



Neat Hands for Knitting

Sweet smiling faces are waiting for the boys to come home and nimble fingers are knitting for their comfort.

DAGGETT-RAMSDELL'S PERFECT COLD CREAM

Its fame as the ideal protection for beautiful faces is known everywhere. It also keeps your hands soft and neat and beautiful with no hang nails or rough places to catch the worsted.

Poudre Amourette: The face powder that satisfies even those who are difficult to please. It looks natural and stays on.

DAGGETT & RAMSDELL D. & R. Building, New York



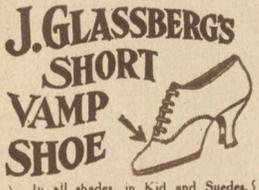
Aladdin Dye Soap

Colors While it Cleans

For Color Dreams in Fashion Schemes

Any violet, limerick, hostelry-silk gloves dyed to meet your fondest desire in color—Aladdin does the work and does it right.

No Boiling No Staining



J. GLASSBERG'S SHORT VAMP SHOE

In all shades, in Kid and Suedes, Oxfords and High Boots.



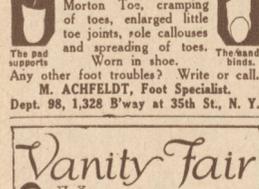
SECRET LOCKET WAR RING

\$10.00 SOLID GOLD MONOGRAM FREE. YOUR PHOTO CONCEALED INSIDE.



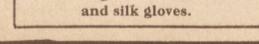
FOOT COMFORT

and Faultless Fashion. This rare combination is found in JACK'S SHOES.



ACHFELDT'S METAPAD

IT SUPPORTS & BINDS For All METATARSAL ARCH AFFECTIONS.



Vanity Fair UNDERSILKS

Schuykill Silk Mills Reading, Pa. Makers of glove-silk underwear and silk gloves.



SHOE CRAFT

27 W. 38th St. New York

Fitting The Narrow Foot

Widths AAAA, AAA, AA & A All sizes including 8 1/2, 9 1/2, 10

Wearing "MAJORIO" THE Service Boot,

MILADY can march with the best of them, without the discomfort of pinched, painful, aching feet.

"Majorio" is a boot expressing the "Spirit of the Times," SERVICE, which it gives in full measure.

"Here in my city," writes a Mother, "myself and two daughters value your 'MAJORIO' Boot as THE indispensable item of our service attire. Most of our 'Win the War' club members wear it, even those who do not adopt any other service regalia—our Women's Motor Corps has made it the regulation boot for all the members."

"MAJORIO" for WOMEN and GIRLS is the regulation army boot "feminized"—worn in the "service" or with a natty tailored or sports costume.

In Liberty Brown Calf, Blucher, Laced.

\$10

MAIL SHOPPING SERVICE

Parcels Post Prepaid. Perfect fit guaranteed. Charge Accounts. Write for Folder A-22.

DAGGETT & RAMSDELL D. & R. Building, New York



Quality—Service—Price DALE

BUY DIRECT FROM FACTORY AND SAVE MONEY

Incandescent Lamps on Sale Visit Our Display Rooms

109 West 13th St., New York 1 Door West of 9th Ave.

Dale Lighting Fixture Co. Buy W. S. S. Regularly



Ambre Royal

Five Powder of Royally Made MAISON VIOLET PARIS

Sold in the best shops all over the world. FRANK M. PRINZLE & CO. 71 West 58th St., New York.

HAY'S LILY WHITE CREAM

Beautifies, softens. Makes a clear, radiant skin. Greaseless. Will not cause hair growth.

Delightfully refreshing. Jar 50c. Philo Hay Co., Newark, N. J.



Lillian Russell's OWN SMOOTHOUT CREAM

RESTORES "SUMMER-WORN" COMPLEXIONS. TRY IT.



NORMA TALMADGE

has her hair permanently wavy by Robert.

\$1.50 per curl.

Permanent Hair Wave Specialist 500 Fifth Avenue (cor. 42nd Street) Tel. 4118 Vanderbilt. Illus. booklet free



ODO-RO-NO

The toilet water for excessive perspiration

The Highest Class Talking Machine in the World Sanora

Clear as a Bell Fifth Av., at 53d St. Winner of highest score for tone quality at Panama-Pacific Exposition.



Period Furniture

GRAND RAPIDS FURNITURE (Direct from the Factory)

Colonial Chest of Drawers Mahogany Size 37" wide by 21" deep. Special at \$45 Regularly \$85

DISCONTINUED PATTERNS at 50% of Regular Prices.

Sheraton, Tudor, Adam, Heppelwhite, Colonial, etc., Dining Room Suites, 10 pieces, \$165 to \$600, regularly \$300 to \$1,200. Queen Anne, Louis XV., Louis XVI., Sheraton, etc., Bedroom Suites, Mahogany and Walnut, \$90 to \$650, regularly \$150 to \$1,300. Assortment of living room and upholstered furniture.

ODD PERIOD PIECES, \$4 up.

MANGES BROS. Est. 1882. 668 to 672 Sixth Ave., cor. 39th St.

DEAF?

Hear clearly and distinctly with a Little Gem Ear Phone

Simplest and smallest hearing device

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 for booklet.

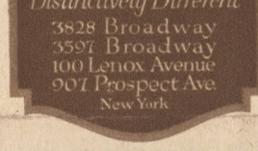
GEM EAR PHONE CO., Inc. 892-834 Marbridge Bldg., 47 W. 34th St. at B'way, N. Y. C. Phone Greeley 3744 Canadian Office—Royal Bank Bldg., Toronto.



Adler Blouses

Distinctly Different

3828 Broadway 3597 Broadway 100 Lenox Avenue 907 Prospect Ave. New York



EMPERESS Instantaneous NAIL GLOSS

Give your nails a beautiful lustre with one stroke of Nail Gloss. Guaranteed to last two weeks or money refunded. Not affected by soap, water or heat. Absolutely non-injurious. \$1.00 per box from your dealer, or direct by mail. Address: EMPRESS MFG. CO., Established since 1898. Dept. 56, 36 W. 20th 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.



Pond's Vanishing Cream

More used than any other facial cream in America

"Northern Growth" means specially bred to severe changes of climate and low temperatures, strong, vigorous, husky young trees, able to offer unyielding resistance to severest weather.

They are the sort worth having. Nut Culture, Fruit Trees, Berry Plants, Evergreens and Shrubs described in our 1918 Magal, sent free on request.

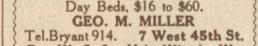
GLEN BROS., Inc. (Estab. 1866), Glenwood Nursery, 1706 Main Street, Rochester, N. Y.



Knitting Yarns

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

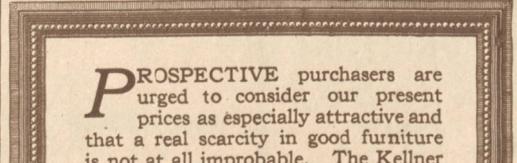
HENRY HESSE 899 81st Avenue, 24th-25th St., N. Y.



PURE DOWN PILLOWS

Linen Tick. Exceptional \$7 value; per pair. Complete Bedroom Suits, \$190 up. Day Beds, \$16 to \$60. GEO. M. MILLER Tel. Bryant 914. 7 West 45th St. Buy W. S. S.; Help Win the War

NOW OPEN FOR THE SEASON. PURIE MACDONALD Photographer-of-Men. 576 FIFTH AV. COR. 47th ST.



PROSPECTIVE purchasers are purged to consider our present prices as especially attractive and that a real scarcity in good furniture is not at all improbable.

The Kellner assortments offer genuine economies right now.



Queen Anne Dining Room Suite in American Walnut—10 pieces Buffet 72 inches. \$550

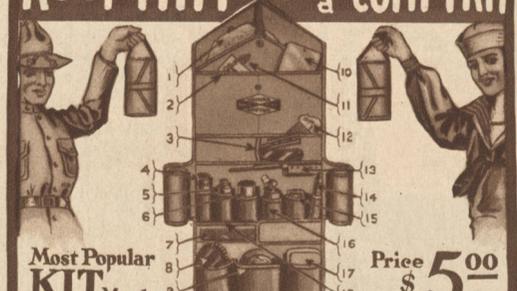
You are cordially invited to see the "Twenty-five Rooms" completely furnished, replete with a wealth of suggestion.

KELLNER BROS.

Twenty-eight years selling Good Furniture

Southeast Corner 15th Street and 6th Avenue

Keep HIM Fit With "COMFYKIT"



Most Popular KIT Made Price \$5.00

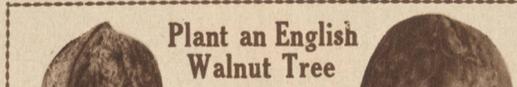
Contains Everything Needed by the Soldier or Sailor From Safety Pins to First Aid Comforts

Many Letters of Recommendation and Appreciation from the Boys "Over There" and in Camp Here—

- (1) SANITARY WASH RAG—pocket runs full length of "COMFYKIT" (2) SAFETY PINS—handy lot (3) SAFETY RAZOR—one complete Durham Duplex (4) SHAVING BRUSH—Rubber, Collapsible (5) TALCUM POWDER—Williams' (6) SHAVING STICK—Williams' Metal case (7) COMB, non-breakable type (8) HAIR BRUSH—Military, ebony finish (9) FOOT POWDER—antiseptic (10) TRENCH MIRROR—nonbreakable (11) BUTTONS—assortment of extra buttons (12) DARNING COTTON and DARNING NEEDLES (13) TOOTH BRUSH—flexible handle, sanitary guard (14) TOOTH PASTE—Williams' (15) EMERGENCY CASE—of zinc-oxide adhesive plaster (16) SEWING OUTFIT—two spools cotton, easy-thread needles, thimbles, pins, all in compact metal case (17) SOAP BOX—Aluminum—for large size soap (18) EXTRA POCKETS—for stationery, pencils, postcards, letters, extra razor blades, etc.

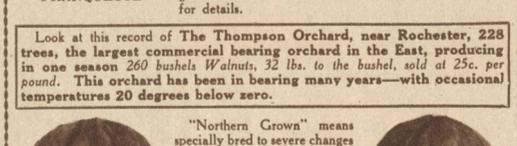
The Nathan "COMFYKIT" is made of a durable olive drab, two-ply auto cloth, and is guaranteed to stand the hardest and most rack-ing wear. Size, opened 22 1/2 x 9 in. Size, closed 9 1/2 x 2 1/4 in. Weight—24 ozs. The articles contained in the Nathan "COMFYKIT" are of the finest quality—the standard products of leading manufacturers.

At Dealers or Direct NATHAN NOVELTY MFG. CO., Dept. E, 88 Reade Street, NEW YORK

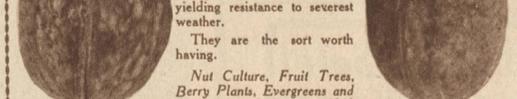


Plant an English Walnut Tree

If you have room plant a grove of them, for the cultivation of the English Walnut in the north is not only one of the newest, but one of the most rapid growing industries in the United States. The early planter is bound to reap a golden harvest. Write us for details.



Look at this record of The Thompson Orchard, near Rochester, 228 trees, the largest commercial bearing orchard in the East, producing in one season 260 bushels Walnut, 32 lbs. to the bushel, sold at 25c. per pound. This orchard has been in bearing many years—with occasional temperatures 20 degrees below zero.



"Northern Growth" means specially bred to severe changes of climate and low temperatures, strong, vigorous, husky young trees, able to offer unyielding resistance to severest weather.

They are the sort worth having. Nut Culture, Fruit Trees, Berry Plants, Evergreens and Shrubs described in our 1918 Magal, sent free on request.

GLEN BROS., Inc. (Estab. 1866), Glenwood Nursery, 1706 Main Street, Rochester, N. Y.

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 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.

Big Reductions on VACUUM CLEANERS

Specials For This Week Only

(No Mail Orders Filled at These Prices)



Baby Hoover Regular Price \$47.50 This Week \$39.75

Ohio 4 Regular Price \$45.00 This Week \$36.75

Frantz-Premier Regular Price \$39.75 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 Big Sale on Agents' Samples, Shopworn, Used Cleaners. \$1.00 PER DAY RENTS An Electric VACUUM CLEANER For Two Days. Free delivery within 15 miles.

VACUUM CLEANER SPECIALTY CO., Inc.

Phones 6810-6811-6812 Bryant (Fill Out Coupon NOW Last You Forget)

COUPON VACUUM CLEANER SPECIALTY CO., Inc. 131 W. 42nd St., N. Y. C., Dept. 13. Send me complete price list and "rating sheet," which you say contain information of great value. Name: Address: City: State: Zip: (Print Name and Address)

MAIN OFFICES AND SALESROOMS 131 WEST 42ND ST. SUBWAY TO TIMES SQUARE

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



I. HICKS & SON, "Sixty Years of Exciting Story"

Now that you can't go riding on Sunday, why not stay at home, get acquainted with your own grounds, and fix things up a bit? Take a look at the house from "every angle"—are there any bare spots?—do the shrubs look skimpy and forlorn in the porch corner?—wouldn't an oak or a linden just to one side there soften and mellow the roof line and add charm to the vista? Is your back yard properly screened by a clump of pines or firs? Have you an evergreen cozy corner where you can sit or lie in negligence without worrying about being seen by your neighbors? If you lack any of these good things of country life, we can give them to you in time to enjoy them next Sunday if you'll say the word by mail today or over the phone tomorrow.

I. HICKS & SON, "Sixty Years of Exciting Story" Westbury (Phone 68) L. I.

To Reduce Your Flesh IN ANY PART DESIRED



Try the simple, safe method used successfully by thousands of men and women for 15 years to reduce superfluous flesh.

Dr. Walter's famous medicated reducing

Rubber Garments For Men and Women

Cover Entire Body or Any Part

Endorsed by leading physicians and worn by society everywhere. Send for Free Illustrated Booklet.

Dr. JEANNE A. B. WALTER, 353 Fifth Ave., New York (Entrance on 34th St., 3rd Door East.)