

For ALL Occasions
Ecurum
Gowns



Declared to be the "greatest revelation of the twentieth century in women's dress," they combine ease and elegance, chic and fashion. Absolutely comfortable!

Entirely Without Fasteners

Made to individual measurements from new Paris models.

The "Ecurum" **MATERNITY Gowns** are positively perfection

Mail Orders Filled. Booklet on Application. Address Dept. 4

Also a large stock of dainty hand-made baby wear and layettes.

MAURICE ADAMS
20 WEST 47th STREET
LONDON NEW YORK PARIS
Telephone Bryant 2446

BATHASWEET



Make Your BATH a LUXURY. Don't bathe in hard water; it roughens and irritates the skin. A spoonful of BATHASWEET in your bath brings the softness of rain water and the fragrance of a thousand flowers. A BATHASWEET bath cools, refreshes and invigorates. Small size 35c, large size 75c at all Drug and Department Stores, or by mail.

C. S. Welch Co., N.Y., U.S.A., Dept. S

SAVE YOUR SHOES
and improve their appearance.

Knemark

Free from Turpentine. Gives uniform color. Softens the leather. Cleans and polishes to perfection. Mahogany, Brown, Tan and Black.

Buy it in any shoe or department store.

25c

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
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Reduce Your Flesh
by wearing
Dr. Walter's Reducing Rubber Garments

For Men & Women
Cover entire body or any part. Send for illustrated Booklet.

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Braaiers. Price \$6.50 833 Fifth Ave., N. Y. Neck and Chin Reducers \$16. 4th Fl. Ducer. Price \$3.00 (Ent. 34 St., 3d Door E.)

PARKER'S RATIONAL METHOD OF HAIR TREATMENT

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

Ask for new booklet "Healthy Hair."
FRANK PARKER
SPECIALIST
51 WEST 37TH ST., N. Y.

BENNETT RE-SETS DIAMONDS

14k white gold—latest style hexagon setting—looks like platinum (like illustration) for your Solitaire or 5 to 7 small diamonds.

COMPLETE \$8.50
Only...
BENNETT MFG. CO.
175 B'way (Upstairs)
Old Jewelry Remounted & Repaired. Diamonds Bought & Sold for Cash.

Scientific Dentistry

Specialty:—Porcelain Inlays, Restoring Natural Tooth, Porcelain Bridgework, gold unsecn. Porcelain Plates, discarding injurious rubber. Surgery painlessly performed by analgesia.

DRS. M. & H. SCHLESINGER,
Times Bldg., 42nd St. & B'way. Telephone Bryant 572.

STRAIGHTEN YOUR TOES BANISH THAT BUNION

ACHELDT'S
Perfection Toe-Spring. Worn nights; with free day appliance. Removes actual cause of Bunions and enlarged joints. Any other foot troubles? Write or call.

M. ACHELDT, Foot Specialist,
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Dept. 362, 1328 B'way (at 35th), New York

BOHN SYPHON REFRIGERATOR

For a short time All Bohn Models are priced at 15% to 40% Reductions from the list prices.

Bohn Refrigerator Shop
53 W. 42d St., N. Y.
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Period Furniture

GRAND RAPIDS FURNITURE
(Direct from the Factory)
Special at
4 Post \$16.50
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Solid Mahogany
Height head-board 52"
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Width, 3 feet. Regularly \$25
DISCONTINUED PATTERNS
at 50% of Regular Prices.

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ODD PERIOD PIECES, \$4 up.
Est. 1852 MANGES BROS. M'f'rs.
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ELECTRIC WASHING MACHINE

Only machine that will **WASH AND DRY CLOTHES** in the Same Tub **WITHOUT A WRINGER**

Just think, an entire day's wash done in less than an hour. 1 1/2c. per hour to run. All Copper. No Rust.

Send for Book T. **LAUNDRY-ETTE SALES CO.**
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27 W. 38th St. NEW YORK

Fitting The Narrow Foot
Widths AAAA, AAA, AA & A. All sizes including 8 1/2, 9, 9 1/2, 10

SEABRIGHT—This smooth-fitting white buck sports boot makes a large foot look small and trim. Fibre soles.

\$14
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Style 1203
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Hand-Turned Oxfords Special \$5.50

Other Attractive Oxfords
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Brings out all that the Artist put into the Phonograph Record.

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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.

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Specialty:—Porcelain Inlays, Restoring Natural Tooth, Porcelain Bridgework, gold unsecn. Porcelain Plates, discarding injurious rubber. Surgery painlessly performed by analgesia.

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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.

Theroz MESS KIT

DESIGNED FOR UNITED STATES ARMY AUTO. CAMP, SHOP AND FIELD SERVICE



HEATS CAN OF BEANS OR SPAGHETTI

HEATS CAN OF SOUP OR STEW

BOILS ONE PINT COFFEE

2 Theroz CUBES IN BURNER

X-Ray of Theroz Mess Kit in Action

Give the Soldier the hot food he needs in the trenches

Theroz Mess Kit, made entirely of aluminum, \$5.00 complete.

Theroz Fuel Cubes, army size, 20 to the can. 35 cents

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Theroz Mess Kit nested

Of feather-light aluminum and instantly collapsible, the Kit nests into a flat, round package 3 3/4 x 6 3/4 inches, weighing less than two pounds, including can of fuel.

Theroz Mess Kit set up as a Fryer

Lieut. Col. Holcomb says

WAR DEPARTMENT
OFFICE OF THE QUARTERMASTER
Camp Lee, Va.

From: May 5th, 1918.
Lieutenant Colonel F. P. Holcomb, Q.M.C.
To: Basic Products Corporation,
Subject: Cooking device.

1. Reference your letter of May 2nd, would say that Mr. x x x called on me. I have tried out your cooking device in every possible way and under all conditions, and it has absolutely made good. It would be invaluable not only to soldiers but to civilians as well.

2. This device should by all means become part of the equipment of every soldier.

FPH/jal

SEND ONE TO YOUR BOY

BASIC PRODUCTS CORPORATION, Woolworth Tower
Factory and Laboratory, Lawrenceburg, Ind.

The Nestlé Permanent Hair Wave



The best and most successful exponents of permanent hair-waving are undoubtedly Nestlé's. During the past three months over twenty-five hundred heads have been waved without one single discordant note. Everybody left happy and satisfied. Nestlé's are the original inventors of permanent hair-waving and the only special house for this art in existence.

Our new water-waving device, here illustrated, is considered the wonder of effectiveness and simplicity. Sold at \$2.00 and \$2.50.

Illustrated catalogue free.

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

LUX

For all fine laundering

DOO MED

On city streets leather heels are obsolete as sandals—O'Sullivan's Heels absorb the shocks that tire you out.



"Not a trace of perspiration stain or odor on it!"

WEAR a silk or serge dress for weeks and weeks and still not have the slightest perspiration stain on it! Or a trace of perspiration odor! Even through these hurrying war-work days! It's not impossible at all! It's so easy; gives such a new daintiness—you will never spoil a dress with perspiration again. And you need wear no protection for it either!

For excessive perspiration under the arms, on your hands, feet, or forehead is unnatural—not healthy. It should come out evenly over the body. Odorono is a physician's formula to correct excessive perspiration; it keeps the underarms absolutely clean and fresh—your feet cool and comfortable.

Use Odorono tonight

Begin tonight to save your dresses—to have the sensation of a new daintiness—sweetness. Odorono is so quick to use, the directions are so simple, that you are amazed at its magic help. You pat it on your troubled skin—it dries—you use a bit of cold cream, and are careful not to rub the skin. And—this one application will keep your underarms absolutely dry and odorless for days! Or your feet, or hands, or forehead. Use it two or three times a week and perspiration troubles are gone. Daily baths do not interfere at all.

At all toilet counters in the United States and Canada, 50 cents and \$1.00. Trial size 30 cents. By mail, postpaid, if your dealer hasn't it. Address The Odorono Co., 1007 Blair Avenue, Cincinnati, Ohio.

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."

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."

LEWIS B. ALLYN,
Westfield, Mass.



ODO-RO-NO
The toilet water for excessive perspiration



Read how to overcome the unattractive appearance that cuticle cutting gives your nails

What causes Hangnails

Hangnails have two causes.

If the cuticle is allowed to grow up onto the surface of the nail, the skin will tear, become detached and form hangnails. Hangnails also come from improper or too vigorous treatment of the cuticle.

To prevent hangnails, your whole effort should be to keep the cuticle unbroken. This is exactly what Cutex does.

Be entirely free from this annoyance

In the Cutex package you will find absorbent cotton and an orange stick. Wrap some of the cotton around the end of the stick and dip it into the Cutex bottle. Work the stick around the base of the nail, gently pushing back the cuticle.

Almost at once you will be able to wipe away the dead surplus skin. Then rinse the fingers in clear water.

When you see how smooth and firm Cutex keeps your cuticle, you will never go back to the old cuticle-cutting method!

Send 15c for a complete Midget Manicure Set

Mail the coupon now with 15c (10c for the set and 5c for packing and postage) and we will send you a complete Midget Manicure Set. Get it today. Address Northam Warren, Dept. 119, 114 West 17th Street, New York City.

If you live in Canada, send 15c for your set to MacLean, Benn & Nelson, Limited, Dept. 119, 488 St. Paul Street West, Montreal, and get Canadian prices.

Ethel Clayton, the charming motion picture star, says: "Cutex keeps my nails looking so beautifully, my friends often remark it!"

This complete manicure set sent for 15c

Elsie Janis, a favorite with our soldiers in France, for whom she has been playing, says: "I am delighted with Cutex. I find it most wonderful!"

Cutex

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