The Blyn Shoe

Quality and Style Are Featured in This Moderately Priced Footwear for Fall

Blyn Shoes in the season's most fashionable models are made of the dependable materials that withstand the test of service. We have every economical advantage of any other maker and many advantages possessed by no other retailer.

Blyn Prices, measured by quality and value, are very reasonable. Increased volume of business allows us to sell closer than ever, and we are doing so.

Style 855 Brown Kid Boots, French Heels. **7.00**

Style 857½ Red Cross Service Boots of brown calf, Goodyear Welt Soles. Military Heels. **7.50**

Style 7751/2 *Brown Kid* Boots, with fawn tops, Cuban heels. **7.00**

Three of the Favorite Styles Shown in Eleven Blyn Stores

I. Blyn & Sons

NEWARK STORE: 689 Broad St., Opposite Military Park.

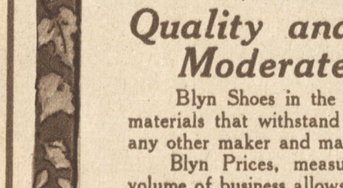
WEST SIDE STORES: 222-224 W. 125th St. West of 7th Av. 6th Av. & 27th St. 8th Av., 39th & 40th.

EAST SIDE STORES: 3d Av. and 122d St. 3d Av., 150th & 151st 3d Av., 86th & 87th 160-162 Bowery near Broome St.

BROOKLYN STORES: 442-444 Fulton St., Opp. Bridge St., near Hoyt. B'way, near Park Av. B'way, nr. Greene Av.

Buy Liberty Bonds

Mail Order Dept., 2240 3d Ave. Postage, including insurance, 10c. Send P. O. Money Order or N. Y. draft only.



BE FIT FOR SERVICE! LOOK FIT FOR SERVICE!

A definite arrangement of the hair is the first step toward preparedness for patriotic duty.

WEAR

"Over-the-Top"

A Mittelstaedt Net, doubly durable, handmade, of human hair.

THE MITTELSTAEDT

Lassoo Veil Net

Combination Face-Veil and Hair-Net—adjustable in an instant—Plain or fancy mesh, with or without dots.

"The Close-Fit"

A Self-Adjusting Cap-shape net.

OLDEST HOUSE IN THE BUSINESS — Imported by E. Mittelstaedt 64-66 UNIVERSITY PLACE New York City — QUOTED AS A STANDARD

"Lighting Fixtures of Merit"

HEATHER

Though inexpensive, their beauty and distinctive design insure the utmost in decorative effect.

VISIT OUR SHOWROOMS Convenient Location

Send 10c. in stamps for "New" and valuable illustrated Catalogue "B."

The R. C. HEATHER CO. 19 West 36th St., near 5th Ave.

GLASSBERG'S SHORT VAMP SHOES

SPECIALS for Season Opening.

VICI KID BOOTS 9-inch Tops

Black or Havana Round Toe. French or Cuban Heels; Stylish, durable. $10—limited time.

225 W. 42d St. New York

Illustrated Style Book Free

Everybody Says "What Beautiful Hair" when it has been treated or dressed by us. Our 40 years' experience in successfully caring for ladies' hair gives us a certain knack that adds charm to any face. Permanent Wave guaranteed for 6 months or money refunded. Prices low.

SPIRO'S HAIR SHOPS

26 W. 38th St. and 132 W. 23d St.

"Flowers in windows, bright and gay, Chase the gloomy days away."

Giant Bulbs of French Paperwhite Narcissus Bloom Thanksgiving Day. 6 for 35c. Doz. 60c. Delivered free. No C. O. D. Limited Quantity!

HERMAN'S,

140 E. 34th St., near Lex. Ave., N. Y.

Frock of white Indestructible Voile trimmed with "J. C." LADY FAIR RIBBON fashioned by Madame Crone.

RIBBONS

J.C. AMERICA'S BEST RIBBONS

The Ideal Trimming:

Nothing adds the complete finishing touch and charm to a garment like a ribbon.

Fashion creators prefer J. C. RIBBONS because of the decided expression they give to a garment.

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

SATIN DE LUXE—The recognized quality peer of all Satin and Taffeta Ribbons.

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

LADY FAIR—The Ribbon Sensation of 1913.

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

THISTLE—The ideal Lingerie Ribbon in Pink, Blue and White.

DEMOCRACY—The Grosgrain Ribbon "for the people."

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38-44 EAST 30th STREET : : NEW YORK

Furs

OF SUPERIOR QUALITY DISTINCTIVE IN STYLE

Advance showing of attractive Fall and Winter models in Coats, Wraps, Coatees, Scarfs and Muffs

All the fashionable furs

C. G. GUNTHER'S SONS

391 Fifth Avenue New York

Yes!

Wilsnaps always will snap

WILSNAPS click into place with a precise little "snap!" The "snap" tells you your gown is fastened to stay — until you want it to *unsnap*. Then how quickly, how easily Wilsnaps yield to your fingers' lightest pressure

What a feeling of comfortable security these rust-proof Wilsnaps add to your daintiest blouse or evening gown, or heaviest frock or suit!

For snap fastener security always look for that *dependable* word Wilsnap. Always Wilsnap — wherever snap fasteners are used.

THE WILSON FASTENER CO., *Makers* 117 E. St. Clair Avenue Cleveland, O.

Look for this card —orange colored— *10c everywhere*

WILSNAP

REG. U. S. PAT. OFF.

Fashion's Fastener

HOUBIGANT of PARIS

THE SOUL of ROMANCE ethereal, enchanting, lies imprisoned in **Quelques Fleurs** *the world's most exquisite perfume.*

It caressingly envelops the user in an air of refined elegance, softly alluring yet quite unobtrusive.

HOUBIGANT MASTER PERFUMER of PARIS

His creations represent the utmost refinement of taste. ¶ The smartest shops sell *Houbigant's Quelques Violettes, Ideal, Coeur de Jeannette, Evette, etc. Perfume samples .25 ea.*

Address PARK & TILFORD *Sole Agents* 529 W. 42d St., New York

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

50 Giant Darwin Tulip Bulbs, Finest Mixed, $1.25

Selected from fifteen named varieties.

Few Spring flowering plants rival the Darwin for brilliancy of bloom. 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.)**

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

We advise early orders—owing to the unusual shipping conditions. Our 1918 Fall Bulb Catalog sent on request.

Frederick Loeser & Co. Inc.

PARIS LONDON — BROOKLYN – NEW YORK *Established 1860* — CALAIS ST. GALL

Thistledown *Pierrette* *Fontaine*

New Fall Blouses of Distinction

Thistledown — Dainty slipover model of Georgette crepe, with soutache braiding on cuffs, collar and front. In white, navy and bisque. **$10**

Pierrette — A striking Georgette crepe Blouse with jabot, deep collar and vestee, featuring large hand-embroidered dots in contrasting color. In white with navy, flesh with navy, navy with bisque and brown with bisque. **$10**

Fontaine — Smart Blouse of Georgette crepe, with side opening, and collar, cuffs and lower part of Blouse embroidered in self-color. In navy, brown, white and flesh. **$8.95**

The foregoing models sent promptly to any address.

The HARDMAN FIVE-FOOT GRAND

Tetrazzini says— "It is my choice"—

Think what this piano offers in tone, in beauty, in through- and through quality, to get such an endorsement.

It is the piano for the small home.

Price $850

Convenient terms if desired.

Price subject to change without notice.

Hardman Peck & Co. FOUNDED 1842

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