Use plenty of BAKED APPLES

USE plenty of baked apples. Cooked fruits are recommended by the Food Administration.

How baking does bring out the delicious flavor in a baked apple—it's improved 100 per cent over the raw apple.

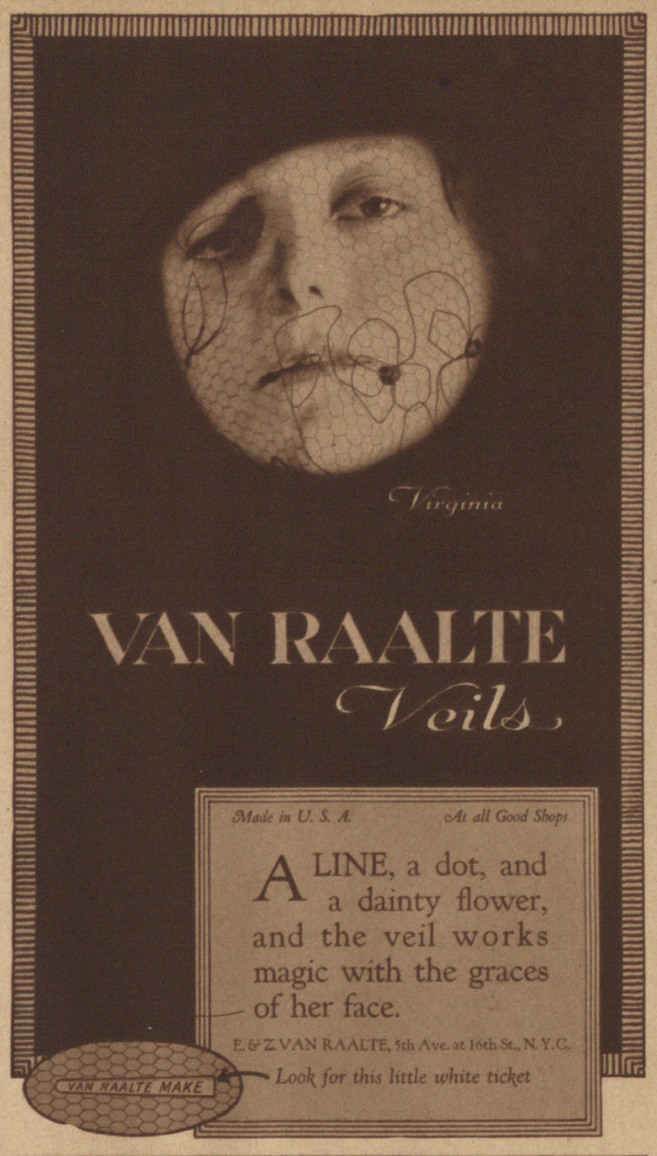
We use the same idea to improve the flavor of tobacco—offer it to you toasted instead of raw. Try Lucky Strike Cigarette—it's toasted.

LUCKY STRIKE CIGARETTE

It's toasted

SAVE the TIN-FOIL from Lucky Strike Cigarettes and give it to the Red Cross

© Guaranteed by
The American Tobacco Co.
INCORPORATED



VAN RAALTE Veils

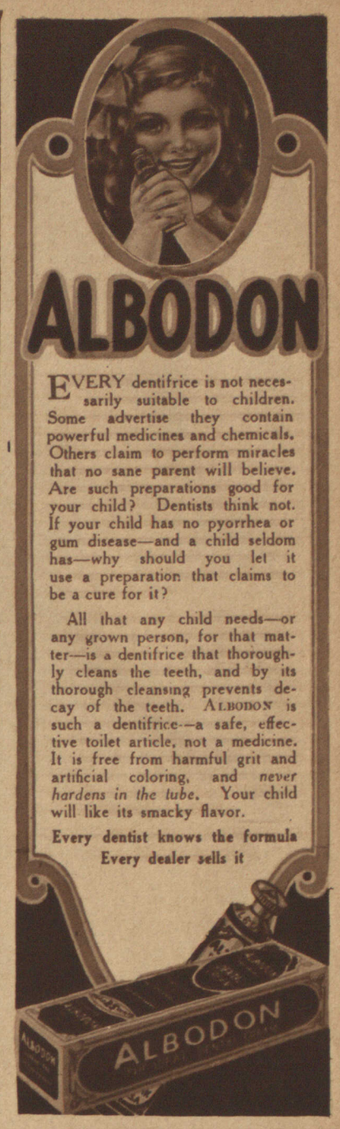
Made in U. S. A. At all Good Shops

A LINE, a dot, and a dainty flower, and the veil works magic with the graces of her face.

P. & Z. VAN RAALTE, 5th Ave. at 16th St., N. Y. C.

VAN RAALTE MARK

Look for this little white ticket



ALBODON

EVERY dentifrice is not necessarily suitable to children. Some advertise they contain powerful medicines and chemicals. Others claim to perform miracles that no sane parent will believe. Are such preparations good for your child? Dentists think not. If your child has no pyorrhea or gum disease—and a child seldom has—why should you let it use a preparation that claims to be a cure for it?

All that any child needs—or any grown person, for that matter—is a dentifrice that thoroughly cleans the teeth, and by its thorough cleansing prevents decay of the teeth. ALBODON is such a dentifrice—a safe, effective toilet article, not a medicine. It is free from harmful grit and artificial coloring, and *never hardens in the tube.* Your child will like its smacky flavor.

Every dentist knows the formula
Every dealer sells it

LILY OF FRANCE CORSET

The Lily of France is a beautiful corset, worn by beautiful women to make them more beautiful.

Sold at Quality Shops
Send For Free Style Catalogue

Lily of France Corset Co.
303 Sixth Avenue
New York

The Belleclaire's Liberty Bond quota was $100,000. It went over the top, with subscriptions amounting to $102,000, the second day. Since then the sales have climbed, in smaller sums, it is true, but the point is that they climbed. There was no let-up in work—Success did not turn our heads.

This is the principle on which the Belleclaire always works. To do only that which is expected of us would stop us from going ahead.

We want to do more for Belleclaire patrons than they expect—and apparently we are succeeding, because our business is growing and the guests show greater appreciation.

Robert D. Blackman

MALLINSON'S
Silks de Luxe

PATRIOTISM is evidenced in the things you do and things you wear. Since wool is to be conserved Fashion decrees silks for the Fall.

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

is the dominant silk for the new season. All the autumnal beauties come to the fore in the new designs and colors of this universally preferred silk.

PUSSY WILLOW triumphs as a lining, frock and in combination with other materials. It adds character and joy to the wearing—it is guaranteed for two seasons' wear.

Name on selvage or label in the garment marks the genuine.

Ask at the better stores for

MALLINSON'S Silks de Luxe

Khaki-Kool
Pussy Willow
Satin Duvetyn
Orkid-Tissu
Roshanara Crepe
Indestructible Crepe
Indestructible Voile
Will o' the Wisp
Kashmere Kloth
Chinchilla Satin
Pussy Willow Satin

All trade mark names.

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

Pussy Willow Javanesque is equally clever in frocks and waist coats.

ROSSÉ

LA RESISTA corsets readjust the figure to slender, graceful lines, due to SPIRABONE, the flexible stay which molds superb proportions. Try youthful LA RESISTA. Secure comfort, style and figure beauty. Note the difference between SPIRABONE and rigid steel.

50 Styles Priced Moderately For Quality—Front Lace or Back Lace

STYLE H-219 Illustrated herewith, Pink Coutil, price $5.00
STYLE N-209 Same model, Silk Brocade....$7.00
STYLE S-205 Same model, Silk Batiste....$10.00

LA RESISTA corsets are sold in our exclusive Salon, 431 5th Ave., at 38th St. LA RESISTA corsets are also sold by Quality stores everywhere.

LaResista Corsets

Assure Perfect Body Poise

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

Furs
OF SUPERIOR QUALITY
DISTINCTIVE IN STYLE

Attractive models in Coats, Wraps, Coatees, Scarfs and Muffs in all the fashionable furs.

A wide range of prices

C. G. GUNTHER'S SONS
ESTABLISHED 1820
391 Fifth Avenue New York

The Tribune Graphic

ADVERTISING RATES

Single Insertion Rates

Per agate line.....45c
Page $500
Half Page.....$350

Contract Rates

13 times within one year.**35c**
26 times within one year.**33c**
52 times within one year.**30c**
1,000 lines within one year.**35c**
5,000 lines within one year.**33c**
10,000 lines within one year.**30c**
Page $500

Minimum space 21 lines.

Forms Close

Forms close 15 days in advance of publication. Copy should reach us two to four days earlier if proofs are wanted for O. K. or corrections.