyglo Adherent Face Powder, 25c. Hyglo Yero-nese Face Powder, 50c. Hyglo Mascara, black, brown, blonde, with brush and mirror, 50c.

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