

# Franklin Simon & Co.

A Store of Individual Shops  
Fifth Avenue, 37th and 38th Sts., New York

NEW FALL FASHIONS

## MISSSES' TAFFETA SILK DRESSES

Suitable for Immediate Wear

SIZES 14 TO 20 YEARS



No. 352—Misses' Navy Taffeta Silk Dresses with waist fastening on bias and trimmed with self-covered buttons; white lace collar, belt embroidered in contrasting color silk and beads ties in sash at back; skirt with inset side draperies **18.50**

No. 354—Misses' Navy Taffeta Silk Dresses with deep pointed collar of Georgette crepe headed in self-color, flesh color Georgette crepe vestee; pointed tunic skirt, sash tie with self-covered pendant **18.50**

No. 356—Misses' Navy Taffeta Silk Dresses with self-corded and tucked waist, white Georgette collar embroidered in silver; self-color Georgette sleeves and bloused hem skirt trimmed with taffeta silk corded ruchings, tie sash. **29.50**

HATS and SHOES illustrated, from our shops  
Prices upon application

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Greeley.



## No more wilted collars for me

Wilted collars, like run-down heels, denote failure.  
How to stop the perspiration that wilts them.

Don't let the perspiration nuisance trouble you any longer. Don't let summer mean to you wilted collars, and a sticky, untidy, uncomfortable feeling. Remember that the man who is always fresh, clean, and well-groomed has a big asset in business.

An easy way has at last been discovered for diverting excessive perspiration with absolute safety.

How to enjoy a cool, clean summer

Just apply Odorono three times a week. It is a wonderful preparation for preventing excess perspiration. Physicians will tell you that it is absolutely harmless. They will also tell you that too much perspiration in certain small parts of the body is not natural, and may be diverted with Odorono.

Endorsed by leading physicians and skin specialists. Your physician will recommend it.

Send a bottle to your boy in camp. It will save him blistered feet and discomfort in marching.

A simple, inexpensive remedy

Odorono is sold wherever toilet goods are sold. Large bottles are \$1.00 and 50c in the United States and Canada. Trial size bottles, 25c. By mail post-paid if your dealer hasn't it.

If you want to know more about this wonderful preventive of excess perspiration, write for our booklet, "The Truth About Perspiration." If you have any special questions to ask, we'll be glad to answer them. Address The Odorono Co., 184 Blain Avenue, Cincinnati, Ohio.



## JOFFRE

**TRENCH MONEY BELT**  
for carrying money, photos, papers, mementos, etc.

For men on the march, in the camp, and at the front. Made to wear under the clothes—light, durable, adjustable and comfortable. With one large envelope pocket especially designed to carry English and French notes flat, and four smaller compartments—all taped and fastened with clasps. Handy places for war-time needs.

Always There—Always Ready

Made in three grades and three prices: Double Canvas, \$1.00—Tan Leather, \$2.00—Suede Finish, \$3.00. Sold at most dealers or sent direct on receipt of price.

Enclose 75c extra for Soldier's Rustless Metal Trench Mirror—fits into the Trench Belt. Useful for shaving, etc. At your dealer's or order from us.

SMITH, ANGRIVE & CO., 347 Fifth Ave., New York

## BONWIT TELLER & CO.

The Specialty Shop of Originations  
FIFTH AVENUE AT 38<sup>TH</sup> STREET, NEW YORK

New Model—  
Misses' Walking Frock  
SIZES 14 TO 18

"NANETTE"—Typical Bonwit Teller & Co. frock developed in navy and black taffeta and satin. Georgette sleeves, white satin rolling collar.

In Taffeta ..... 20.00  
In Satin ..... 25.00

Mail Orders Promptly Filled  
Telephone 7300 Murray Hill

**ALL-METAL PURE WHITE Refrigerator by the World's Greatest Makers**

To meet the damp and humid climatic conditions often encountered in export trade, the manufacturers of the world-famous Bohn Syphon and Sanitor Refrigerators recently perfected an entirely new type—the

**IDEAL REFRIGERATOR**  
All Metal—Inside and Out

The new metal construction has been a success from the start in the field for which it was designed. Investigation has convinced the makers that the same features which have established its success in the most Southern climates recommend the IDEAL as a superior type of Refrigerator in a climate such as prevails on our Atlantic Coast.

Now Offered for the First Time at Specially Low Introductory Prices

A limited number, comprising nine sizes, are offered for a short time at sharp reductions from the list. For example: Model 23 (Illustrated); 36x20 1/2 x 49 1/4; 150 lbs. ice capacity; \$45 list price, \$69.00; now \$45

IDEAL REFRIGERATORS have in most respects the same construction as the famous Bohn Syphon Refrigerators—One-piece, round-cornered, fused Porcelain-Steel Lining; Maximum Insulation; Front Drain, etc. Low temperature ensures ice economy. The metal exterior is finished in white enamel—easily cleaned with a damp cloth.

Held for future delivery on payment of deposit  
**White Enamel Refrigerator Co.**  
Phone, Vanderbilt 1927 of New York 53 W. 42nd Street

**Lane Bryant**  
Specialists in Smart Clothes for Stout Women and Figures Hard to Fit

We Can Fit You

If you have difficulty in being fitted in ready-to-wear clothes, let Lane Bryant solve your troubles. We fit all figures practically without alteration in smart, ultra-fashionable clothes.

Ready to Wear  
Dresses Suits Coats  
Blouses Skirts Underwear  
Corsets

especially designed for the Stout Figure  
Sizes 36 to 58 bust.

If not convenient to call, write to Dept. L-18 for style book "MODES"  
Lane Bryant, 21-23 W. 38th St., N. Y.

**GATE LEG TABLE.**  
SOLID MAHOGANY.  
Top 34" x 48".  
Special for this week \$18

**Geiger & Braverman**  
FURNITURE COMPANY  
49-51 West 23rd Street

**HARDMAN FIVE-FOOT GRAND**

When there is music in the home many an ordinary dull evening is made bright and happy for yourself and friends.

This small wonder Grand is the home piano. Very convenient terms and a moderate price.

**HARDMAN PECK & CO.**  
FOUNDED 1842  
433 FIFTH AVENUE, NEW YORK CITY  
BROOKLYN, 47-51 FLATBUSH AVE.

**Rebuilder of Gowns**

New York's exclusive and most unique Dressmaking establishment where simple WONDERS are wrought with your passe frocks.

**REBUILDING OF GOWNS** as carried out by me means a creation from something you may have thought worthless. Prices reasonable.

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11 1/2 West 37th Street, N. Y. Tel. 3205 Greeley.

**BERTHE MAY'S Maternity CORSET**

Comfort, abdominal support, protection for mother and child. Dress as usual—normal appearance. Call at my parlors or write for Booklet No. 21, free in plain sealed envelope. Can be worn by Stout Women and Invalids.

Berthe May, 10 E. 46 St., N. Y.

**STOP MOUTH BREATHING**

Begin 30-day Davis Clinic. Superiorly made mouth tightly closed during sleep, and makes mouth breathing impossible. Strengthens sagging chin muscles, and reduces double chin. Light, durable, washable.

Silk, \$4.00; Mesh, \$3.00; Linen, \$2.50; Cotton, \$1.50. Three sizes. Send for free leaflet, "Health and Facial Beauty."

**CORA M. DAVIS,**  
30 E. 42 St., Dept. A7, N. Y. C.

**Conspicuous Nose Pores**  
How to reduce them

Specific treatment for this trouble given in the 20 page booklet wrapped with every cake of Woodbury's Facial Soap. Begin today to get its benefits. For sale at all toilet counters.

**For Lifeless Hair Use HENALFA**  
(Special No. 12)

Not a dye. Composed of carefully selected Egyptian and Algerian pure Henna, imparts life and color to the hair.

Price Postpaid **1.00**

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

Send your address to 424 West 30th St., N. Y. We want to mail you the new "Book of Tasty Things" with our compliments.

**Runkel's**  
COCOA

**HIGH QUALITY BULBS**

Write for a copy of our Fall BULB Catalog.

**Stump & Walker Co.**  
30-32 BARCLAY ST. NEW YORK

**THE LASTING WAVE Adds Charm to the Face**

If your hair is not naturally wavy you can make it so under all atmospheric conditions, and for six months after treatment your hair is not wavy we will refund your money.

**WHY HAVE GREY HAIR?**  
Defects of the hair and scalp remedied. For over 40 years we have been successfully engaged in the care of ladies' hair.

**SPIRO'S HAIR SHOPS,** 26 W. 38th St. and 132 W. 25th St., N. Y. Phone Greeley 45

Before Going to the Front Mark Your Linen with **CASH'S WOVEN NAMES**

Prevent loss; easily sewed on to all kinds of Linen, Woolen and Knitted Articles.

These Name Tapes should be attached to every possible article likely to be MISLAID, such as:

**CLOVES, CAPS, RAINCOATS.**

Prices: 12 dozen, \$2.00; 6 dozen, \$1.25; 3 dozen, .85

He writes: "Be sure to mark my clothes with CASH'S NAMES." Style Sheet on Application.

**J. & J. CASH, Limited,**  
15 Chestnut Street, South Newark, Conn.

ESTABLISHED 1857  
Mid-Summer Sale  
**FURNITURE**

All our regular stock reduced.

The Suite illustrated is but one example.

**Dining Room Suite**  
Antique Brown Mahogany  
10 Pieces—60 in. Buffet, China Cabinet, Extension Table, Serving Table, 5 Side Chairs & 1 Arm Chair.

Special \$212.50

Low operating expense and advantageous wholesale connections make prices lower here than elsewhere. A comparison will convince you.

**SHEPPARD KNAPP SON CO.**  
Carpets, Rugs, etc. RETAIL  
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