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THIS is one difference between Holeproof Hosiery and common hose—Holeproofs do not accumulate in the darning basket.

Though worn and washed repeatedly they will need no darning for months; they will seem like new—smooth, shapely, snug and comfortable.

There is no other method, apparently, of producing fine-spun hose that wear like these.

The newest shades for spring and summer in shimmering Japanese silk and lusterized lisle.

Men's, 30c a Pair and Upward
Women's, 40c and Upward
Children's, 35c and Upward

Should you fail to find Holeproofs in the stores close by, we'll ship direct, charges paid.

Write today for catalog.



Reg. U. S.
Pat. Office, 1906

Holeproof Hosiery Co.
Milwaukee, Wis.

Holeproof Hosiery Co. of
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Holeproof Hosiery Co.
18 Church Alley, Liver-
pool, Eng.

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The Belmont and the Chester

ARROW COLLARS

WITH THE NOTCH THAT LOCKS

15¢ each 2 for 25¢

CLUETT, PEABODY & CO. made in U.S.A.



Arrow

Maternity Corsets The Vital Question for Prospective Mothers

At no other time in a woman's life is the corset question so serious a matter as during the period of prospective motherhood. The various Ferris Maternity models are so designed as to give comfort to the body, to protect the health, to safeguard the physical condition. This is done, and done successfully, without disfiguring effect upon the fit of the gown or the general appearance.

Ferris Good Sense Corset Waists

Style 140—Bare Maternity

Very delicate model, extremely elastic, made without bustling, fitted to support abdomen. Made in regular sizes, allows your child to breathe up front. Lingerie back and sides.



*Style 140
\$10.00
Maternity*

Extremely comfortable and relaxing model. Provides back support, true body support, light, elastic support of front and fitting of sides and last perfect proper adjustment. In shoulder straps, give best long life.

Healthy Mothers Have "Better Babies"

Ferris Good Sense Corsets and Waists have solved the corset problem for thousands of thinking women. They not only wear them themselves, but provide them for their growing families from the time the first little feet walk to the first little Ferris Waist up to mature womanhood, when the Ferris Waist is sure to be used for all time. Designed along lines laid down by Mother Nature, they assist the figure in developing naturally, beautifully and gracefully.

**Sold by Leading Merchants
Write for
New Ferris Catalog**

Delivery 100 models for all sizes, with an special Maternity Models from \$2.50 to \$12.50. Ladies like write your name on plain cover for catalog mailed free, and please order direct to us.

The Ferris Brothers Company
48-52 East Twenty-first Street, New York



Style 230—1/2

Supportive material, soft as silk. Non-elastic. Elasticity in all directions. Elasticity in all directions.



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Tailored
 to Fit
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and
**Chairs for
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is best accomplished by using our rubber garments and bands for the following reasons:

Your body is composed of about 85 per cent water and your size can be reduced through perspiration without any of the injurious effects which accompany the use of drugs.

Rubber garments cause perspiration of the parts where applied and do not affect other parts of the body.



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Brassiere for reducing the bust, Back of fine coutil, Front of fine red rubber. Any size, **\$4.50**. Give bust measure.

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Reducing Pants, **\$12.50**.

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Presenting "VANISE" Hosiery

The new all-wool hosiery which combines luxury in appearance with a durability which is unusual

<p>No. 100-1000 Long and short pile, all-wool hosiery, with a soft, plush texture, and a fine, even weave. Available in black, navy blue, and white.</p>	<p>No. 100-1001 Medium pile, all-wool hosiery, with a soft, plush texture, and a fine, even weave. Available in black, navy blue, and white.</p>	<p>No. 100-1002 Short pile, all-wool hosiery, with a soft, plush texture, and a fine, even weave. Available in black, navy blue, and white.</p>	<p>No. 100-1003 Long and short pile, all-wool hosiery, with a soft, plush texture, and a fine, even weave. Available in black, navy blue, and white.</p>
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This hosiery is made of the finest quality wool, and is guaranteed to last for many months.

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Suits, Millinery Furs Shoes,
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a half million steady custom-
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Plush, trimmed with extra
quality all-silk ribbon and the new-
est Balkan shaded genuine ostrich
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Taupe Grey Crown and shaded
ostrich. Black with Melrose. Black with Royal Blue
or Black with Honey Color, one of the very latest
shades. Ribbon to harmonize. Price \$4.35. Send
me only one dollar—balance 55 cents a month. Other
exclusive styles from \$1.95 up. Write today for Com-
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Bernard Mayer Co., 3929 Gage Street, Chicago, Ill.



HERE'S one of our newest models made especially for every man. Warm through skin, then
 handsome from-the back. It's certain to meet a need of you & your son.

It is designed for every use and, like our best, is
 made to order. The fit will be perfect.

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 Good Clothing Makers

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The Corset Without Laces

Made entirely of porous woven surgical elastic web, which "gives" freely to every movement of the body, yet firmly holds the figure. It is

Ideally Suited to Fall Fashions

and lends grace with absolute comfort at all times. Our patented methods of construction, and the character of material used, make it equally desirable for street, dancing, evening or sport wear, and make unnecessary the use of corset laces. Made in short and long lengths, white and pink. Retail from \$2.00 to \$7.00. If your local dealer cannot supply you, write for illustrated free booklet. Do not accept a substitute garment.

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NO 1



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You will see even finer fabrics, better tailoring, correct styles at lower prices.

A real investment in good appearance.

The HOUSE of KUPPENHEIMER Chicago



Speaking of horse shoes—

Jim, have you ever noticed that some people are always accusing the other fellow's success to luck? Somehow I lose patience with this "luck" talk. If you stop to think you will find that in every industry there is a superior genius, and when you buy the product of his skill you have bought safely and wisely. It is because the public soon comes to know this that the genius and his product are looked upon as supreme



in that particular industry. There is no luck about it.

The superior genius in cigar manufacturing is Otto Eisenberg & Sons, Inc., and when you have bought their Cincos you have surely bought safely and wisely. Of course there is some luck in Cincos, too, but it's all on the smoker's side,—it is wonderful luck to be able to buy anywhere in the U. S. as good a cigar as Cincos.

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These special Triplet Switches are of superior quality permanently wavy human hair.

20 in., 2 1/4 oz. \$1.97 24 in., 2 3/4 oz. \$3.97
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\$3.50 \$4.00 \$4.50 \$5.00

FOR YOUR DOLL— A CADILLAC DRESS—25c.

Not an ordinary dress, but a really, truly CADILLAC DRESS cut and made with all the well known excellence of Cadillac Dresses for Girls, Juniors and Misses.

A miniature doll dress (12 1-2 in. long and made exactly like CADILLAC DRESSES FOR GIRLS.



Style 6162

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Just mail us the printed label to be found in the neckband of any Cadillac Girl's Dress. Or send instead 25c in stamps or coin and get the Doll's Dress together with our beautiful new style book.

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*are sold by the best
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Cadillac Dresses are made of guaranteed materials with the care and expertness given to Mother's own gowns. Ask at your shop or write us.

Be sure and write for free book of styles.

CADILLAC GARMENT MFG. CO., 8 HANCOCK AVE.
DETROIT, MICH.

Snappy two-piece combination dress. Full pleated skirt made from best quality Arlington white serge. Blouse made from bright red polo flannel and trimmed with white silk braid piping and middy lace. Black patent leather belt. Sizes: 6 to 14. **Price \$8.50**



THIS illustration of a group of young fellows will give you some idea of the kind of clothes we've made for young men this season.

At the right, notice the smart summer suit; patch pockets; slender, shaped-in waist; long-roll lapel; trousers worn with a belt; no waistcoat. Made in a very great variety of pattern weaves, grays, tans, browns, blues.

The Norfolk, at the left, is one of the most favored of all the season's models. The dark serges and wools are always favored by men who dress well; the blue serge coat with flared trousers is the regulation style for summer lounging.

In any good stock of our clothes, anywhere, you will find these styles ready-to-wear. The silhoues are all-well designs; carefully checked by the most scientific process known; the tailoring is as carefully done as we know how to do it. The styles are right to the last small detail; they'll stay stylish.

Our mark in a garment is your guide to confidence;
a small thing to look for, a big thing to find.

Hart Schaffner & Marx

Good Clothes Made

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Special 35th Anniversary Values

For every type of figure
Ask your dealer for KABO
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Models to give perfect
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Special Anniver-
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our Beautiful
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To any mother who buys KABO GARTERS that do not—in her judgment—wear well, we will send a new pair Free upon receipt of the unsatisfactory pair. KABO CORSET CO.

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BRING to mind the most comfortable shoe you've ever worn—how soft, easy and comfortable it was—such is the comfort you'll find in the Florsheim Shoe—especially pronounced in the new "Natural Step" last and Rub End which give extra ease and comfort. Price \$8.

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Rubber Shoving "Ridge of the Foot" for extra support.

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INVESTMENTS - AND - FINANCE

PROSPERITY THAT AWAITS US

JACOB H. McHEFF, the New York banker, on his way to California, in an interview at California Springs on April 25, as to the future of business in this country, declared that he looked forward to a return of "days of prosperity like the days of which his father has seen in America, especially by his generation." Already he noted that our exports were "increasing rapidly," the farmers of prairie and mid-west countries were "organizing" activities on the stock exchange were "wonderfully fine," manufacturing was "on the increase," and farmers were "preparing to handle the crops." His general opinion was confirmed a day later in letters from many bankers all over the country published in *The Journal of Commerce*, substantiating the tenor of those letters that night said:

"Several business throughout the West seem to have turned the corner. Assurances recently indicate that, are responsible to unsupplied orders from European buyers, specific evidence is not yet in sight of any large approaching heavy trade. But there is, in fact, a glimmer of evidence that a general boom will in fact that it will show a tendency to progress in the coming months."

"These conditions have improved appreciably during the last year or so. This is a feature that may be regarded as among the very few indications of the brightening market ahead. President Wilson's attitude seems to have changed from one of antipathy toward large business affairs in one of support or aid. Many national banks are following his lead. Industries are to receive the greatest encouragement that they need."

"There, in brief, are some of the indications advanced by a representative number of presidents of leading banks, prominent those in the West, who have responded to a telegraphic request of this journal for their views on the current business outlook, based on the results of their own observations."

"A considerable degree of optimism is prevalent in respect to our prospects. Conditions are fairly satisfactory, and it is expected that the large majority of unemployed funds in the banks in all sections of the country. War's influence is on the wane. Political conditions are improving."

Among the men whose opinions were given are bankers in Philadelphia, Chicago, Cincinnati, Cleveland, St. Louis, Kansas City, St. Paul, Minneapolis, Indianapolis, and Toledo.

THE BAGDAD RAILWAY AS A CAUSE OF THE WAR

Written on outside covers of the war in Europe have already made occasional reference to the Bagdad Railway connection granted several years ago by Turkey to Germany. One of the first mentions of the subject was contained in Mr. Gibbon's "Sixth May of Europe." The subject is now set forth again by a writer in *The Daily News Journal*. By this railroad Constantinople would be connected with the Gulf of Persia and with Egypt. Originally it was believed in England that the enterprise was a private one, but later revealed it has been to be regarded as a Prussian

State enterprise. The issuing of the concession to economic and military advantages in Germany and its passing to the hands of Germany, Turkey, and especially in the valley of the Euphrates, are set forth in the article:

"When the line is completed a half-a-century since of the most world show a line from a half-a-century's Constantinople through the general direction was westerly, crossing across the Turkish Empire by Asia in the River Taurus. From there to the Persian Gulf, the line, that is, India. There, back on the main line as a point about north of the Holy Land, a second line would be seen branching from the first and passing northward through Syria, penetrating the eastern coast of the Mediterranean within an hour's ride of the Straits of Egypt, and bringing up near the mouth of Egypt. Linked up through England, France, or Russian ports, the connection is a great success. But, Germany if it is necessary to maintain its economic expansion there is one means, but the desired determination of both sides to fight the war to a bitter end."

"The economic position Germany presents advantages—resources, power, and strength. With an area almost equal to the State of Texas, she can find her population of 55,000,000 less than her number of the matter only by a highly intensive system of agriculture. Of what value the most important about 50,000,000, which every year to supply the nation needs. And even this is not all, for a large percentage of her population of 77,000,000, that of a large portion of her population, as well as other industries, are engaged in considerable industry. Thus materials for industrial use are produced in large quantities. These 1000 her own supplies has increased about 50 per cent, and approximately 2,000,000 tons of iron are necessary to supply her manufacturing requirements. Yet no outlet is provided in the Empire."

"The Pacific Germany has extended largely upon the coast, Hindustan, and America for production. The danger of this dependence towards Germany when the Russian Army entered Galicia, the British and French feet off the overseas supplies, and Hindustan began sending up 200,000 tons of copper, Germany is the world's second largest consumer of copper, but must obtain 80,000 tons of the raw material from the outside world, which can not ship it by her in case of our without risk of capture and confiscation. Without such capture and confiscation, it is the best of the war, in a great way like the present for production in Germany would be a future dependence of Germany's production, copper, iron, and other necessary raw materials."

"Before the present Europe was welded together with steel and iron, a Prussian program conceived with the Turkish Army and the military advantage of a railway along the line of travel followed by Alexander the Great. Perhaps the conception was evolved from the mind of certain in a line in 1875 German engineers were authorized to build for the Turkish Government a short railroad from Bagdad, Syria, to Constantinople, in Asia. This line was signed with the name of the Anatolian Railway. Another being practically synonymous with Asia Minor. Fifteen years after this a German engineer, who had won the Deutsche Bank, was given the privilege of exploring the line, and it was estimated that within

Velvet Grip

OBLONG RUBBER BUTTON HOSE SUPPORTER



The Oblong Rubber Button is an exclusive feature of **Velvet Grip** goods. This most important modern improvement in hose supporters has taken the place of the old-fashioned round button. It is a cushion of solid live rubber, and because of its large holding surface it prevents tearing and drop stitches.

Buy corsets having the hose supporters with the **Oblong Rubber Button**.

Sample set of four "Sew-ons" for women, 50 cents postpaid. Sample pair of "Pin-ons" for children, 15 cents postpaid [give age]. Sample pair of "Baby Midgets" for infants—list. 10c; silk, 15 cents, postpaid.

GEORGE FROST COMPANY, Makers, BOSTON



Donchester's

ARROW *Evening* SHIRTS

THE bosom is hinged to the body of the shirt; it gives but never creases, bulges, or rises up out of the waistcoat; smart, comfortable, good fitting and very highly tailored.

Cluett, Peabody & Co., Inc., Makers

Prize, New York

SO SMART, SO SNUG-FITTING

—yet so wonderfully comfortable

Model No. 10000 "Dorcas"—The perfect dress for the woman who desires a gown that is both smart and comfortable. A perfect fit and a comfortable fit are the two essential features of this dress.

Model No. 10001 "Lillian"—The perfect dress for the woman who desires a gown that is both smart and comfortable. A perfect fit and a comfortable fit are the two essential features of this dress.

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Model No. 10004 "Gladys"—The perfect dress for the woman who desires a gown that is both smart and comfortable. A perfect fit and a comfortable fit are the two essential features of this dress.

Model No. 10005 "Helen"—The perfect dress for the woman who desires a gown that is both smart and comfortable. A perfect fit and a comfortable fit are the two essential features of this dress.

Model No. 10006 "Irene"—The perfect dress for the woman who desires a gown that is both smart and comfortable. A perfect fit and a comfortable fit are the two essential features of this dress.

Model No. 10007 "Julia"—The perfect dress for the woman who desires a gown that is both smart and comfortable. A perfect fit and a comfortable fit are the two essential features of this dress.

Model No. 10008 "Katherine"—The perfect dress for the woman who desires a gown that is both smart and comfortable. A perfect fit and a comfortable fit are the two essential features of this dress.

Wear the Famous Style Guide

See the famous style guide in the window of the Red Cross Shoe Store. It is the only one of its kind in the world. It shows you the latest styles in shoes and how to wear them.

THE RED CROSS SHOES CO.

111-113 Broadway, New York City.



Red Cross Shoe





BEFORE YOU LEAVE FOR YOUR VACATION

see that your hosiery wants are supplied in the very newest and most desirable numbers of

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With the "POINTEX" Heel

No matter where you live you will find good selections at your favorite dealers because leading stores throughout the country feature the "ONYX" brand.



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in
Furs**







Things Good in the Fashion

YOUNG men who are most critical about the style of the clothes they wear
 will find in our goods style that stays (style) by the quality it back of it.

Look to our marks, well they will say,
 Big thing is that, for the Spring, this is done.

Hart Schaffner & Marx
 Good Clothes Makers



Protect Without Weight
Provide Without Danger

WINTER Athletic Underwear for Men

Never before have men been able to enjoy Athletic Underwear comfort in WINTER without risking the treacherous non-protection of an all-cotton garment. Never before have men been able to secure proper Winter protection without bothering their bodies with heavier undergarments than are good for them.

But now comes the leggy, healthy medium between these two extremes:

A

**Knee-length, Sleeveless
Union Suit**

Knit of WOOL mixed with Cotton

For the first time in your life you can now have the mechanical benefits of the lightest cotton Athletic Union Suit, combined with the warmth and protection benefits found only in heavy, full length undergarments.

Your own two feet will thank you for the extra protection. In the winter, wear on hot soles and dry feet will find you in the hospital.

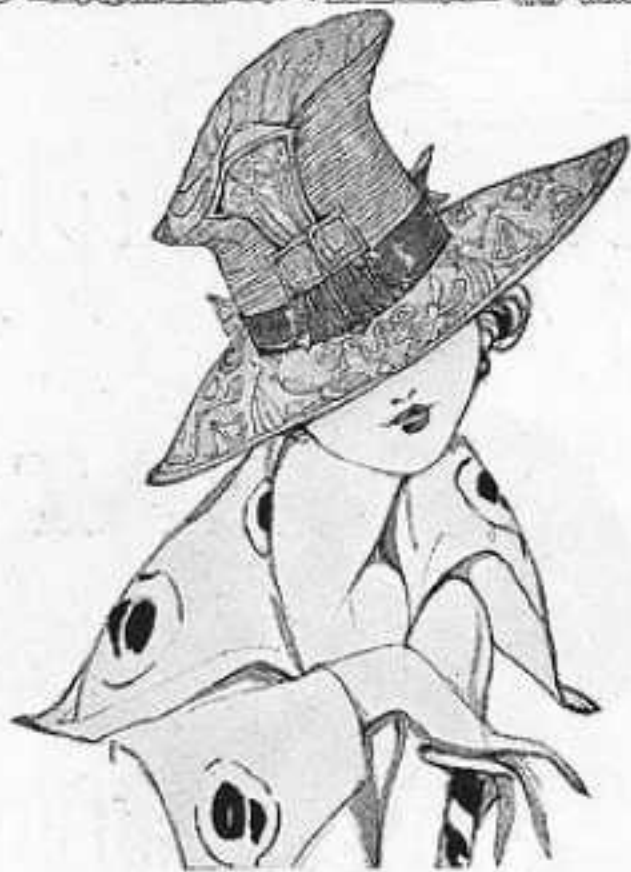
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Manufacturers of the famous *AMHO* Knitwear line.
The greatest strength, comfort, and "wear"
guaranteed underfoot, sock, and shoe.

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Hats, Suits, Blouses and Coats for Out-of-doors.
Dinner and Evening Gowns and Wraps.
Hats for formal occasions.

Wilson Bros

Athletic Union Suit

Licensed Under the Klond-Krotch Patents

An arrangement for active men, from the comfort of their suits, the patented elastic stretch which is permanently closed and does not depend upon buttons to keep it closed. No straps or buttons between the legs. No grip or handholds. Always entirely cool and smooth. Supports opening heart and liver. *Wilson Bros Athletic Union Suit* is the only one of its kind that can be made with the maximum patented elastic stretch.

Made of superior and durable union fabric. Especially for business and school with the same ease and ease of dress. *Wilson Bros Athletic Union Suit* made since the first was introduced in 1882—a period of 32 years.

The convenient, comfortable garment is ready for the year in your wardrobe—\$1.00 and 25-cent sizes and full sizes, knee-length and three-quarter length. Short sizes, 30 cents and up.

Clear features: *Wilson Bros* suits of open collar, V-neck, shirt, trousers, suspenders, handkerchiefs, etc., with the accuracy of the measured standard of dress with the same high standard.

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Wilson Bros Open-Mesh Union Suit

Licensed Under Klond-Krotch Patents

The only open-mesh union suit for the year. It is made with the same patented elastic stretch which is permanently closed and does not depend upon buttons to keep it closed. No straps or buttons between the legs. No grip or handholds. Always entirely cool and smooth. Supports opening heart and liver. *Wilson Bros Open-Mesh Union Suit* is the only one of its kind that can be made with the maximum patented elastic stretch.



Wilson Bros Combinette Shirt

Licensed Under Klond-Krotch Patents

Combination of vest and shirt and covers both the most important elastic stretch and the most important elastic stretch. *Wilson Bros Combinette Shirt* is the only one of its kind that can be made with the maximum patented elastic stretch. Always entirely cool and smooth. Supports opening heart and liver. *Wilson Bros Combinette Shirt* is the only one of its kind that can be made with the maximum patented elastic stretch.



Wilson Bros Combinette Pajama

Licensed Under Klond-Krotch Patents

A two-piece pajama. A combination of vest and shirt and covers both the most important elastic stretch and the most important elastic stretch. *Wilson Bros Combinette Pajama* is the only one of its kind that can be made with the maximum patented elastic stretch. Always entirely cool and smooth. Supports opening heart and liver. *Wilson Bros Combinette Pajama* is the only one of its kind that can be made with the maximum patented elastic stretch.



Wilson Bros

Chicago



We Save by Making Only the Shoes that Women Want

Every woman, out of three, needs at least one pair of shoes in the average wardrobe. These shoes are worn on every day's business, on every party occasion, on every social function.

Therefore they according to their selection.

The object of good taste is to wear a wardrobe of necessities—few, but good, and the common. You can't be the class you want and yet put together a wardrobe of shoes for less than \$100. They are a part of the class of shoes.

When you purchase your wardrobe well, you will be able to wear it all winter, and it will be more as elegant and the more you would like.

First, we wish to be sure that we are getting the best of what nature has given us. There are plenty of shoes that are not good, and we wish to be sure that we are getting the best of what nature has given us.

The last is made of a selected material, and when worn has a comfortable, warm, and soft effect.

Most of the women of the Regal Shoe Company are getting the best of what nature has given us.

We have gathered a complete wardrobe of shoes for you, and we are sure that you will be satisfied with the results.

When you purchase your wardrobe well, you will be able to wear it all winter, and it will be more as elegant and the more you would like.

High quality shoes are made of the best materials, and are made in the best way. They are made in the best way, and are made in the best way.

When you purchase your wardrobe well, you will be able to wear it all winter, and it will be more as elegant and the more you would like.

When you purchase your wardrobe well, you will be able to wear it all winter, and it will be more as elegant and the more you would like.

When you purchase your wardrobe well, you will be able to wear it all winter, and it will be more as elegant and the more you would like.

When you purchase your wardrobe well, you will be able to wear it all winter, and it will be more as elegant and the more you would like.

REGAL SHOES

REGAL SHOE COMPANY
210 BROADWAY, NEW YORK





Before School Begins

Now, more than ever before, is your opportunity to "do your bit." Be productive for your country by making your children's clothes at home.

Thousands of patriotic women in Paris are making simple and stylish school clothes for the children. They use Butterick Patterns.

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All Butterick Quarterly styles are reproduced by Butterick Patterns. Select your designs now before school begins.



Butterick Quarterly



Most Philosophy will never teach us to invest our estimation of personal achievement.



Knox Hats
Bearing the Stamp of Individuality
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IMPROVES WITH
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Watch for the new Easter watches in the LOFTIS SYSTEM'S DIAMOND WATCHES. These watches are made of the finest materials and are guaranteed to last for many years. They are also very beautiful and make a fine present for any occasion. The LOFTIS SYSTEM'S DIAMOND WATCHES are available in a variety of styles and prices to suit every taste.

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NON-RUSTABLE

CORSETS

Instantly Adjusted in
"The Twinkling of an Eye"



PRICE
\$3 AND \$5
Coutil
or
Batiste



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PUTTING ON

The ADJUSTO

is the only practical, safe,
hygienic Reducing Corset
with the world famous
"Adjusting Bands" (Patented)



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PUTTING ON

WHILE virtually a corset for
full figures, and admirably
adapted for that type, the ADJUSTO
has decisively become the popu-

THROUGH the aid of this
mechanical corset, a far greater
reduction of the abdomen, hips
and upper limbs is accomplished

Put on your
fighting clothes

EVERY man can't put on the uniform; workers are needed at home to keep business going and to produce the things our fighters need. But every man can wear clothes that help the cause.

That may mean wearing your old ones; if you've been buying good quality clothes, there's probably a lot of wear in them yet.

It means buying only when you need clothes and then getting good ones that wear so long that you consume less labor and material during the year.

Hart Schaffner & Marx

Clothes that save



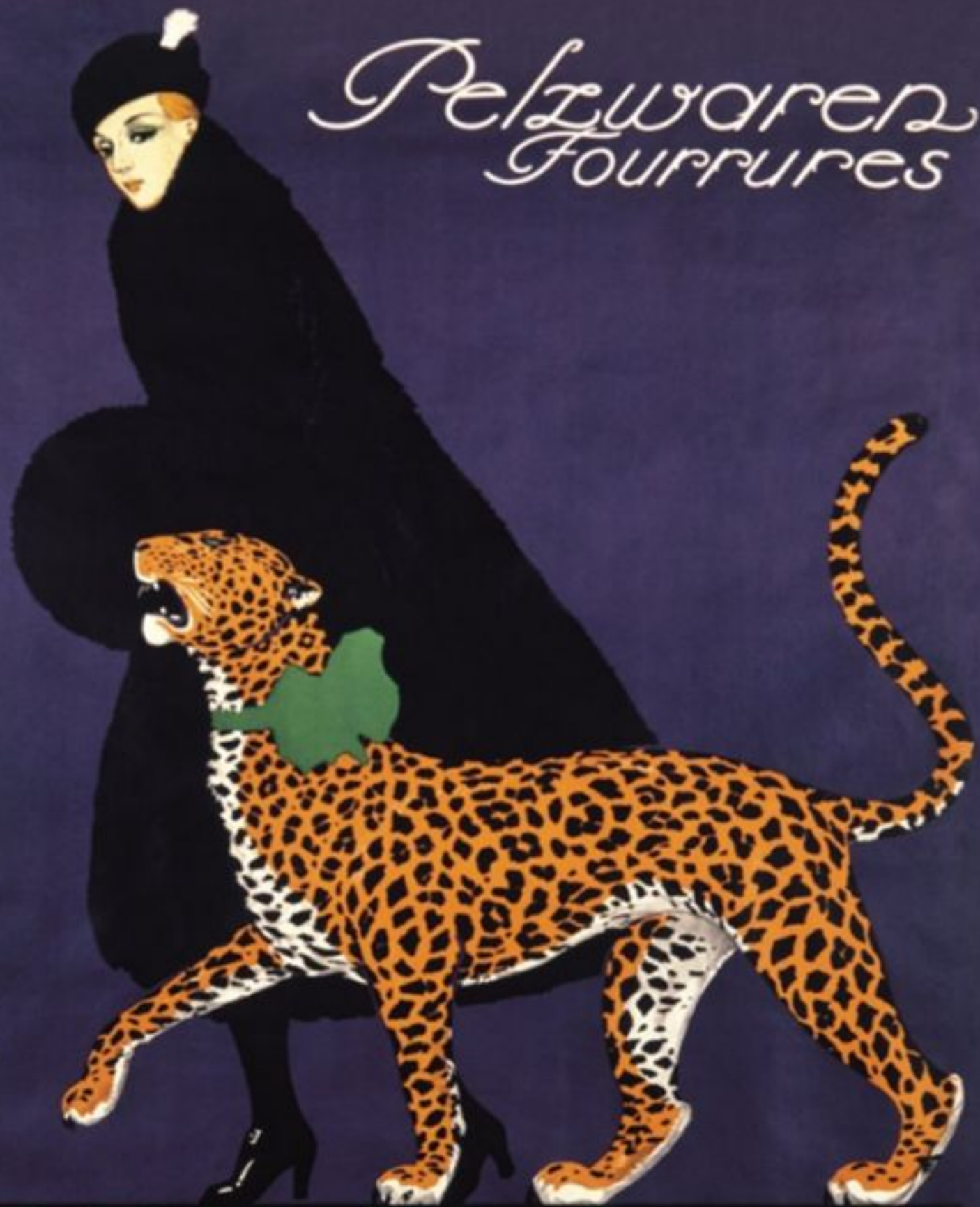
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SPORT AND FASHION, CORONATION YEAR, 1911: AN AVIATION MEETING.

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STYLE BOOK - FALL & WINTER

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Peters DIAMOND BRAND SHOES

DRESS SHIRTS



The back is kept fresh and clean and the front cannot open while the shirt is being worn.



With the OPEN BACK E & W Dress Shirt the studs are put in before the shirt is put on.

PARTICULARLY in shirts for evening wear, the excellence of Earl & Wilson fabrics and the refinements of Earl & Wilson workmanship possesses unusual interest. For there is nothing more gratifying on occasions of social importance than to know that the style and fitting of an Earl & Wilson Dress Shirt are assured. The *Open-Back* feature is an added satisfaction. The shirts illustrated are E & W Prince Albert styles No. 5 and No. 17.

E & W COLLARS
AND SHIRTS
EARL & WILSON

EARL & WILSON, *Makers*, TROY, N. Y.



Figs. 2879-2886. Suit of French serge; the skirt has the same fulness of the top drawn into a deep band of graduated width; skirt cut in circular skirt; draped sash; waist full at center. Material required: 1 1/2 yards 27 inches wide.



2890

2892

Figs. 2891-2892. Gown of cadmore de silk; the skirt also features, blouse yoke and sleeves gathered top of heavy flax embroidery on yoke cut; the collar of self white satin; self belt. No material required; 4 yards 24 inches wide.



2893

2894

Figs. 2893-2894. Suit of checked broad; the skirt also has lower parts covered by a gauze-tricot; skirt over has collar of velvet; neck and lap made of satin; metal buttons. Material required: 4 yards 27 inches wide.



*"Yes, dear, I asked for B.V.D.
and here's the label"*

*Copyright, U.S.A. 1919 by
The B.V.D. Company*

*Ask your wife how long
B.V.D. wears!
She checks the laundry!*

*B.V.D. quality can only be
obtained in B.V.D. Underwear*



*If it hasn't this
Red Woven Label*



*It isn't B.V.D.
Underwear*

*Made in the U.S.A. by
THE B.V.D. COMPANY,
NEW YORK.*



B. V. D. Coat Cut Undershirts and Knee Length Drawers, \$1.00 the Garment. B. V. D. Sleeveless Closed Crotch Union Suits (Pat. U. S. A.), \$1.75 the Suit.

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Remember, all Athletic Underwear is not B.V.D.

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FOR THE MAN WHO CARES

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MEN WEAR THEM EVERYWHERE

YOU can afford to pay \$5 or \$6 for your next pair — it's like making an investment — in footwear. The initial outlay may be more than you have been paying, but the returns will show a larger percentage in length of service, added comfort and individual style.

Booklet showing "Styles of the Times" free on request.

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Stop Wasting Your Heat

You can now heat just that part of radiator in each room you need, and as you need it.

Save 20 to 35% Fuel Bill
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Be sure your building, large or small, has

ADSCO
GRADUATED
RADIATOR
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With Atmospheric System

One valve takes the place of ordinary two valves and air valve on each radiator.

No hammer or noise; no foul air; no clogging of valves. Dial on valve shows how far it is open.

You have absolute control of heat in each room at all times.

Use with either Central Station Supply or Individual Boiler.

Send us name of your architect, and steam fitter and we will give you full particulars

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another occasion he cut his foot almost off with a scythe, and, tho threatened with lockjaw, he persistently scorned surgical treatment. He to the last had a good set of natural teeth, and tho his hair was gray he was but slightly bald. He had never in his life paid for a hair-cut or a shave, but had kept his locks and beard within bounds by trimming them himself. On the farm he went barefoot in summer, but in winter, as a protection to his health, wore heavy brogan shoes and woolen socks. He thought money wasted in buying clothes, and sometimes went almost in tatters even when he came to town, and frequently was thinly clad in the severest winter weather.

To a peculiar habit of his a close acquaintance attributed much credit toward his long life and ordinarily good health. This was his fondness for the sunshine. There was a walk made of large stones leading from the Clemmons house to the barn, and in the hottest days of summer, the acquaintance says, he had seen Mr. Clemmons, while resting during the noon dinner-hour, stretch himself flat upon his back upon these stones and sleep serenely, with his hat alone shading his eyes. He was, however, a man of sturdy natural physique, and spent nearly all of his life in the open air, altho he at times suffered privations because of his indisposition to purchase for himself needed food and clothing. He was fond of good eating, too, his neighbors say, if somebody else would furnish it. But if left to buy his own food he would munch bacon and corn pone with equal relish and always perfect digestion.

He never wore a watch in his life, and tho he at one time had two clocks in the house, one of which was an ancient brass timepiece, probably an heirloom, when these were stolen many years ago they were not replaced. The sun was his timekeeper. He went to work by its rising and considered it time to quit when it had set. He never used a vehicle for travel, but came to town on horseback, and even made his last visit here several weeks ago by that method.

Rankin Clemmons allowed himself just one "blowout," and that was when he got married. He then went to town and purchased for himself the best and the finest bridegroom's outfit, in the mode of that day, that could be found. After the ceremony the costume was put away in the attic and never worn again. Years afterward, robbers entered Mr. Clemmons's house and took the wedding-suit with them when they left, an incident which probably did not fail to convince the old gentleman of the folly of extravagance. His somewhat parsimonious tendencies did not completely overshadow, however, a number of fine characteristics and sturdy virtues, of which mention is made:

He was thoroughly and punctiliously honest, giving to all men every cent that was owed, and expecting the same in return. No person ever fooled him but once, and he had the keenest contempt for a man who ever broke his word or failed to pay an indebtedness. He was frankly and warmly hospitable, inviting whoever chanced to be at his home to partake of the approaching meal, and offering what food happened to be upon his board with unreserved generosity but without



Chauffeur: "Yes Sir, I've tried various oils, and I find that she runs better on HAVOLINE."

Motorist: "How do you account for it?"

Chauffeur: "Why, she simply goes further on the same amount of fuel—she doesn't seem to get out of order so quickly, and I find the pistons and cylinder are left pretty clean."

Motorist: "Well, is it O. K. for this kind of a car?"

Chauffeur: "O. K.'s the word. Your car takes HAVOLINE Medium. There are different grades for the different makes."

Motorist: "All right, buy a couple of cans."

HAVOLINE OIL is sold by all Garages and Auto Accessory shops. Look for the blue-and-white can with the cover seal.

The HAVOLINE instruction booklet, free upon request. Write today to



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HAVOLINE OIL
"It Makes a Difference"

"Don't-Snore"

Stops snoring and mouth breathing.
Money Refunded if it Don't.

Ask for Booklet.

1708, E. BOSTON CO. (Dau.), 8 Marks Building, London, Ky.

1915 CAMPER'S TENT CATALOG
FREE

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WALL TENT \$4.00 complete

Unheard-of Introductory Price

WallTents Heavy Standard, Full Weight Tent Duck, double lap seams, complete with tent poles, ropes, pins, etc. All ready to set up—Wonderful bargains.

5x7 ... \$4.00	8x12 ... \$ 9.50
7x7 ... \$ 5.25	12x12 ... 12.75
7x9 ... \$ 6.48	14x18 ... 17.50

These Exceptional Bargains

are offered for a short time only. Save money by buying direct from the largest, most reliable manufacturers of Tents, Awnings and Canopy supplies in the country. Supplying the U. S. War Department, and Foreign Governments.

Let us tell you about our new Watershed and Midge-Proof Process. Write at once for free descriptive booklet and price list on everything made of canvas.

Get more letter to our clerk before these big bargains are snapped up.

NETTRICK BROS. CO.
1221 Broadway Ave., Toledo, Ohio





Luxite Hosiery

Patented by Cole Phillips for Luxite Textiles, Inc.

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Hose as Shapely as the Curves of the Figure

THE translucent shimmer of Luxite Hosiery half reveals and half conceals. Its texture is so wonderfully soft and silken you can draw a Luxite silk stocking through your finger ring. Luxite launders beautifully because these hose contain no adulterations whatever—nothing but super-fine materials and pure dyes. Naturally Luxite Hosiery wears long and always looks beautiful.

Women's Silk Faced, \$1.10; Pure Thread Japanese-Silk, \$1.30 to \$2.25. Other styles 55c upward.
Men's Silk Faced, 65c; Pure Thread Japanese Silk, 85c and \$1.10. Other styles 35c up. Children's, 35c up.

LUXITE TEXTILES, Inc., 654 Fowler Street, Milwaukee, Wisconsin

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Makers of High Grade Hosiery Since 1875

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Hawes. von Gal HATS

The Fashionable Fall Styles

Because the hat is the most conspicuous article of man's attire, its selection should receive the most careful attention. To wear one of the new Hawes, von Gal Fall Styles—either soft hat or derby—is to rest assured that no one can be better hatted, for Hawes, von Gal Hats are the utmost in quality, in style, in finish, workmanship and perfect fit. Best of all your dealer will guarantee them—so do we. Prices, \$3, \$4, \$5.

We are Makers of the *Hawes* Celebrated \$3 Hat

If not at your dealer's, write for our new Fall and Winter Style Book "W." We will fill your order direct from the factory if you will indicate style wanted and give your hat size, your height, weight and waist measure. Add 25 cents to cover cost of expressage.

Hawes. von Gal

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WHEN IN BOSTON STAY AT THE COPLEY SQUARE HOTEL

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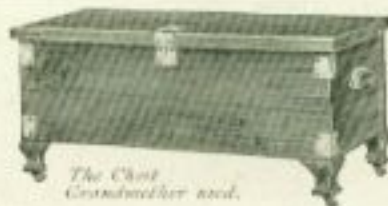
A first-class, modern house, intelligent service, moderate prices, pleasant rooms, superior cuisine. Long distance telephone in every room. Ladies traveling alone are assured of courteous attention. See Copley Square Hotel price lists. Most centrally located for travelers and visitors.

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Few gifts combine beauty, durability and usefulness as does a Chest of Southern Red Cedar, the delightfully fragrant wood that protects furs and other clothing against moths, mice, dust, dampness. No camphor required. Saved cold storage expenses. Lasts for generations. Style 145, in illustration, has hand-rubbed finish and copper decorations. Only \$12.50. Many other designs. From factory to home saves dealer's profit. We pay freight east of Mississippi River. Write for catalog D.

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*The Chest
Guaranteed best.*

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Smart Clothes

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THE STEIN-BLOCH CO.
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no matter how or when you wear them. A rainy day is a good test of the wearing qualities of any shoe.

Heywood Shoe

Sold by
leading merchants
everywhere. If your
Shoe Man doesn't keep
them, send to us for
our Catalogue
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When used the hardest they show of what and how they are made. That they don't "melt" like brown paper at such a time, but look as "good as new" in the morning is proof of their reliability.



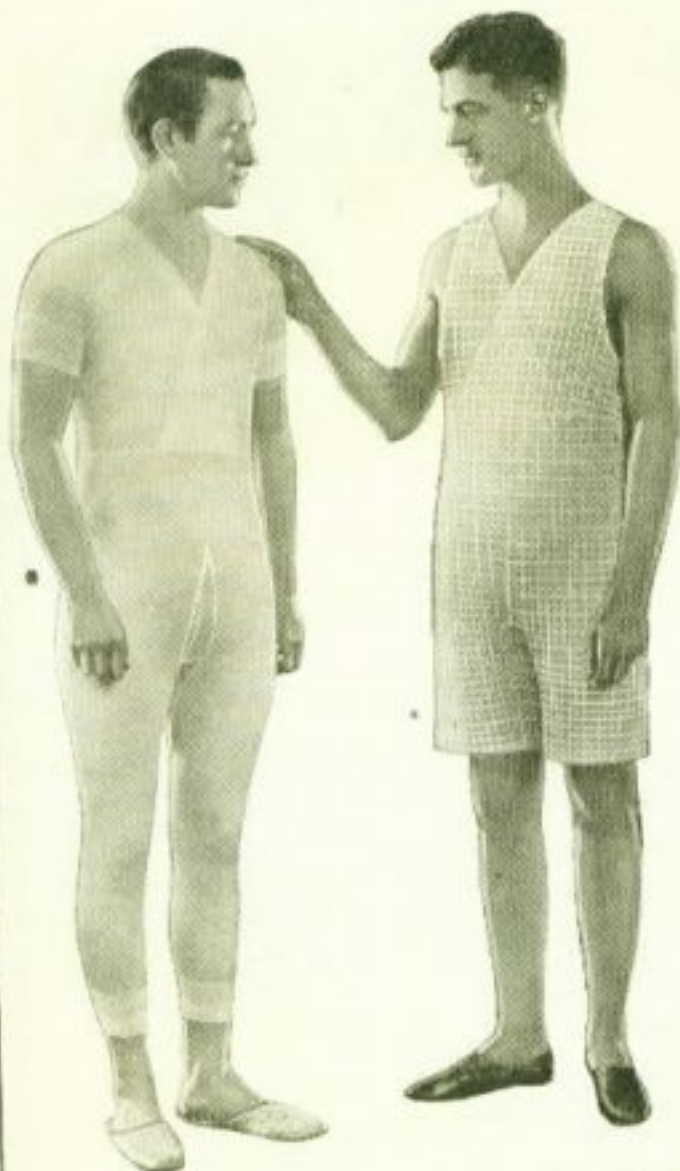
Our new shoe for winter wear—with Double Soles, comes in Tan or Black. Other styles and shapes at the same price **\$3.50**



Heywood Boot & Shoe Co.,
Worcester, Mass.

Please mention McClure's when you write to advertisers.

The Countersign This Spring in Underwear is
HATCHWAY



*The NO-BUTTON
 UNION SUIT
 For Men and Boys*

YOU'LL find it on every smart counter. You'll see it on that smartest judge of dress ideas, the college man. (It has already taken like wild fire with him.) A month or so from now you'll see it in the locker room at Sleepy Hollow, Apawamis, Exmoor and Onwentsia, on its way up from Palm Beach, Coronado, Asheville, Pinehurst, White Sulphur and Virginia Hot Springs.

The picture tells you in a word how simple it is — and why it is the last word in underwear.

Step into the legs, slip your arms through the armholes, and you're in an undergarment that instantly fits the lines of your body as no union suit ever did before.

Some of its more positive virtues are best expressed in the negative. Not a button front or back. (Said so constructed that it requires no button to keep it closed.) No buttons to button or unbutton or come off. No button-holes to rip or tear. No more weekly repairing — no more raids on the work-basket in search of safety pins. Happy the man in a suit like this. Hatchway is a garment of order and progress because in its planning, all the buttons and button-holes were left out. Freedom and comfort forever!

The Hatchway No-Button Union Suit is the running mate of the Hatch One-Button Union Suit, the other record holder in underwear progress with its one master button at the chest, with its million friends and dealer outlets everywhere.

See these garments at your favorite dealer's today. He can get them for you, if so busy as you have trouble to supply him or if he is temporarily sold out. It has been a big job to keep dealers stocked up this Spring, but if you have any difficulty in getting just what you want, we will be glad to see that you are supplied, delivery free anywhere in the United States. In ordering, please state size and numbers of garments required according to our list in Albany. Send for free catalog illustrating complete line of Hatchway No-Button Union Suits and Hatch One-Button Union Suits photographed on live models.

Men's Knit Union Suits, \$1, \$1.50, \$2, \$3, \$5. (The \$5 garment is all silk.)
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 Men's Knitted Suits, \$1.50, \$2, \$3, \$3.50
 Boys' Knitted Suits, \$1, \$1.25

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Fuld Knitting Mills, Ltd., Toronto, Canada, Licensed Manufacturers of these lines for Canada.

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TRADE MARK

FEATHER-WEIGHT · FLAT-KNIT

Union Suits



HAVE you ever really taken time to find the underwear that can give you comfort right through the summer?

Be specific, ask your dealer to show you a Lastlong Flat-Knit Union Suit and have him take your trunk measure. You'll get a non-binding suit that will fit you right, be a real comfort, and wear to your satisfaction.

The Lastlong flat-knit, elastic, feather-weight fabric absorbs moisture and allows it to evaporate.

This three-quarter length style is one of the most popular Lastlong numbers; covers the knees and doesn't show at the ankles. Made in ankle length and athletic styles, too, for men and boys.

We want you to know Lastlong Union Suits for the satisfaction they give.

If your dealer hasn't them in stock send us his name, we'll see that you are supplied.

On request, we will send you a descriptive booklet, also a sample of the fabric.

Lastlong Underwear Co.
349 Broadway, New York
Dept. 11

"Porosknit"

Summer Underwear
FOR MEN FOR BOYS

This Label on Every Garment



Refuse imitations. Insist on Porosknit.



Porosknit Union Suits are cut from our special patterns—that is why they fit perfectly.

No gaps in the garment between each button, no double thickness at waist. Never pull or feel uncomfortable anywhere.

Porosknit suits—whether two-piece or union—are always cool and always comfortable.

Union Suits

Any Style Garment

For Men \$1.00 For Boys 50c.

Two-piece Suits—Any Style

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per garment

Buy from nearest dealer. Write for our handsomely illustrated booklet.

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FEATHER-WEIGHT · · FLAT-KNIT

Union Suits



Note the length of this suit—
doesn't show through sheer socks
—it is a Lastlong $\frac{3}{4}$ length suit

A tip to you and your retailer

INSIDE each box of Lastlong Flat-Knit Union Suits are instructions for measuring you correctly. Ask your dealer.

Take one of the suits, examine the feather-weight, flat-knit, elastic and absorbent fabric—it allows perspiration to evaporate, and that means comfort.

You'll like the finish, the fine appearance of these Lastlong flat-knit suits,—get into one and discover how comfortable a union suit that does not bind can be. Best made feather-weight, flat-knit, cotton fabric made in the U. S. A.

Made in ankle length, three-quarter and athletic styles at popular prices for men and boys.

If your dealer does not sell Lastlong, send us his name—we will see that you are supplied.

Booklet and sample of the flat-knit fabric sent on request.

Lastlong Underwear Co.
349 Broadway, New York
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Redfern Whalebone Corsets

\$3.00 to \$15.00 per pair

*The Standard of Corset
Fashion*

*The Foundation of a
Perfect-Fitting
Gown*

*Security Rubber Button Hose Supporters
Attached to all
Redfern Whalebone Corsets*

Sold at all High-Class Shops

THE WARNER BROTHERS COMPANY
NEW YORK CHICAGO SAN FRANCISCO



Luxite Hosiery

SOME men associate lustrous, finely-woven hosiery with short life; but Luxite has broken this tradition. Here is hosiery that meets the most exacting requirements of style and good taste and yet has the ability to deliver long service—truly a wonderful hosiery combination and worth seeking out these days. Obtainable in your favorite material, pure silk, silk faced and lusterized lisle in a wide range of prices.

LUXITE TEXTILES, Inc.
679 Fowler St., Milwaukee, Wis.
Makers of High Grade Hosiery Since 1877
Luxite Textiles of Canada, Limited,
London, Ont.
50 York St., Sydney, Australia

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Phillips for Lux-
ite Textiles, Inc.

COLES PHILLIPS





Knapp-Felt

SOFT HATS *for* MEN

Knapp-Felt DeLuxe, Six Dollars
Knapp-Felt, Four Dollars
Everywhere

Write for THE HATMAN



Comfy



Women's Pom-Pom Comfy

Woolen. Lined with
silk and covered in
satin. Price, \$7.50.



**Morning Glory
De Luxe Comfy**

Woolen and
satin. Price, \$7.50.



Picture Comfy

Woolen and
satin. Price, \$7.50.



Pass In Boots Comfy

Woolen and
satin. Price, \$7.50.



Men's Ball Comfy

Woolen and
satin. Price, \$7.50.



Men's Tabor Ball Comfy

Woolen and
satin. Price, \$7.50.



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Reg. U. S. Pat. Off.

Felt Slippers

Daily relaxation in Comfy Felt Slippers will keep your feet young. Your feet will welcome their soft, consoling comfort.

Comfy Felt—the finest made—is yielding and durable, and is porous to air. Floors are never hard to Comfy-clad feet.

Women's Comfys are supremely dainty, in a host of colors and shades, to suit personal taste or match lingerie or boudoir furnishings. Children's Comfys are made in cunning carved designs—men's in trim mannish shapes and colors.

Only felt slippers made by Dan'l Green are Comfy. Look for the Comfy trade mark on the inner sole. The merchant in your city who usually has the best things sells the genuine Comfys or can get them for you. You may order from our complete catalog No. 14-C (sent free) where no dealer can supply the genuine Comfys.

Daniel Green Felt Shoe Co., Boston

New York Office and Stock Rooms: 116 East 126th Street, New York

Please send all orders and inquiries to our New York Office



These are some of the beautiful cartons in which Comfys are packed. Everybody welcomes Comfys at Christmas.



A great many men

want a hat that is becoming; one properly proportioned to their height and figure.

Others think durability is the chief requisite; they want a hat that looks fresh throughout the season.

Most every man demands style; he believes it is really worth while to be in fashion.

The man who requires *all* of these qualities buys a

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HAT

The principal hatter in each city is the exclusive agent for Knox Hats.



No. 2468 and No. 2469

g-top suspender skirt of satin nocturne
the new foxglove tone with lace blouse

No. 2470 and No. 2471

Suit in tango-red crêpe, showing new coat
lines and skirt in the modified trouser effect

No. 2472 and No. 2473

Dress with modified minaret tunic developed
in dark green satin-striped wool poplin

*It is a woman's peculiar mission to give more and more poetry to
life, and she can do this largely through her dress.—G. M. G.*

FULL DIRECTIONS FOR ORDERING PATTERNS AND THE NEW
SPRING CATALOGUE ARE GIVEN ON PAGE 58 OF THIS ISSUE.

Put on your
fighting clothes

EVERY man can't put on the uniform; workers are needed at home to keep business going and to produce the things our fighters need. But every man can wear clothes that help the cause.

That may mean wearing your old ones; if you've been buying good quality clothes, there's probably a lot of wear in them yet.

It means buying only when you need clothes and then getting good ones that wear so long that you consume less labor and material during the year.

Hart Schaffner & Marx

Clothes that save



Copyright, 1918, Hart Schaffner & Marx



"THE LEATHER IN HER FOOTWEAR"

THE dainty charm of shoes made of Vode Kid delights every eye. Vode Kid, a leather which lasts in footwear, is made only from fine imported kid skins, dyed thru and thru. It has softness of coloring which makes for beauty and, because of its quality, it has a softness of texture which adds grace to the foot.

Just now all womankind is fascinated with Vode Kid in *Fidd Mouse*. This shade is being featured in the smart shops, where you will also find shoes of Vode Kid in other popular colors—*Havana Brown, Gray, Tan, Blue, and Black*. So for every gown or suit, you may buy footwear of Vode Kid in the appropriate shade.



Vode
GLAZED KID

STANDARD KID MFG. COMPANY
207 SOUTH STREET BOSTON, MASSACHUSETTS

Office and Store in all the States



Wear this—and be comfortable

Duofold

Health Underwear



Because you get all the warmth and protection of *WOOL* without irritation to the skin. The wool in Duofold is all in a thin layer on the *outside* of the garment where it *doesn't touch the skin*.

A thin layer of soft cotton on the *inside* provides genuine bodily comfort.

And an Air Space between the two layers ventilates body and garment.

You keep *warm* outdoors and *comfortable* indoors. You are dressed for *protection against catching colds*.

DUOFOLD HEALTH UNDERWEAR CO.

New York, 846 Broadway MOHAWK, N. Y. Chicago, 424 S. Wells St.
National Underwear Standards: "Duofold" for cold weather; "Rockinohair" for warm weather

\$5 THE STETSON SHOE

No shoe can be made to sell at less than \$5.00 and be as good as The Stetson Shoe.

No other shoe now sold at \$5.00 is as good in every way as The Stetson. No other shoe at any price is made of better material or in a better way than The Stetson.

The Stetson is absolutely the best men's shoe ever offered at \$5.00. The five-dollars' worth shows all over it. It looks like a fine shoe — it is a fine shoe. There is nothing cheap about it in either looks, style, material or wear.

The only shoe that is better than our five-dollar shoe is our six-dollar shoe. If you have any trouble in getting The Stetson Shoe of your dealer, send the five dollars to us, with particulars as to the size and style you prefer. Money back or shoes exchanged until you are suited.

Our booklet, "Shoe Sense," shows some of our styles for spring and summer. We will send it free on request.

No. 109. — This is a good likeness of our shoe of two box nail, made upon what is called a West End Last. The color of the tan is a beautiful light brown, not the unpleasant yellow of so many tan shoes. The side is a very dark brown, and is finished on the bottom the same as a high-grade patent-leather shoe. The shape of the last is shown in the picture, and it is a very stylish one. The beautiful stitching of this shoe cannot be shown in the illustration. The lining is white canvas. The leather is turned over half an inch inside at the top, something that is not done in cheap shoes. The tongue is a fine grade of leather and is neatly pinked at the top. The strap is of leather the same as the shoe, and is covered entirely down the back of the shoe outside, making a neat finish and covering the back seam. The eyelets are enameled in a shade of brown matching the shoe exactly. Wherever the shoe is sewed there is a double row of stitching, which increases its finished appearance. This is an artistic and attractive shoe for spring wear. The price is five dollars. Sent by mail, prepaid, to any address.

E. H. STETSON & CO., South Weymouth, Mass.



CHARLES MATHIE HAVEL, N. Y.

Mallory

CRAVENETTE HATS

Sun Proof



STYLE

Rain Proof



SERVICE



and

The Mallory Cravenette Hat is like the product of other first class hat makers in that it has unquestioned quality of material, refined shape and exclusive, correct style.

The Mallory Cravenette Hat is different

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All the approved shapes and styles in Derbies and Soft hats, \$3.00, \$3.50 and \$4.00.

For sale everywhere by the better class of dealers. In Greater New York and Philadelphia by John Wanamaker.

Send to Dept. C for our Free Booklet of Hat Styles for 1907

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Established 1823

Astor Place and Broadway, New York
FACTORY, DANBURY, CONN.





Wash your silk stockings with Lux and lukewarm water, and see how much longer they last.

Your silk stockings! Chamois gloves! Spats! White glacé shoes!

Why Lux cleans them perfectly without rubbing

Silk stockings should never be worn more than once without laundering. This is very important, as perspiration causes silk fibre to rot and the stocking soon drops into holes.

How to launder silk hose correctly

Throw a handful of Lux into a basin of very hot or boiling water; whisk into a heavy lather and then let enough cool water run into the basin to make the suds lukewarm.

Working stockings through this rich Lux lather without rubbing cleanses them perfectly.

Rinse carefully in lukewarm water and hang to dry in the shade.

Silk stockings need not be ironed as they present a perfectly smooth appearance when worn. If ironing is desired, however, a cloth must be placed over the stocking, and the iron must not be too hot.

Lux—a wonderful pure essence of soap in flakes—is ideal for silk stockings. Contains no free alkali to hurt the delicate silk threads or to turn

white stockings yellow, dissolves dirt at once without rubbing!

A wonderful way to wash silk gloves

When washing, be careful that the settings of rings do not catch the silk, as even one broken thread will cause many others to run.

Pour boiling or very hot water over a handful of Lux, whisk into a lather, cool until suds are lukewarm. Dip gloves up and down in this lather and do not rub.

Rinse in three waters of about the same temperature as that in which you washed them. Smooth out flat. Spread on towel to dry.

Never let a hot iron touch the glove itself, as this will turn a white silk glove yellow,

and will injure the fabric, but use a warm iron over a cloth when ironing.

How to keep chamois and washable kid gloves soft

Put gloves on and wash as you wash kid gloves. Then whisk a second handful of Lux into a bowlful of clean, warm water.

Dip the gloves up and down in this fresh soapy lather. The more soap the gloves absorb in this way, the softer they will be.

Dry without rinsing in clear water and don't iron.

How to keep white spats spotless

Put a handful of Lux into boiling or very hot water. Whisk into a lather and let spats soak until water has cooled enough for hands to bear with comfort.

Then dip spats up and down in suds, working them between the hands, without rubbing.

Rubbing tends to pull them out of shape, and with Lux is unnecessary.

Rinse three times in clear, warm water. Squeeze the water out, but do not wring, and hang out to dry.

If the spats need pressing, however, iron on the wrong side.

Try cleaning white spats with Lux. You will never again use anything else.



Follow these directions in washing your gloves—the results will delight you.



After once using Lux, you will never again clean your spats in any other way.



Clean your white lace shoes with Lux—they will look like new.

White lace shoes—keep them immaculate with Lux

Make a lather of Lux and hot water. The flakes of Lux contain so much pure soap that with just a few motions of the hand, you have a bowlful of thick, fluffy, soapy suds.

Clean the shoes with a soft brush or sponge. Never dip them in the water, but if possible place them on a shoe tree before washing.

Rinse with a cloth dipped in clean water and stand to dry in a sunny place. The results will delight you.

Instead of covering up the dirt, Lux will remove it and will make your lace kid shoes look like new.

Lux can't injure anything that pure water alone won't injure. Sold by your grocer and at department stores. Lever Bros. Co., Cambridge, Mass.

LUX 10¢

Pure essence of Soap in Flakes



2992

2994

2993



Bernard

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THE ROYAL PATTERN CO.,
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*"Yes Sir!
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B. V. D. Coat Cut Undershirt and Knee Length Drawers, \$1.00 the Garment

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NEW YORK.

*If it hasn't this
Red Woven Label*



*It isn't B.V.D.
Underwear*



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By *The House of* KUPPENHEIMER

*The
Beltsac*

WAITING your selection: a remarkable range of Kuppenheimer Beltsacs, some full-belted, others with half or three-quarter belts: either single or double-breasted. The latest slant on the good clothes idea with a touch of the easy outdoor feeling. As much sought after for general wear as for sports and the country. Let us have your name on a card so our new book, "Styles for Men," will reach you.

HOUSE OF KUPPENHEIMER
Chicago

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Let Your Feet Lounge Also!

Rest your feet when you rest your body. Release them from stiff leather prisons, tuck them into Comfy Slippers and make 'em happy.



Dan'l Green Comfy's are made of finest felt, soft, yielding, durable; with patented soles like cushions of air.

Men's Teller Made Comfy, \$1.50

DAN'L GREEN Comfy Felt Slippers

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Made in a great variety of exquisite colors and shapes for women and children, and in simple but shapely styles for men.

Give lots of Comfy's at Christmas. Often the very people who may need the soft, cushioning comfort of Comfy's most are the very last to think of buying them for themselves. Packed in beautiful boxes. From dealers, or from our catalog No. 19 B if your dealer hasn't the genuine. Only Dan'l Green's are Comfy's.



Women's Peerless Comfy In All Popular Colors Price \$1.50

Dan'l Green Felt Shoe Co. Boston
116 East 12th Street New York
Send orders and inquiries to New York Office



Reduced Prices

See and please from motto, nice, kind and damp. Present gift to your friends. Don't miss this limited offer. Write today for big, new catalog and reduced factory prices. Piedmont Rod Cedar Chest Co., Dept. 67, Statesville, N. C.

FREE Trial for Xmas

Your choice of 100 styles! Extra choice of 100 styles! Extra choice of 100 styles! Extra choice of 100 styles! Extra choice of 100 styles! Extra choice of 100 styles! Extra choice of 100 styles! Extra choice of 100 styles! Extra choice of 100 styles! Extra choice of 100 styles!



Stands for **Tycos** which means trustworthy **THERMOMETERS** for every purpose

Taylor Instrument Companies

ROCHESTER, N.Y.

There's a Taylor Instrument Thermometer for Every Purpose

taught you to steal? Do you mean that you saw men in the pictures who were stealing and that suggested it to you, or do you mean that you stole money in order to go to the "movies"?

I am very much interested to know what you say. Very sincerely yours,
R. C. S.

III

DEAR SIR

Just got your letter & was glad to hear from you I will tell you how it was once I went to a show & saw a picture named working in an office & he steals money from a safe & is not blamed a young clerk is accused & sent to jail & at last they discover the thief and he has one more chance & when I saw that I thought it would be easy for me so I took a chance & was not caught and so I kept it up & at last was caught & discharged so I think if I got a chance I would live stright as I have no more to say I remain Yours Truly,
CHAR.

THE ROUTINE OF WAR

IT is safe to say that many a soldier fighting with creditable valor for his country at the present time enlisted in the first place to escape the dull daily routine of his civilian life. To such a one war seems the finest adventure in the world, where the reiteration and rota of more sober pursuits are unknown. From bath, breakfast, office, luncheon, office, dinner, somnolence, and sleep he flees to take part in forays, ambushes, hand-to-hand encounters, skirmishes, scouting expeditions, and the free, open life of march and bivouac. What disappointment and disillusionment he must suffer now, if reports be true, to find that, in the trench life that has come to be synonymous with war, routine is even more rigid than at home! Hours, days, sometimes weeks, he must spend in a narrow ditch, with every phase of the fighting an old, old story, repeated in the same way nearly every day. Such is the impression of conditions to be gained from the story of Royal D. Tracy, a British subject writing in the *New York Evening World*, who lately left the front carrying with him fragments of German shrapnel. As recompense for the shrapnel he has his discharge papers, a certification that he has been through a gas-attack and must have careful treatment, and a recommendation for a commission. He spent 326 days in the trenches, by his own count, and nothing of its routine is unfamiliar to him. He tells of the day's work as he learned it at Fleurbaix, where, as a member of the "Happy Fifth," he spent eight weeks soon after landing in France. The first experience comes at nightfall, as he relates:

Troops are taken into the trenches at 8 P.M. in platoons of sixty-four men each. These platoons are distributed along the line at short intervals, and then the captains of companies and lieutenants of platoons lay out the details to bring in rations. The work of the ration-parties

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A great deal of our sausage is sold by grocers on standing orders. The grocer delivers a certain quantity on certain days of the week.

This is because the people who appreciate a real old-fashioned farm sausage like ours want it regularly and frequently.

Ask your grocer if he sells Jones Dairy Sausage. Write us if you have any difficulty in finding a dealer who sells it. We will inform you of a dealer who can supply you.

MILO C. JONES, Jones Dairy Farm
Fort Atkinson, Wisconsin

Get This New Toy!

It is Already Delighting Thousands of Children. The kiddies everywhere think it the best toy they've had yet. It is a child-size model of the famous

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Has a revolving brush, dust bag, hand-laid highly polished aluminum panels just like the big one. Stands 15 inches high, and operates without electricity. Well worth a dollar, but sold at the advertising price of 50c to any electrically equipped home.

The little also how to keep home with the Frantz Premier. They will be glad to pay for it. So send the money, risk or charge, and we have glad they'll be when it arrives. Makes a fine gift for any child.

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LONG LIFE

and How to Attain It, by Pearce Knitzing, M.D. A practical, readable book on how to preserve health, avoid disease, and prolong life. 120 pp., cloth, 285 pp., \$1.00 net; \$1.15 postpaid.
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Duofold Underwear

*Combines All the Protection
of Wool and All the
Comfort of Cotton*

BBETTER protection against sickness and more REAL comfort are given by Duofold than by any other underwear.

Duofold is a *double garment*, made of two fabrics which together weigh much less than ordinary underwear. The outer

fabric is warm, light weight wool. The inner lining is soft, thin cotton. *No wool touches the skin.* The cotton lining absorbs the moisture of the body and protects the flesh from the irritating wool. The woolen outer fabric repels the Winter's cold and retains the natural heat of the body.

The two fabrics are joined by wide stitching through which the air circulates and keeps the garment fresh and dry.

Your physician will explain the scientific reasons why this two-ply garment is more comfortable than ordinary underwear.

Colds are caused by sudden chilling after overheating, and *no other underwear keeps the body at so nearly natural heat under all changes of temperature as Duofold.*

Its woolen outer fabric keeps you from getting chilled as quickly as you do in an all-cotton garment. The cotton lining keeps you from perspiring so excessively as you do in all-wool underwear.

Duofold keeps you warm, *but it doesn't scratch* like all-wool underwear, the cotton inner fabric is soft as a rose.

And Duofold doesn't pinch or shrink like all-wool underwear.

Duofold is made in union and two-piece suits in several weights and all sizes for Men, Women and Children.

FREE! Sample of Duofold Fabric and Booklet on request.

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THE SHOE THAT HOLDS ITS SHAPE

\$7.00 \$8.00 \$9.00 & \$10.00 SHOES

FOR MEN AND WOMEN

YOU CAN SAVE MONEY BY WEARING
W. L. DOUGLAS SHOES



W. L. DOUGLAS SHOES
ARE MASTERPIECES
OF SHOE DESIGNING

The best known shoes in the world. They are sold in 107 W. L. Douglas stores, direct from the factory to you at only one profit, which guarantees to you the best shoes that can be produced, at the lowest possible cost. W. L. Douglas name and the retail price are stamped on the bottom of all shoes before they leave the factory, which is your protection against unreasonable profits.

W. L. Douglas \$9.00 and \$10.00 shoes are absolutely the best shoe values for the money in this country. They are made of the best and finest leathers that money can buy. They combine quality, style, workmanship and wearing qualities equal to other makes selling at higher prices. They are the leaders in the fashion centers of America. The stamped price is W. L. Douglas personal guarantee that the shoes are always worth the price paid for them. The prices are the same everywhere; they cost no more in San Francisco than they do in New York.

W. L. Douglas shoes are made by the highest paid, skilled shoemakers, under the direction and supervision of experienced men, all working with an honest determination to make the best shoes for the price that money can buy.

W. L. Douglas shoes are for sale by over 9000 shoe dealers besides our own stores. If your local dealer cannot supply you, take no other make. Order direct from factory. Send for booklet telling how to order shoes by mail, postage free.

CAUTION.—Insist upon having W. L. Douglas shoes. The name and price is plainly stamped on the sole. Be careful to see that it has not been changed or mutilated.

W. L. Douglas President
W. L. Douglas Shoe Co.,
134 Spark Street,
Brockton, Mass.



MUNDELL'S
SOLAR TIP SMILES
MADE IN
ENGLAND





Painted by Charles Phillips for Luxite Textiles, Inc.

CHARLES PHILLIPS

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Luxite Hosiery

For Men, Women and Children

LUXITE has proved that silk hose will wear indefinitely when made as we make Luxite, using the finest Japanese silk thread of many tightly spun strands, and pure dyes that cannot injure either the silk or your feet.

Men's Silk Faced 50c, and Pure Thread Silk 75c and \$1.00. Other styles at 35c up. Women's Pure Thread Silk \$1.10 to \$2.50. Other styles 50c up. Children's 50c per pair and up.

Ask for Luxite Hosiery in the stores. If you cannot conveniently get it, write us for directions, and illustrated book and prices.

LUXITE TEXTILES, Inc., 655 Fowler St., Milwaukee, Wis.

Makers of High Grade Hosiery Since 1875

New York Chicago San Francisco Liverpool, England Sydney, Australia
LUXITE TEXTILES OF CANADA, Limited, London, Ont.



The STETSON SHOE

costs five dollars because it is worth five dollars.

The next time you buy a shoe at your shoe store, ask to see The Stetson.

Notice the way in which it is made, how far the leather is turned over on the inside of the uppers, the daintiness of the stitching, the graceful lines of the shape, the way the back seam is covered, and, in tan shoes, the soft brown colors.



No. 102.

Compare all these things, not only with cheaper shoes, but with other five-dollar shoes.

Then buy the shoe that you think is worth five dollars.

Our booklet "SHOE SENSE" shows spring and summer styles of patent leather and tan shoes.

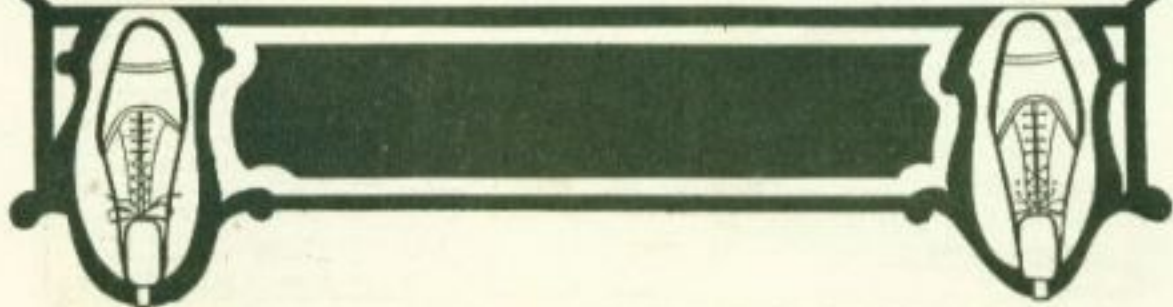
You can buy these shoes by mail.

Most of our shoes cost five dollars. Some sell for six.

No. 102.— This is a shoe for fall dress and other dress occasions where a stylish and at the same time serviceable patent leather shoe is wanted. Every detail of this shoe has been designed with a view not only to excellent service, but also to a fine and distinguished appearance. This is shown first in the shape, which is graceful and correct. The sewing is of the finest character. The shoe is well lined with canvas, stayed at the back with leather, and the leather of the shoe is turned over inside fully three-quarters of an inch and stitched with silk, a trick in appearance and good service which is not found in cheaper shoes. The shoe is lined with extra wide laces over a tongue of very good leather daintily worked at the top. The upper is of dull finished leather. The strap is black with white lettering. The price of this shoe is five dollars, sent by mail to any address.

E. H. STETSON & CO.,
South Weymouth, Mass.

AMERICAN ARTIST BATES, N. Y.





MEN'S
STYLES
fall & winter 1918-19

CONSERVATISM with a liberal dash of style independence is the motif of the latest ADLER-ROCHESTER offerings that will be shown you at your clothes shop this season. More than ever you will use a balanced judgment in selecting your garments. It is the part of wise economy to look for high quality. To ask for garments that bear the famous ADLER-ROCHESTER label is to be assured of the true satisfaction that high quality alone affords. And with ADLER-ROCHESTER *Clothes* it is a long-lived satisfaction as well. *Write for Style Book to* L. Adler, Bros. & Co. ROCHESTER, NEW YORK

ADLER
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Clothes

Created by Bulloz of Paris



*Sketch from
Paris Bulloz
for the
Woman's Companion*

COLES PHILLIPS

For description see page 47.

CLOTHCRAFT



KAZOO

REG. U.S. PAT. OFF.

Suspender Waists

Right Way to Dress Kiddies

From littlest girls' and boys' to the time of real grown-up garments, the proper support of their clothes is the careful mother's concern. Growing muscles tire, forming figures droop unless weight is properly distributed.

A Kazoo Suspender Waist is the simplest, most comfortable adjustment of clothing—three correct articles in one—suspender waist, hose supporter and body brace.

Ask for the Kazoo at any store where you buy other wearing apparel or notions. It is 30c everywhere in U. S. (10c additional in Canada.) If your dealer can't supply you, we will mail on receipt of price.

Our booklet, called the Right Way to Dress Kiddies, describes the Kazoo in detail. Write for a copy.

HARRIS SUSPENDER CO., Dept. H
694 Broadway at 4th Street, New York

Style B



Style G

Sizes
from
4 to 15
years

Style A





Train these tender little feet the way they should grow!

Look at your child's feet. Are they as shapely as they were? Their future beauty and usefulness depend upon the care you give them now—during their formative years.

Children's feet are naturally graceful. Rightly designed shoes will keep them so—and prevent cramped bones, broken arches, weak feet, and other annoying foot ailments—through future years.

Buster Brown Shoes support the soft pliable bones and tender muscles of the growing feet—exactly as Nature demands for physical perfection—and keep the feet shapely and fit for life's service.

For Girls *For Boys* *of 2 to 16*
BUSTER BROWN SHOES

The Brown Shaping Last is the new scientific principle in Buster Brown Shoes which makes them different from all other shoes.

There is a Brown Shaping Last which duplicates the physically perfect foot for every age from 2 to 16, both for boys and for girls.

Buster Brown Shoes are the only shoes made over these lasts. They are therefore perfect in shape—excel in quality of leather and shoemaking—and give thoroughly dependable service.

"Training the Growing Feet" is an authoritative book every parent should read. It shows how you can save your children from needless suffering. Write the Brown Shoe Company, St. Louis, U. S. A., for a complimentary copy.

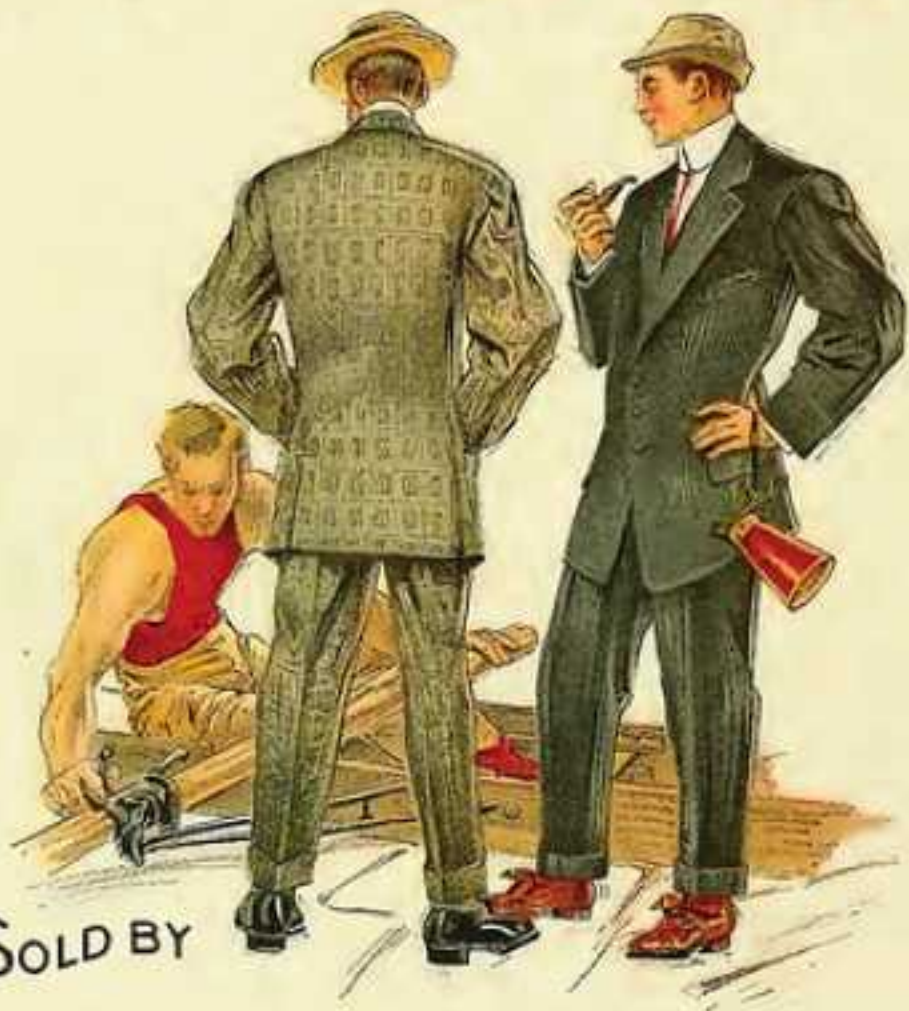
Good notes everywhere sell Buster Brown Shoes—in many styles and leathers, all of dependable quality—at \$3.00, \$4.00, \$5.00 and up, according to size.

The Brown Shoe Company of St. Louis, U. S. A., are manufacturers of White House Shoes for Men, Marine Shoes for Women, Buster Brown Shoes for Boys and for Girls.

Note the name of the maker in this Brown Shaping Last. Further details in the finished shoe. This is one of many features found only in Buster Brown Shoes.



Kuppenheimer Clothes



SOLD BY



FEARLESS PATTERN

Mis-Ladies' Dress of Cheney Crepe Yellow with overblouse, tulle skirt attached to a three-quarter foundation skirt and with girdle. This costume requires, in the medium size, 4 1/2 yds. of 36-in. Cheney Crepe Yellow, 1 yd. of 42-in. tulle for sleeves; 1/2 yd. lace fitting the neck, and 1/2 yds. of 42-in. lining for foundation skirt. Sizes 34 to 44 in. bust measure. Price, 15c.

*This pattern obtainable from Western Friends
or from Previous Pattern Dealers.*

Choose any one of these printed silks for your new dress and you will be gowned in good taste as well as in the height of fashion.

The Cheney line of printed silks includes new designs in "Shower-Proof" Foulards, as well as a beautiful array of colors and figure effects in Cheney Samara Silk, Crêpe Algerian, Crinkled Crêpe and Crêpe Velour. Ask for them by name at your dealer's.

*Our booklet, "Cheney Silks, Why People
Should Buy Them," sent postpaid on request.*

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Silk Manufacturers
4th Avenue and 18th Street, New York

Priscilla Fashion Department

Peerless
Patterns



With Shorter and Fuller Skirts

McCallum Silk Hosiery

for Men and Women

The man who chooses his hosiery with as much care as he chooses his neckwear will find McCallum silk hosiery equal to any hand-made garment being made by the duplication of a process and durability at any price. Test the following:

No. 100. Black silk hosiery made by the duplication of a process.

No. 101. Black silk hosiery made by the duplication of a process.

No. 102. Black silk hosiery made by the duplication of a process.

No. 103. Black silk hosiery made by the duplication of a process.

Sold at the Best Prices Everywhere

McCallum Hosiery Company
New York City



"Dressmaking Made Easy"



THIS is the title of a 24-page book which we wish to send you *free*—post paid.

This book tells you how easy it is—with the use of a Hall-Borchert Adjustable Form—to make your gowns fit your form perfectly.

The Hall-Borchert Adjustable Dress Form makes dressmaking a pleasure—it is so easy to adjust; so convenient; and each part is independently adjustable.

With a Hall-Borchert form you secure an accurate reproduction of your figure—every line, every proportion, being exactly correct.

Wrinkles, fullness, scantiness, etc., are unknown when a Hall-Borchert form is used—and every graceful line of your figure is perfectly reproduced,—particularly the curves of your bust, waist and hips.

Hall-Borchert forms are used by all fashion and pattern houses in the United States.

You will never know the ease with which you can make your own dresses until you have used the Hall-Borchert form.

Send today for our book "Dressmaking Made Easy." It costs you nothing, and will place you under no obligation whatsoever.

You will be interested in this book. It will be a help to you. It contains many facts which you will find are well worth knowing. A postal mailed today will bring you a copy promptly.

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Each and Every Part Independently Adjustable

*The Effect—
A Perfect Fit*



*The Cause
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BURSON

FASHIONED HOSE

You may enjoy the fruits of his labor—stockings that are knitted close without seams. The luxury of comfort, the smooth fit of tailored luxury without the unsightly seams, and the satisfaction of style are yours without any additional cost. A Burson sock is near you—buy a pair as a test—you'll know then what luxury satisfaction means.

Knitted with the finest yarns.

Burson Hosiery is made in Cotton, Lisle, Merino and
the finest with Fibre

BURSON KNITTING CO.
125 Olive Street - Buffalo, N. Y.

BUY LIGHTLY
A BURSON

Elegant Ostrich Trimmed Paris Model Turban \$2³⁵

To prove that our hats are the prettiest and prices lowest, we will sell, as long as they last, 5000 beautiful turbans, like picture at only \$2.35. It's an exquisitely fetching turban. Very latest fall and winter style. Imported Paris shape. Hand made on 10 in. wide buckram and wire frame, neatly covered with luxurious black silk finished Pausette Velvete. Crown exquisitely draped in pretty folds; rich plain brim. Neatly trimmed on left with charming loops of black satin ribbon completed with

Three Lovely black Os- trich Tips.

We recommend the hat in black as described, but when desired will supply it in solid brown or solid navy or with white ostrich tips.

Send \$2³⁵

order No. 34x26, state color of trimming and ostrich tips wanted and we will send this latest Paris style for Fall and Winter exquisitely pretty turban, very latest Paris style for Fall and Winter 1913 to you by express. Examine it, criticize it, compare it with your home milliners' turbans at double our price; try it on and see how pretty it looks on you, and then if you find the hat the prettiest and dearest turban you ever tried on, the most chic and becoming hat you ever wore, keep it. Otherwise return it at our expense and we will gladly and promptly refund your \$2.35. Order this lovely turban today, or send for

our **Big Free Millinery Catalogue** which shows hundreds of pictures in colors of rich, beautifully trimmed hats for women, misses and children, exact duplicates of exquisite Fall and Winter 1913 and 1914 Paris styles, especially designed for us by famous milliners at a cost of \$20.00. Every hat at less than



\$2³⁵



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Use The
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Press Stud
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(Trade Mark) (Protected by U. S. Pat.)

This ideal dress fastener insures you the satisfaction of wearing dresses that retain their fit and "newness."

If you want a *small* size fastener, ask for the Out-o-syte Tape.

Should your dealer not carry it, send us his name and we will mail you a sample free or one yard for 25c postpaid.

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Once a man gets off his day shoes and slips his feet into Comfy's, it is a guarantee that he will stay in the rest of the evening.

Comfy's give your feet the same relaxation that an easy chair gives your body.

DAN GREEN Comfy Felt Slippers

Reg. U. S. Pat. Off.



They are felt, soft as the word "felt," pliable and porous. Your tired feet can expand and breathe in them. Only when labeled "Daniel Green Comfy" do they have the thick, pressed Comfy rubber sole and heel which are soft as down, yet durable.

If local merchants do not sell the genuine Comfy's, with the trademark inside the slipper, you may order from us.

The trademark and Name of Daniel Green Comfy's must be seen to be guaranteed. Make by encircling an arrow in the sole, rubber.

Send For Our Catalog No. 10 D

Send three old stamps a full box of this Catalog and you'll receive a box of Comfy's and other excellent footwear. Please send your address and request to a New York office.

DANIEL GREEN FELT SHOE CO.
BOSTON
New York Office and Stock Department—
110 East 116 Street

ANNOUNCEMENT

BROWN'S BRONCHIAL TROCHES

are now offered
to the public at **10c. Boxes**

The same old, tested remedy, in a new and better, yet popular price—to encourage all who suffer from coughs and bronchitis to take it freely. This medicine has been long known to have quick relief of coughs, colds, and hoarseness—thousands have said they prefer this to any other drug they use. Handy to carry and use—comes in a box.

**Unexcelled for Coughs
and Relief of Hoarseness
Sore Throat, Weak Voice**

Brown's Bronchial Troches have been sold in better times, in better seasons, and in all climates. They are a sure and reliable remedy for all who suffer from coughs and bronchitis. They are a sure and reliable remedy for all who suffer from coughs and bronchitis.

Ask your druggist for a Box. Full Size Box of Brown's Bronchial Troches. The Small Size Box contains 10 boxes of medicine. Other sizes at 25c., 50c., and \$1.

We will send you also upon receipt of price, if your druggist cannot supply you
John I. Brown & Son, Dept. 18, Boston, Mass.



PERSONAL GLIMPSES

ART. WASHINGTONS "TIRED"

LARGELY UNKNOWN and in a atmosphere of "obscure afternoon" describe satisfactorily to many a Northern mind our Southern States. Just why we of the North should share all the energy for ourselves and attribute only occupying citizens to our Southern States, that we appear. But it is evident that this is a misconception of them that has dated from among us, and we shall therefore be so long in existing relations of it as to have been in the case of other folk. Fortunately there are those who see, readily and intelligibly, the in the defense of the South. One of them is James C. Fennell, L.A.C., who in *London's Weekly Review*, a "radical newspaper-editor" in the course of whose "attack" on Southern industries appeared the statement that the men, women, and children of the South are perpetually "tired." Dr. Fennell asks us to consider that Virginia called "the father of his country"—whose youth was adventurous and whose manhood was one of driving persistence, Patrick Henry, whose fiery eloquence blasted across our infant nation, was also a Southerner, and not contemptuously "tired." The following are his words:

It was a Virginian who, by his daring and successful exploits in the Revolution, was the name of "Light Horse Harry" Lee.

In South Carolina, Myrick and Sumner, destined of almost all things except general courage, reached Lincoln's attention by what a handsome man "an irregular, hounding warfare that, for daring and dash, intensity of plan, pertinacity of purpose, and general effectiveness, is what a parallel in the war!"

For fifty-two of the last thirty-six years after the organization of the United States Government, the Presidency was held by natives of Virginia—Washington, Jefferson, Madison, Monroe—all men of genius.

That Southerner, Andrew Jackson, who followed them, was never suspected either before or during his eight years in the Presidency, of being "tired." The successful defense of New Orleans was another, more than to any other cause, to Jackson's "almost finished energy."

"Davy" Crockett, the brave explorer and frontier soldier, and Davy Crockett, the successor of the Indian prince, were Southerners.

They're the driving force of the Missouri War, with his names of Pike, Afton, Missouri, and Boone Vicks—the last named against odds of five to one—was a Southerner.

In the war between the States the energy, enterprise, and resourcefulness of the Southerners was very as remarkable as their courage. It needs only to mention Robert E. Lee, and "General" Jackson, Tennessee gives also in the Civil War the Nelson of modern American history, and David Farragut.

Even now we have in the White House a Southerner, who holds the distinguished Congress in consideration, and has

SOLAR TIP SHOES

MANUFACTURED ONLY BY
JOHN MUNDELL & CO.
PHILADELPHIA



SOLE AGENTS
MILBURN & CO. PHILADELPHIA

A WOMAN dressed in black is ever in harmony with her surroundings — and if it be a Blackshire creation she may be sure that her gown is always tastefully appropriate. Blackshire gowns are on sale at all good shops.

Style No. 7465—Quality frock of Crêpe de chine, featuring soft, full revers, deep square collar and draped girdle, with deep tucks and cluster pin tucks giving overskirt effect. Waist silk lined.

Autumn edition of "Blackshire Style Story" mailed on request.

Please mention favorite store when writing.

The House of Black
112-114-116 Madison Ave.
New York City
Wholesale Only



Blackshire

*The Perfect
Black Apparel*

E A S T E R



What your tailor?

—the question that is something more than an impromptu utterance — an expression of genuine admiration when you have your Easter clothes made for you — you alone — by our skilled tailors from your own selection of style and fabric.



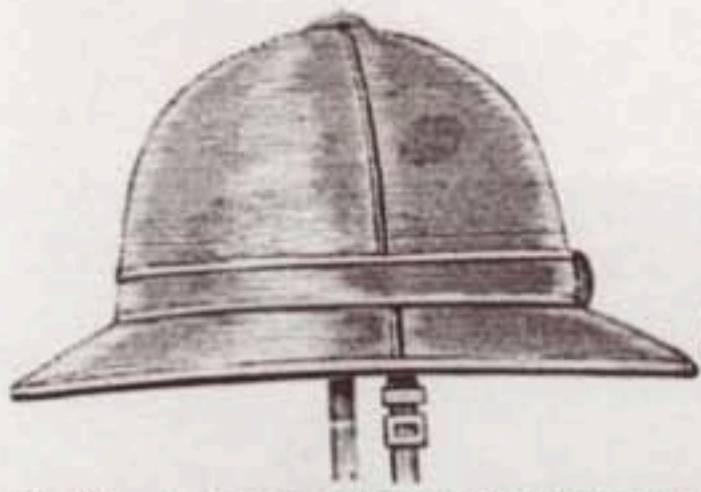
We manufacture
no ready-
made clothing

F. V. Price & Co.

Price Building
Chicago
U. S.

Our latest fashions in your own city is ready to await on your street & measure — **TODAY.**





No. 84. White Drill and Khaki Canvas Shikar Helmet.
On Green Felt 13/6
Gentlemen's Pith.



Lady's White Shikar.
On Green Felt 12/6



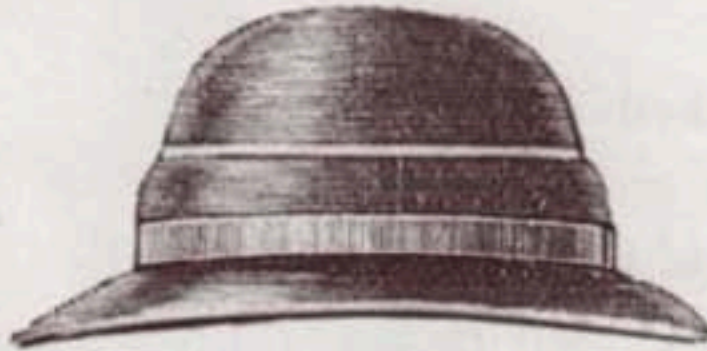
Lady's Pith.
Covered White or Drab Felt 14/6



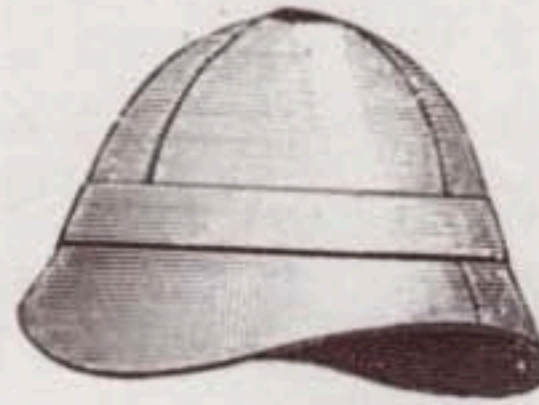
No. 60.
Gentlemen's Drab Felt 17/6



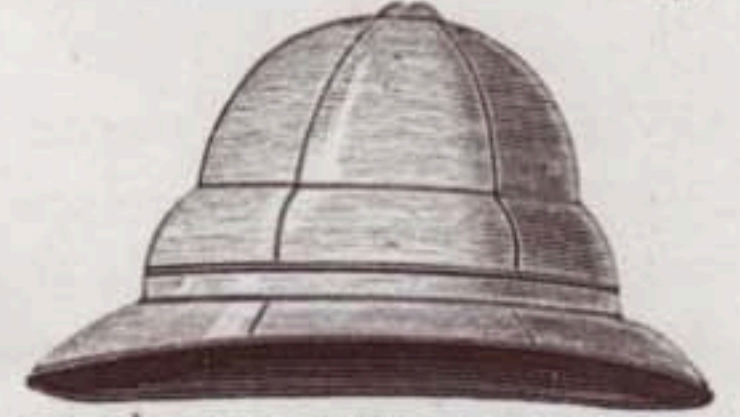
Covered White or Drab Felt ... 14/6
Covered Drill 8/6



No. 58.
Gentlemen's Drab Felt 17/6



Children's Pith Helmets,
5/6



No. 58. White Drill and Khaki Canvas Shikar Helmet.
On Green Felt 13/6

TRESS & Co's FAMOUS HELMETS



THE "SHIKAR"

White Drill or Khaki on Green Felt..... 13/6



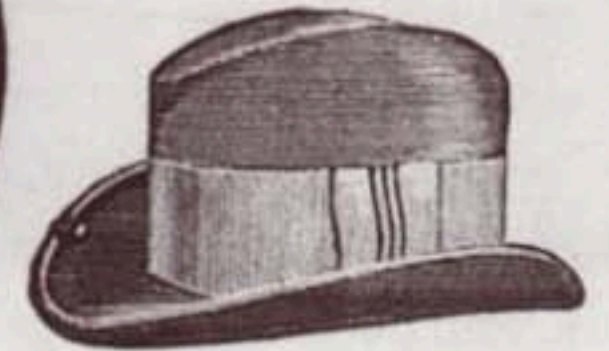
Gentlemen's Single Teral.
In Drab only 10/0



Boating.
White Drill 2/0



Tennis Hats, Soft.
White, Cardinal, Gray, 1/0, 1/6, 2/0



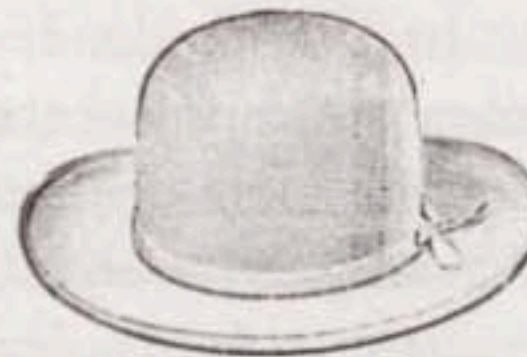
Lady's Teral (for Tropical wear).
Drab 18/0
Light Brown 18/6
White..... 21/0



1913.
Black, Dark and Light Brown,
and Drab, 9/0



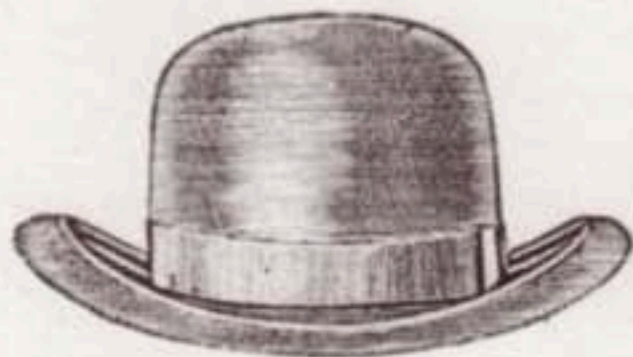
Soft Clerical.
1st quality... 9/0 | 2nd quality... 8/0



Multiform or Lounge.
In Drab only 5/6



The "Ferdinand."
Black, Dark and Light Brown
and Drab, 9/0



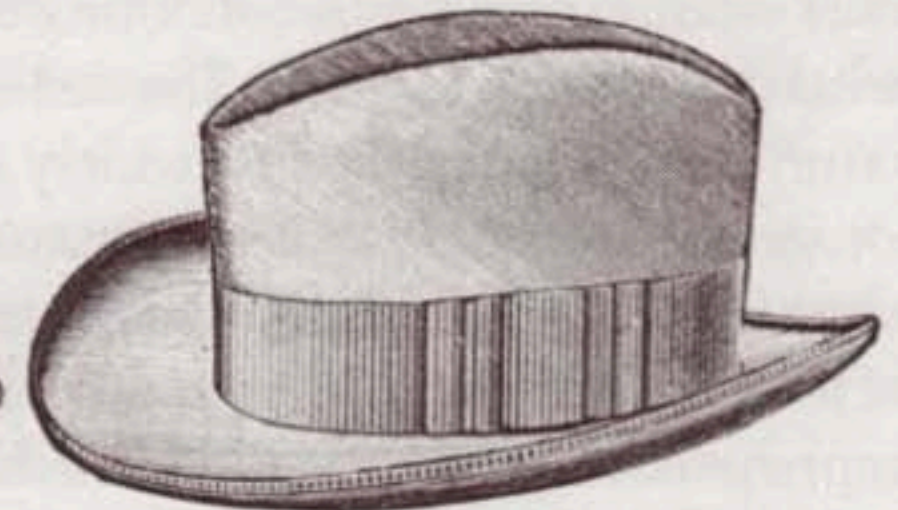
Gentlemen's Double Teral.
Drab 18/0
Light Brown 18/6



Lady's Pith Evelyn.
Covered Drab and Fawn
Silk, 10/6
Covered White or Drab
Felt, 14/6



Soft Karachi.
In Drab..... 8/6



"Graham."
Light Brown and Drab 8/6

ARMY & NAVY

STORES LIMITED

105 VICTORIA STREET, LONDON, S.W.1



TELEPHONE
VICTORIA 8500

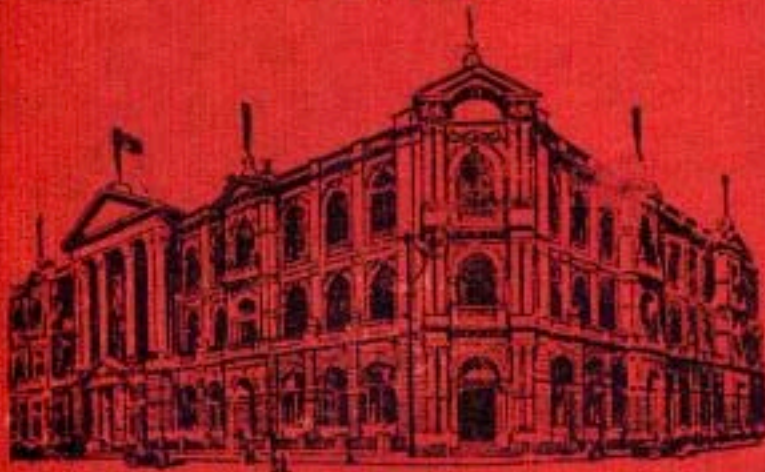
TELEGRAMS: "ARMY
SOWEST LONDON"

GENERAL PRICE LIST

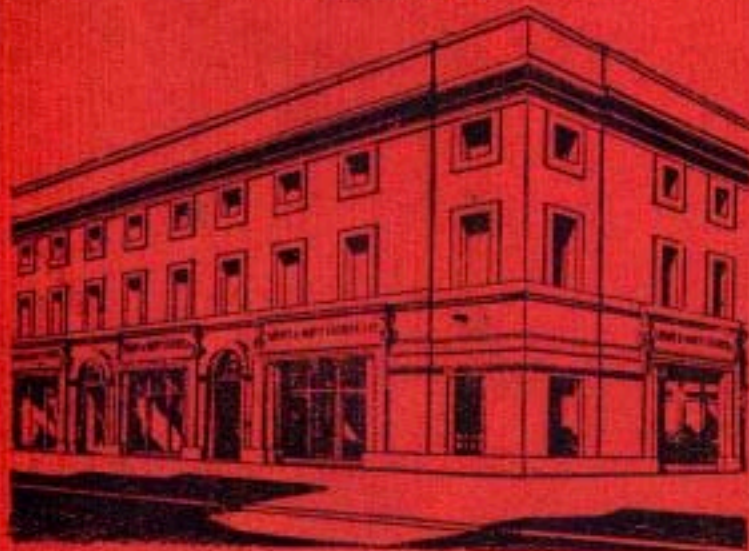
1939-40



BOMBAY



CALCUTTA



NEW DELHI

ARMY & NAVY STORES LTD.

INDIAN DEPÔTS

The Bombay, Calcutta and New Delhi Depôts maintain a comprehensive stock of all commodities. Working in conjunction with the Chief Office in London, they provide the following facilities:

Complete travel agency service.

Booking of passages.

Meeting of boats on the landing-stage at Bombay.

Reception, storage, and transmission of baggage.

All arrangements for railway travel.

Execution of financial transactions.

Bankers' drafts cashed, money changed, and drafts issued at the most favourable rates obtainable anywhere.

All forms of insurance effected.

Collection or remission of moneys.

For Customers travelling to India and the East there is an Enquiry Bureau at the Chief Office in London, where expert advice regarding outfits may be obtained.



ON ARRIVAL IN THE EAST

ARRIVALS at Bombay will find a representative from the Army and Navy Stores to meet them, ready to make arrangements for travellers and do everything possible to assist with their baggage, railway tickets, and accommodation. This is the first service that the Stores can render to those arriving in India, but one that is of immense assistance to all new-comers to the East.

ROYAL AIR FORCE UNIFORM.

SERVICE DRESS.

Barathea Jacket (Rank distinctions and Wings extra as below) ..	£8 4 6
Do. Trousers .. pair ..	2 5 0
Fine Blue Fleece Great Coat (Rank distinctions extra as below) ..	9 1 6
Cap and Badge, P/O to Wing Comdr.	1 7 6
Do. do. Group Capt.	2 8 0
Do. Air Rank	3 0 6
New pattern Field Service Cap and Badge	0 18 6
Raincoat	2 10 0
Brown Dogskin Gloves .. from	0 7 6
Black Ankle Boots	1 10 0
" Oxford Shoes	1 2 6
Black Tie	0 2 6
Gym Shoes from	0 4 6
Blue Uniform Shirts, with 2 Collars	0 10 6
Sweater, with R.A.F. colours at neck, waist, and cuffs. Best quality ..	1 9 6

MESS DRESS.

Fine Venetian Jacket, lined silk (Rank distinctions extra as below).	£7 15 0
Do., do., Vest and set of buttons	1 17 6
White Marcella Vest, with Set of Buttons	1 1 0
Mess Overalls (plain) .. pair	2 19 6
{ Do. with gold 1½ in. lace ..	6 6 0
{ Do. Air rank, gold 1½ in. lace ..	5 19 0
Dress Wellingtons	2 15 0
Black Evening Ties	0 2 6
Dress Shirts.. .. from	0 11 6
" Gloves	0 5 6
Wing Collars	0 1 0



FULL DRESS.

Fine Venetian Tunic,	£8 8 0
(Wings and rank distinctions extra as below.)	
Barathea Overalls (See Mess Dress)	
Busby and Plume	6 17 6
Sword, £6 0 0 Ditto Air Officer	7 7 6
Sword Knot	1 0 0
Sword Belt, £3 18 6 Do. Air Officer	4 14 0
Calf Wellingtons pair	3 15 0

OVERSEAS KIT.

*Khaki Drill Service Jacket, with Buttons ..	£3 10 0
(Wings and Rank distinctions extra.)	
*Do., do. Slacks	21 7 6
*Do., do., Shorts	1 5 0
*Do., do., Breeches	2 10 0
Do., Helmet with Pugri and Flash	1 5 0
Do., Puttees, Fox's best	10/- & 0 13 0
Do., Shirts from	0 9 0
Do., Collars from	0 1 0
Do., Stockings (for Shorts)	3/8 & 0 6 6
White Cotton Drill Mess Jacket (Rank distinctions extra)	£3 3 0
Set of mounted Buttons for do. .. extra	1 5 6
Do., do., Overalls with Calf Foot Straps ..	2 2 0
Regulation Silk Kamarband	1 10 0
Mess Shirts, soft front, stiff cuffs, .. from	0 10 9
Khaki Working Parade Shirt, Bush type. (S. Straps to rank extra.)	from 0 11 6

Blue Web Equipment, price on application. (State parts required and size.)

Flying Suits in White, Khaki or Leather. Helmets, Boots, Goggles, etc. Prices on application.

*Spinner & Co.'s fast dye Drills only used.



FIELD SERVICE (New Pattern)
including Badge 18/6

WINGS EXTRA TO Service Jacket, 4/6

F. Dress	13/-
Mess Dress	6/6
Trop. Ser. Jkt.	6/-

Cap Badges.

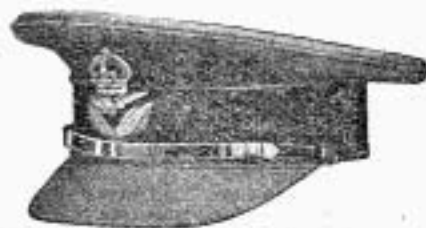
Air rank	14/-
Below Air Rank	10/-
Chaplain	12/-

Collar Badges.

Chaplain pair	13/6
Medical, Mess	9/6
Service	6/6

Aux'y Air Force.

Gilt Metal "A" .. pair	1/-
------------------------	-----



BARATHEA CAP AND BADGE.

Plain Peak	27/6
Group Capt.	48/-
Air Rank	65/6

ACTING PILOT OFFICERS ENTERING UXBRIDGE.

A special estimate for all necessary Kit for above will be sent on application.

The Society guarantees all articles to be in accordance with R.A.F. Dress Regulations, and that all Materials comply with Air Ministry specifications.

ALL PRICES ARE SUBJECT TO MARKET FLUCTUATIONS.







Au Bois, le matin.

RES PARISIENNES

Compositions de J. SIMONT.





2285

2287

2289

2286

2290

Fig. 2285-2286. Suit of novelty material; the skirt has the usual cut in two, with the darts

Fig. 2287-2289. Suit of cheviot; the straight skirt has low ribs, trimmings of velvet, buttons, and two rows, pocket and collar facing of velvet, satin and velvet. Material as



Quality First
Boston Garter

*The Sign of
A Good Shop*

YOU may have confidence in the goods of a men's wear shop that recommends the Boston Garter. You may be sure that the policy of the dealer is to give the customer full value for his money. The Boston Garter is first in quality and first in service. Ask for it.

35 cents and upwards in leading stores from coast to coast.

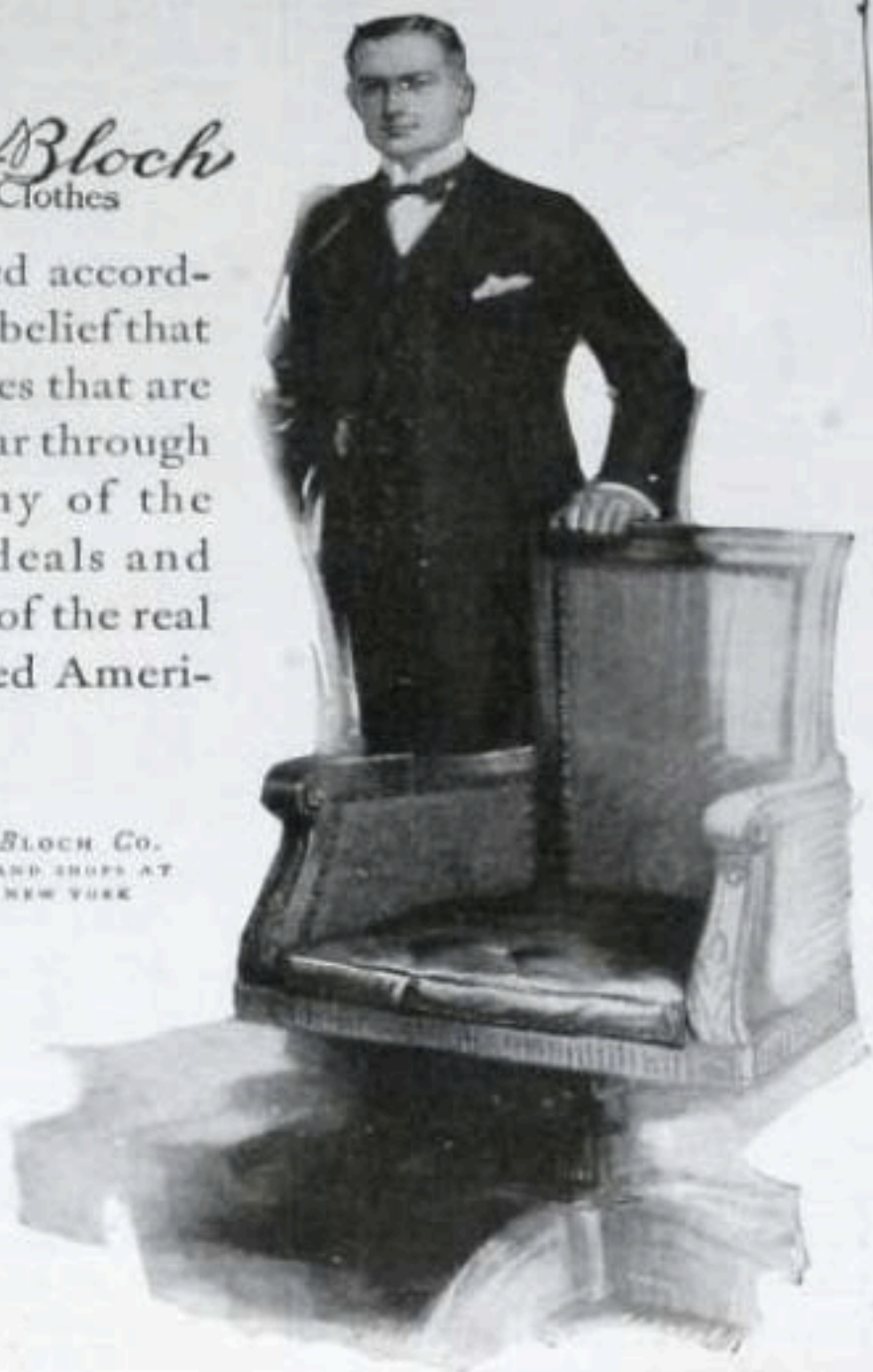
GEORGE FROST CO., *Makers*

BOSTON

Stein-Bloch
Smart Clothes

are tailored according to our belief that only clothes that are honest clear through are worthy of the highest ideals and traditions of the real red-blooded American.

THE STEIN-BLOCH CO.
MAIN OFFICES AND SHOPS AT
ROCHESTER, NEW YORK





The Gateway to Civics

With Monroe Clothes you return to business life with more confident ease because you know you are properly equipped at a moderate price.

Dependable fabrics—attractive patterns, Metropolitan styles, and custom fit, coupled with economy of price, have made Monroe Clothes the favorite of America's Metropolitan.

Visit the Monroe Clothes dealer in your city—you are sure to find a becoming Monroe suit and overcoat in style approved by New York at a price you will more than approve.

MONROE CLOTHES

22 Fifth Avenue

New York City

500,000
New York Men
have bought
Monroe Clothes

On Sale Now by
Leading Clothiers
throughout the
United States

Monroe



Clothes

"New York Style America"

Monroe Clothes New York"

50

Send For Big Fur Book

Surprisingly low prices
for quality and style

Albrecht Furs

1855

Honestly named and priced

Women of taste who have for years been buying Albrecht Quality Furs by mail have found from experience that they can get larger variety of styles and kinds of furs from which to make their selection and at prices that are surprisingly low. For 61 years Albrecht has led in honest quality, high grade workmanship and newest correct styles.

1917 Style Book Free to You.

Before you buy your fur muff, scarf or coat, at least investigate—our Big Fur Book contains complete information about all kinds of furs—it illustrates a much larger variety than you will find in any one shop. Let us prove to you that we can save you money, too. Don't delay—

write for our 1917 Fur Book No. 221, address Dept. R-1, enclosing 3c postage—no obligation.



Illustration shows our Model 20 and Edna Muff, Alaska Cross Fox.

E. Albrecht & Son St. Paul, Minn.

An advertisement for Cupid hats. At the top center, the word "Cupid" is written in a large, elegant, cursive font inside an ornate, oval-shaped frame. Below the name, there is a small illustration of a cupid figure. The background consists of a decorative, Art Nouveau-style frame with vertical bars. Five women are shown wearing different styles of hats: a wide-brimmed hat with a large flower, a wide-brimmed hat with a veil, a wide-brimmed hat with a veil and a decorative band, a tall, textured hat with a circular emblem, and a tall, pointed hat. The women are dressed in light-colored, early 20th-century attire.

Cupid
HATS
MADE
IN
NEW YORK

Five examples of advance Spring Styles in Cupid Creations, which you will see at leading shops everywhere

William Rosenblum & Co.

3-5-7 East 17th Street

New York

BURSON

FASHIONED HOSE

are actually knit to shape without seams. This gives a smart, snug fit together with the unequalled comfort of smooth stockings.

Cotton, Lisle, Mercerized and Art Silk. 25c to 75c.

Sold in leading stores. Booklet sent free.

**Burson
Knitting
Co.**
611 Pike
Street
Rockford, Ill.



JEFFERS'

French Shoes,

Room 27 Adelphi Hotel,

SARATOGA.

ALSO, AT

No. 467 Broadway, New York.

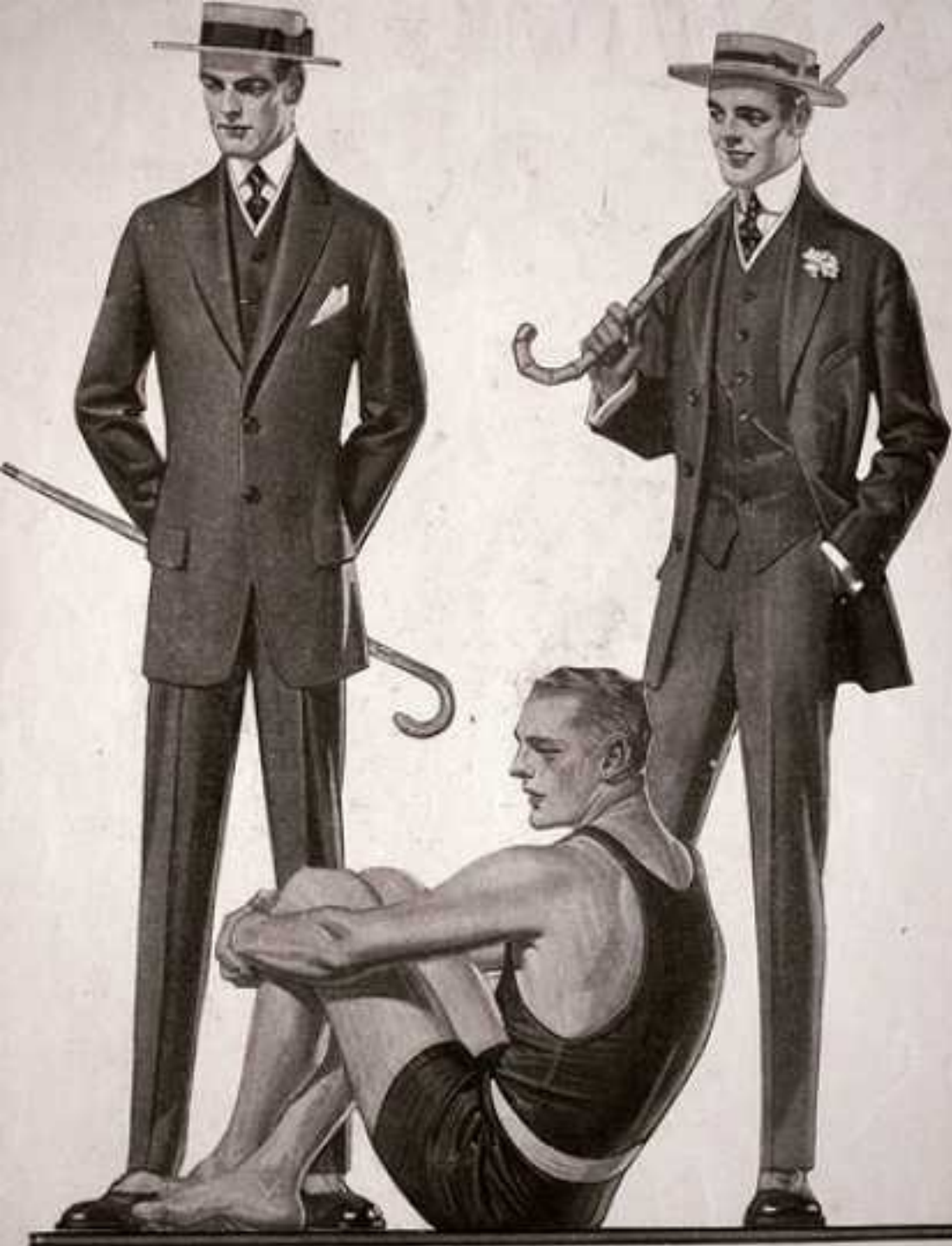
*SUCCESS
DRESSES THE PART*



*READY TO PUT ON AT THE BEST SHOPS
SEND FOR BOOK OF STYLES FOR
FALL & WINTER 1918-1919*

L. ADLER, BROS. & CO.

ROCHESTER, NEW YORK





Nettleton

Military Footwear Extraordinary

NO article of the army officer's apparel so distinctly characterizes his appearance, no one feature of his gear, as in so individual and personal as his boots or shoes.

For these reasons Nettleton Military Footwear Extraordinary is pre-eminently the choice of experienced army officers.

The Nettleton line includes officers' service and dress boots and shoes and puttees in the most appropriate leathers and colors—in all sizes and widths—made particularly desirable by that invaluable substance—*“safety through quality.”*

When, whether, where, how, when—your own or the army have gone or will soon be on their way to France. From first to last they will need new footgear. May we suggest that you get the size and width and number of the Nettleton last on which your officer's military boots or shoes or puttees were made will be made to make him a possessor of an extra

pair! If he hasn't taken the extra pair with him he will wear them snowed out.

This immediate or coming need offers you a remarkably fine opportunity to make an especially acceptable Christmas gift to your loved one in the army.

Write to us for a descriptive Booklet of Nettleton Military Footwear and for the name of the Nettleton dealer nearest you. Your requirements will be given careful personal attention. There is a Nettleton dealer in every city in the vicinity of every regiment and in most post exchanges. A Paris representative looks after the needs of American officers in the Continent.

Note—The new Nettleton first issue strap down in the illustration is distinctive and decidedly practical. It adds the necessary last touch that completes the perfection of the mounted officer's equipment. It comes in shades of leather to match the best.

A. E. NETTLETON CO., SYRACUSE, N. Y., U. S. A.
Largest Manufacturers in America of Men's Fine Shoes Exclusively.



"H. & W."
"They Fit"
Brassieres



TRADE MARK

No Gown Can Look
 So Well Without Them

Look for this Trade Mark
 on Corset Waists and Brassieres

JUST as long as low-back Corsets are the vogue, an gown can really look well and no figure have a smooth contour unless H. & W. Brassieres are worn.

Conceived for the most expert designing, such was fitted to a living figure before adoption, every garment fits snugly and smoothly without discomfort.

There is a design, too, for every figure, so no matter what type yours may be there is one to suit you exactly.

Economically durable, but costly to the highest degree of smartness, for 24 years H. & W. Brassieres have held their place in the wardrobe of "the woman whose gown always looks as well."

Price range from twenty-five cents to Five Dollars.



The Mark of
 Superiority Since 1902

WHEN the War Industries Board suggested to us that "any means of materials should be made to go as far as possible," the result of our conscientious investigation was most satisfactory.

For we found that no materials were so suited for H. & W. Brassieres unless they contained substances with elasticity.

Any snug, perfectly fitting garment is subjected to such wear stress and wear than others. It was, therefore, gratifying to know that we had successfully produced the elasticities of garments with all the softness and long-wearing qualities that the most smarting could anticipate or demand.

Visit dealer or supply any number here shown. If not, just write us and we will see that you are supplied.

The H. & W. Company, "The House of Brassieres," Newark, N. J.

There is a special H. & W. design for every type of figure



A Health Aid— A Style Need

THE value to you of a well-made, properly fitting brassiere can only be measured by the almost unbelievable improvement it affords to your appearance, your comfort and your health. There are DeBevoise brassieres especially designed to give you the type of figure styling, comfort and correct support.

Select your brassiere for their fit and effect on your figure rather than for their "showy" appearance in the store's show case. DeBevoise brassieres not only fit best when worn, but are so designed and balanced as to retain their perfect shape after long wear. 75c, \$1 and up at good stores everywhere.

Made and Shipped by DeBevoise Co., 200 Madison St., Chicago, Ill. A World's Health and Fashion Service.

DeBevoise

"Quality-Plus" Brassieres

Made in nine distinct types to suit every figure and occasion. Each type is made in a wide variety of styles and prices. Which of the DeBevoise types here shown appeals to you most?

- | | |
|-------------------|-------------------|
| 1. Strapless Type | 2. Strapless Type |
| 3. Strapless Type | 4. Strapless Type |
| 5. Strapless Type | 6. Strapless Type |

Ask your merchant for the "Quality-Plus" DEBEVOISE on this label

DeBevoise
Brassieres

ORIGINAL—BEST





CHALMERS
Innox
 and *Permal*
 made of full
 underwear

It is the
 guarantee
 of the
 quality
 of the
 material
 used in
 the
 making
 of the
 underwear

TUESDAY NOVEMBER 12th

"It's getting wicker."

"But I find what I want to wear for a solid week without having to stand for a heavy or scratchy garment. Chalmers Innox looks as fine as it feels."

"When you see Chalmers Innox you'll see that looks better."

"You don't see the intention of it. I know you don't see it if it is as good as it looks. You

will be glad to know that it will continue to work as ordinary suit, trousers—"

Chalmers Innox is known as long underwear made for comfort. It is soft and elastic because woven on the new Innox machine—what a scientific handle makes for the most comfortable look, shape, strength in each separate inch. It takes a microscope to show the real wonder of the fabric that the eye can't see.

CHALMERS
 UNDERWEAR

Made in the U.S.A.





The Vogue

SPOKANE'S BIG HAT MILLINERY STORE
917-919-921 Riverside Ave.

Annual May

\$5.00 Trimmings Hat Sale

Choice From Any Trimmings Hat
on Display in the Store \$5.00

This includes all early and late models, pattern hats, hats with plumes, trimmed Panamas, new novelties and late creations.

NO RESERVE WHATEVER

"The Vogue's" annual May \$5.00 sale is always the greatest buying event of the year. We thoroughly believe in giving our friends and the buying public a rare treat in return for the liberal patronage extended us during the season.

This sale we feel confident will eclipse any of our previous efforts, as our stock at the present time is more complete than ever before.

Your unrestricted choice **SATURDAY** from our entire stock \$5.00.

It is surely gratifying to think you can come to a store as large as "THE VOGUE" and select any trimmed hat you wish for \$5.00."

"The Vogue" Never Follows; We Always Lead
NO DEPOSITS ACCEPTED DURING THIS SALE





A Comfort Shoe Without Ugliness

Care for your feet *now*—while normal and healthy. Don't wait until tortured by fallen arches or deranged joints. Of course Plastic Footwear will *correct* these troubles but how much better to *prevent* them. All feet, even the most sound, need regular rest. Everyone should have at least one pair of

Plastic *for*
Shoes MEN
WOMEN
CHILDREN

REG. U.S. PATENT OFF.

They are a picture of natural grace yet embody the latest scientific methods of correction. Flexible shank, special heels, the best of leathers, skilled craftsmanship, natural shape without ugliness—these features have won the endorsement of physicians and the enthusiasm of wearers. This skilled workmanship and quality materials guarantee long wear with retained shapeliness. Satisfaction guaranteed or money refunded.

SEND FOR BOOKLET

If you walk or stand much, if your weight puts extra strain on your feet, if you have foot troubles, if you long for unalloyed foot comfort—write for our booklet on Plastic shoes. Plastic shoes are *not* sold in your local stores but only direct by mail, or at our Boston store.

Thayer McNeil Company

11 West Street

Boston, Mass.