



**Clear the Way**

When you clear your complexion you clear the way for the whole journey of life. With D. & R. Perfect Cold Cream it is so easy and delightful to clear the skin of every trace of dust and wind and weather. Thousands of women motorists know that to remove the dust that the rushing wind hurls against the delicate pores of the skin there is nothing like

**DAGGETT & RAMSDELL'S PERFECT COLD CREAM**

*The Kind That Keeps*  
For the sake of the beauty of your complexion, which is the chief beauty of even the most beautiful, use D. & R. Perfect Cold Cream before exposure to the rough winds—as a protection—and after exposure, to cleanse and purify the pores of the skin and clear the way for beauty to remain unsoiled. In tubes and jars, 10c to \$1.50. Send a tube to a soldier or sailor. It is so comfortable they need and will appreciate. *Poudre Amourette:* The face powder of the exquisite softness; stays on, looks natural. *Flesh, white, brunette.* Both cream and powder of your dealer or of us direct.

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



**But Now Hear Clearly!**

The wonderful improved Acousticon has now enabled 325,000 deaf people to hear. We are sure it will do the same for you, are so absolutely certain of it that we are eager to send you the

**1918 Acousticon**

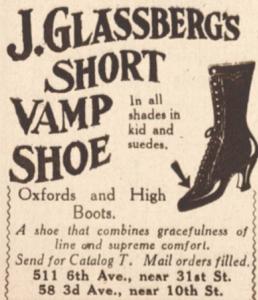
For ten days' FREE TRIAL. No Deposit—No Expense. There is nothing you will have to do but ask for your free trial. No money to pay, no red tape, no reservations to this offer. Our confidence in the present Acousticon is so complete that we will gladly take all the risk in proving beyond any doubt that

The joy of hearing can be yours again! The Acousticon has improvements and patented features which cannot be duplicated, so, no matter what you have ever tried, just ask for a free trial of the New Acousticon. You'll get it promptly, and if it doesn't make you hear return it and you will owe us nothing—not one cent. **GENERAL ACOUSTICON CO.,** 1349 Candler Bldg., 220 West 42d St., New York.



**MANY a smart woman's attractive coiffure is due to the use of KURLEY KEW HAIR WEAVERS**

The ingeniously designed twist in these weavers is what produces that soft, natural, becoming wave that only Kurley Kews can accomplish. 6 Weavers, 10c. 3 Weavers, extra long, 10c. If not at the notice counter write us. Illustrated pamphlet on request. **BRETT MFG. CO., Inc.,** 164 West 34th Street, N. Y.



**J. GLASSBERG'S SHORT VAMP SHOE**

In all shades in kid and suedes. Oxfords and High Boots. A shoe that combines gracefulness of line and supreme comfort. Send for Catalog T. Mail orders filled. 511 6th Ave., near 31st St. 58 3d Ave., near 10th St.

**BONWIT TELLER & CO.**

*The Specialty Shop of Originations*  
FIFTH AVENUE AT 38<sup>TH</sup> STREET, NEW YORK

**"Joyeuse"-A CORSET**

10.00

The lithe uncorsetted appearance so desirable this season is achieved by "Joyeuse"-A, made of finest corset satin on lines that bind the thighs more firmly than the hips. A suggestion of waist line holds the garter firmly in place. The direct front stay is sufficiently high to hold back a full diaphragm. The bust proper is entirely cut away, leaving the natural figure as low as when uncorsetted.

The same model "Joyeuse"-AA, made of handsome broche satin. Introductory price 14.50.



**"Filia" ALL-OVER LACE CONFINER**

1.50

Designed to reach the bottom belt line, holding firmly in place over the very low corset. Lace shoulder strap. Very dainty and effective.



Not until you are fitted to a Lane Bryant Corset will you know Corset Style, Comfort and Satisfaction.

**Correct Corsets For Stout Women**

Made and Designed by **Lane Bryant**

We have fitted and measured over 200,000 stout women, and therefore know the requirements of the stout figure as no other house does.

**Expert Fitting**

Our fitting service also contributes to our success. Our corsetieres know the right model for every figure.

Corsets—Ready-to-Wear— 3.75 to 12.50  
Brassieres—Just as expertly designed— 59c to 9.75

**Undergarments**      **Negligees**  
Not just extra sizes, but specially designed garments with the necessary fullness and other comfort features.  
Petticoats ..... 1.95 to 18.50  
Camisoles ..... 1.50 to 3.95  
Chemises ..... 1.25 to 3.95  
Nightgowns ..... 1.45 to 8.95  
We show a complete line of negligees suitable for both the young and elderly woman in sizes up to 36 bust.  
Tea Gowns ..... 14.95 to 36.50  
Lounge Robes 5.75 to 24.50  
Comfort Gowns 2.95 to 10.15  
Dressing Scaques 4.45 to 8.95

Direct-by-Mail-Shopping for out-of-town customers. Address Dept. L-10 for Style Book.

21-23 West 38th Street  
New York

**Velvet Grip HOSE SUPPORTERS**



*For All the Family*  
**FATHER** enjoys leg-comfort and trim ankles by wearing the Boston Garter (Velvet Grip). **Mother** knows that for herself and the children there's no garter service equal to that given by the famous Velvet Grip Hose Supporters. **Bobby and Sister** romp and play with perfect freedom and their stockings always stay up. **Baby**, too, has a garter all his own. He can roll, creep or kick and his tiny socks are always kept neat and smooth by the Baby Midget Velvet Grip.

Each style of Velvet Grip Supporters is fitted with the Oblong Rubber Button which saves stockings by preventing "runs" or other injury to even the most delicate hosiery fabric. For thrift's sake, look for the button that is **OBLONG and ALL RUBBER**  
SOLD EVERYWHERE. **GEORGE FRONT CO., MAKERS, BOSTON**

**Lord & Taylor**

38th Street

FIFTH AVENUE

39th Street

OCTOBER 7th TO OCTOBER 12th

**Coat Week—Style, Quality and Price**

Important factors that make this an event of unusual interest—an occasion that brings to the fore the results of weeks of planning. Presenting an assortment that is so varied and so large, at prices so low, that you cannot afford to make a selection until you have seen our showing.

**Juniors' and Misses' Coats**

**Juniors' Fur Collared Coat** of Silvertone Cloth, in a youthful model, with yoke and inverted pleats at back, inset pockets and broad belt. The deep collar, worn in choker effect, is banded with French Seal (dyed coney).

Colors: Blue, brown, Burgundy and Oxford. Sizes 15 and 17 years. \$49.50

**Misses' Coat** of Velour Cloth, featuring a new muffler collar, stitched belt and pockets, button trimmed. Interlined and peau de cygne lined throughout.

Colors: Navy and brown; may be specially ordered in Burgundy and black. Sizes 14 to 18 years. \$29.50



**Women's Coats**

**Fur Collared Coat** of Wool Velour Cloth; an extremely smart model introducing a novel pointed effect at back, with cording and arrow-heads. The deep collar is of French Seal (dyed coney). Interlined and peau de cygne lined.

Colors: Reindeer, brown, plum and black. \$55.00

**Velour Cloth Coat**, in smartly practical model, finely tailored in every detail; note the crescent pockets, the crossover convertible collar, and deep cuffs button trimmed. Warmly interlined and lined throughout.

Colors: Brown, taupe, plum and Burgundy. \$29.50

Mail Orders Promptly Filled



**LIKE A FLASH YOU ARE SAFE IN AN EVER-WARM SAFETY SUIT**  
Not Air Inflated Always Dependable Buoyancy Indestructible  
This device will not only keep you afloat, but will also protect you from exposure—the cause of most deaths at sea. Learn how "Ever-Warm-Safety-Suits" saved lives in the "President Lincoln" and other disasters at sea. Ask for pamphlet 20, **National Life Preserver Co.** (Embracing the International Life Suit Corporation) Sole Owners and Distributors, 11 Broadway, New York Phone Bowling Green 8609 Demonstrations Wednesdays 2 P. M. at the Battery, near Aquarium.

**KEEPS YOU AFLOAT DRY AND WARM**

**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 or write for booklet.

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

**BONWIT TELLER & CO.**

*The Specialty Shop of Originations*  
FIFTH AVENUE AT 38<sup>TH</sup> STREET NEW YORK

Expressive of the "Jeune Fille" Spirit

**MISSSES' VELOUR FROCKS**

Very Specially Priced



**TRULA**—Misses' velour frock with pointed tunic and wide insert of lace dyed to match velour. Simple bodice with yoke of dyed lace. Colors: navy, seal brown, mahogany, navy blue and black. Sizes 14 to 20. \$59.50

**NADJY**—Misses' straightline velour frock, with the new punch work embroidery, twice around narrow belt. Colors: black, lapin, mahogany, navy blue and seal brown. Sizes 14 to 20. \$59.50

**MARTE**—Misses' straightline velour frock, square neck with tucked net collar and cuffs. Belt of material with gilt buckles. Large patch pockets, button trimmed. Colors: black, lapin, mahogany, navy blue and seal brown. Sizes 14 to 20. \$59.50