



**Before the Ride**

Women motorists everywhere have learned the wisdom of using a little D. & R. Perfect Cold Cream before each ride. Its soft and soothing value to the skin is enhanced by the protection that it gives against the ravages of wind and weather. And after the ride there is nothing like **DAGGETT-RAMSDELL'S PERFECT COLD CREAM**

*The Hand That Keeps*—not merely for cleaning, in the ordinary sense, but for clearing the pores of each minute particle of dust or grime that has lodged on that delicate and sensitive surface. It means a quick, thorough and beneficial clean up that is restful and refreshing. In Tubes and Jars, 10c to \$1.50.

*Poudre Anourette*: The face powder preferred by women motorists. It always looks natural and stays on. Flesh, white, brunette, etc. Both cream and powder of your dealer or by mail of us.

**TRY BOTH FREE**  
Send postal for free generous samples of Perfect Cold Cream and Poudre Anourette.

**DAGGETT & RAMSDELL**  
Department 379  
D. & R. Building, New York

**MATERNITY**

**Becoming Clothes You Love to Wear**

Expectant mothers may be so becomingly dressed in designs that cleverly conceal the condition, that social life may be enjoyed almost to the day of the baby's birth.



Up to the Minute Fashions

That do not betray their purpose and expand automatically with figure.

Illustrated Fashionable figure-concealing maternity dress, of finest quality Georgette with embroidered Georgette panel front and back.

"STYLISH APPAREL FOR MOTHERS-TO-BE"—our new Fall catalogue, sent on request to Dept. L-6.

**Lane Bryant**  
21-23 West 38th Street, New York

**DARSY facial treatments**

The unguents and herb baths we employ to freshen and rejuvenate Madame's complexion are shipped to us regularly by Dr. Darsy, the famous Paris specialist. Individual applications for sagging tissues and double chin.



**V DARSY**  
SALON DE JEUNESSE, 680 5th Ave., At 50th St. Phone, Circle 416.

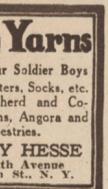
**ODO-RO-NO**

The toilet water for excessive perspiration



**Knitting Yarns**

Knit for our Soldier Boys Khaki Sweaters, Socks, etc. Good Shepherd and Columbia Yarns, Angora and French Tapestry.



**LUX**

For all fine laundering



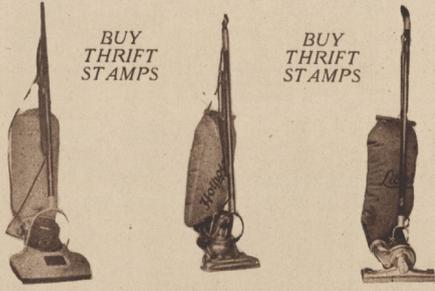
**High Grade Seed**

For Your Vegetable Garden Flower Garden Lawn or Farm  
Call at our store, or write to  
**Stump & Walter Co.**  
30-32 Barclay Street, New York City



**Big Reductions on VACUUM CLEANERS**

**Specials For This Week Only**  
(No Mail Orders Filled at These Prices)



**Hoover Special** Regular Price \$57.50 This Week \$49.75  
**Hotpoint "L"** Regular Price \$32.50 This Week \$26.75  
**Liberty "C"** Regular Price \$40.00 This Week \$33.75

Others at Similar Reductions. Send for Complete Price List.  
The servant problem is getting worse every minute—get a Vacuum Cleaner and be more independent.

We are the largest dealers in vacuum cleaners in the world—sell about 65 different kinds. The above prices are for absolutely new cleaners, latest models—for this week only.

**All Vacuum Cleaners are good—some are better than others**  
We publish a "rating" sheet which gives every make of Vacuum Cleaner a "rating" of one, two or three stars, according to our judgment of their merits. It contains valuable information.

A copy will be sent absolutely free anywhere on receipt of coupon below. Any further advice is also free.

We sell all cleaners rated "three star" on **EASY PAYMENTS** and allow free trial.

**Used Cleaner Department** **\$1.00 RENTS**  
Big Sale on Agents' Samples, Shopworn, Used Cleaners.  
**A VACUUM CLEANER**  
for one day. Cleans Rugs, Carpets, Mattresses, etc.  
Free delivery within 15 miles.

We sell all kinds of Electric Washing Machines. Send for circulars.  
**VACUUM CLEANER SPECIALTY CO., Inc.**  
Phones 6310-6311-6312 Bryant

(Fill Out Coupon NOW Lest You Forget)

**COUPON**

Vacuum Cleaner Specialty Co., Inc.  
131 W. 42nd St., N. Y. C., Dept. 9.

Send me complete price list and "rating sheet," which you say contain information of great value.

Name .....

**DOWN TOWN BRANCH**  
BOOTH 25  
CONCOURSE  
HUDSON TERMINAL BLDG.,  
30 CHURCH ST.

**The Nestlé Permanent Hair Wave**

A permanent hair wave given by means of chemicals is considered by most hair specialists as injurious. All introduction of solid substances into the hair-shafts is therefore dangerous. The Nestlé process of permanent waving is based on steam, and no pads, flannels or lotions are put on the hair.

If these substitutes all contain chemicals, it is apparent that their use should be avoided.



**THE NESTOL COMB**  
An invaluable help for every child's or adult's hair, where there is a slight tendency to wave or fluff. Also after a permanent wave. Its popularity is extraordinary. For it gives that finished groomed touch to the human hair which no heated instrument can give. Waving hair by "water-waves" has always been known to improve natural curliness. Price \$2.00 and \$2.50.

Illustrated and descriptive booklet on the Nestol Comb and the Nestlé Permanent Wave is sent free.

**C. NESTLÉ CO.**, 657 and 659 FIFTH AVENUE  
Corner 324 Street, NEW YORK  
Original Inventors of Permanent Waving Telephone Plaza—6541



**Bonnie-B**  
Imported HUMAN HAIR NET  
Beautiful hair is your greatest charm. "Artistic French Coiffures," a charming little book by Cluzelle—famous hair dresser—shows you how to arrange your hair becomingly. Free with every Bonnie-B Imported Human Hair Net. Guaranteed to outlast three ordinary nets. Fringe shape only. Cap-nets do not fit the coiffure.  
All shades—15c, two for 25c. White or gray—25c each.  
**THE BONNIE-B COMPANY, INC.**,  
222 Fourth Avenue, New York.

**To the Wholesale Buyer!**

THE world's largest creators of Wool Jersey and Tricolléte Dresses

—covering every whim of fashion  
—every range of price

The enormous stock of piece goods held in reserve is in itself an assurance of prompt delivery.

Invest in Victory  
Buy W. S. S.  
Regularly

**CROWN EMBROIDERY WORKS**  
20 West 33rd Street  
New York  
MAISON HAAS—PARIS

**Vantine's**  
The Oriental Store  
**Incense Set \$1**  
By Mail Prepaid.

THE dreamy, soothing fragrance of Vantine's Temple Incense brings to mind the rosy dawns, the brilliant sunlight, the purple dusks of the Orient—the enchantment of strange Far Eastern countries—the subtle, languorous sweetness of tropical gardens and of blossom-laden breezes blown from palm-fringed islands set in turquoise seas.

Set includes burner, one package of incense and complete instructions for using. Price, per set, complete, \$1. (Price of incense only: Medium size 50c. Large size 90c.)

On sale in our Perfumery Department, or forwarded by parcel post, prepaid to any address in the U. S. A., upon receipt of check, money order or registered currency. In ordering please address Dept. T.

**A. A. VANTINE & CO., Inc.**  
Fifth Avenue and 39th Street, New York

Queen Anne Dining Room Suite in "Burl" Walnut or Antique Brown Mahogany—10 pieces. **\$415**

**FURNITURE** of high Kellner standard will cost so much more before it ever again costs less, that buying now is a particularly sound investment. We will arrange to hold your selections for later delivery, if you wish.

Do not fail to see "The Twenty-five Rooms"—replete with ideas for the furnishing of the home.

**KELLNER BROS.**  
Twenty-eight years selling Good Furniture  
SOUTH EAST CORNER 15th STREET AND 6th AVENUE

**La-May Face Powder Is Pure!**  
No White Lead—No Rice Powder—  
It Really Stays On Unusually Well.

Up to the present time it has been almost impossible to get a face powder to stay on longer than it takes to put it on. You powder your nose nicely and the first gust of wind or the first puff of your handkerchief and away goes the powder, leaving your nose red, shiny and conspicuous, probably just at the very moment when you would give anything to appear at your best. A specialist has at last perfected a pure powder that women say stays on wonderfully well. It does not contain white lead or starchy rice powder (Poudre de Riz) to make it stay on. White lead poisons the skin and rice powder turns into a gluey paste that encourages enlarged pores and unsightly complexions. This improved formula contains a medicinal powder doctors use to heal the skin. In fact, this new powder helps to prevent and reduce enlarged pores and irritations. It is called La-May (French, Poudre L'Amé). Because it is pure and because it stays on so well, it is already sold everywhere. The large size is only fifty cents and the trial size is twenty-five cents. When you use this delightful La-May and see how wonderfully it beautifies your complexion, you will understand why it so quickly became one of the most popular complexion powders sold in New York. If your home dealer is sold out you can order by mail of Herbert Roystone, 16 E. 18th St., New York.

"Help Your Feet Do Their Bit"

**DR. GRAHAM'S ANTI-SEPTIC FOOT CREAM**

Keep your feet fresh, cool and comfortable with Dr. Graham's Antiseptic Foot Cream. It refreshes the feet wonderfully and relieves corns, bunions, callouses, ingrowing nails, etc. Golfers endorse it. Just what your soldier boy needs. Send him a jar. Liberal sample on receipt of dealer's name and 10c for mailing.

At Druggists and Dept. Stores.  
**The Sigma Co.**, 27 West 33d St., New York

Pledge to buy W. S. S. regularly