

### Sterno Canned Heat Saves Fuel



Sterno Canned Heat and the Sterno Sad Iron are a real help to the busy woman who wants to get her ironing done quickly at the minimum of trouble and expense.

**Sterno Canned Heat** burns with steady, intense heat as hot as coal gas or electricity. Safe, won't spill; smokeless, sootless, odorless. Retail at 10c a can—\$1.20 a doz. Far West, 2 for 25c. Canada, 15c.

**Sterno Sad Iron Outfit** Burns Sterno Canned Heat. Just what you need for traveling and light housekeeping. Handle and jacket detachable when iron is heated. With collapsible stand and can of Sterno Canned Heat, \$1.00; Far West, \$1.25; Canada, \$1.50.

Illustrated Catalog showing full assortment of Sterno Canned Heat Conveniences on request. If your dealer can't supply you, order direct from us.

Manufactured by **S. STERNAU & CO., Inc.** New York City. San Francisco Office: 33 California St. Canadian Sales Agents: Harold F. Ritchie & Co., Ltd. 10 McCau St., Toronto, Ont.



### Sterno Canned Heat

For Instant Cooking AN ALL YEAR ROUND NECESSITY SAVES FUEL



### The New Marvel

For your own particular color shades in any combination of 14 wonderful fast colors.

The quickest dye you know—every color of the rainbow—used by millions to make new all-wool, lingerie, silk gloves, hosiery, wash frocks, curtains, etc. Simply wash and Aladdin dyes. Cannot injure most delicate fabrics.

**ALADDIN PRODUCTS COMPANY,** New York Chicago On Sale Everywhere Copyright, 1918, Aladdin Products Co. No boiling or steaming.

### PARKER'S Rational Method of HAIR TREATMENT and HERBEX HAIR TONICS

will save your hair. Send description of your hair condition and I will advise treatment and tonics. Ask for new booklet "Healthy Hair."

**FRANK PARKER** Hair and Scalp SPECIALIST 51 WEST 37TH ST., N. Y.

### NORMA TALMADGE has her hair permanently waved by Robert

Permanent Hair Wave Specialist 500 Fifth Avenue (Cor. 42nd Street) Tel. 4118 Vanderbilt. Illus. booklet free

**PIRIE MACDONALD** Photographer-of-Men 576 FIFTH AV. COR. 47TH ST.

### When the Children Go to School

be sure that they are comfortably and sturdily shod in Blyn-Plan Nature Shoes. No cramped toes, weak ankles or broken arches, because Blyn-Plans are correctly shaped to fit, protect and support the growing feet and ankles.

- In Trim For Boys and Girls
- Gun Metal Calf and Patent Colt Sizes 6 to 8.....2.75
- Sizes 8 1/2 to 11.....3.00
- Blyn-Plan Super-Quality Gun Metal and Patent Colt Sizes 6 to 8.....3.00
- Sizes 8 1/2 to 11.....3.50
- Sizes 11 1/2 to 2.....4.00
- Tan Calf Lace, Higher Cut Sizes 6 to 8.....3.00
- Sizes 8 1/2 to 11.....3.50
- Tan Calf Button Sizes 8 1/2 to 11.....4.00
- Sizes 11 1/2 to 2.....4.50

### J. Blyn & Sons

Mail Order Dept., 2240 Third Avenue. Postage, Including Insurance, 10c. Extra. Send Postal Money Order or N. Y. Draft Only.

West Side Stores: 222-224 W. 125 St. (W. of 7th Ave.) 6th Av. & 27th St. 8th Av., nr. 29th St. East Side Stores: 3d Av. & 122d St. 3d Av., nr. 86th St. 3d Av., 150th St. 162B W. 9th St. Broome 1442-444 Fulton St., opp. Bridge St. 17th St. bet. Park Av. & Elmer St. Newark Store: 699 Broad. op. Military Pk.

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### Minnet Willow

Call at our showrooms or send for catalog which pictures innumerable pieces of Willow Furniture in exclusive designs. CHAIRS, \$6.00 up. TABLES, \$4.75 up. Shipments are prompt. Express paid within 100 miles; freight within 500 miles.

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**ASCOT**—A distinctive boot combining easy walking qualities, due to its 1 1/2" military heel, with modish height and smart design. All cordo calfskin 8" high. \$12.50 Mail Orders.



Send for Cat log A-8.

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**GEM EAR PHONE CO., Inc.** 802-804 Marbridge Bldg., 47 W. 34th St. at B'way, N. Y. C. Phone Greeley 3744. Canadian Office—Royal Bank Bldg., Toronto.

### Duchess Glove Forms

Save Half the Glove Money They double the style-life of gloves, keeping their slim, trim shape till worn out.



75 CENTS A PAIR High grade stores or DUCHESS GLOVE-FORM SERVICE Tel. Greeley 2531, 110 W. 34 St., City

## HAMILTON Now Occupies the Entire Building

and opens the new season with an extraordinary showing of Fashion's most exclusive creations for Fall 1918.

IN past seasons, when our business occupied but a single floor, Hamilton earned an enviable reputation among women of refinement and good taste as headquarters for exclusive fashions at economy prices.

With the opening of the entire building at 307 Fifth Avenue, it will be possible for us to serve all of our old patrons—and thousands of new ones—with increased efficiency and even greater satisfaction.

For one thing, our selection will now be far more complete. The main store floor of our new quarters will be used exclusively as display showrooms, while an extraordinarily large stock will be carried on the upper floors.

In addition to our popular-priced garments, we hereafter shall display an unusual range of higher grade models. Even women accustomed to paying one hundred dollars for a suit will find their quality here at a considerable saving.

COATS SUITS DRESSES

BE CURIOUS! Visit us in our new home, if only to look around. A large staff of competent and courteous salespersons will be glad to show you the new style tendencies for Fall 1918.

BLOUSES SHOES MILLINERY

### HAMILTON GARMENT CO.

307 FIFTH AVENUE, NEW YORK CITY

Between 31st and 32d Streets



All Wool French Serge Dress \$23.95

All Wool French Serge Dress \$18.95

All Wool Gabardine Suit, Push Trim \$27.95

All Wool French Serge Dress \$18.95

All Wool Velour Fashion Suit, Fur Collar, Seal \$35.95

Wool Velour Coat, Seal Push Trim \$29.95

## BONWIT TELLER & CO.

The Specialty Shop of Originations FIFTH AVENUE at 38th STREET NEW YORK

### Engaging Simplicity in Misses' Fall Frocks

Featuring Youthful Interpretations Characteristic of this Shop

#### Misses' Frock of Satin Crepe d'Amour

45.00

TRITE—A charmingly developed frock of supple satin—plastron bodice defining a square neck and having a garniture of ball buttons—the tunic skirt introduces the new lace braid embroidery in self color. Tight-fitting sleeves. In black and navy blue. Sizes 14 to 20.

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59.50

PIQUA—A most unique though typically youthful model developed in a panel tunic silhouette over a tight-fitting underskirt. A girle of corded braid gracefully encircles the waist. The embroidery design is done in silk thread. In navy blue and black. Sizes 14 to 20.



TRITE

PIQUA



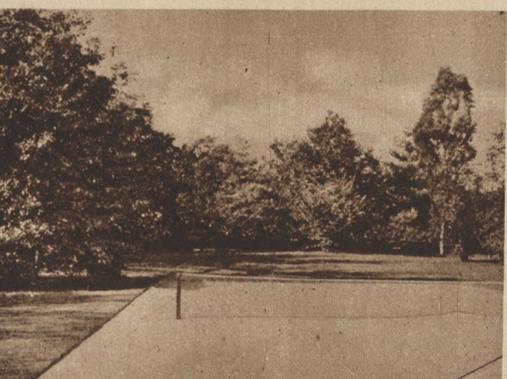
### Vanity Fair Pettibocker

Today when playful breezes blow you see a dainty bit of ruffle, but it's not a petticoat—my goodness, no!—it's her Pettibocker!

All the comfort of the knicker—all the soothing frilliness of the jersey silk skirt. Ask for the Vanity Fair Pettibocker at your favorite shop—in any street or evening shade. If you can't procure what you want, write us.

**Schuylkill Silk Mills,** Reading, Pa., U. S. A.

Makers of Vanity Fair Undersilks and Silk Gloves



HERE is a case where a flat, monotonous piece of ground has been converted into a landscape that nowhere lacks interest. Trees, shrubs, and evergreens have created a series of inclosures like the one illustrated. From the house you are led through an evergreen garden, bristling with interest Summer and Winter. Your walk now disappears into a quiet, cool, shady grove where you would be glad to linger but for that mysterious beyond. Proceeding, you suddenly emerge into this commodious outdoor room, perfectly secluded on all sides and still immediately adjacent to the other departments. Here there is recreation for mind and body. May we help you inject interest into an unenjoyable landscape? It will mean not only beauty and restfulness, but efficiency. And it is not so much a matter of cost as it is of knowing how—the art of landscape strategy.

**I. HICKS & SON** Sixty Years of WESTBURY (Phone 68) L. I. Knitting How



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