



# Announcement to the Wholesale Buyer

DRESSES FOR SPRINGTIME WEAR  
NEW PARIS CREATIONS IN

## Wool Jersey Fibre and Italian Silks

KEEPING with the modern war time trend, style today is expressed in serviceable materials.

Our authentic connections with Paris permit us to display, far in advance of their appearance elsewhere, the most distinctive vogues of the season.

### Crown Embroidery Works

CREATORS OF DISTINCTIVE DRESSES  
20 West 33rd Street ~ New York  
MAISON HAAS-PARIS



Pancakes are an expensive breakfast if you mix all these materials

Make your pancakes the new Aunt Jemima way. There's no mixing for you to do—and they cost less than 3 cents a person



## How to make delicious pancakes economically

GIVE your family the pancakes they long for, but don't make them the old-fashioned way where you mix all your materials. Eggs, flour, and milk cost too much. Make the economical Aunt Jemima pancakes, which are so unusually delicious. Measure out your Aunt Jemima Pancake Flour; add the right amount of water and your batter is ready to make the fluffy, tender cakes that cost less than 3 cents a person. Everything has been mixed in this flour, even the sweet milk. You save the cost not only of milk, but also of eggs, for this flour is so rich that you need add nothing but water.

Aunt Jemima pancakes are not only the most economical pancakes you can make, but also they are actually the cheapest, most satisfying breakfast you can serve, now that all foods are so expensive. For 3 cents a person, what other breakfast could you give your family that would be half so delicious, half so nourishing? Give them a morning meal that will delight them. Tomorrow serve economical, delicious Aunt Jemima pancakes—or Aunt Jemima buckwheat cakes. Your family will ask for this breakfast again and again. Aunt Jemima Mills Company, St. Joseph, Missouri.

## AUNT JEMIMA PANCAKE FLOUR



© 1917 by Aunt Jemima Mills Company

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### Fashionette Invisible HAIR NETS

INVISIBLE, strong, self-conforming, cap-shaped or all-over sizes, in sanitary envelopes 2 for 25c.; white or gray, 25c. each.  
At all good shops.  
Colonial Quality  
Satisfactory Guarantee

### "Pleasant" Coffee

5 lbs for \$1.00  
Direct from Wholesaler  
A 100% Pure, Freshly Roasted Coffee, possessing a smooth, mellow flavor. Guaranteed to please in every way or your purchase price refunded.  
Five lbs. DELIVERED FREE within 200 miles or 10 lbs. within 500 miles of New York. Cash with order. C. O. D. in Brooklyn and N. Y. City below: 25th St. Special price for 25 lbs., \$4.75; 50 lbs., \$9.00. Send 10c. for sample. Price list on request.

### Werner & Brandon, Inc.

172 Court Street, PHONE 8173 MAIN, Brooklyn, N. Y.

## Jaffee

THE RATIONAL MEAL-TIME DRINK  
**Delicious!**  
**Saves Sugar!**  
**100 cups 25¢**  
BEECH-NUT PACKING CO., CANAJOHARIE, NEW YORK  
*"Facts of Food Flavor"*

### KEEPWARM KLIP

Keeps Children Warm  
MOTHERS need no longer worry about the children kicking the covers off—"KEEPWARM KLIP" holds them in place.  
One clip for bed-clothes is covered with rubber to prevent tearing. These are connected with elastic webbing adjustable to any length, allowing freedom of movement.  
\$1.00 A PAIR.  
Manufactured by B. O. Wright & Co., 91-93 5th Ave., New York

### HYGLO NAIL POLISH

Brilliant, lasting, and safe for use. Powder 25c. Cake 25c. and 50c. Send for free sample.  
Ask for De Luxe Hair Nets Hand-made nets of human hair. Strong, sterilized and invisible. All colors. Cap or Pillow. 2 for 25c. up. Order by mail if not sold at your dealer's.

### Trout Jewelry Shop

Perfect Diamonds  
Call, write or phone for free catalogue. The BLUE BOOK of jewelry, diamonds, silverware, watches, cut glass, ivory, novelties. AT WHOLESALE PRICES you save one-third. Thousands of splendid gifts for Weddings, Birthdays, Anniversaries, Prizes. \$1.00 to \$100  
CHAS. L. TROUT CO., 170 Broadway, Cor. Maiden Lane, N. Y. 2nd Floor. Phone Curly 2436. Open to 9 P. M., Saturdays included.

### Ambre Royal

THE MICHIE OF BEAUTY  
It helps to make you Mother Beautiful.  
FRANK M. PRINCE & CO., 31 W. 35th St., N. Y.

### PARKER'S METHOD OF HAIR TREATMENT

and HERBES 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 efficiency in a n y 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, SPECIALIST, 51 WEST 57TH STREET, NEW YORK

### Save Your Skin from the Tax of Late Hours

Late hours and loss of sleep inevitably leave their traces, unseen at first, upon the skin, preparing the way for lines and wrinkles. Smooth out the traces—forestall the wrinkles with D. & R. Perfect Cold Cream. Give your skin the softness, the color, the beauty Nature intended it should have.  
DAGGETT & RAMSDELL'S PERFECT COLD CREAM  
The Kind That Keeps  
To counteract the drying, roughening effects of icy air and winter winds, give your skin the daily protection of D. & R. Perfect Cold Cream. Your hands and arms will also acquire an added beauty, a lovelier charm, through the regular use of this safe, satisfying, and perfect toilet help. In tubes and jars, 10c. to \$1.50.  
Put a tube in the soldier's kit. A comfort in the camp or trench. POT'DRE AMOURETTE. Another D. & R. toilet triumph, a face powder without a fault. You will like it. Very fine, pleasantly perfumed, looks natural, stays on. Flesh, white, translucent. 30c. Of your dealer or 15c. mail of us.  
TRY BOTH FREE  
Send postal for free generous trial samples of Perfect Cold Cream and Pot'edre Amourette.  
DAGGETT & RAMSDELL, Department 343, D. & R. Building, New York

### The Nestle Permanent Hair Wave

The most successful establishment in existence.  
Illustrated booklet free.  
C. NESTLÉ CO., 657-9 Fifth Ave., New York  
Cor. 52nd St. Telephone 6541 Plaza.

### G. SATTLER HAIR MERCHANT

NOW AT 12 W. 50TH ST. Tel. Circle 2777.  
Nestle's Permanent Wave a Specialty.  
Formerly 18 West 31st Street 25 West 45th Street

### High Grade Seed

For Your Vegetable Garden Flower Lawn or Farm  
See 1918 Spring Catalogue Issued Jan. 1st. Sent on request.  
Stimpff & Walker Co., 30-32 Barclay Street, New York City

### The DARSY facial treatments

An investment for "Christmas money" that will bring gratifying returns is a course of rejuvenating Darsy Treatments. Six treatments \$125 will put your complexion in excellent condition and show you how to care for it yourself. Only the finest French preparations used.  
SALON DE JEUNESSE, 630 5th Av. (Opposite the Cathedral)

### The "BLISS" Reproducer

Will Improve YOUR Phonograph 100%  
No matter what make. Does away with that unpleasant thin nasal tone produced by all mica sound boxes. Doubles the life of your records by giving fuller volume with the lightest touches.  
Plays all makes of records. We invite comparative tests. Price, Nickel, \$5.00; gold, \$7.50. Send check. Ten Days' Trial. Money refunded if not satisfactory. Telephone Greeley 2018. Wilson-Laird Phonograph Co., Inc., 29 W. 34th St., New York City.

### Reduce Your Flesh

Try my famous rubber garments to reduce your superfluous flesh.  
DR. JEANNE WALTER'S famous medicated RUBBER GARMENTS For Men and Women. Chin Reducer, \$2.00; Neck and Chin Reducer, 2.00; Bust Reducer, 3.00; Abdominal Reducer, 5.00.  
Also: Union Suits, Stockings, Jackets, etc. Send for free illus. Booklet.  
Dr. Jeanne A. B. Walter, Inventor and Patentee, Billings Bldg., (4th Floor), S. E. Cor. 34th St. & 5th Ave., New York City.

IN HARMONY WITH YOUR BANK ACCOUNT  
\$45 for 12 \$30 for 6 \$15 for 1  
PIRIE MACDONALD, Photographer of Men.  
576 FIFTH AV. COR. 47th ST.

### LUX

For all time laundry  
LUX Soap

### STRAIGHTEN YOUR TOES BANISH THAT BUNION

ACHELDT'S Perfection Toe-Springs. Worn at night, with auxiliary appliances for day use. DEMONSTRATION of this Simple Surgical Night will convince the most skeptical. Any other foot trouble? Full particulars in plain sealed envelope to "Out of Town" customers. Sent on approval. Money refunded, if not as represented.  
M. ACHELDT, Foot Specialist, Marriage Building, Dept. 172, 1228 Broadway (at 59th St.), New York

### Odo-ro-no

Excessive perspiration has no place in your quest for daintiness. Three applications of Odo-ro-no a week will bring you relief. Used and endorsed by leading physicians.  
Get a bottle to day

### Pond's Vanishing Cream

More used than any other facial cream in America