Franklin Simon & Co.

A Store of Individual Shops

Fifth Avenue, 37th and 38th Sts., New York

NEW FALL FASHIONS

MISSES' TAFFETA SILK DRESSES

Suitable for Immediate Wear

SIZES 14 TO 20 YEARS

No. 352—**Misses' Navy Taffeta Silk Dresses** with waist fastening on bias and trimmed with self-covered buttons; white lace collar, belt embroidered in contrasting color silk and beads ties in sash at back; skirt with inset side draperies **18.50**

No. 354—**Misses' Navy Taffeta Silk Dresses** with deep pointed collar of Georgette crepe headed in self-color, flesh color Georgette crepe vestee; pointed tunic skirt, sash tie with self-covered pendant buttons. **18.50**

No. 356—**Misses' Navy Taffeta Silk Dresses** with self-corded and tucked waist, white Georgette collar embroidered in silver; self-color Georgette sleeves and bloused hem skirt trimmed with taffeta silk corded ruchings, tie sash. **29.50**

HATS and SHOES *illustrated*, from our shops
Prices upon application

Prompt Delivery Free, Anywhere in the United States. *Phone 6900 Greeley.*

No more wilted collars for me

Wilted collars, like run-down heels, denote failure.
How to stop the perspiration that wilts them.

Don't let the perspiration nuisance trouble you any longer. Don't let summer mean to you wilted collars, and a sticky, untidy, uncomfortable feeling. Remember that the man who is always fresh, clean, and well-groomed has a big asset in business.

An easy way has at last been discovered for diverting excessive perspiration with absolut safety.

How to enjoy a cool, clean summer

Just apply Odorono three times a week. It is a wonderful preparation for preventing excess perspiration. Physicians will tell you that it is absolutely harmless. They will also tell you that too much perspiration in certain small parts of the body is not natural, and may be diverted with Odorono.

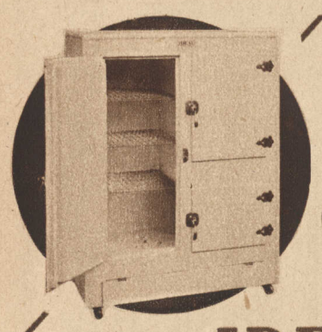
Endorsed by leading physicians and skin specialists. Your physician will recommend it.

Send a bottle to your boy in camp. It will save him blistered feet and discomfort in marching.

A simple, inexpensive remedy

Odorono is sold wherever toilet goods are sold. Large bottles are $1.00 and 50c in the United States and Canada. Trial size bottles, 25c. By mail postpaid if your dealer hasn't it.

If you want to know more about this wonderful preventive of excess perspiration, write for our booklet, "The Truth About Perspiration." If you have any special questions to ask, we'll be glad to answer them. Address The Odorono Co., 184 Blaii Avenue, Cincinnati, Ohio.



ALL-METAL
PURE WHITE
Refrigerator by the World's Greatest Makers

To meet the damp and humid climatic conditions often encountered in export trade, the manufacturers of the world-famous Bohn Syphon and Sanitor Refrigerators recently perfected an entirely new type—the

IDEAL REFRIGERATOR
All Metal—Inside and Out

The new metal construction has been a success from the start in the field for which it was designed. Investigation has convinced the makers that the same features which have established its success in the moist Southern climates recommend the IDEAL as a superior type of Refrigerator in a climate such as prevails on our Atlantic Coast.

Now Offered for the First Time at Specially Low Introductory Prices

A limited number, comprising nine sizes, are offered for a short time at sharp reductions from the list. For example:
Model 23 (Illustrated); 36x20½x49½; 150 lbs. ice capacity; list price, $69.00; now **$45**

IDEAL REFRIGERATORS have in most respects the same construction as the famous Bohn Syphon Refrigerators—One-piece, round-cornered, fused Porcelain-Steel Lining; Flaxlinum Insulation; Front Drain, etc. Low temperature ensures ice economy. The metal exterior is finished in white enamel—easily cleaned with a damp cloth.

Held for future delivery on payment of deposit

White Enamel Refrigerator Co.
Phone, Vanderbilt 1927 of New York 53 W. 42nd Street

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Specialists in
Smart Clothes for Stout Women and Figures Hard to Fit

We Can Fit You

If you have difficulty in being fitted in ready-to-wear clothes, let **Lane Bryant** solve your troubles. We fit all figures practically without alteration in smart, ultra-fashionable clothes.

Ready to Wear

Dresses Suits Coats
Blouses Skirts Underwear
Corsets

especially designed for the

Stout Figure

Sizes 36 to 58 bust.

If not convenient to call, write to Dept. L.18 for style book "MODES."
Lane Bryant; 21-23 W. 38th St., N. Y.

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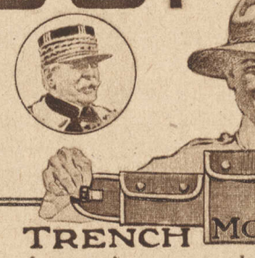

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For men on the march, in the camp, and at the front. Made to wear under the clothes—light, durable, adjustable and comfortable. With one large envelope pocket especially designed to carry English and French notes flat, and four smaller compartments—all taped and fastened with clasps. Handy places for war-time needfuls.

Always There—Always Ready

Made in three grades and three prices: Double Canvas, $1.00—Tan Leather, $2.00—Suede Finish, $3.00. Sold at most dealers or sent direct on receipt of price.

Enclose 75c extra for Soldier's *Rustless* Metal Trench Mirror—fits into the Trench Belt. Useful for shaving, etc. At your dealers or order from us

SMITH, ANGROVE & CO., 347 Fifth Ave., New York

BONWIT TELLER & CO.

The Specialty Shop of Originations
FIFTH AVENUE AT 38TH STREET, NEW YORK

NANETTE

New Model

Misses' Walking Frock

SIZES 14 TO 18

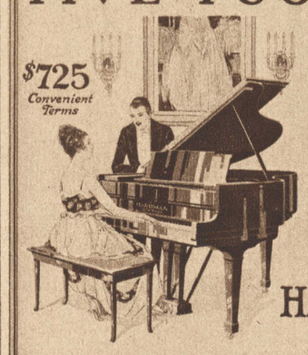
"NANETTE"—Typical Bonwit Teller & Co. frock developed in navy and black taffeta and satin. Georgette sleeves, white satin rolling collar.

In Taffeta **20.00**
In Satin **25.00**

Mail Orders Promptly Filled

Telephone 7300 Murray Hill

HARDMAN
FIVE-FOOT GRAND



$725 *Convenient Terms*

When there is music in the home many an ordinary dull evening is made bright and happy for yourself and friends.

This small wonder Grand is the home piano. Very convenient terms and a moderate price.

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GATE LEG TABLE.
SOLID MAHOGANY.
Top 34" x 48".
Special for this week **$18**

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Rebuilder of Gowns

New York's exclusive and most unique Dressmaking establishment where simply WONDERS are wrought with your passe frocks.

REBUILDING OF GOWNS as carried out by me means a creation from something you may have thought worthless. Prices reasonable.

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Maternity CORSET

Comfort, abdominal support, protection for mother and child. Dress as usual—normal appearance. **Call at my parlors** or write **for Booklet No. 21,** free in plain sealed envelope. Can be **worn** by **Stout Women** and **Invalids.**
Berthe May, 10 E. 46 St., N.Y.

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Begin to-day. Davis Chin Supporter keeps mouth tightly closed during sleep, and makes mouth breathing impossible. Strengthens sagging chin muscles, and **reduces double chin.** Light, durable, washable. **Silk, $4.00; Mesh, $3.00; Linen, $2.50. Cotton, $1.50.** Three sizes. Send for free leaflet, "Health and Facial Beauty."

CORA M. DAVIS,
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Conspicuous Nose Pores
How to reduce them

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

For Lifeless Hair Use
HENALFA
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Not a dye. Composed of carefully selected Egyptian and Algerian pure Henna. Imparts life and color to the hair.

Price Postpaid **1.00**

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Send your address to 424 West 30th St., N. Y. We want to mail you the new "Book of **Tasty Things**" with our compliments.

Say **Runkel's** Runkel's Cocoa

HIGH QUALITY BULBS

Write for a copy of our Fall BULB Catalog.

Stumpp & Walter Co
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THE LASTING WAVE
Adds Charm to the Face

If your hair is not naturally wavy we can make it so (under all atmospheric conditions), and if **for six months** after treatment your hair is not wavy we will refund your money.
Front Waved, $10.

WHY HAVE GREY HAIR?
Defects of the hair and scalp remedied.
For over **40 years** we have been successfully engaged in the care of ladies' hair.
SPIRO'S HAIR SHOPS, 26 W. 38th St. and 132 W. 23d St., N.Y. 'Phone Greeley 45

Before Going to the Front Mark Your Linen
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CASH'S WOVEN NAMES

Prevent loss; easily sewed on to all kinds of Linen, Woolen and Knitted Articles.

These Name Tapes should be attached to every possible article likely to be MISLAID, such as

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He writes: "Be sure to mark my clothes with CASH'S NAMES."	**Prices:** 12 dozen, $2.00 / 6 " 1.25 / 3 " .85	

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All our regular stock reduced.

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Dining Room Suite
Antique Brown Mahogany

10 PIECES—60 in. Buffet, China Closet, Extension Table, Serving Table, 5 Side Chairs & 1 Arm Chair.

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