



This Habit Makes You Better Looking

When you go motoring, think always of D. & R. Perfect Cold Cream. Use it before the ride to save the skin the harsh effects of sun, wind, and dust; afterward to cleanse the pores, relieve burning and prevent tan.

For Safety's Sake Demand DAGGETT-RAMSDELL'S PERFECT COLD CREAM

To use it daily is a habit that leads to better looks. For vacation, or traveling, put a large tube (50c size) in your bag. It quickly, completely, and safely removes the dust and grime of travel, keeps the skin clear, soft and fair—gives the complexion a natural and winning charm.

Send a tube to a soldier or sailor. It is a comfort they need and will appreciate. Poudre Amovette. A perfect face powder, a toilet triumph. Looks natural, stays on. Flesh, white, brunette, 50c. Of your dealer or by mail of us.



For Your Own Particular Color Shades

Aladdin dyes—delicate fabrics, waists, lingerie, hosiery, etc.—all to meet your own particular color shades. No stains on hands or bowl. Just wash and Aladdin does the rest.

ALADDIN PRODUCTS CO., New York Chicago On Sale Everywhere



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.



They never have the slightest perspiration annoyance!

Her gowns remain fresh and crisp! "I have had any number of friends ask me how I remain so cool—why my dresses are as fresh and crisp at the end of the dance as when I came to the party. And I am glad to be able to tell them that it is because I use Odorono, for I have found that it does all that is claimed for it. Since using it I have never had the slightest perspiration annoyance, and I no longer fear that my gowns or waists may become stained."

THOUSANDS and thousands of women—busier now with this war than ever before—have found that they can be as sweet and dainty, at the end of the most hurried day, as when they stepped fresh from their morning baths. Read what Odorono has done for some of these women, what it will do for men or women, no matter how greatly they suffer from excessive perspiration.

Begin using Odorono tonight!

Profuse perspiration in any one part of the body is not healthy. Odorono, a toilet water formulated by a physician, corrects it completely. It is quick and easy to use, and one application keeps the skin dry and odorless for days! Used two or three times a week, your under-arms, feet, hands, remain always cool and sweet. Daily baths do not lessen its effect at all.

At all toilet counters in the United States and Canada, 50c and \$1.00. Trial size, 30c. By mail postpaid if your dealer hasn't it. Address The Odorono Co., 1006 Blair Avenue, Cincinnati, Ohio.

If you live in Canada, address mail orders or requests for booklets to The Arthur Sales Co., 29 Colborne Street, Toronto, Ont.



No more aching, sensitive feet "Before I used Odorono my feet were often tender and sensitive in the summer they were always so hot and would swell uncomfortably in my shoes. Now I never feel like removing my shoes the minute I come in, and I can wear smaller shoes that really fit my feet. Odorono saves silk stockings, too, for it is perspiration that breaks the thread so quickly."

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 when employed as directed, and will injure neither the skin nor the health."

Write for our booklet, "The Appealing Charm of Daintiness"—to know more about perspiration and how to relieve it. 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

DEAF?

Hear clearly and distinctly with a Little Gem Ear Phone



The absolute superiority of the Little Gem was recognized at the Panama-Pacific Exposition, where it received the Gold Medal, highest award for ear phones, in competition with the world.

Try our Auto Ear Massage: used to stop head noises and improve hearing. Call at our office for a free, private demonstration. Expert advice without charge. Ask or write for booklet.

GEM EAR PHONE CO., Inc. 802-BM Marbridge Bldg., 47 W. 34th St. at B'way, N. Y. C. Phone Greeley 3344. Canadian Office—Royal Bank Bldg., Toronto.



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In all shades, in Kid and Suedes, Oxfords and High Boots. A shoe that combines gracefulness of line, supreme comfort and a small size appearance—all in one.

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Brings out all that the Artist put into the Phonograph Record. Convince yourself—send check on ten-day trial; money back if not satisfied. In ordering state make of Phonograph.

EDISON OWNERS: Equip your New Edison to play all records! Prices: Bliss Reproducers, Nickel, \$6; Gold, \$7. Attachment for the New Edison, Nickel, \$1.50; Gold, \$2. Wilson-Laird Phonograph Co., Inc. 29 West 34th Street, New York City. Tel. Greeley 2618.

Reduce Your Flesh

by wearing Dr. Walter's Reducing Rubber Garments For Men & Women. Cover entire body or any part. Send for illustrated Booklet. Dr. Jeanne A. B. Walter. Brasiers, Price \$6.50 353 Fifth Ave., N. Y. Neck and Chin Rest-Billings Bldg., 4th Fl. Suer. Price \$3.00 (Ent. 24 St., 50 Door E.)

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On city streets neither heels are obsolete as sandals—O'Sullivan's Heels absorb the shocks that tire you out.

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Parisienne make the most of their charms: Dr. Darsy, their great complexion specialist, has shown them how.

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HEBEX HAIR TONICS will save your hair. Send description of your hair condition and I will advise treatment and tonics.

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Pond's Vanishing Cream

More used than any other facial cream in America

Such a saving in gloves!

"I can surely endorse Odorono, for it is a pleasure to find something so very satisfactory. I only wish that I had known of it before—I could have saved many a dollar in gloves. You don't realize what damage perspiring palms do to your gloves—how many you have to buy—until you use Odorono! Since I have used it my gloves always retain their pliancy and color and stay in shape so much longer."

Mrs. R. S. B., Montgomery, Ala.

Saves cleaners' bills

"Odorono has become indispensable to me, not only because I feel so clean and comfortable after using it but because it has saved me so many cleaners' bills and many faded garments. Since using Odorono I can wear a silk or serge dress just twice as long, and when I do have to send them to the cleaner, there is never a stain nor perspiration odor on them."

O. G. M., Franklin, N. H.

Quality—Service—Price DALE

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Special Medium Vamp Oxfords \$7.50 Hand Turned This Model in Black Patent Coco Brown Plum Shade Gun Metal Other Attractive Short Vamp Oxfords STYLE BOOK FREE 225 W. 42d St. 7th & 8th Aves. N.Y. Phone—Bryant 3068

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.

Rebuilder of Gowns

All your last season's frocks can be successfully re-built after the fashions of today. REBUILDING OF GOWNS as carried out by me means a creation from something you may have thought worthless. Prices reasonable. HOMER 11 1/2 West 37th Street, N. Y. Tel. 5265 Greeley.

Conspicuous Nose Pores

How to Reduce Them Treatment for this trouble given in the 20-page booklet wrapped with every cake of Woodbury's Facial Soap. For sale at all toilet counters.

The Nestlé Permanent Hair Wave



A cheap permanent wave is like a cheap dress—it is not worth more—it does not fit. Whether in Europe or America, Nestlé's are recognized as the best exponents of this science. Not only have they originated Permanent Waving (1905-London) but every single improvement made since then either in implements or process emanates from them. The latest is the "NESTOL COMB," the exceptional successful water-waving device here illustrated—(Patents applied for). Illustrated Booklet Free.

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