



Are you sure it will launder?

How many times have you hesitated over a charming blouse, and finally decided not to buy it? You were afraid it would turn yellow and yellow each time it was laundered—that the lace would become coarsened and heavy looking—that it would never look really lovely after its first tubbing.

Two things that ruin silk blouses

Alkali and rubbing are the two things that cause more casualties in the silk blouse family than all other things put together. Alkali turns the silk yellow, rubbing coarsens and pulls it, and makes the lace heavy and rough.

Lux requires no rubbing, because the delicate flakes contain more real cleansing value than is possible in any other form of soap—they dissolve the dirt in a few minutes, and it drops out into the water, with a few dippings up and down.

Begin saving your waists now! All grocers and department stores have Lux. Lever Bros. Co., Cambridge, Mass.

LUX 10¢

Won't turn silks yellow!

Forsythe The Waist House



SPRING TAILOR MADES Typical Forsythe Waist \$5.75

Body of handkerchief linen with collar and new frilled cuffs in contrasting colors: rose, copper, orange, beige, tan, etc. Waist fastened with four pearl buttons, forming double-breasted effect, stunning model!

Same model with body of colored linen with white collar and cuffs. Colors: rose, copper, orange, beige, tan and more. Entirely new effect!

Mail orders promptly filled. Catalogue on request. JOHN FORSYTHE & SONS 3 West 42nd Street, New York Telephone Vanderbilt 4192

SHOE CRAFT

Fitting The Narrow Foot

Widths AAAA, AAA, AA & A. All sizes including 8, 8 1/2, 9 & 9 1/2. Write for our new Spring Catalogue A-18, and when you see it you will be surprised to learn how many unusual styles may be had in unusual widths and sizes from stock.



ARIMIS TAILORED BOOT for SPRING \$12

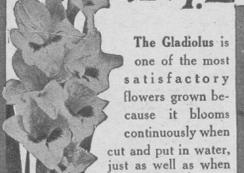
One of the smartest semi-sport boots for Spring. Made in Black Calfskin or Navy Brown Calfskin. Hand-sewn. MAIL SHOPPING SERVICE. Perfect Fit Guaranteed. Parcels Post Prepaid. Send for new Spring Catalogue A-18, with measurement chart and our booklet "Fitting the Narrow Foot." Charge accounts.

Dale Fixtures



Character—Quality—Economy. The price is one-third less than the retail cost. The service of our experts is free. Complete line of Portable Desk, Table and Floor Lamps. Call at our show rooms or write for our new catalog. 109 W. 13th St., New York 1 Door West 6th Ave. Dale Lighting Fixture Co.

A Garden Full of Gladioli for \$1.00



The Gladiolus is one of the most satisfactory flowers grown because it blooms continuously when cut and put in water, just as well as when in the ground. There is no reason why every family cannot enjoy this grand flower, for the simple reason that it is as easy to grow as the potato.

ORDER YOUR BULBS NOW so as to have them to plant when you begin making your garden. Mail this advertisement with Check, Money Order, Dollar Bill or Stamps, or present at our store, and secure this splendid collection of Gladiolus Bulbs for only \$1.00, sent prepaid anywhere in the U. S., with our 1917 Spring Catalogue.

Shupp & Water Co. 30-32 Barclay Street, New York.

Billie Burke says:

"I have used your Creme Nerol and appreciate its rare qualities. I gladly recommend its use to others." Use it and realize the joy of a soft, white skin

Creme Nerol

refines and beautifies the impaired complexion, and assures a natural freshness and clearness of the skin. Among the many who recommend Creme Nerol highly are Geraldine Farrar, Olive Fremstad, Rita Forna, Mimi Petrazzini, Frieda Hempel, Bernice de Pasquale, Margaret Anglin, Mrs. Haskie, Billie Burke, Frances Starr, Julia Marlowe, Laura Hope Crews, Julie Opp, Constance Collier, Creme Nerol (81 per jar)—and Nerol Skin Food (82 per jar)—may be purchased in N. Y. at ALTMAN'S, in Brooklyn at Loew's, and in Philadelphia at Strawbridge & Clothier's, or upon receipt of price will be mailed to any address. 732 Nestrand Av., Brooklyn, N. Y. Forrest D. Pullen, Brooklyn, N. Y.

PARKER'S METHOD OF HAIR TREATMENT

and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair and 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 scalp condition, name, age, and I will suggest a proper treatment and a d tonic. Booklet "Healthy Hair," free on request. FRANK PARKER Hair and Scalp SPECIALIST 51 WEST 37TH ST., N. Y.

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Try the "Lorgnette" phone, the very latest hearing instrument. No troublesome cords, plugs or head bands. Made all in one piece—with battery in handle. Does not make deafness conspicuous. Guaranteed for ten years. Free trial at our office. Liberal allowance made on old style instruments in exchange. GLOBE EAR-PHONE CO. 457-459 Marbridge Bldg. 1328 Broadway (between 34th & 35th Sts.) (Use 6th Ave. Entrance, near 35th St.)

VACUUM CLEANERS AT BIG REDUCTIONS

Largest assortment in the world to select from. The sensational reductions apply to seventy-five different kinds of brand new hand power and electric vacuum cleaners, latest models. Every known make of cleaner is on our price lists. NOTHING RESERVED.

Table with columns for HAND POWER CLEANERS, NOTICE, and ELECTRIC POWER CLEANERS. Lists models like Duntley Combination Vacuum Cleaner and Hot Point, with regular and sale prices.

"Twin" Hand Power Cleaner. Sale Price on easy payments \$6.90. Regular Price \$10.00. Description: A combined vacuum cleaner and carpet sweeper, with curved aluminum grip on handle.

The "Imperial" Model D Electric. Sale Price ON EASY PAYMENTS \$26.75. Regular Price \$35.00. If you have not already decided to purchase some other make of cleaner we would strongly advise you to try one of these two cleaners.

FREE TRIAL We will gladly ship either of these 2 cleaners express paid on 10 days' free trial, no money in advance and easy payments thereafter. Please mention this advertisement.

Every Cleaner Advertised Is Guaranteed New and Latest Model.

Muenzen Specialty Co. 131 W. 42d St., One Flight Up. Downtown Branch, Hudson Terminal Concourse, 30 Church St. Take Subway to Times Square. Mail this Coupon NOW lest you forget.

FREE COUPON NO. 13. Muenzen Specialty Co., New York. Without obligation to me send me a pamphlet entitled "How to Select a Vacuum Cleaner" and complete price list of sale prices on Vacuum Cleaners to be operated by.....Power Name..... Address.....

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Complimentary Certificate Quality Supreme. By Making Better Photographs Than Our Competitors at a Better Price, We Have Become New York's Most Successful Photographer. Hamplair Studios. 306 Fifth Avenue, New York. Between 31st and 32d Streets, 161 TREMONT STREET BOSTON STUDIOS 164

Page Rose Violet and Wistaria Toilet Powder, 15c. (In glass bottle) 25c. Face Powder, 50c. Toilet Water, 75c.

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BENJOLIE GRECIAN-TRECO For young women longed for a corset that would set them free. But not at the sacrifice of style. Most corset designers said it could not be done. The wonderful Grecian-Treco fabric, which we originated, solved the problem. That is why the Benjolie Grecian-Treco is regarded as the most comfortable, stylish and durable of all corsets. Benjamin & Johns, Newark, N.J. Other Benjolie creations are La Carosse and Custom Finish Corsets, and the famous Benjolie Brassieres.

It imparts a transparent radiance AZUREA The FACE POWDER de Luxe Created by The World Renowned House of L. T. PIVER, PARIS, FRANCE AT ALL BEST DEALERS Send for "Surprise Box" containing charming miniature package of "AZUREA" Face Powder, Sachet and Toilet Soap. CHAS. BAEZ, Sole Agent for U. S. & Can. Dept. W. 24 E. 22d St., New York City

The Girl of Dainty Habits Uses Hyglo Nail Polish Send for Free Sample. Brilliant, lasting, delicately perfumed, waterproof. Powder form, 25c. Cake form, 50c. Hyglo Adherent Face Powder, 25c. Hyglo Yero-nese Face Powder, 50c. Hyglo Mascara, black, brown, blonde, with brush and mirror, 50c. Dept. W. 24 E. 22d St., New York City

ENGLANDER THE ONLY BED SPRING That Keeps the Mattress and Bedclothes in Place and Shape. Cannot Sag. Made to fit Any Bed. Absolutely Sanitary. Sold by all Leading Furniture and Department Stores Under the ENGLANDER Guarantee. If your dealer does not sell the Englander Productions, write for booklet and names of nearest dealers. ENGLANDER SPRING BED CO. Productions for Sleep and Rest NEW YORK (Brooklyn Borough) CHICAGO

BARTO Day Bed Make your bedroom a comfortable and attractive living room with a Barto Day Bed. A decorative couch during the day, it is a comfortable, spacious bed at night, without converting. Barto Day Beds are made of the finest materials, in many handsome designs and all finishes, suitable for alcove hall, living room, fireside, etc. We supply chests of drawers, etc., painted to match the Day Beds. The graceful model shown here can be had in any finish, or painted, at \$33. Can also be striped. Box spring and mattress, \$25. IMMEDIATE DELIVERY. Call or write. EDWARD R. BARTO & CO., 45 West 39th St., N. Y. Specialists in Interior Furnishings. Tel. Vand. 082.

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