Fit Without Pinch or Bulge.

Catalogue on Request

Blyn-Plan NatureShoe

"Feel Like Nothing On"

Lace and Button.

Blyn Plan Shoes are a combination of freedom and perfection that develops foot strength and foot health to the utmost perfection.

They are restful, roomy quality shoes of continuous comfort at moderate prices.

Gun Metal Calf and Patent Colt
Sizes 5 to 11, **2.50**
Sizes 11½ to 2, **3.00**

Red Cross Shoe

At Blyn Stores only in New York, B'klyn, Newark.

Red Cross Booklet on Request

Arch Supporting Model

Model 805½—Fine vici kid arch support shoes — tempered steel support and shanks, extension counters, and orthopedic heels of the same flexible leather as the famous Red Cross Soles.

Style 805½

6.50

Blyn Shoes—Every style of shoe for every member of every family and every shoe the best that can be had at its price.

Blyn Stores—Big, fully stocked, convenient—not too close to conflict, nor too many for economic operation.

Mail Order Dept. 2240 3d Ave. Postage, including insurance, 10c. extra. Send P. O. or Express Money Order.

West Side Stores: 222-224 West 125th St. West of Seventh Ave. 6th Ave. and 27th St. 8th Av., 39th & 40th Sts.

I. Blyn & Sons

East Side Stores: 3d Av. and 122d St. 3d Av., 86th & 87th Sts. 3d Av., 150th & 151st Sts. Bowery near Broome St.

Brooklyn Stores 442-444 Fulton St., Opp. Bridge St., near Hoyt St. 829-833 Broadway, between Park Ave. & Ellery St. 1263-1267 Broadway, near Greene Ave. Newark Store—689 Broad St., Opposite Military Park.

Factory 511-519 East 72d.

S-o-m-e Cleaner!

That's what everybody says about the IMPERIAL when they see what a powerful suction it has. Although the

IMPERIAL VACUUM CLEANER

(MODEL D)

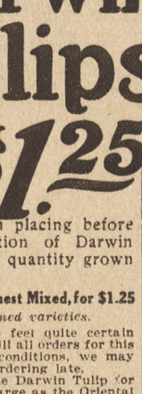
has been on the market only a short time it has by sheer merit become exceedingly popular. For simplicity, durability and efficiency it has no equal. It has an insatiable

Appetite for Dirt

Mail the coupon today and we will send you descriptive circular and the name of our nearest dealer. At your request he will gladly send an IMPERIAL on

10 Days' FREE Trial

Of course you would not be under the slightest obligation to purchase.



Weighs 10 Lbs. Price Only $35

Very easy payments if desired

Cut Coupon Now.

ELECTRICAL DEALERS' NOTICE

We sell only through dealers and there are a few cities and towns open. Write our Sales Manager.

A child can sell the Imperial.

IMPERIAL VACUUM CLEANER CO., Dept. B, 1482 Broadway

Without obligating me in any way, send me circular describing IMPERIAL and name of nearest dealer.

Name .....

Address .....

A Garden Full of Darwin Tulips for $1.25

In anticipation of again placing before our customers a collection of Darwin Tulips we had a sufficient quantity grown so that we can offer

75 Giant Darwin Tulip Bulbs, Finest Mixed, for $1.25

Selected from fifteen named varieties.

We Urge Early Orders—While we feel quite certain that we will receive enough bulbs to fill all orders for this collection, owing to present shipping conditions, we may be obliged to return money to those ordering late.

Few Spring flowering plants rival the Darwin Tulip for brilliancy of bloom. With flowers as large as the Oriental Poppy, in a wide range of colors and shades, borne on strong stems often exceeding three feet, they are a wonderful addition to the flower garden

Plant any time before ground becomes frozen and they will bloom during May.

Mail this advertisement, or present at our store, with check, money order, cash or stamps and secure this exceptional collection, sent prepaid to any point in the U. S. east of the Mississippi. **For points west and Canada add 25c ($1.50).**

Our 1917 Fall Bulb Catalog sent on request.

Stumpp & Walter Co 30-32 Barclay St., New York City

The Nestlé Permanent Hair Wave

Nestle Waved

The Winter season has begun and we invite Ladies to consider the Nestle Permanent Hair-wave.

Nestle's are the only special establishments in the world for this work.

Original Inventor in personal attendance at 657 Fifth Ave.

Descriptive booklet free.

Nestle Waved

C. NESTLÉ CO.

657-9 Fifth Avenue, Corner 52d Street, New York

Telephone 6541 Plaza

From an original oil painting by Balfour Ker

SAVE *the* SEVENTH BABY!

ONE out of every seven babies born in this country dies before it is a year old.

The seventh baby dies whether it be the child of rich or poor. It is not necessarily the slum baby, but the cuddlesome healthy babies aired in the park by white capped nurses; lively dancing babies tumbling on the small town lawn; country babies under the widest and freshest of country skies. ***One out of every seven is doomed to die this year.***

Fifty per cent of these deaths are from preventable causes. More than one hundred thousand babies are wantonly sacrificed each year.

Face these appalling facts: One hundred and forty babies out of every thousand born in America do not live to see their first birthday. Seventy of these babies would be alive if it were not for—what?

Who or what killed them? If their deaths were preventable, who was criminally negligent? What could be done about it?

The more The Delineator asked itself these questions and realized what this awful human waste means to America, the greater grew its conviction that it was somebody's business to ***do*** something. We have made it our business. The Delineator has arrayed itself to fight ignorance in relation to babyhood all over the United States, and the battle is on for the life of the Seventh Baby. Never has the need of victory been so great. ***Peace is hard on little babies. War is many times harder.***

Forty per cent of our American babies are born under the care of midwives—most of them filthy in their habits and ignorant and superstitious in their practices. Through ignorant midwifery 15,000 of our mothers die each year from avoidable accidents of childbirth. Who is she—this midwife? What does she do to the Seventh Baby? How many births does she attend in your community? The Delineator knows these things and is going to publish them.

We know that pneumonia and other preventable diseases kill thousands of babies every year. We know that heat and flies and dirt and ignorance are responsible for much of the ghastly wreckage of babyhood. We know that less than one-third of American cities have decent standards of purity for milk.

In certain American cities the death rate of babies is ***ten times higher*** than in others. Is ***your*** community a fit place for a baby to live? Are you sure? Your baby may be swathed in fine linen, but its safety is measured by the health of the poor waif clothed in rags. The safety of the children of both rich and poor is measured by the condition of health of the whole community.

The Delineator is determining what communities in this country give babies a fair chance. If your community does not, we are going to fight ***with your help*** to make it wholesome.

In direct charge of the Seventh Baby Campaign is Dr. Charles E. Terry, the sanitarian who became a national figure by his work as health officer in cleaning up Jacksonville, Florida. Back of Dr. Terry stands an advisory committee composed of Dr. Rupert Blue, Surgeon-General of the United States Public Health Service; Mr. Franz Schneider, Jr., Sanitarian of the Russell Sage Foundation; Professor Selskar M. Gunn, Secretary of the American Public Health Association; Miss Ella Phillips Crandall, Executive Secretary of the National Organization for Public Health Nursing.

We are receiving active co-operation from the foremost experts in the country and from local and national health organizations. Tens of thousands of dollars will be spent in working with men and women throughout the nation to make their communities safe for the babies.

How great our success in fighting for the life of the Seventh Baby depends on you individually—you and your community. We want your interest—your active interest and co-operation. We want you to follow this campaign, to which pages are devoted in each issue of The Delineator. We want you to become a part of this movement. You owe it to your children, your community and your country. The Delineator explains the most practical war service ***you*** can render.

Never before has America needed that Seventh Baby so much as now. Have we your support?

O. T. 14.

The Delineator
New York City

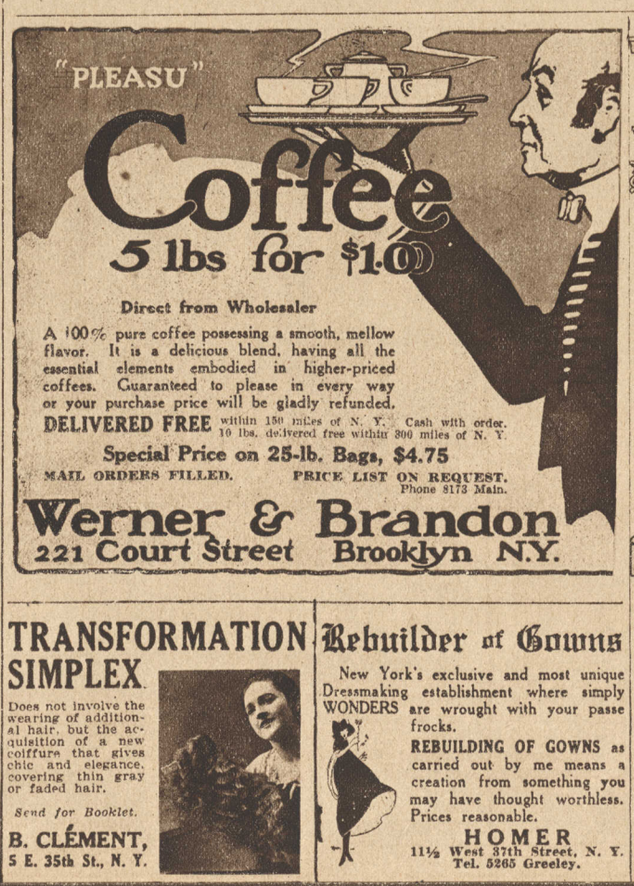
I am interested in saving the Seventh Baby. Enclosed is $1.50. Send The Delineator for one year to the address below.

Name .....

Street .....

City ..... State .....

The DELINEATOR



Coffee

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Direct from Wholesaler

A 100% pure coffee possessing a smooth, mellow flavor. It is a delicious blend, having all the essential elements embodied in higher-priced coffees. Guaranteed to please in every way or your purchase price will be gladly refunded.

DELIVERED FREE within 150 miles of N. Y. Cash with order. 10 lbs. delivered free within 300 miles of N. Y.

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MASTER Shoe Builders

Fitting The Narrow Foot

Widths AAAA, AAA, AA & A. All sizes including 8½, 9, 9½ & 10

"IN outfitting my daughter for boarding-school," said a new ShoeCraft customer recently, "my greatest difficulty has been in finding well-fitting shoes. Her feet have grown very long and slender, and until I brought her here, all the shoes she tried on wrinkled about her instep and ankle in most unsightly fashion."

At the ShoeCraft Shop you can always find stylish shoes that are amply long, yet snug enough to fit smoothly and hold heel and ankle firmly.

All sizes marked in plain figures.

"ERIDANI"—Nothing more aristocratic ever stepped from a limousine than this **"Reception Boot."** Welt sole, 2-inch Louis XV heel. 897—**Very dark brown calf, $14.** 903—**Pearl gray buckskin, $16.** 997—**Slate gray buckskin, $15.**

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Does not involve the wearing of additional hair, but the acquisition of a new coiffure that gives chic and elegance, covering thin gray or faded hair.

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

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The new French Preparation from the Far East

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