



Beauty In Powder Form

A powder that blends with one's complexion, that seems a part of it, yet enhances nature—such is this Pompeian triumph, Pompeian BEAUTY Powder. It has fairy softness and smoothness, and a delightful fragrance. Moreover, Pompeian BEAUTY Powder does stay on the face. We know what the skin needs to acquire beauty with safety. Our years of experience is in every box of

Pompeian Beauty Powder

Thousands of women who value their personal charms have found Pompeian MASSAGE Cream, or Pompeian NIGHT Cream, or Pompeian DAY Cream (vanishing) indispensable. They will find Pompeian BEAUTY Powder equally indispensable.

Pompeian BEAUTY Powder imparts a pearly clearness to the skin. It adheres without showing. It has a delightful fragrance. Comes in the wanted shades—white, flesh, and brunette—and in a box that ornaments your dressing table. At the stores everywhere. See the box.

Mary Pickford Art Panel

Miss Pickford, the world's most popular woman, has again honored Pompeian by posing exclusively for the 1918 panel. Size 7 1/2 x 2 1/2 inches. Daintily colored. Please clip the coupon for panel and sample of Pompeian BEAUTY Powder.



(Stamps accepted, blue preferred.)

THE POMPEIAN MFG. CO., 2120 Superior Avenue, CLEVELAND, OHIO.

Gentlemen: I enclose 10c for a 1918 Mary Pickford Art Panel and a sample of Pompeian BEAUTY Powder.

Name

Address

City

Prepare Now to Save Coal—Put in a "Richardson" System



"Richardson" STEAM OR HOT WATER BOILER

How to heat your home at low cost—this will be your big problem in household economy all winter.

Every pound of coal you burn will mean money. Investigate now how to save it.

"Richardson" HEATING SYSTEMS Conserve Coal

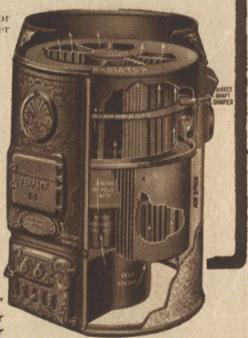
They mean cheaper but better heat. We can quickly show you how. They are the result of 80 years' experience and study of the problem of low fuel consumption.

We make all types of heating apparatus, Steam, Hot Water, Vacuum-Pressure System or Warm Air—and can give you unprejudiced advice as to which is best for your home or building.

"Richardson" Heating Systems are known everywhere for their intensive heat production, long service and economy.



"Perfect" Coal and Gas Range



"Perfect" Fresh Air Heater

Richardson & Boynton Co.

31 West 31st St., New York City. 502 N. 21st St., Newark. Boston. Providence. Philadelphia. Chicago.

Makers of "Perfect" Fresh Air Heaters and Cooking Ranges and "Richardson" Steam and Hot Water Boilers.

BONWIT TELLER & CO.

The Specialty Shop of Originations FIFTH AVENUE AT 38TH STREET, NEW YORK

Misses' Fall Coats

SIZES 14 TO 18



CLOTHILDE

LUCILLA

CLOTHILDE—Misses' Coat of pom-pom cloth, with collar and trimming of nutria, raccoon, Hudson seal and natural gray opossum. Flowered pussy willow lining. In black, navy, balsam green, reindeer, brown, taupe, Pekin and Burgundy. Sizes 14 to 18. \$9.50

LUCILLA—Misses' Coat of diagonal velour, lined with peau de cygne. Fur buttons and banding on collar of seal or nutria. In navy, brown, green, taupe, Burgundy and Pekin. Sizes 14 to 18. \$35.00



You are Judged by Your Complexion

The skin and complexion play an all-important part in the appearance of every attractive looking woman. Make sure of a good complexion, smooth white arms, neck and hands—they are added charms to the toilet of any well-dressed woman. To promote good looks and make women more attractive is the purpose of

DAGGETT-RAMSDELL'S PERFECT COLD CREAM

The Acid That Keeps

It beautifies by improving the skin, which is the foundation of beauty. A positive need after vacation—to smooth and soften the skin, to remove the visible signs and invisible effects of tan, sunburn, etc. Be sure you get D. & R. Perfect Cold Cream, the satisfying, complexion-saving toilet delight for every day in the year. In tubes and jars, 10c. to \$1.50. FINEST AMOURETTE. A face powder of unusual fineness and purity, perfumed to please the woman of refined taste. Looks natural. Stays on. Flesh, white, brunette, 50c. Of your dealer or by mail of us.

TRY BOTH SAMPLES FREE
Send postal for free generous trial samples of Perfect Cold Cream and Poudre Amourette.
DAGGETT & RAMSDELL
DEPARTMENT 329
D. & R. Building, New York

Lillian Russell's OWN SMOOTHOUT CREAM

—it velvetizes the skin

"The great secret of attaining and preserving beauty is eternal vigilance. Never neglect your complexion for a single day. You would not expect the body to be strong without the tonic effect of nourishing food; don't forget that the pores of the skin need toning up as well.

"Use my Smoothout Cream daily—it velvetizes the skin. My Smoothout Cream will keep your skin clean so that blackheads and pimples will not form. It will tone up your skin pores so that the muscles of your face will never lose their elasticity.

"All the little worry signs disappear. No matter how tired I am an application of my own Smoothout Cream will restore to my cheeks the soft smoothness of youth and of perfect health.

"Try a complexion bath of Smoothout—you'll discover a new thrill. Smoothout is unique—the only cream that liquefies as soon as it touches the skin. It is slightly astringent, softening, soothing, cleansing, readily absorbed by the pores—a wonderful base for face powder.

Send for My Book

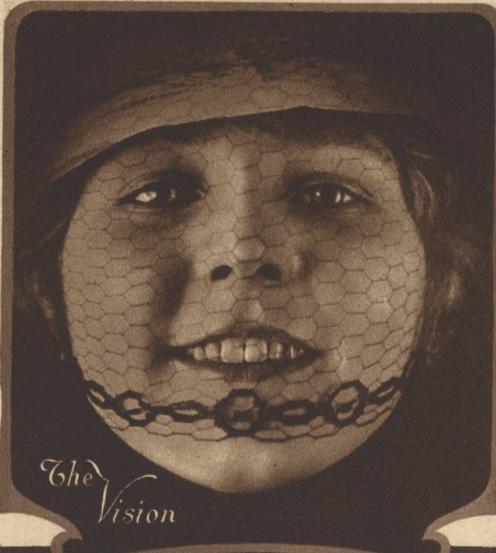
"If you cannot buy Lillian Russell's Smoothout at your dealer's, write me at 2160 Broadway, New York; send his name. I will gladly forward to you, gratis, my book on the care and culture of beauty."

2160 Broadway, New York

Medium size \$1.50; large size \$2.50. Smoothout sold locally at the following shops:
B. Altman & Co. Lord & Taylor
Barnett Brothers James McCrory & Co.
Franklin Simon & Co. R. H. Macy & Co.
Gimbel Brothers Co. Maison Maurice
Larimore & Co. Park & Tilford
Liggett's Elder-Hegeman Stores Stern Brothers
Brooklyn John Wanamaker
Abraham & Straus Newark
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It Will Work Wonders



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A MESH to give clear vision—a veil charming and comfortable. In hexagon and hairline—with borders to please every wearer. The newest Van Raalte creations, as sold by your dealer, described and illustrated in our Style Book. Write for it. Dept. J.

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In buying veils, look for this little white ticket.

VAN RAALTE MAKE



WILLOW FURNITURE

Each piece of Minnet furniture has a subtle appeal—and by its fashioning transforms a house into a home of unusual charm that invites restfulness and bespeaks of one's own individuality. We will gladly assist in the selection of individual pieces or the furnishing of your entire home, and are in a position to make immediate deliveries. (Write for catalog.)

MINNET & CO

Makers of High Grade Willow Furniture 365 Lexington Ave., N. Y. (Bet. 40th & 41st Streets)



CHAISE LOUNGE \$30.00 Complete



HERE is an excellent "text" for a preachment to suburban home-owners, — a typical example of the best of intentions spoiled by a single error. The house is a "beauty" — the lawn is well laid out — the pergola is inviting — the bountiful planting of quick-growing shrubs is a charming setting for house and terrace-porch; — but that single, skimpily, ostrich-like baby-linden in the foreground mars the whole picture. Before you commit a sin like that, remember that if we were called in we would give you not a 4-year-old would-be tree, but a 20-year-old linden of mature, shapely beauty, which would fill the centre of the picture, blot out that ugly telegraph pole, and convert the Dutch Colonial roof and the porch and pergola into the softened vista of a masterpiece. Then your house would be written up for the country-life magazines! What a single wisely-planted tree does for economical cost and immediate enjoyment of results. Write us.

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"Rich" Trees of America, Inc., 1 Westbury (Phone 68) N. Y.