1917			MAY			1917
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

National Air-Float Week

This is the week to buy your first can of

Air-Float TALC

TRADE MARK

"The Talc of 100 Uses"

This is National Air-Float Week, May 21st to 28th

Buy your first can this week and learn why it is foolish to pay more than 10c for a can of Talcum Powder. A better talc than Air-Float cannot be made at any price.

—learn for yourself a few of the hundred uses of Air-Float Talc—

10¢

For face, arms and neck
As a finishing touch
As a body bath
For warm weather foot comfort
For the baby
After shaving
And many more

ASSORTED ODORS
Rose *Wistaria*
Lilac *Corylopsis*
Violet
Borated *Baby Talc*
Flesh Tint
Handsome Pound Can
25c.

—learn its downy softness, airy lightness, and dainty fragrance. Your first can will be the first of many. You will make Air-Float your personal powder.

The stores which sell Air-Float will display it in their windows all this week. It will be easy for you to find it. Buy your first can today.

Talcum Puff Company, Inc., Bush Terminal Bldg., **Brooklyn, New York**

Chauffeurs' Outfits

Special At $47.50

Overcoat, Suit and Cap to Match

Smart, neat, perfect fitting, and durable; the best value in Motor Clothes for Chauffeurs that can be bought. A Double-Breasted Overcoat. A smart Norfolk Jacket, with Trousers or Breeches. A Cap of Regulation Chauffeur's Style.

All made of exactly the same fabric, a fine quality gray worsted whipcord—the outfit complete **$47.50,** or as follows:

Overcoat . . $27.00
Suit $18.50
Cap $2.00

Other outfits of Better Grade at **$64.50** and **$78.00.**
Chauffeurs' Raincoats—Guaranteed Waterproof—**$22.**

Motor Apparel Catalogue and Chauffeurs' Correct Apparel Chart Mailed on Request.

Brill Brothers
BROADWAY AT 49th ST.

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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., N. Y.

THE LILY OF FRANCE TRADE MARK CORSETS

We Pay $2.00 Cash

for every name you send us of persons who are considering the purchase of an Electric

VACUUM CLEANER

providing we sell them any make of Electric Cleaner on the market. Any one can earn this money. Your name will not be used in any way. We are the largest dealers in Vacuum Cleaners in the world. We sell all over the United States, so it makes no difference where the persons live whose names you send. Don't send names now—wait for particulars and instructions. Just send your name and address on a postal to

NAMES DEPT. 3,
MUENZEN SPECIALTY COMPANY
(Vacuum Cleaner Specialists),
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The Manges
Couch Hammock

Has no superior on the Market today
Comfortable Padded Back Affords Solid Comfort
In Khaki or White
with adjustable back

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REGULARLY $20.
Angle Iron Stands.
Heavy Construction $4.00.

Size 72" long by 28" wide.
Fine 3-inch box style, very soft, cotton mattress. Link fabric back with helical ends and comfortable tufted cushion; all-steel frame and link fabric, with helical springs at each end; two 4-foot galvanized ceiling chains included.

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(Direct from the Factory)

DISCONTINUED PATTERNS
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Set of Photographic Reproductions Mailed FREE

Est. 1852 **MANGES BROS.** *M'f'rs*
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and 108 & 110 West 24th St., N. Y.

GREENPOINT HAN-D-FOLD CRIB

Practically one piece—a safety crib of wonderful simplicity and convenience.

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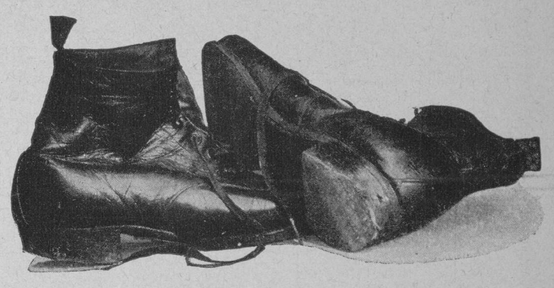
and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair & Scalp Conditions. They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes.

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 scalp condition, general physical health, and age, and I will suggest proper treatment and tonics. Booklet T, "Healthy Hair," free on request.

Frank Parker Hair & Scalp SPECIALIST
51 WEST 37TH STREET, NEW YORK



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THE leather heel has outlived its usefulness—it is doomed. Well suited as it was to walking on dirt streets and sidewalks of a century or more ago, it is no better adapted to our present "concrete age" than the sandals of ancient days would be.

Run down, in many cases, within two or three weeks, your heels show the effects of the continuous impact of hard leather on unyielding city pavements.

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Buy your new shoes O'Sullivanized. Good dealers sell the latest style shoes with these heels already attached.

In black, white or tan; for men, women and children; 50c attached.

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FRAGRANT with the essence of Riviera violets, Lehn & Fink's Riveris Talcum prolongs the lingering pleasure of the bath. Cooling, refreshing, light, free from grit and grease, from boric acid and lime. Sold, by druggists, in glass jars with removable sprinkler tops.

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No Catalogs.

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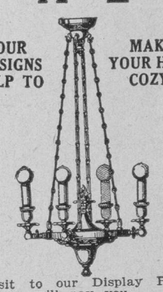

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"—and please don't forget to mark all my linen with

CASH'S NAMES

Woven on Fine Cambric Tape in Fast Turkey Red.

Can be used also on woolen and knitted garments which cannot be marked with marking ink.

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How to reduce them

Specific treatment for this trouble given in the 20-page booklet wrapped with every cake of *Woodbury's Facial Soap.* Begin today to get its benefits. For sale at all toilet counters.

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are the first choice of women of good taste.

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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, $1. Permanent Waving, Large Wave.

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Make your furniture glide softly, smoothly, silently. Save your rugs, carpets, floors.

For Chairs, 10c for 4.

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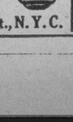
50c for 4

Wood Bed Slide
Fits any wood bed.



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If round bed post, measure across inside; if square, measure across inside corners.

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$30 For Six, $45 For Twelve.
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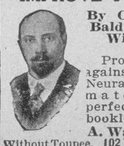
An absolutely harmless preparation for removing the odor of perspiration.

Price 25c & 50c per jar

Can be obtained at R. H. Macy & Co., *or from*
R. H. Laird, 17 East 48th St., N. Y.
Write for Booklet on care of Hair and Skin.

IMPROVE YOUR APPEARANCE

By Covering Your Bald Spot With a Wig or Toupee.



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