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And cooking makes tobacco taste much more delicious. Burley tobacco—toasted—is used for Lucky Strike Cigarette. *It's toasted.*

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Save the tin-foil from Lucky Strike Cigarettes and give it to the Red Cross

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MALLINSON'S Silks de Luxe

Men—BUY BONDS
Women—WEAR SILKS

Each is a display of patriotism—each is in keeping with the true spirit of economy.

Silk is the dominant fabric for women since every available pound of wool is needed by our boys at the front.

MALLINSON'S
PUSSY WILLOW SILK
Reg. U. S. Pat. Off.

is the dominant silk of sensible economy.

Correct, charming, exquisite in pattern variety and guaranteed for two seasons' wear it is widely preferred for coat and fur linings, gowns and blouses.

The name on the selvage or the label in the garment marks the genuine.

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H. R. MALLINSON & COMPANY, Inc.
"The new silks first"
Madison Avenue—31st Street—New York

Ask at the better stores for
MALLINSON'S
Silks de Luxe



*Pussy Willow Satin Duvelyn
Orkid-Tuss
Rashmora Crepe
Indestructible Crepe*

*Khaki-Kool
Indestructible Voile
Will o' the Wisp
Kashmere Kloth
Chinchilla Satin
Pussy Willow Satin*

All trade mark names.

This Maid of America is meeting war-time demands in a dress of Pussy Willow Satin with coat of Satin Duvelyn lined in Tiger Rose Pussy Willow, while her friend has selected a suit of Chinchilla Satin with waist-coat of the Pussy Willow Javaneseque.

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The Corset Whose Every Line Produces Youthful Contour

Exquisite grace and charming style in every line and curve of LA RESISTISTA corsets. They are supreme in the World of Fashion—supreme because no other corset contains youth-giving SPIRABONE, which creates artistic figure lines. To insure youthful contour well-groomed women wear LA RESISTISTA corsets.

50 Styles Priced Moderately for Quality

STYLE L-201 Illustrated herewith Satin Ninon, price \$5.00
STYLE N-214 Same model, Silk Brocade..... 7.00
STYLE S-208 Same model, Silk Batiste..... 10.00

La Resistista corsets are sold in our exclusive Salon, 431 5th Ave., at 35th St. A professional corsetiere will fit your corset. This service for particular women is entirely free. LA RESISTISTA corsets are also sold by Quality stores everywhere.

La Resistista Corset Co.
No. 431 Fifth Avenue New York

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There is a "J. C." Brand adaptable for your every need—on sale at the better stores.

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TROUSSEAU—An appropriate combination of Rose-Bud and Polka Dot Lingerie Ribbon.

LADY FAIR—The Ribbon Sensation of 1918.

SANKANAC—A Satin and Taffeta Ribbon popularly priced—in colors to match Satin De Luxe.

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