

### LAUN-DRY-ETTE ELECTRIC WASHING MACHINE

Only machine that will  
**WASH AND DRY  
CLOTHES**

in the Same Tub  
**WITHOUT A WRINGER**

Just think, an entire day's wash done  
in less than an  
hour. 1/2c. per  
load to run.

Send for  
Book T.  
INSIST ON  
"LAUN-DRY-ETTE"  
LAUN-DRY-ETTE  
SALES CO.  
36 W. 37 ST.  
Tel. 4656  
GREENEY

### ASK FOR AND INSIST UPON **KNOMARK**

Aristocrat among shoe-  
dressings. There's a  
KNOMARK for every  
color and variety of shoe.  
At all Shoe and Depart-  
ment Stores.  
A. A. Mailliet & Co., Inc., New York.

### Knitting Yarns

Knit for our Soldier Boys  
Khaki Sweaters, Socks, etc.  
Shepherd and Columbia  
Yarns, Angora and  
French Tapestry.  
**HENRY HESSE**  
390 Sixth Avenue  
24th-25th Sts., N. Y.

### HAY'S LILY WHITE CREAM

Beautifies, softens,  
Makes a clear, radi-  
ant skin. Grease-  
less. Will not  
cause hair growth.  
Delightfully re-  
freshing. Jar 50c.  
Philo Hay Co.,  
Newark, N. J.

### Pond's Vanishing Cream

More used  
than any other  
facial cream  
in America

### High Grade Seed

For Your  
Vegetable Garden  
Flower Garden  
Lawn or Farm  
Call at our store, or  
Write to  
**Stump & Walker Co.**  
30-32 Barclay Street - New York City

### LUX

For all  
fine  
laundrying

### BENNETT RE-SETS DIAMONDS

14k white gold—latest  
style hexagon setting  
—looks like platinum  
(like illustration) for  
your Solitaire or 5 to  
7 small diamonds.  
**COMPLETE \$8.50**  
Only...  
**BENNETT MFG. CO.**  
175 B'way (Upstairs)  
Old Jewelry Remounted & Repaired.  
Diamonds Bought & Sold for Cash.

### PARKER'S

Rational Method of  
HAIR TREATMENT  
and  
HAIR TONICS  
will save your hair.  
Send description of your  
hair condition  
and I will advise treatment and tonics.  
Ask for booklet T. "Healthy Hair."  
**FRANK PARKER** Hair and Scalp  
Specialist  
51 WEST 37TH ST., N. Y.

### NORMA TALMADGE

has her hair permanen-  
tly waved by Robert.  
\$1.50 per curl.  
**Robert**  
Permanent Hair Wave Specialist  
500 Fifth Avenue (cor. 42nd Street)  
Tel. 4118 Vanderbilt. Illus. booklet free

### BOHN SYPHON REFRIGERATOR

For a short time  
All Bohn Models  
are offered at  
Attractive Prices.  
Bohn Refrigerator Shop  
53 W. 42d St., N. Y.  
913 Broad St., Newark

## Big Reductions on VACUUM CLEANERS

Specials  
For This Week Only  
(No Mail Orders Filled at These Prices)



**Hoover Special** Regular Price \$57.50 This Week \$49.75  
**Hotpoint "L"** Regular Price \$32.50 This Week \$26.75  
**Liberty "C"** Regular Price \$40.00 This Week \$33.75

Others at Similar Reductions. Send for Complete Price List.  
The servant problem is getting worse every minute—get a Vacuum Cleaner and be more independent.  
We are the largest dealers in vacuum cleaners in the world—sell about 65 different kinds. The above prices are for absolutely new cleaners, latest models—for this week only.  
All Vacuum Cleaners are good—some are better than others  
We publish a "rating" sheet which gives every make of Vacuum Cleaner a "rating" of one, two or three stars, according to our judgment of their merits. It contains valuable information.  
A copy will be sent absolutely free anywhere on receipt of coupon below. Any further advice is also free.  
We sell all cleaners rated "three star" on EASY PAYMENTS and allow free trial.

### Used Cleaner Department

Big Sale on  
Agents' Samples, Shopworn, Used  
Cleaners.

Richmond, was \$65.....	now \$12
Frantz-Premier, was \$30.....	now \$14
Eureka, was \$20.....	now \$15
Magic, was \$38.....	now \$14
Ohio, was \$35.....	now \$20
Hoover, was \$100.....	now \$50

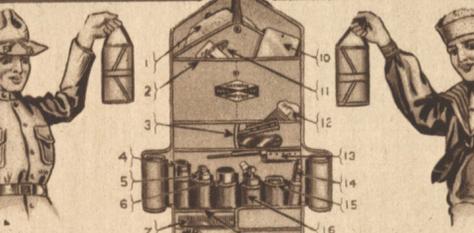
And many others at big bargains.  
**USED CLEANER DEPARTMENT**

### VACUUM CLEANER SPECIALTY CO., Inc.

Phones 6310-6311-6312 Bryant  
(Fill Out Coupon NOW Lest You Forget)

<b>MAIN OFFICES AND SALESROOMS</b> 131 WEST 42ND ST. SUBWAY TO TIMES SQUARE.	<b>COUPON</b> Vacuum Cleaner Specialty Co., Inc. 131 W. 42nd St., N. Y. C., Dept. 13 Send me complete price list and "rating" sheet, which you say contain information of great value. Name .....	<b>DOWN TOWN BRANCH</b> BOOTH 25 CONCOURSE HUDSON TERMINAL BLDG., 30 CHURCH ST.
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### Keep HIM Fit With "COMFYKIT"



Most Popular **KIT** Made **Price \$5.00**  
Contains Everything Needed by the Soldier or Sailor From Safety Pins to First Aid Comforts

**NATHAN COMFYKIT**  
Many Letters of Recommendation and Appreciation from the Boys "Over There" and in Camp Here—  
(1) SANITARY WASH RAG—pocket runs full length of "COMFYKIT"  
(2) SAFETY PINS—handy lot (3) SAFETY RAZOR—one complete Durham Duplex (4) SHAVING BRUSH—Rubber-set, Collapsible (5) TALCUM POWDER—Williams' (6) SHAVING STICK—Williams', Metal case (7) COMB, non-breakable type (8) HAIR BRUSH—Military, ebony finish (9) FOOT POWDER—antiseptic (10) TRENCH MIRROR—nonbreakable (11) BUTTONS—assortment of extra buttons (12) DARNING COTTON and DARNING NEEDLES (13) TOOTH BRUSH—flexible handle, sanitary guard (14) TOOTH PASTE—Williams' (15) EMERGENCY CASE—of zinc-oxide adhesive plaster (16) SEWING OUTFIT—two spools cotton, easy-thread needles, thimbles, pins, all in compact metal case (17) SOAP BOX—Aluminum—for large size soap (18) EXTRA POCKETS—for stationery, pencils, postcards, letters, extra razor blades, etc.  
The Nathan "COMFYKIT" Size, opened 22 1/2 x 9 in. The articles contained in it are of the finest quality—Size, closed 9 1/2 x 2 1/4 in. the standard products of the highest and most rack- ing wear.  
Weight—24 ozs. leading manufacturers.  
At Dealers or Direct  
**NATHAN NOVELTY MFG. CO., Dept. E, 88 Reade Street, NEW YORK**

### La-May Face Powder Is Pure!

No White Lead—No Rice Powder—  
It Really Stays On Unusually Well.  
Up to the present time it has been almost impossible to get a face powder to stay on longer than it takes to put it on. You powder your nose nicely and the first gust of wind or the first puff of your handkerchief and away goes the powder, leaving your nose red, shiny and conspicuous, probably just at the very moment when you would give anything to appear at your best. A specialist has at last perfected a pure powder that women say stays on wonderfully well. It does not contain white lead or starchy rice powder (Poudre de Riz) to make it stay on. White lead poisons the skin and rice powder turns into a gluey paste that encourages enlarged pores and unsightly complexions. This improved formula contains a medicinal powder doctors use to heal the skin. In fact, this new powder helps to prevent and reduce enlarged pores and irritations. It is called La-may (French, Poudre L'Amé). Because it is pure and because it stays on so well, it is already sold everywhere. The large size is only fifty cents and the trial size is twenty-five cents. When you use this delightful La-may and see how wonderfully it beautifies your complexion, you will understand why it so quickly became one of the most popular complexion powders sold in New York. If your home dealer is sold out you can order by mail of Herbert Roystone, 16 E. 18th St., New York.

## Eat More CORN Bread

**EAT** more corn bread. You know that's the surest, most satisfactory way of saving wheat—the big job for all of us.  
Corn bread is simply delicious—made right in the good old Southern way. Cooking transforms corn meal into a delightful food. And cooking makes tobacco taste much more delicious. Burley tobacco toasted is used for Lucky Strike Cigarette. It's toasted.

## LUCKY STRIKE CIGARETTE

It's toasted

Save the tin-foil from Lucky Strike Cigarettes and give it to the Red Cross

Guaranteed by  
*The American Tobacco Co.*  
INCORPORATED

**WHAT** fun your Kiddies are missing if they can't pick big bunches of luscious grapes right now in your back yard—and that's what they'd be doing if you had followed our advice and planted some vines last year! You don't need any room for grapes—you don't even need a fence. You can plant some on a trellis along the garage wall—or even over the door. And it's so easy to grow grapes—we'll tell you what little you need to know, and we can give you any varieties you prefer, or make up a selection for you—the ever-popular Concord, the prolific Niagara, the aromatic Delaware, and so on. Send us your grape order today (remember we guarantee successful growth) and ask us to mail you our new circular (attractively illustrated in color) on growing your own fruit.  
**I. HICKS & SON** "Sixty Years of Westbury (Phone 68), L. I. Knowing How"

### STROBEL FURNITURE

HERE are examples of the finest quality dining room and bed room suites. You can secure delivery at once, choose from a wonderful variety, and secure exceptional beauty, all at prices that are the very lowest in New York. We're out of the high rent district. Investigate!  
Take 3d Avenue "L" or Subway to Canal Street. Fifteen minutes from 42d Street.  
**Philip Strobel & Sons, Inc.**  
Established 1852  
53-55 Elizabeth St. (or Canal St.) New York City  
Classic Furniture of Superior Quality  
Suite No. 1051

## CLAROLA

"The Oil Supreme"  
For Salad Dressings and for Cooking Purposes

This new Food product will surely delight the Woman who takes pride in her cooking—and especially the Patriotic Woman (and that includes all women), for by using CLAROLA you are helping conserve the Animal Fats our Government tells us are needed by our boys "Over There."  
**Delicious For Salad Dressing**  
You will find CLAROLA a delightful surprise in Mayonnaise and all dressings where a piquant flavor is desired.  
**Most Economical**  
Use a third to a half less of CLAROLA than you would butter or lard or any hard fat—you obtain the same good results.  
**Very Healthful**  
CLAROLA is rich in Fat and Protein—and higher in food value than milk—beef, steak or eggs—it is most easily digested.  
**Highly Palatable**  
CLAROLA has a flavor that you will like. You will find that you can greatly improve your cooking by using it wherever fats or shortening are used.

Don't ask for Peanut Oil—ask for CLAROLA. Used in leading Clubs, Hotels, Restaurants, Dining Cars, etc. Book of Recipes Free—Write for it.  
**Qt. Tins, 90c. Gal. Tins, \$3.35**  
At all first class dealers.  
**ACKER, MERRALL & CONDIT COMPANY**  
135 West 42d Street New York

Silk beaver crown, brim of velvet, trimmed with smart Pheasant quill; price \$18.  
Write for Booklet 14C.  
**YOUMANS, Inc.,**  
581 Fifth Ave., New York

Universally Approved  
The result of 38 years devoted exclusively to the building of refrigerators. Over a million users.  
**McKEE REFRIGERATOR CO.**  
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