

Ever-Warm Safety Suit



The ship may sink, but the Ever-Warm Safety-Suit keeps you AFLOAT. Other devices may keep you afloat but cannot protect you as well as this suit from exposure—the cause of most deaths at sea.

Is Saving Lives In U-Boat Tragedies PROTECTING THOUSANDS ON THE WAY "OVER THERE." Used by Army and Navy Officers, Doctors, Nurses, and Passengers generally on all liners.

International Life Suit Corporation SOLE DISTRIBUTORS 10th Floor, 11 Broadway, New York.

National Life Preserver Company SOLE OWNERS. Demonstration Wednesdays, 2 P. M., at the Battery near Aquarium.

Aladdin Dye Soap

Colors While it Cleans The New Marvel For your own particular color shades in any combination of 14 wonderful fast colors.

ALADDIN PRODUCTS COMPANY, New York Chicago On Sale Everywhere Copyright, 1918, Aladdin Products Co.

SHOE CRAFT

27 W. 38th St. NEW YORK Fitting The Narrow Foot Widths AAAA, AAA, AA, A, B, C. All sizes including \$1, \$1.50, \$2.00.

DORELLA—Shapely, cool and comfortable is this white canvas Oxford with well sole and 1/2" leather heel. Ideal for wear with Red Cross uniforms. \$8

Ambre Royal

The Powder of Royalty. It helps make my Mother Beautiful. The Powder of Royalty. Made by MAISON VIOLET, France.

Permanent Wave \$20

All Over the Head Or \$1.00 Per Curl. Large or small wave. Our method is always successful. Ideal Transformation \$15.00

CUTEX

The new way to manicure. CUTEX The new way to manicure. Beautiful styles.

ACHFELDT'S METAPAD

Supports and Binds. FOR ALL Metatarsal Arch Affections, Morton Toe, cramping of toes, enlarged little toe joints, sole callouses and spreading of toes.



"MINNET WILLOW"

represents the best that can be produced in willow furniture. Exclusive Minnet designs, solidly constructed of imported hand-peeled willow.

MINNET & CO. Makers of Quality Willow Furniture Lexington Avenue Bet. 40th and 41st Sts., N. Y.



Fashionette Invisible HAIR NETS

Made of finest human hair in every shade, sterilized and specially processed for invisibility and strength. Self-conforming, cap-shape, and all-over styles each in a sanitary envelope.



FREDERIC'S Permanent Hair Wave

Under Mr. Frederic's personal supervision. Written guarantee wave will last six months or money refunded.

Quality—Service—Price DALE

BUY Direct from FACTORY AND SAVE MONEY. Come See Our Beautiful Display.

Dale Lighting Fixture Co. 109 West 13th St., New York 1 Door West of 8th Ave.



THE KIDDIE KOOP

Crib—Play-Pen—Bassinet Combined. Light, Strong, Sanitary. Folds instantly, enclosing spring and mattress.

The Mending Shop

The Original Remodeling Shop. Gowns Remodeled. Suits cleaned, pressed and made into latest styles.

GRAF'S HYGLO

Cuticle Remover & Nail Bleach. Keeps the cuticle firm. Large bottle 25c. Use with Hyglo Nail Polish, cake or powder.

The Nestlé Permanent Hair Wave



You can never see a "permanent" wave in any hair if given by "Nestles," because here implements, process, knowledge and experience covering a lifetime are brought into action.

C. NESTLÉ CO., 657 and 659 FIFTH AVENUE Corner 52d Street, NEW YORK Telephone Plaza-6541.



HAVE you a tennis-court, with an ugly enclosure that you and your friends have taken for granted? One look at this picture, showing how to camouflage a wire backdrop with climbing roses—and you should first admire, then envy, then feel ashamed—then, we hope, resolve to go and do likewise!

I. HICKS & SON "Sixty Years of Knowing How" WESTBURY (Phone 68) L.I.

La-may Face Powder Does Not Contain Any White Lead

There are two kinds of face powder. Those that contain rice powder, "Poudre de Riz," and those that do not contain starchy substances. Rice powder is objectionable because, when saturated by the moisture of the skin, it turns into a gluey paste, swells in the pores, causing enlarged pores.

BARTO OUTDOOR FURNITURE



ANNOUNCEMENT FROM MAISON VIOLET, PARIS, FRANCE

We have just received a stock of Ambre Royal Face Powder, No. 51 Cold Creme Solidifie, No. 48 Royal Thridace—the Officers' Soap—and Violet's Superior Bath Soap.

HAVE WAVY HAIR

Nothing adds so much loveliness to a woman's features as natural Wavy Hair. The permanent wave that we impart we guarantee will remain wavy for six months or refund your money.



Let them wear their prettiest things every day

"Hel-en!" Your mother would call out of the window, "don't romp like that in your good dress. Go sit on the porch like a little lady." You would glance scornfully at your best frock.



Even in hard water, Lux makes wonderful suds. © Lever Bros. Co., 1918.



Why have your dresses ruined by perspiration?

You can be as sweet and dainty, hours after your bath, as when you stepped so clean and rosy into your fresh clothes! Sweet and dainty—even if you dance or hurry—even on the busiest days.

Apply Odo-ro-no wherever you perspire too freely—under the arms, on your hands, feet or forehead. It will give you the charming daintiness every woman longs to have!

