

Yuban is always the same

YUBAN is always the same. Since the first package was put on the market there has been no variation in the quality. The most critical expert could not tell one package of Yuban from another.

The greatest possible care is taken to keep Yuban the same. The coffee you drink today is roasted under as careful supervision as the first 250 pounds prepared for private distribution.

Day after day, year in and year out, you can have the same rich flavory drink with no variation.

What a satisfaction it is to know you can absolutely depend on your coffee; to know you can always have this same delicious flavor.

Serve Yuban today. Know the satisfaction of getting good coffee every time you make it.



CHENEY SILKS



THE coming Fall and Winter will be seasons of silk—afternoon and evening gowns, morning frocks, negligees, cloak and fur linings—all will be of silk even more generally than in past years. Dame Fashion has decreed it—and among them all she gives her highest crown to the Cheney Silks.

Among the Connecticut hills at South Manchester, where live the higher-paid workers who design, weave and dye the Cheney Silks, there are happy, cosy homes where red-cheeked children play and gardens blossom.

Broad parkways and spreading lawns surround the Cheney Brothers Mills, and workers going to and from their homes in morning, noon and evening breathe fresh pure air and avoid long rides in train or trolley cars.

There is almost human intelligence in the great looms which weave the rich and lustrous Cheney Silks. Glistening threads of many hues are lifted, guided, interlaced to form exactly the most intricate patterns, glowing with all the colors of fairyland.

Some silks are printed as books are, instead of having the colors woven in; the broad webs passing through great presses to receive the colors of the pattern.

The Cheney workers at the Cheney Mills—especially the younger ones—have many opportunities to study the various branches of the silk industry in the trade schools maintained for their benefit. Better work naturally results from better trained workers—and higher pay follows, too.

The Quadrangle at South Manchester, newly completed, contains Hospital, Graded School and Recreation Building for all the employees who need or wish their help.

The Cheney Mills are not the usual crowded dingy factory that one sees in the cities. Rather the entire establishment suggests a park, well designed and well kept.



Zantine

the all-be-coming silk

ZANTINE SILK is the newest of the Cheney Creations—novel in design, rich but soft in its lovely colorings. Its subtle harmony becomes any complexion and benefits any figure—and adorns them all.

GREAT FIRE SALE

Our Entire Large Stock of **GRAND RAPIDS FURNITURE** MUST BE SOLD REGARDLESS OF COST TO MAKE PLACE FOR NEW GOODS. A majority of our stock has not been damaged.

Period Furniture

A Wide Variety of Four Post Beds Mahogany, Walnut, Enamelled, Maple, etc. Bunkbeds in Sheraton, Tudor, Adam, Heppelwhite, Colonial, etc. Dining Room Suits, Queen Anne, Louis XV, Louis XVI, Sheraton, etc. Bed-room Suits, as well as odd period pieces, Desks, Chairs, Tables, etc. Manufacturers **MANGES BROS.** Established 1852 115 and 117 West 23d Street

RUSSEK'S

The Shop Individual 362 Fifth Ave.



SMART Luxurious COATEES

Exceptional values in all of the new Coatee Models of the season

SEAL Coates	\$95.00 up
NUTRIA Coates	100.00 "
KOLINSKY Coates	195.00 "
MOLE Coates	200.00 "
NAT. SQUIRREL Coates	200.00 "
BROADTAIL Coates	350.00 "

Our New Book of Smart Fur Styles Sent Free on Request.

Thanksgiving Bloom Magic Lilies of Valley 80 seeds, 80 fragrant, 80 entrancing. Planted in our specially prepared Moss-fibre, this beautiful flower will grow and bloom inside 18 to 20 days.

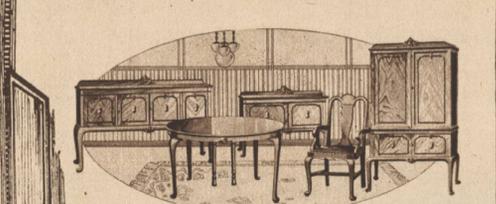
6 Pips	50
12 Pips	85
20 Pips	125
100 Pips	6.00

With sufficient of our moss-fibre to plant, and full directions, delivery included.

H. H. BERGER & CO. 70 Warren St. NEW YORK.

KELLNER'S

moderate prices prove a comfort these days to folks who insist upon quality. The same high standard of design, construction and stability are assured in Kellner furniture, and our fixed policy insures you utmost value.



Queen Anne Dining Room Suite, American Burl Walnut, 10 pieces. **\$430**

You are cordially invited to see the 25 rooms completely furnished on display here. They are interesting and instructive.

KELLNER BROS.

S. E. COR. 15TH ST. & 6TH AVE. SINCE 1891

Chic Model Gowns AT HALF PRICE

Street, Afternoon or Evening Wear.

Best Model Gowns, the choicest examples of the leading French and American designers, which were made for exhibition. Every garment original—no two alike, each a gem of its kind, exquisitely made and beautifully finished. Sold to you for about half their real value. Call and see them. You are never asked to buy.

Prices \$15 to \$100
Two Gowns for the Usual Price of One
Fur Trimmed Evening Wraps, \$59 to \$175
Street and Motor Coats, \$22 to \$75

MAXON MODEL GOWNS
1587 BROADWAY - 4th Fl. NEW YORK CITY

Blyn-Plan Nature Shoe

Fit Without Pinch or Bulge. Catalogue on Request.

Foot Ease Through Long Service
Scientifically shaped to the perfect lines of the natural foot—cut with precision—made with the extreme of skill and care. Blyn Plan Shoes do more than cover the children's feet—they preserve the lines of the normal feet—they strengthen weak feet and by developing the foot muscles prevent flat feet.

Red Cross Shoe

At Blyn Stores only in New York, Brooklyn, Newark.

Red Cross Booklet on Request

Narrow Heel, Low Instep Model. Style and comfort—Red Cross Shoes combine in highest degree these two most desirable footwear features. Wearers of Red Cross Shoes walk with ease in shoes that are slightly and serviceable.

Blyn Stores are complete establishments located in convenient centres for the big volume of family custom necessary for economic retailing. They are big units in a comprehensive organization—holding their frontal positions by giving full value and acceptable service.

Mail Order Department, 2240 Third Avenue, Postage, Including Insurance, 10c Extra. Send Postal Money Order or N. Y. Draft.

West Side Stores: 222-224 West 125th St. West of Seventh Ave. 6th Ave. and 27th St. 8th Ave. 39th & 40th Sts.

East Side Stores: 347 Ave. and 122d St. 34 Ave., 50th & 57th Sts. 34 Ave., 156th & 151st Sts. Bowers, near Broome St.

Brooklyn: 442-444 Fulton St., Opp. Bridge St., near Hoyt St. Factory 1203-838 Broadway, between Park Ave. & Ellery St. 511-519 East 72d

Newark Store—689 Broad St., Opposite Military Park.

DANDR-OL HAIR CERATE

Recommended for Renewing and Strengthening Weak, Straggly Heads of Hair. Removes dandruff; prevents hair falling out; relieves itching of scalp; hygienic.

DANDR-OL HAIR TONIC
Nourishes the Hair, and invigorates the scalp. Builds up the fatty cushion in which the hair is embedded.
50c. and \$1.00 per bottle.

R. H. LAIRD CO.
17 East 48th Street, New York
Write for booklet "Care of Hair and Skin." Mail orders filled.

I AM "SILENT MAID"

Sauce Pan Rack (Patented)
I am modest and keep every thing at your finger tips. My life-time was \$1.00. I have been a revelation to thousands of housewives. Out of each \$7.50 you used me, one sends me back. I know it is absolutely impossible for you to even imagine how such a simple and inexpensive article as I can bring into your kitchen all the comfort, convenience, cleanliness and tidiness you have ever hoped for. I know once I have entered your kitchen you will not part with me for 10 times my cost. That is why I am safe in making you this liberal Offer.

At No Cost To You I will come into your kitchen for 7 days. At the end of that time you agree to pay my lifetime wage of \$1.00 and 25c. for packing and delivery, or you may return me—in which case a post-card will promptly and cheerfully bring no return expense in stamps.

You Need Me. Get Me Today
Just write now: "I accept your offer." Sign your name and address and send to "Silent Maid."

GARDEN KITCHEN UTILITIES CO.
56 North 19th St., East Orange, N. J.

I am wood, handsomely finished in durable white enamel, practical and indestructible. My books slide sideways. My cross strips slide up or down, allowing any past arrangement you wish. Capacity—30 pans with their covers. When you write mention your dealer's name.

The Nestlé Permanent Hair Wave

Original Inventor in personal attendance at 657 Fifth Avenue. Descriptive booklet free.

C. NESTLÉ CO.
657-9 Fifth Avenue, Corner 52d Street, New York
Telephone 6541 Plaza

The Francis Permanent Hair Waving

Is recognized as the most beautiful natural wave. Mr. Francis' authority on hair, gives his personal attention, and his experience is at your disposal.

Telephone, write or call for appointment.

FRANCIS French Hair Specialists, 8 West 37th St., N. Y.
Tel. 5314 Greeley

SCIENTIFIC DENTISTRY

Porcelain Inlay Work a Specialty. Restoration of shade, shape and general appearance of natural teeth accomplished. Irregularities of teeth corrected. Porcelain bridge work displaying no gold. Special attention to children's teeth.

DRS. M. & H. SCHLESINGER,
Times Bldg., Telephone 42nd St. & B'way. Bryant 512.

NATHAN COMFYKNIT-MUFFLER

Used by Soldiers, Sailors & Nurses Standard Size 19x35 in. Price \$3.00

Used in Helium form or as regular Muffler. Finest Quality, knitted woolen fabric—soft, warm, fleecy, lightweight—correct shade olive-drab. Most suitable gift for Soldiers, Sailors, Nurses, Aviators, Ambulance Corps, Campers, Hunters, Motorists and Ice Skaters. Can be used by men, women, boys and girls for ordinary winter wear.

Made by makers of NATHAN "COMFYKIT" and "MONEY BELT"—and for circular NATHAN NOVELTY MFG. CO., Dept. "K", 8 Beale St., N. Y. City.

SHOW ROOMS

NEW YORK 41 West 46th St.
NEW YORK 300 true copies of original old pieces, with delightful atmosphere of 17th and 18th centuries.
Call to see samples and prices. Articles from \$2.50 to \$200.
Mail Orders Pleas and prices sent outside New York.