Red Cross Shoe
"Bends with the foot"

An Excellent Boot for Fall Wear

It will add the correct style finish to the new Autumn costume, while its wearer enjoys the perfect comfort of a sensible, rightly built shoe.

Style 843½
Black glazed kid —with the New Cuban Heels and Red Cross Flexible Soles.

6.50

Sold at Blyn Stores exclusively in New York, Brooklyn and Newark

J. Blyn & Sons
ALWAYS THE BEST STORES

Mail Order Dept., 2240 Third Avenue. Postage, Including Insurance, 10c. Send P. O. Money Order or N. Y. Draft Only.

West Side Stores	East Side Stores
222-224 W.125 St. (W. of 7th Ave.)	3d Av. & 122d St.
6th Av. & 27th St.	3d Av., near 86th St.
8th Av., nr. 39th St.	3d Av., 150 & 151 Sts.
	162 B'w'ry, nr Broome

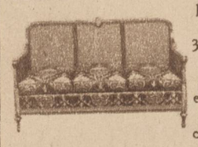
Brooklyn Stores: 442-444 Fulton St., op. Bridge St. near Hoyt. B'y, bet. Park Av. & Ellery St. Broadway, near Greene Av.

Newark Store: 689 Broad, op. Military Pk.

Factory: 511-519 East 72d St., N. Y.

Back up Our Army and Navy with W. S. S.

Art Furniture



LOUIS XVI. SUITE
3 pieces, in mahogany, cane backs, elegantly upholstered, choice of silk damask or velours.

$139
Regular price $175

Why We Sell More Cheaply

The fact of our being one short flight up from the street enables us to offer one of the very largest and in all respects the very finest selections of furniture in New York City at prices far below what others must ask.

BERMAN FURNITURE CO.
817 Eighth Ave., at 49th St.
1 block from all transportation lines

Aladdin Dye Soap
Colors While it Cleans

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

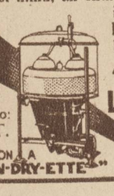
Copyright, 1918. Aladdin Products Co.

No Stains — 10¢ — No Boiling

LAUN-DRY-ETTE 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. 1½c. per hour to run. All Copper. No Rust.



Send for Book T.

INSIST ON A "LAUN-DRY-ETTE"

LAUN-DRY-ETTE SALES CO.
36 W. 37 ST.
Tel. 4656 GREELEY

The Highest Class Talking Machine in the World

Sonora

Clear as a Bell

Fifth Av., at 53d St.

Winner of highest score for tone quality at Panama-Pacific Exposition.

ODO-RO-NO

The toilet water for excessive perspiration

Franklin Simon & Co.

A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York

The Mode of the Moment!

Misses' Tricolette Dresses

Of superior quality fibre silk

IN the most wanted colors of navy, brown or black

(as illustrated.)

Special **38.00**

MODEL NO. 14
Misses' Embroidered Tricolette Dress *of superior quality fibre silk,* in navy, brown or black. The rounded collarless neck and graceful straightline tunic are French wool embroidered in self color, long sash silk fringed.
14 to 20 years. *Exceptional at* **38.00**

MODEL NO. 15
Misses' Cord Fringed Tricolette Dress *of superior quality fibre silk,* in navy, brown or black; loose panel, back and front trimmed with self color silk cord fringe and self covered buttons; novelty Grecian cord sash.
14 to 20 years. *Exceptional at* **38.00**

14A—**Velvet Poke Hat,** faced with silk of self or contrasting color; wreath of vari-colored fruit. **15.75**

15A—**Velvet Mushroom Hat,** with looped ribbon bow at front. **18.00**

15

14

Prompt Delivery Free, Anywhere in the United States. *Phone 6900 Greeley*

BONWIT TELLER & CO.

The Specialty Shop of Originations
FIFTH AVENUE at 38TH STREET NEW YORK

Attention is Directed to

Our Greatly Enlarged & Improved

CORSET DEPARTMENT

Now located on the fourth floor of the establishment adjacent to fitting rooms — under the direction of the most expert corsetiere, assisted by the most competent staff and skilled fitters.

SPECIAL VALUES ARE OFFERED TO FURTHER INTRODUCE THE SUPERIOR QUALITIES OF BONWIT TELLER & CO. CORSETS AND BRASSIERES.

CLERETTE (A)

ATHLE

FLAGE

Clerette (A) Corset **8.50**

Designed to slenderize fleshy figure; closely boned; elastic leg insert; elastic diaphragm belt; low back, wide enough to avoid crowding of flesh. Made of fancy coutil. Sizes up to 36.

"Athle" Sport Brassiere **3.50**

"Athle" reaches down to the waistline and is held in place by elastic belt, so it will not pull above the corset under strain of athletic activity. Tightly banded over bust and fitting freely below, serving both as confiner and camisole. Made of pure linen and imitation Filet lace.

"Flage" Brassiere **1.00**

Expressly designed for a medium slight figure with the objective of concealing the figure rather than to bind it. Made of crepe de chine with scant side fullness, drawn flat directly at the centre with band of ribbon. This is one of the most exceptional values ever offered.

Franklin Simon & Co.

A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York

WOMEN'S and MISSES'

Waist Fashions

Express "newness" by attractive color contrasts and new collar treatments

SIZES 34 TO 44 BUST.

44

42

40

46

No. 40—**Radium Meteor Silk Waist,** *in navy, taupe or black;* deep cowl collar and turn-back cuffs of pin tucked white Georgette crepe, real Val lace edged; hemstitched vestee of self color Georgette crepe. **19.75**

No. 42—**Georgette Crepe Waist;** *new square neck model in navy, henna, taupe, black, or brown;* self color soutache braid veined with gold thread is designed on beige color Georgette crepe and trims front of waist, square collar and cuffs in effective contrast. **15.75**

No. 44—**Georgette Crepe Waist** *in attractive color combinations*—navy embroidered in rose silk and wool giving a new beaded effect, or brown trimmed bisque and taupe trimmed rose; large shoulder collar of self material, hemstitched cuffs. **9.75**

No. 46—**Georgette Crepe Waist;** new rounded neck model with front of waist beaded in a contrasting color—navy with henna, brown with bisque or black with henna; soft roll collar and cuffs of self color satin; satin covered buttons and dotted beads trim front of waist and sleeves. **12.75**

Prompt Delivery Free, Anywhere in the United States. *Phone 6900 Greeley*

NOW, more than ever before, you'll appreciate the opportunity to select your style from HAMILTON'S extraordinarily large collection of exclusive Fall models. Scores of All Wool Serge Dresses from $6.95 to $29.50; also a wide variety of Tricolettes and Satins.

Economy Prices—of course!

Free catalog mailed out of town upon request Dept. 9-A.

HAMILTON GARMENT CO.
307 FIFTH AVENUE (near 31st Street), N. Y.

Note:—We now occupy the entire building at above address.