

Aladdin Dye Soap
Colors While it Cleans

The New Marvel
For your own particular color shades in any combination of 14 wonderful fast colors.

The quickest dye you know—every color of the rainbow—used by millions to make new all waists, lingerie, silk gloves, hosiery, wash frocks, curtains, etc. Simply wash and Aladdin dyes. Cannot injure most delicate fabrics.

ALADDIN PRODUCTS COMPANY,
New York Chicago
On Sale Everywhere
Copyright, 1918,
Aladdin Products Co.
No Boiling or Stains

10¢
14 Beautiful Colors

For defying beauty's greatest handicap, Pierre is a genius



PIERRE TRANSFORMATIONS
cleverly conceal imperfections, and afford an opportunity of quickly and easily effecting the most becoming coiffure. They are light, comfortable, made of lustrous softly waving hair, and defy detection. Pierre, the originator of the transformation, is univalued for excellency of workmanship, and guarantees satisfaction.

5 East 53d St.,
New York City

Needed by Every Knitter!

Kant Yarn Winder



Makes a flat ball that doesn't roll, can't tangle, unwinds from center, and makes knitting easier and quicker. (Completed ball removed from winder, shown.) Handsome hand polished finish, 35c. each. Beautiful celluloid enamel finish, pink, baby blue, or ivory white, 50c. each. Sent postage paid, 3c. extra.

Sold by leading stores and by
E. B. ESTES & SONS
ESTABLISHED 1847
362 Fifth Ave., Dept. B, New York

SECRET LOCKET WAR RING

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

Write to-day for our
JEWELRY BLUE BOOK
At Wholesale Price
You Save One-third

CHAS. L. TROUT COMPANY
Second Floor
170 Broadway, N. Y. City

Every dear one going away should carry a Yankee Boy Kit. Fastens from shoulder to waist. Contains 16 useful articles. Price \$3.00. State religion for prayer book.

Write for particulars.
Yankee Boy Kit, 9069 Metropolitan Bldg., N. Y. City.

Exceptional Value
Silk Blouses
Georgette
Crepe de Chine

BLOUSE
One **\$3.50**
SHOP

Send for Catalogue T. Mail orders filled 500 Fifth Av., Cor. 42d St., 2d floor

FEET BOTHER YOU?
Not if you wear JACK'S special lasts. They afford absolute comfort and attain Fashion's Highest Standards, Sizes 1 to 9, AAA to E. Many at \$10. Others up to \$18

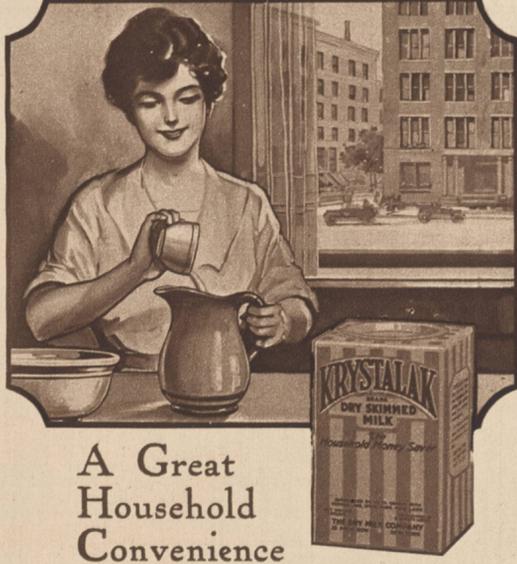
SHOE SHOP
154 W. 45th St., N. Y. Op. Lyceum Th. Estab. 1880.

ACHFELDT'S METAPAD
IT SUPPORTS & BINDS

For All METATARSAL ARCH AFFECTIONS.
Morton Toes, cramping of toes, enlarged little toe joints, sole callouses and spreading of toes. The hand supports. Worn in shoe. Any other foot troubles? Write or call.
M. ACHFELDT, Foot Specialist.
Dept. 300, 1328 B'way at 35th St., N. Y.

BEFORE HE GOES for \$15.
Others later \$5 each.

PIRIE MACDONALD
Photographer of Men.
576 FIFTH AV. COR. 47TH ST.



A Great Household Convenience

A pound package of Krystalak will make five quarts of milk for cooking, at a good deal less than you pay for regular milk. It is just pure, dry, separated milk from which all the water has been expelled. Keep it from your pantry shelf and make milk whenever you need it by adding four level tablespoons of Krystalak to one cup of water. Approved by Dr. Wiley, Good Housekeeping Institute and leading domestic science authorities.

KRYSTALAK
Cuts Down the Milk Expense

The milkman may fail you—you may run out of milk or it may sour, but with a carton of Krystalak at hand you are never forced to go to the store for milk. It saves a lot of money, too. Will keep for weeks. Requires no ice. Clean and pure, without sweetening or adulteration.

Free—Book of Fine Recipes
Write today for book of fine recipes, or obtain one free at any of the following stores, which sell Krystalak. Get a pound package and see what a money-saving household convenience it is.

For Sale at Your Grocers or Any of the Stores Listed Below:
Abraham & Straus, Charles & Co., R. H. Macy Company,
Bloomingdale Bros., Park & Tilford,
and at other good stores in New York and suburbs.

THE DRY MILK CO., 15 Park Row, New York

KELLNER furniture maintains the same high standard of excellence which established the Kellner reputation. At present prices we offer exceptional values not to be duplicated.



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

You are cordially invited to see the "Twenty-five Rooms" completely and tastefully furnished.

KELLNER BROS.
Twenty-eight years selling Good Furniture
Southeast Corner 15th Street and 6th Avenue

The Nestlé Permanent Hair Wave

There is a radical difference between a "Nestlé-wave" and the former process, where various lotions and chemicals were put upon the hair by means of flannels, brush, or steam pads.

By the modern Nestlé process nothing but steam which must pass through filtering paper performs the waving miracle. We positively guarantee that no hair however fine or delicate will meet with the slightest injury after a Nestlé-wave done at our own establishment.

Illustrated Booklet Sent Free.

C. NESTLÉ CO., 657 and 659 FIFTH AVENUE
Corner 52d Street, NEW YORK
Original Inventors of Permanent Waving. Telephone Plaza 6541

from Glorious Pasadena this Woman Wrote

SHE had lived in many Western towns. Her husband, a busy civil engineer, had moved from one post to another for something like ten years. She began using CREME ELCAYA about that long ago. Ever since, wherever she has been, women friends have wondered—and finally asked the reason of her soft, fresh skin. She told them CREME ELCAYA. And they, too, began its use. Once in a while her enthusiasm runs over and she writes us a letter. In one that came recently she says:

Dear Sirs: "Pasadena, California. If it gave you pleasure to send me the charming little traveling toilet case, I assure you it likewise gave me pleasure to receive it. I thank you. If I am a staunch friend of Elcaya, it is because Elcaya deserves it, and that you appreciate such friends is evident from your last letter. It seems to me that I have always used Elcaya, and I know that I would never do without it.

With best wishes,
Sincerely, (Mrs.) W.—J.—K."

You see, in that dry Western air she needed a non-greasy, disappearing toilet cream that she could put on day and evening as a foundation for her face powder—one that would protect her skin and keep it soft and clear. CREME ELCAYA, put on always before your face powder, gives the skin a velvety look; with it powder never "shows." Then, before you've used it very long, you'll find that your skin has acquired an exquisite texture that improves your whole appearance. Knowing this, even your eyes will take on new sparkle. And your friends will wonder—and enjoy. You see, I know from many, many such letters as the above that CREME ELCAYA does just that. There is no beauty secret about it.

Begin to-day to make your skin beautiful by this formula:
A little CREME ELCAYA rubbed gently into the skin; then if you need color, a little good Rouge spread carefully over the cheeks before the cream is quite dry; and after that the film of face powder over all.

It will give you such a sense of personal daintiness as would make any woman more charming. We want you to learn the easy way to have a skin like velvet. Send 10c in a letter marked Department "A" to the address below and obtain a trial package of CREME ELCAYA—the non-greasy, skin-refining toilet cream—and a miniature box of ELCAYA COMPLEXION POWDER. If you need color, send an additional 10c for a sample of ELCAYA ROUGE and use it with CREME ELCAYA. There's nothing better.

Your own dealer has ELCAYA and has sold it for years—ask him.
JAMES C. CRANE, Sole Agent
148 Madison Avenue
New York City
MacLEAN, BENN & NELSON,
Limited, Montreal,
Agents for Canada.



MOVETTE
makes your snapshots live!

Movette is a system of motion photography for the amateur. Movette snap-shots are taken on film—just like regular motion pictures, but smaller. They are easier to make than dead, "still" snap-shots.

Turn the crank—that's all
NO focusing, no adjusting. The Movette loads and unloads a cartridge, 50 feet of film—in broad daylight, anywhere, almost instantly—and that's two minutes of motion snap-shots, to cover one incident or to be divided into many incidents. Knowledge of developing is unnecessary. Pictures projected on the wall in any room where there's electricity—just as often as you like.

Don't make a trip without it!
And when you come back you can live your trip over again—and re-live it in the years to come. Living, moving, breathing, all but speaking likenesses—and pictured incidents more true than memory.

Price for complete outfit, consisting of camera and projector, \$100.
Movette, Inc., Rochester, N. Y.

Movette equipment can now be secured from the foremost photographic supply dealers of America. Plenty of printed matter telling all about it.

In New York, call on:
William C. Cullen, 61 William St.
Herbert & Huesgen, 18 E. 42d St.
E. B. Meyrowitz, Inc., 520 Fifth Ave.
Paul Meyrowitz, 389 Fifth Ave.

In Atlantic City:
John Harworth Co., 1637 Boardwalk.

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
BILLINGS BUILDING, 4TH FLOOR
353 Fifth Avenue New York
(Entrance on 34th Street, 3d Door East)

Vantines
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 dunks 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

SEND ONE FOR CHRISTMAS
GET-AT-E-Z Passport, Treasure Carrier & Brace.



White Sateen, rubber lined. Washable. For Nurses and Officers.
\$2.00 POSTPAID
Khaki, rubber lined, for Enlisted Men, **\$2.00** POSTPAID

ASSORTED SIZES—The only carrier on the market that will carry a passport without bending. Worn by Red Cross, K. of C., and men in the service. The bottom belt acts as a perfect brace. Men wearing same will acquire a WEST POINT set-up. On sale by leading dealers.

J. S. YERGASON, 258 Fifth Avenue, New York City