



1917		MAY					1917
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

National Air-Float Week

This is the week to buy your first can of

Air-Float TALC

"The Talc of 100 Uses"

This is National Air-Float Week, May 21st to 28th.

Buy your first can this week and learn why it is foolish to pay more than 10c for a can of Talcum Powder. A better talc than Air-Float cannot be made at any price.

—learn for yourself a few of the hundred uses of Air-Float Talc—

10c

- ASSORTED ODORS
- Rose Wistaria
- Lilac Corylopsis
- Violet
- Borated Baby Talc
- Flesh Tint
- Handsome Pound Can 25c.

- For face, arms and neck
- As a finishing touch
- As a body bath
- For warm weather foot comfort
- For the baby
- After shaving
- And many more

—learn its downy softness, airy lightness, and dainty fragrance. Your first can will be the first of many. You will make Air-Float your personal powder.

The stores which sell Air-Float will display it in their windows all this week. It will be easy for you to find it. Buy your first can today.

Talcum Puff Company, Inc., Bush Terminal Bldg., Brooklyn, New York



Chauffeurs' Outfits

Special At \$47.50



Overcoat, Suit and Cap to Match

Smart, neat, perfect fitting, and durable; the best value in Motor Clothes for Chauffeurs that can be bought. A Double-Breasted Overcoat. A smart Norfolk Jacket, with Trousers or Breeches. A Cap of Regulation Chauffeur's Style.

All made of exactly the same fabric, a fine quality gray worsted whipcord—the outfit complete \$47.50, or as follows:

Overcoat .. \$27.00

Suit \$18.50

Cap \$2.00

Other outfits of Better Grade at \$64.50 and \$78.00. Chauffeurs' Raincoats—Guaranteed Waterproof—\$22.

Motor Apparel Catalogue and Chauffeurs' Correct Apparel Chart Mailed on Request.

Brill Brothers

BROADWAY AT 49th ST.

LILY OF FRANCE CORSET



THE Lily of France is a beautiful corset, worn by beautiful women to make them more beautiful.

\$3.50 to \$35.00 at Quality Stores.

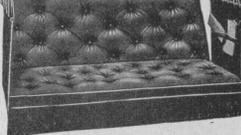
Handsome booklet of new Spring Styles sent on request.

Lily of France Corset Co. 19th St. at 6th Ave., N. Y.

Period Furniture

The Manges Couch Hammock

Has no superior on the Market today Comfortable Padded Back Affords Solid Comfort In Khaki or White with adjustable back Special at \$12.25 REGULARLY \$20. Angle Iron Stands. Heavy Construction \$4.00.



Size 7'9" long by 28" wide. Fine 3-inch box style, very soft, cotton mattress. Link fabric back with helical ends and comfortable tufted cushion; all-steel frame and link fabric, with helical springs at each end; two 1-foot galvanized folding chairs included. GRAND RAIDS FURNITURE (Direct from the Factory) DISCONTINUED PATTERNS at 50% of Regular Prices. Sheraton, Tudor, Adam, Heppelwhite, Colonial, etc., Dining Room Suits, 10 pieces, \$125 up; regularly \$250 up. Queen Anne, Louis XV, Louis XVI, Sheraton, etc., Bedroom Suits, Mahogany & Walnut, \$100 up; reg. \$200 up. ODD PERIOD PIECES, \$4 up. COTTAGE FURNITURE A SPECIALTY. Set of Photographic Reproductions Mailed FREE. Est. 1862 MANGES BROS., Mfg'rs 115-117 WEST 23D ST. and 108 & 110 West 24th St., N. Y.

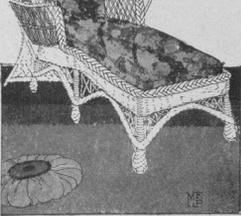
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The most Practical and Convenient Folding Crib Ever Made. High side SAFETY Folding Crib. GREENPOINT HAN-D-FOLD CRIB. Practically one piece—a safety crib of wonderful simplicity and convenience. Have it demonstrated. Sold only by the best Furniture and Dept. Stores. Made by GREENPOINT METALLIC BED CO., Brooklyn, N. Y.

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Makers of Willow Furniture for the distinctive home in the town or the country. The Chaise longue illustrated is \$28 complete. Stained \$30. Many other willow models ready for shipment. Catalog on request. LEXINGTON AVE. Bet. 40th & 41st St. NEW YORK.



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and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair & Scalp Conditions. They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes. Forty years' test & demonstrated efficiency. Many thousands of 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, general physical health, and age, and I will suggest proper treatment and tonics. Booklet "Healthy Hair," free on request. Frank Parker, Hair & Scalp SPECIALIST, 51 WEST 37TH STREET, NEW YORK.

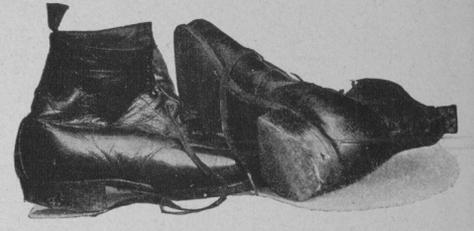
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YUBAN The Private Coffee of the Greatest Coffee Merchants



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THE leather heel has outlived its usefulness—it is doomed. Well suited as it was to walking on dirt streets and sidewalks of a century or more ago, it is no better adapted to our present "concrete age" than the sandals of ancient days would be.

Run down, in many cases, within two or three weeks, your heels show the effects of the continuous impact of hard leather on unyielding city pavements.

Save your heels, save your shoes—above all, save your nervous system. Don't pound away your health with every step you take. Wear O'Sullivan's Heels—they absorb the jolts and jars that wear you out. Of all heels they are the best suited to modern city streets and floors.

They are guaranteed to outlast any other heels on the market. They last two or three times longer than leather heels. Because of our special process, O'Sullivan's Heels combine the greatest durability with the greatest resiliency. They are made of perfect heel material.

Buy your new shoes O'Sullivanized. Good dealers sell the latest style shoes with these heels already attached.

In black, white or tan; for men, women and children; 50c attached.



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MOTORISTS—Protect your eyes from the blinding glare of Summer Sunlight. Soft-Lite saves the eyes. Try them. M. Singer Optometrists & Opticians Madison Av., cor. 100th St., 114 Fulton St., N.Y. 981 Prospect Av., Bronx, 604 W. 181st St.

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Specific treatment for this trouble given in the 29-page booklet wrapped with every cake of Woodbury's Facial Soap. Begin today to get its benefits. For sale at all toilet counters.

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An absolutely harmless preparation for removing the odor of perspiration. Price 25c & 50c per jar. Can be obtained at B. H. Macy & Co. or from R. H. Laird, 17 East 48th St., N. Y. Write for Booklet on care of Hair and Skin.

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—and please don't forget to mark all my linen with CASH'S NAMES Woven on Fine Cambric Tape in Fast Turkey Red. Can be used also on woolen and knitted garments which cannot be marked with marking ink. SOLD BY ALL LEADING DRY GOODS, MEN'S FURNISHING AND ARMY AND NAVY CO-OP. STORES. Prices for any name not exceeding 22 letters: \$2.00, 15 doz. \$1.25, 6 doz. 85c, 3 doz. If you use a number, write for samples and price sheets on application. J. & J. CASH, LIMITED 15 Chestnut Street, South Norwalk, Conn.

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Make your furniture glide softly, smoothly, silently. Save your rugs, carpets, floors. For Beds, 50c for 4. Wood Bed Slide Fits any wood bed. Metal Bed Slide If round bed post, measure across inside; if square, measure across inside corners. Domes of Silence Co., 17 State St., N. Y. C.

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