

SHOECRAFT

COMMENCING tomorrow and continuing until our stocks are depleted, forty desirable styles will be marked 20% below regular catalog prices. They are offered to you fresh from our regular stock in an unprecedented range of sizes. All styles illustrated can be had in sizes 3 to 9 1/2, and in widths AAA, AA, A and B, and in additional size and widths when noted.

20% DISCOUNT SALE

Fitting The Narrow Foot

"Shoecraft" shoes for the narrow foot are unlike the ordinary narrow shoe. They are made on exclusive "Shoecraft" lasts and have a proportionately narrow heel which fits perfectly and lends the foot a measure of comfortable support.

This sale is an event that will place "Shoecraft" narrow width (and other width) shoes within the reach of thousands of women who have never before had an opportunity to buy them at reduced prices. It comes on the eve of the higher Fall prices and includes all our smartest advanced Fall styles at prices that are far below those of ordinary footwear.

Mail Orders

Order promptly while your size is here. Clip the styles you wish and enclose them with a cheque or money order. Address mail to Dept. A-24 to insure prompt attention. PERFECT FIT GUARANTEED. POST PREPAID.

NOTE THESE SYMBOLS (OPPOSITE STYLE NUMBERS.) † Can be had in AAAA width also. § Can be had in Size 10 also. * Can be had in C width also.

SHOECRAFT SHOP

27 W. 38th St., New York

Few Doors West of 5th Ave. North Side of the Street.

1171 Black Russia Calfskin	Catalog price \$9.00	Sale price less 20% \$7.20
1214 Nut Brown Russia Calfskin	9.00	less 20% 7.20
11463 White Neu Buckskin	\$10.00	less 20% \$8.00
1008 Patent Calfskin	10.00	less 20% 8.00
1218 Nut Brown Russia Calfskin	10.00	less 20% 8.00
1255 Dull Matt Kidskin	10.00	less 20% 8.00
1263 Pearl Grey Kidskin	10.00	less 20% 8.00
1280 Taupe Grey Kidskin	10.00	less 20% 8.00
1452 White Washable Kidskin	10.00	less 20% 8.00
1462 White Neu Buckskin	11.00	less 20% 8.80
*†§673 Black Russia, Matt Top	\$11.00	less 20% 8.80
779 Black Kid, Bisque Kid Top	12.00	less 20% 9.60
*†§837 Mahogany Russia Calfskin	12.00	less 20% 9.60
883 Havana Brown, Champ. Kid Top	14.00	less 20% 11.20
599 Patent Calfskin Pearl Suede Top	15.00	less 20% 12.00
781 Pearl Grey Kid Pearl Suede Top	15.00	less 20% 12.00
981 Real White Buckskin	15.00	less 20% 12.00
699 Havana Brown Kid Brown Suede Top	15.00	less 20% 12.00
11212 Nut Brown Russia Calfskin	10.00	less 20% 8.00
11453 White Calfskin	10.00	less 20% 8.00
1890 Silver Cloth	\$8.00	less 20% 6.40
1002 Patent Calfskin, Side Seam	8.50	less 20% 6.80
1134 Black Russia Calfskin	\$10.00	less 20% 8.00
1234 Cordo Russia Calfskin	10.00	less 20% 8.00
1130 Black Glaze Kid	\$9.00	less 20% 7.20
1430 White Linen Canvas	8.00	less 20% 6.40

1108 Dull Matt Kidskin	Catalog price \$9.00	Sale price less 20% \$7.20
1451 White Calfskin	10.00	less 20% 8.00
1485 White Linen Canvas	7.50	less 20% 6.00
696 Black Kid, Grey Suede Top	\$15.00	less 20% 12.00
996 White Calfskin	15.00	less 20% 12.00
691 Dull Matt Kid, Taupe Grey Kid, Black Kid Vamp, Ivory Quarter	\$12.00	less 20% 9.60
799 Pearl Grey Buck	15.00	less 20% 12.00
993 Pearl Grey Buck	15.00	less 20% 12.00
*†§833 Mahogany Russia Calfskin	\$12.00	less 20% 9.60
*641 Black Russia Calfskin	\$9.00	less 20% 7.20
*642 Black Russia Calfskin, (Button)	9.00	less 20% 7.20
*†§835 Cordo Russia Calfskin	12.00	less 20% 9.60
*†§847 Cordo Russia Calf, Grey Suede Top	12.50	less 20% 10.00

LILY OF FRANCE CORSET

The Lily of France is a beautiful corset, worn by beautiful women to make them more beautiful.

\$3.50 to \$35.00 at Quality Stores

Handsome booklet of New Spring Styles sent on request

Lily of France Corset Co.
19th St. at 6th Ave., New York



SPORT HOSE

for Golf, Tennis, etc.

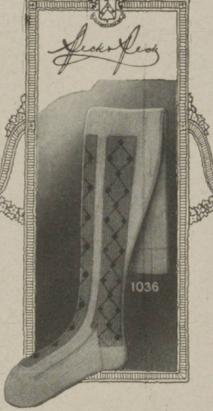
A complete assortment of the newest exclusive designs in medium and light weight sport stockings for men and women. The soft Scotch wool hose illustrated are white with black, rose, green, blue, brown or yellow designs. Price \$6.00 a pair.

MAIL ORDER CATALOG

Contains full description and prices of PECK & PECK'S hosiery, scarfs and sweaters. Mail orders receive prompt and careful attention and are filled subject to customer's approval.

PECK & PECK EXCLUSIVE HOSIERY
586 Fifth Avenue at 48th Street
501 Fifth Avenue at 42d Street
New York City

Chicago Newport Palm Beach



Barefoot Comfort

and substantial foot protection. As much wear is impossible in an ordinary shoe—greater comfort is impossible in any shoe.

Blun-Plan Nature Shoe
Patent Colt For Children and Gun Metal

Sizes 5 to 11...2.50
1 1/2 to 2...3.00

Red Cross Shoe

for Women

Red Cross Arch Supporting Shoes, with flexible soles and orthopedic heels, relieve foot tire and foot strain. They are wonderfully effective in restoring "flat feet" to normal. Made of soft vicil kid.

We have the exclusive agency for Red Cross Shoes in New York, Brooklyn and Newark.

Red Cross Model 805 1/2

6.00

By mail 10c extra. Send P. O. Money Order, or New York draft.

J. P. Ryan & Sons
GUARANTEE SHOE CO.

West Side Stores: 223-224 W. 125th St. 34 Av. and 123d St. (West of 7th Ave.) 34 Av., nr. 86th St. 6th Av. & 27th St. 34 Av., 120 & 121 Sts. 8th Av., nr. 39th St. 162 Boverly, nr. Broome.

Brooklyn: B'way, bet. Park & Ellery Sts. 112-114 Fulton St., opp. Bridge St. Stores: Broadway, near Greene Ave. Newark Store, 659 Broad St. Factory 511-519 East 72d St.

Stewart & Co.

Correct Apparel for Women & Misses
57th AVENUE AT 37th STREET

Bathing Dresses

Very Specially Priced



This Bathing Dress No. 49 is made of black Surf Satin, hand smocked in contrasting colors.

Size 36 to 44 bust measure. 3.95

An Attractive Array of Bathing Dresses in Taffeta Silk, Surf Satin, Silk Satin and Jersey Cloth, at extremely moderate prices.

Mail or phone orders filled promptly. Send for illustrated style book 18. Phone 2400 Greeley.

JOFFRE

TRENCH MONEY BELT

for carrying money, photos, papers, mementos, etc.

For men on the march, in the camp, and at the front. Made to wear under the clothes—light, durable, adjustable and comfortable. With one large envelope pocket especially designed to carry English and French notes flat, and four smaller compartments—all taped and fastened with clasps. Handy places for war-time needs!

Always There—Always Ready

Made in three grades and three prices: Double Canvas, \$1.00—Tan Leather, \$2.00—Suede Finish, \$3.00. Sold at most dealers or sent direct on receipt of price.

Enclose 75c extra for Soldier's Rustless Metal Trench Mirror—fits into the Trench Belt. Useful for shaving, etc. At your dealers or order from us.

SMITH, ANGROVE & CO. 347 Fifth Ave., New York

VANTINE'S INCENSE SET

By Mail Prepaid \$1

IN addition to its refreshing fragrance Vantine's Temple Incense is most effective in driving away mosquitoes, etc., and may be burned on the porch of the Summer Home as easily as indoors. It is also used extensively for inducing sleep and imparts a pleasing perfume to clothes closets, etc., when burned in boudoir. On sale in our Perfumery Dept., or send \$1 and we will forward prepaid set illustrated, consisting of burner, four ounce package of our incense and complete instructions for using. (Specify T1002.)

A-A-VANTINE-CO-INC.
Fifth Avenue @ 39th Street, New York



Premature Grayness

Oily and dry hair treated efficiently. Consultation free. Simple instruction supplied individually to those who cannot call in person.

Shampoo and Treatment Combined, 51. Permanent Waving, Large Wave.

FRANCIS, French Hair Specialists,
8 West 27th St., N. Y.

DAY BEDS

\$16 to \$60

Box Springs with Cotton Felt Mattresses, \$23.50 up
Box Springs with Hair Mattresses, \$29 up
Bedsteads & Bedding of the Better Sort.
GEO. M. MILLEB, 7 West 45th St., Bryant 914. Near 5th Ave.

Furniture of Distinction

"Barrington" Wing Chair \$18.50

for country or city home. Very comfortable. Full spring back. Covered in Denim or Cretonne. Separate loose cushion; spring seat. Out-of-town patrons please add \$1.00 for packing.

Geiger & Braverman
FURNITURE COMPANY
49-51 West 23rd Street.

Stump & Walter Co.

30 & 32 Barclay Street New York

TRANSFORMATION SIMPLEX

Does not involve the wearing of additional hair, but the acquisition of a new coiffure that gives chic and elegance, covering thin gray or faded hair.

Send for Booklet.

B. CLEMENT,
5 E. 35th St., N. Y.

More used than any other face cream in America

Pond's Extract Company's Vanishing Cream

Period Furniture

The Manges, Special \$7.75 Regularly \$12.50

Couch Hammock

Khaki or White, 12" long, 28" wide.

Angle Iron Stands, heavy construction, \$4.00. 3-inch Box Style, very soft cotton top Mattress. High Wind Shield. Flat Wood Bar at Top; all-steel frame and National Steel Fabric. Helical Springs at each end; two 4-foot Galvanized Ceiling Chains included.

See our Davenport Furniture, \$12.25. GRAND RAPIDS FURNITURE (Direct from the Factory) DISCONTINUED PATTERNS at 50% of Regular Prices. ODD PERIOD PIECES, \$4 up. COTTAGE FURNITURE A SPECIALTY. Set of Photographic Reproductions Mailed FREE. Est. 1852 MANGES BROS., M'Yrs. 115-117 West 23d St., and 108 & 110 West 24th St., N. Y.

PARKER'S METHOD OF HAIR TREATMENT

and HERBEE HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair & Scalp Conditions. They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes.

Forty years' test has demonstrated their efficacy; many thousand patrons testify to their beneficial value. Healthy hair needs attention. Incipient hair and scalp disorders grow worse by neglect. Send description of your hair and treatment and tonics. Booklet "Healthy Hair," free on request. Hair & Scalp SPECIALIST

Frank Parker
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