

**Red Cross Shoe**  
Arch - Supporting Model



Black Vici Kid with Orthopedic Heels and the famous Red Cross flexible Soles.

Style 805 1/2

6.50

RED CROSS Arch Sup. Shoes hold the arch firmly—develop the weakened muscles and restore normal activity and comfort.

RED CROSS flexible soles bend with the foot, making walking tireless and pleasant. Orthopedic heels add the last touch of comfort to this perfect shoe.

We are sole agents for Red Cross Shoes in Greater New York and Newark.

**J. Blyn & Sons**  
ESTABLISHED 1871

Mail Order Dept., 2240 Third Avenue, Including Insurance, 10c Extra. Send P. O. Money Order or N. Y. Draft only.

West Side Stores: 222-224 W. 125 St. 3d Av. & 122d St. (W. of 7th Ave.)  
East Side Stores: 3d Av., near 86th St. 6th Av. & 27th St. 3d Av., 150 & 151 Sts. 8th Av., near 39th St. 162 B'way, near Broome

442-444 Fulton St., op. Bridge St., near Hoyt.

Brooklyn: B'way, bet. Park Av. & Ellery St. Broadway, near Greene Av.

Newark Store: 689 Broad, op. Military Pk. Factory: 511-519 East 72d St., N. Y.

**Betsy Ross Yarns**



**Uncle Sam Wants You to Knit To Protect His Boys—"Over There"**

THE BETSY ROSS WATER REPELLENT YARNS

In Khaki and Grey

are best for Sweaters, Helmets, and Kneelets; they keep out the rain and moisture, keeping the body warm and dry. This special chemically treated yarn has a firmer texture, with longer life and greater strength. Garments knitted now will be "life savers" to the boys over there, preventing pneumonia and ills resulting from exposure to the cold and dampness of Northern France or on the Sea.

**85 CENTS PER HANK**

**A SERIOUS YARN SHORTAGE**

The Government has engaged the next wool clip. That means you should stock up immediately. You will find it hard to purchase woolen yarns later at any price. Knitting Clubs, Churches, and individuals can purchase from us now.

**All Wool and Worsted Yarn**

for immediate delivery in small or large quantities. Prices according to grade.

\$2.60, \$3.00, \$3.40, \$3.80, \$4.00 and \$4.40 per lb.

65 cents to \$1.10 per Hank

**SPECIAL**—A long-fibered Jaeger sock yarn—of finest grade wool in the market—specially priced \$1.00 per full 4 oz. hank.

2% Discount on all purchases 10 lbs. or over.

**BETSY ROSS YARN MILLS, Inc.**

366 Fifth Av., 4th Floor (Between 34th & 35th Sts.)  
354 Fourth Av., (Bet. 25th & 26th Sts.)

Mail Orders accompanied by funds receive prompt attention.

**WE GUARANTEE SATISFACTION.**

**RUSSEK'S**  
362 Fifth Ave.



AN exclusive Russek model of distinctive charm and simplicity in Jersey, Serge and Satin. Insert vest of red satin and crossed black soutache braid with gilt buttons. Black satin sash with \$37.50 red beads.

Mail Orders Promptly Filled.

Give height, waist and bust measure. Newest Fashion Prints on Request.



HERE is a choice bit of the garden of Mrs. Robert Bacon at Westbury, L. I. The prim and stately charm of the Boxwood is relieved and made all the more beautiful by the snow-white eddies of Phlox. Take a tip from the garden-lovers who are true artists—plant Phlox, white above all—and then your favorites in other colors—salmon-pink, orange-scarlet, crimson-bronze, (free samples on request, so you need take no chances on colors—or, better still, come out and choose.) We'll show you how to keep a glow of color and beauty in your garden till late October—with Phlox, enough of it, and wisely planted. Potted, ready to transfer to your own hospitable beds—15c to 30c each, \$1.25 up per 10, \$10 up per 100. Phone or write your order—or send for samples at once.

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

In the "Pres. Lincoln" Disaster the Ever-Warm Safety-Suit Kept Sick and Helpless Men Safe, Warm and Dry



MATHEW A. RODGERS, Chief Electrician of the "Pres. Lincoln," says: "I was lying in bed sick. A suit (an Ever-Warm Safety-Suit) was handed to me. I put it on and jumped. I was surprised to find it was keeping me warm and dry, perfectly upright. I remained in my suit until resued."

H. D. CARTER, Yeoman on the "Lincoln," says: "The life boat was filled with sick men, all comfortable, resting easily, clad in the new life-saving suit, which I learned was the Ever-Warm Safety-Suit. Our sick boys were kept absolutely dry and warm."

Affords Protection from Drowning and Exposure.

This Suit, which does not depend on air for its great buoyancy, is PROTECTING THOUSANDS ON THE WAY "OVER THERE."

Don't sail or let a loved one sail without an "Ever-Warm."

Ask for Pamphlet "20"—with prices and proof.

**INTERNATIONAL LIFE SUIT CORPORATION**  
SOLE DISTRIBUTORS  
10th floor, 11 Broadway, New York. Phone Bowling Green 8609.  
**NATIONAL LIFE PRESERVER CO.,** Sole Officers  
Demonstrations Wednesdays, 2 P. M., at the Battery, near Aquarium.

On in a minute like a union suit.

**STOUT WOMEN**

We are now showing special sport clothes and general summer apparel—sleeves 36 to 56 bust—cut on long lines, which insure a graceful appearance and greatly reduce the apparent size.

Sizes 36 to 56 Bust.

Dresses ..... 4.95 to 125.00  
Coats ..... 16.85 to 114.75  
Suits ..... 16.85 to 165.00  
Blouses ..... 1.25 to 36.50  
Skirts ..... 2.45 to 39.75

Lane Bryant prices are always unusually low, because we manufacture as well as design our own models.

Style Book, "Modes," sent out of town on request to Dept. L-28.

**Lane Bryant**  
21-23 West 38th St., N. Y.

"Lighting Fixtures of M. it"

**HEATHER**

Special Sale of Discontinued Samples Now in Progress at Less Than Cost

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.

**Remodel Your Figure**

Make Your Summer Wardrobe Effective by Discarding Uncomfortable Obsolete Corsets. The Figure Mold Is the Modern Corset

Approved by Smart Up-to-date Women. Cool, Comfortable, Open Mesh Silk, Elastic, being exquisitely supple and delightful to wear. It controls the figure as no corset can. It in no way interferes with the toilet, may be discarded for days at a time, or worn all day in the warmest weather or during the most active exercise. In riding, dancing, tennis or golf Figure Mold will be found your greatest ally.

Models for the Slender

As the name implies they are a garment with which to mold faulty form and model it into ideal outlines, thus beautifying the form.

Models for Young Girls

Also Proper Supports for Slender or Portly Men. Figure Mold Brassieres, Stockings, Jackets.

Designed for the Special Needs of the Wearer. Made with or without reinforcing qualities. Every-thing for Perfecting the Form.

Models for the Portly

Figure Mold will—if desired—secure immediate reduction of several inches over abdomen, seat and hips and about the legs, without discomfort or constriction.

**THE FIGURE MOLD GARMENT CO.**  
Interesting Booklet Sent on Request.  
New York Office: 77-79 Astor Court Bldg., 18 West 34th St.



**Quickly Endorsed by Eminent Authorities**

ORIGINATED in Petrograd by Vladimir Smirnoff. Smirnoff's Shampoo Powder is now made in America by the importers of Djer-Kiss Perfume. This new secret of Hair-Beauty is indeed worthy of the same confidence you place in Djer-Kiss. Read then of its purity. Learn then why the following scientific authorities so gladly endorse it.

Endorsed for purity by Good Housekeeping Bureau

The Good Housekeeping Bureau has approved Smirnoff's Shampoo. This Bureau, whose high standards are so well known, is conducted by Dr. Harvey W. Wiley.

"An added charm to the hair," says the Ritz-Carlton

"It is not difficult to make a shampoo which cleanses well and thoroughly. There are many such. But Smirnoff's Shampoo does more. We find that its use gives an added charm to the hair, improving the loveliness of its luster. We gladly endorse and recommend it."

Charles H. Ritz  
Ritz-Carlton Hotel, Hair-Dressing Parlor.

So pleasing to the exclusive clientele of the Waldorf-Astoria

"We welcome the advent of Smirnoff's Shampoo Powder as a real treat to our customers. A good shampoo, scientifically done, is refreshing and beneficial. Smirnoff's is a good shampoo. We like it—and so do our customers."

Waldorf-Astoria Hotel, Hair-Dressing Parlor.

Used and gladly recommended by The Biltmore

"For the attainment of effective treatment, the oily scalp is always the most difficult one. We have found Smirnoff's Hair Shampoo to meet this problem most satisfactorily."

Herman J. Bach  
Hair-Dressing Parlor, Hotel Biltmore.

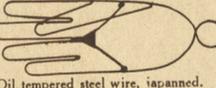
Send for sample. For 20c we will gladly send you our special sample offer, consisting of two full-size envelopes of Smirnoff's Shampoo and three Smirnoff bath blocks (to soften and perfume your bath water). The value of this special offer is over 40c.

ALFRED H. SMITH COMPANY Importers of Djer-Kiss Perfume NEW YORK CITY

**Smirnoff's**  
NOW MADE IN AMERICA  
ORIGINAL RUSSIAN  
**SHAMPOO POWDER**

**Duchess Glove Forms**  
Save Half the Glove Money

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



Oil tempered steel wire, japanned. Adjust themselves to different sizes. Gloves that have been cleaned or are damp from wear dry quickly and evenly, fully exposed to the air. Kid or chamois gloves do not stick together inside the fingers; no need to "fight" to get them on. Better for gloves than shoe trees for shoes; gloves need shaping more than shoes to keep them dressy. They make new gloves easy to put on.

**75 CENTS A PAIR**

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

Unite Economy and Patriotism by Planting



**Lovett's Pot Grown Strawberries**

They save Wheat, Meat and Sugar; they are so prolific and sweet. Dimes paid for them quickly turn into dollars; dollars to eagles. Many kinds, adapted to all soils; ripening from earliest to latest, including the invaluable Van Fleet Hybrids and seven superb Everbearing varieties. Sure to live and succeed.

Our Booklet No. 2 gives full instructions for planting and culture, illustrations and descriptions. It is FREE.

**J. T. Lovett, Inc.,** Box 157, Little Silver, N. J.  
Strawberry Specialists for 40 years.



**For WEAK FEET Use FOOT CORSETS**

What they are: light, flexible, easily adjusted. What they do: correct position of foot, raise the arch, give massage to sole of foot, and strengthen muscles of leg.

Send for booklet. Mail Orders Only.

**The Bow Foot Corset Co.**  
1 Madison Ave., N. Y.

**HAY'S LILY WHITE CREAM**

Beautifies, softens. Makes a clear, radiant skin. Greaseless. Will not cause hair growth. Delightfully refreshing. Jar 50c. Philo Hay Co., Newark, N. J.



**ARMAND'S COMPLEXION POWDER**  
in the LITTLE PINK & WHITE BOX



IT'S ARMAND'S wonderful face powder that clings with caressing insistence no matter how blowy the day.

And the cooling fragrance and softness means comfort on days when the sun is high.

Armand's nestles in little pink and white boxes that are as dainty and French as the powder is wonderful.

You can get Armand's wherever the better toilet requisites are sold. For a Vanity Case of Armand's Powder send 10c and your dealer's name.

THE ARMAND COMPANY, Des Moines, Iowa

You may buy Armand's at the following places:

<b>NEW YORK</b> Gimbel Brothers, Broadway and 33rd St. James McCreery & Co., 5 W. 34th St. Lord & Taylor, Fifth Ave. and 38th St. Franklin Simon & Co., 414 Fifth Ave. Stern Brothers, 41 West 42d St. Arnold, Constable & Co., Fifth Ave. and 40th St. Rothenberg Co., 34 W. 14th St. James A. Hearn & Son, 20 W. 14th St. Edw. Callan Co., 227 3rd Ave.	<b>NEW YORK—Continued</b> Barnett Brothers, Columbus Ave. & 74th St. Park & Tilford, Fifth Ave. and 26th St. Park & Tilford, Broadway and 41st St. Park & Tilford, Madison Ave. and 58th St. Park & Tilford, Broadway and 87th St. Park & Tilford, Broadway and 101st St.	<b>NEW YORK—Continued</b> Park & Tilford, Broadway and 112th St. Park & Tilford, Lenox Ave. and 126th St. Park & Tilford, Broadway and 146th St. <b>BROOKLYN, N. Y.</b> H. Batterman Co., Broadway. Fred' Loesser & Co., 484 Fulton St. A.I. Namm & Son, 452 Fulton St. A. Heilbronn, 5220 Fifth Ave.
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**La-May Face Powder Is Pure!**

No White Lead—No Rice Powder—It Really Stays On Unusually Well.



Up to the present time it has been almost impossible to get a face powder to stay on longer than it takes to put it on. You powder your nose nicely and the first gust of wind or the first puff of your handkerchief and away goes the powder, leaving your nose red, shiny and conspicuous, probably just at the very moment when you would give anything to appear at your best. Armand's powder stays on wonderfully well. It does not contain white lead or starchy rice powder (Poudre de Riz) to make it stay on. White lead poisons the skin and rice powder turns into a gluey paste that encourages enlarged pores and unsightly complexions. This improved formula contains a medicinal powder doctors use to heal the skin. In fact, this new powder helps to prevent and reduce enlarged pores and irritations. It is called La-may (French, Poudre L'Amé). Because it is pure and because it stays on so well, it is already sold everywhere. The large size is only fifty cents and the trial size is twenty-five cents. When you use this delightful La-may and see how wonderfully it beautifies your complexion, you will understand why it so quickly became one of the most popular complexion powders sold in New York. If your home dealer is sold out you can order by mail of Herbert Roystone, 16 E. 18th St., New York.

