

### Ever-Warm Safety Suit



The ship may sink, but the Ever-Warm Safety-Suit keeps you AFLOAT. Other devices may keep you afloat but cannot protect you as well as this suit from exposure—the cause of most deaths at sea. This Suit, which does not depend on air for its great buoyancy.

This is a reliable Life Preserver, it keeps you DRY AND WARM as well as protects you from death by drowning.

**SAFETY AT SEA**

**Is Saving Lives In U-Boat Tragedies**  
PROTECTING THOUSANDS ON THE WAY "OVER THERE."  
Used by Army and Navy Officers, Doctors, Nurses, and Passengers generally on all liners. Don't sail or let a loved one sail without one.

International Life Suit Corporation  
SOLE DISTRIBUTORS  
10th Floor, 11 Broadway, New York.  
Tel. Bowling Green 8609.  
National Life Preserver Company  
SOLE OWNERS.  
Demonstration Wednesdays, 2 P. M., at the Battery near Aquarium.

### Aladdin Dye Soap

**The New Marvel**  
For your own particular color shades in any combination of 14 wonderful fast colors.

The quickest dye you know—every color of the rainbow—used by millions to make new all-waives, lingerie, silk gloves, hosiery, wash frocks, curtains, etc. Simply wash and Aladdin dyes. Cannot injure most delicate fabrics.

**10¢**  
14 Beautiful Colors  
ALADDIN PRODUCTS COMPANY,  
New York Chicago  
On Sale Everywhere  
Copyright, 1918,  
Aladdin Products Co.

### SHOE CRAFT

27 W. 38th St. NEW YORK  
Fitting The Narrow Foot  
Widths AAAA, AAA, AA, A, B, C.  
All sizes including 2 1/2, 9 1/2, 10 1/2

**DORELLA**—Shapely, cool and comfortable is this white canvas Oxford with well sole and 1 1/2" leather heel. Ideal for wear with Red Cross uniforms. \$8



MAIL ORDERS SEND FOR CATALOG A-7

### Ambre Royal

It helps make my Mother Beautiful!  
The Powder of Royalty  
Pink MAISON VIOLET  
The Crowned Beauty  
Sold in the best shops all over the world  
FRANK M. TRIMBLE & CO.  
71 West 50th St., New York

### Permanent Wave \$20

All Over the Head  
Or \$1.00 Per Curl.  
Large or small wave. Our method is always successful.  
Ideal Transformation \$15.00  
Covers entire head. Beautiful styles. First quality hair.  
E. T. EMILE,  
Permanent Wave Specialist  
34 W. 39th St. Tel. Greeley 6080.

### CUTEX

The new way to manicure

### ACHFELDT'S METAPAD

Supports and Binds  
FOR ALL Metatarsal Arch Affections, Morton Toe, cramping of toes, enlarged little toe joints, sole callouses and spreading of toes. Worn in shoe. Any other foot troubles? Write or call.  
M. Achfeldt,  
Foot Specialist,  
Dept. 98, Marbridge Bldg., 1328 B'way (at 35th) N. Y.



**"MINNET WILLOW"**  
represents the best that can be produced in willow furniture. Exclusive Minnet designs, solidly constructed of imported hand-peeled willow.

DAY BED—Natural or stained; removable upholstered box springs covered in rep or cretonne. Special... \$52.50

DAYTONA HIGH-BACK CHAIR—Natural, \$14.75. Stained, \$16.50. Cretonne cushions, \$2.75.

Prompt delivery. Express paid within 100 miles. Freight 50¢. Send for Catalog and samples of unstained chairs.

**MINNET & CO.**  
Makers of Quality Willow Furniture  
Lexington Avenue  
Bet. 40th and 41st Sts., N. Y.



**Fashionette Invisible HAIR NETS**  
Made of finest human hair in every shade, sterilized and specially processed for invisibility and strength. Self-conforming, cap-shape, and all-over styles each in a sanitary envelope. Sold at the best shops.  
15c. each—two for a quarter. White or grey—25c. each.



**FREDERIC'S Permanent Hair Wave**  
Under Mr. Frederic's personal supervision. Written guarantee wave will last six months or money refunded.  
FRANCES BLDG., 665 5th Av., Cor. 53 St. 9th Fl. Telephones: Plaza 811 and 791.

### Quality—Service—Price DALE

BUY Direct from FACTORY AND SAVE MONEY  
Come See Our Beautiful Display.  
109 West 13th St., New York  
1 Door West of 6th Ave.  
Dale Lighting Fixture Co.



**THE KIDDIE KOOP**  
Crib—Play-Pen—Bassinet Combined. Light, Strong, Sanitary. Folds instantly, enclosing spring and mattress.  
Standard size, with mattress... \$17.90  
Large size, with mattress... \$19.90  
Drop size, all models, \$1.00 extra.  
See it on display at the better stores.  
E. M. TRIMBLE MFG. CO.  
18 Ambrose St., Rochester, N. Y.

**The Mending Shop**  
The Original Remodeling Shop  
Gowns Remodeled. Suits cleaned, pressed and made into latest styles. Shop gowns and waists refitted. Charming new gowns to order—own materials if desired.  
Miss H. Redding Coughlin  
17 East 48th Street  
Phone: M. Hill 5062.  
We Have No Branches

**GRAF'S HYGLO**  
Cuticle Remover & Nail Bleach  
Keeps the cuticle firm. Large bottle 25c. Use with Hyglo Nail Polish, cake or powder, 25c and 50c, at stores. Send 6c for samples. Graf Bros., 121 W. 24 St., N. Y.

### The Nestlé Permanent Hair Wave



You can never see a "permanent" wave in any hair if given by "Nestles," because here implements, process, knowledge and experience covering a lifetime are brought into action. You can both see and feel a "permanent wave" if given by a "machine" elsewhere. The Nestle result looks soft, groomed, and simple; the other quantity, dry, and corrugated.

Nestles are the originators of permanent waving, and their staff is trained for nothing else.

The new water-waving device, the "NESTOL COMB," here illustrated, is the latest and most successful addition to permanent waving. It is wonderful in its effects and simplicity of application as a water-waver.

Illustrated Booklet Free.  
**C. NESTLÉ CO.,** 657 and 659 FIFTH AVENUE  
Permanent Hair Wavers  
Corner 52d Street, NEW YORK  
Telephone Plaza—6541.



**HAVE** you a tennis-court,—with an ugly enclosure that you and your friends have taken for granted? One look at this picture, showing how to camouflage a wire backstop with climbing roses—and you should first admire, then envy, then feel ashamed—then, we hope, resolve to go and do likewise! Or, if you prefer, ask us to come and do it for you. The beauty of this miniature Niagara of gorgeous color defies description. It'll be the talk of the neighborhood—and not for just one brief season either, for once properly planted, these trailing rose clusters require no tender care or constant expense but on the contrary "support themselves" and grow wondrously in beauty from year to year. If you have a sloping bank, a retaining wall or terrace, a bare fence—any similar "problem"—tell us about it quick, and let's conspire to smother it in radiant rosy beauty.

I. HICKS & SON "Sixty Years of Knowing How" WESTBURY (Phone 68) L.I.

### La-may Face Powder Does Not Contain Any White Lead

There are two kinds of face powder. Those that contain rice powder, "Poudre de Riz," and those that do not contain starchy substances. Rice powder is objectionable because, when saturated by the moisture of the skin, it turns into a gluey paste, swells in the pores, causing enlarged pores. There are actually three thousand different brands of face powder now sold in America, some on the market as long as fifty years. A new face powder has become unusually popular among all of these other powders and it is only a few months old. Yet, it is now selling faster than many on the market for fifty years. Why did this new powder become famous so quickly? For two reasons. First, it is guaranteed absolutely pure. It does not contain rice powder, white lead or any injurious substance. Second, it stays on the face unusually well. This improved formula is called La-may, French, Poudre L'Amé. The large size is fifty cents, and the trial size twenty-five cents. When you see how wonderfully this delightful La-may beautifies your complexion you will understand why it is now used by over a million American women.

### BARTO OUTDOOR FURNITURE

Attractive and comfortable, on the porch or in your garden.  
Set illustrated: 50" Settee, \$50; 30" Table, \$20; Arm Chair, \$32; Side Chair, \$18. Additional pieces to match.  
EDW. R. BARTO & CO., 15 West 39th St., New York  
Specialists in Interior Furnishings

**ANNOUNCEMENT FROM MAISON VIOLET, PARIS, FRANCE**  
We have just received a stock of Ambre Royal Face Powder, No. 51 Cold Creme Solidifite, No. 48 Royal Thridace—the Officers' Soap—and Violet's Superior Bath Soap.  
These may be obtained in small quantities at best shops throughout the city.  
Importing Office, 71 West 35th St., New York

**HAVE WAVY HAIR**  
Nothing adds so much loveliness to a woman's features as natural Wavy Hair. The permanent wave that we impart we guarantee will remain wavy for six months or refund your money. Our method is safe, sure and harmless—very artistic.  
65c a curl. Front waved \$10. Spirou side waves, add a charming effect for those who have straight, thin or faded hair. Defy detection. \$3 a pair up, at our shops or by mail.  
For over 40 years we have been engaged in the care of ladies' hair.  
**SPIRO'S HAIR SHOPS,**  
26 W. 38th St. & 132 W. 23d St.



### Let them wear their prettiest things every day

"Only a Princess or a Fairy Had sweet dresses, light and airy, Mother says, when she was small—long ago Mother's bestest party dress Just was a gingham—such a mess! And it had no lace at all—Oh, what woe!"

"Hel-en!" Your mother would call out of the window, "don't romp like that in your good dress. Go sit on the porch like a little lady."

You would glance scornfully at your best frock. How hard to give up your dear games just because you had on that homely thing!

Nowadays, even for play, children wear things that make them look and feel like fairies—sweaters and frocks of light pinks, blues and tans—even white. They can be cleaned easily and without harm to the fabric.

Lux has made the rubbing of soap on to fine garments a thing of the past.

The delicate flakes melt at once in the hot water. You toss Louise's little dresses, Freddy's little sweater into the rich suds—plop them up and down and the dirt just melts away. It is no trouble, no strain on delicate fabrics. If water alone won't injure them, Lux won't.

Get your package of Lux today at your grocer's, druggist's, or department store—Lever Bros. Co., Cambridge, Mass.



Even in hard water, Lux makes wonderful suds



### Why have your dresses ruined by perspiration?

You can be as sweet and dainty, hours after your bath, as when you stepped so clean and rosy into your fresh clothes! Sweet and dainty—even if you dance or hurry—even on the busiest days.

Odorono, a toilet water formulated by a physician, brings complete relief from the discomfort and embarrassment of excessive perspiration. One application keeps the skin dry and odorless for days.

Try it tonight

Apply Odorono wherever you perspire too freely—under the arms, on your hands, feet or forehead. It will give you the charming daintiness every woman longs to have! And it will save you so many waists, dresses and silk stockings!

At all toilet counters, 50c and \$1.00. Trial size 30c. The Odorono Co., 1,005 Blair Ave., Cincinnati, Ohio.

Write for our booklet, "The Appealing Charm of Daintiness," and suggest to the men in your family that they write for "The Assurance of Perfect Grooming."

**ODO-RO-NO**  
The toilet water for excessive perspiration

Dr. Allyn endorses Odorono  
"We do not believe that any harm can come from stopping the excretion of perspiration in limited areas, such as under the arms, feet, forehead, etc."  
"Experimental and practical tests show that Odorono is harmless, economical and effective for the purpose when employed as directed, and will injure neither the skin nor the health."  
Lewis B. Allyn, Westfield Laboratories, Westfield, Mass.