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307 FIFTH AVE. N. Y.

Misses' Serge Frocks
Charmingly Youthful
At Extremely Low Prices

No 1533 \$17.50
FINE QUALITY SATIN DRESS

No 1517 \$11.75
FRENCH SERGE DRESS

No 1528 \$13.95
SUITS COATS DRESSES
\$15 to \$50 \$9.75 to \$30 \$7.50 to \$30
Catalog mailed out of town on request. Address Dept. R. 9.

ALL WOOL FRENCH SERGE

Stewart & Co.
Correct Apparel for Women & Misses
5th AVENUE AT 37th STREET

Misses'
Serge Frocks
Charmingly Youthful
At Extremely Low Prices



This Misses' Serge Frock, No. 15 is fashioned of extra heavy mannish serge; button and braid trimmed; may be had in navy only.

SPECIAL PRICE
\$14.75

Sizes 14-16-18-20 years

Salt Mackerel
CODFISH, FRESH LLOBSTER



FAMILIES who are fond of FISH can be supplied DIRECT from GLoucester, MASS., by the FRANK E. DAVIS COMPANY, with newly caught, KEEPABLE OCEAN FISH, choice than any inland dealer could possibly furnish.

FRESH LOBSTER is the best thing known for salads. Right fresh from the water, our lobsters simply are boiled and packed in PARCHEMENT-LINED CANS. They come to you as the purest and safest lobsters you can buy and the meat is as crisp and natural as if you took it from the shell yourself.

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232 Central Wharf, Gloucester, Mass.

Tailored Hats
Of Silk Lyons Velvet



This Silk Lyons Velvet Hat, No. 4 may be had in black only with colored stitching, in maize, rose, and blue and trimming of grosgrain ribbon, suitable for motor and street wear.

SPECIAL PRICE
3.75

Mail or phone orders filled promptly. Send for illustrated Style Book 25. Phone 2400 Greenv.



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Remove it with D. & R. Perfect Cold Cream, the kind that cleanses, clears and beautifies the perfect face—motor cleaning. The dirt is removed, roughness gives way to velvety smoothness—the skin is revived, made young again.

For more than twenty-five years, D. & R. Perfect Cold Cream has helped thousands to stay the signs of passing time, kept fresh the bloom and beauty of earlier years. A satisfying, complexion-saving toilet need for every day in the year.

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From City Man to Soldier

Why it takes six months or more of hard training

Most city men are not in fighting trim. Their muscles are flabby; they are short-winded; they have flat-feet, they soon tire; in short, they lack physical energy.

That is why it takes six months to a year of hard training to make them into soldiers able to do the work and withstand the hardships at the front.

How city men waste energy

The reason city men haven't physical energy is this: They waste it.

They waste it in many ways—and small wastes added together make a tremendous total. One flagrant example of energy-waste is seen in the use of hard leather heels.

As every one now knows, leather heels are not suited to hard pavements. They are out of date. They were made for dirt roads and fields.

But some city men still wear leather heels. As a result, they jar energy from their system some 8,000 times a day. For the average city man takes 8,000 daily steps—and every step taken with leather heels on hard pavements jolts your system.

The heels best suited to hard pavements are O'Sullivan's Heels. They absorb all shocks and save your energy.

City men who wear O'Sullivan's Heels are in better physical shape than those who still stick to the old-fashioned leather heels. They don't pound away their energy on the pavements.

It is the duty of every man—especially in these times—to conserve his energy in every possible way. Here is an easy, practical way for you to save energy. Put O'Sullivan's Heels on your shoes.

They are guaranteed to outlast any other heels. They will last three times as long as leather heels and will give uniformly satisfactory service to the very last. 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. Insist on O'Sullivan's avoid the disappointment of substitutes.



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Specially designed for this Shop

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Georgette crepe blouse with self color embroidery; fluting around collar and cuffs; ribbon tie with acorn ends. In navy with white collar, brown with beige collar, plum with flesh color; all flesh or all white. 12.75

MANON
Strictly tailored shirt of satin, trimmed with two large pearl buttons and heavy self corded edge. In white only. 10.50

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