Lucia's Weekly Special

$27.50 buys this

39.50 Smart Frock

DRESS, No. 502, illustrated, in Navy Serge or Velveteen in Navy, Black, Brown and Green, with handsomely embroidered beige broadcloth panel front with fringe to bottom. Sizes 16-40.

Hat illustrated, Special $10. *A regular $15 5th Avenue Hat. Fine quality black velvet. Draped crown trimmed to side with the new ostrich fancy. Grosgrain ribbon fluting around edge of brim.*

We offer direct to you each week *at the wholesale factory price,* same as paid by the retail stores, a garment and hat that will surprise you by its superior style and extraordinary value. We guarantee all our dresses and hats to be absolutely as represented. Money refunded if you fail to find it so.

Lucia Ltd.

FASHION EXPERTS FOR SELECT STORES.
244 Fifth Avenue, New York.
Mail orders filled promptly. Delivery free anywhere in U. S.

Stout Women

will always find at Lane Bryant the same smart and becoming clothes as is offered elsewhere to the slender woman.

Everything Women Wear. Sizes 36 to 56 bust. Ready-to-wear.

Prices very low, because we manufacture as well as design.

Coats	19.85 to 265.00
Suits	33.75 to 250.00
Gowns	27.95 to 125.00
Blouses	3.95 to 28.75
Skirts	9.50 to 39.75

Out-of-Town Patrons

may avail themselves of our Mail Order Service. Write Dept. L-12 for complete Style Book.

Lane Bryant

21-23 W. 38th St., N. Y.

LAUN-DRY-ETTE ELECTRIC WASHING MACHINE

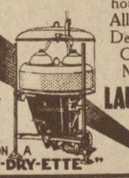
Only machine that will

WASH AND DRY CLOTHES

in the Same Tub

WITHOUT A WRINGER

Just think, an entire day's wash done in less than an hour. 1½c. per hour to run. All Copper. No Rust. Demonstrations in Our Showroom. New York City.



Send for Book T.

LAUN-DRY-ETTE SALES CO.
36 W. 37 ST.
Tel. 4656 GREELEY

INSIST ON A "LAUN-DRY-ETTE"

NOW READY! PAPERWHITE NARCISSUS.
12.....60c 6.....35c
READY as soon as cold weather sets in.
LILIES OF THE VALLEY "THE MAGIC,"
12..$1.00 6...60c
delivered free. Cash with order. No C. O. D. Quantities of both varieties are limited. We urge immediate orders.
HERMAN'S, 140 E. 34th St., Near Lex. Ave.

Frederick Loeser & Co. Inc.

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

Smartly Garbed *for* Autumn Afternoons

Doucette—Afternoon gown of navy Georgette, with round collar edged with silk fringe, plaited vestee of Georgette and three-tiered skirt edged with heavy silk fringe. The pointed sleeve has a row of small buttons and two silk tassels. **$75**

Doucette

Marthe

Marthe—Street dress of duvetyne in black or African brown, tailored model with panel back and front edged with silk braid and rows of buttons with silk braid. Side slip pockets; high collar; long tight sleeves trimmed with buttons and braid loops. Long double girdle edged with deep fringe. **$59.50**

The foregoing models will be sent promptly to any address.

MALLINSON'S Silks de Luxe

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

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.

ROSSE

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

"I have found Cutex the quickest, easiest and most effective way of taking care of my nails"

Alice Brady

To make your cuticle smooth and firm, use Cutex

A little Cutex Nail White underneath nails makes them snowy white

See what a lasting gloss Cutex polish gives

The harmfulness of cutting the cuticle

WHEN you cut the cuticle, you ruin the appearance of your whole nail. Dr. Murray, the famous skin specialist, says: "On no account trim the cuticle with scissors. This leaves a raw edge which will give rise to hangnails, and often makes the rim of flesh about the nail become sore and swollen."

It was to meet the need for a harmless cuticle remover that the formula for Cutex was prepared. Cutex completely does away with all need for cutting or trimming, and gives a smooth, shapely outline to the nail.

How to manicure with Cutex

In the Cutex package you will find an orange stick and some absorbent cotton. Wrap some of the cotton around the end of the stick, dip it into the bottle and work around the base of the nail, gently pushing back the cuticle. Then carefully rinse the fingers with clear water, taking care to push back the softened cuticle when drying the hands.

After your first Cutex manicure, examine your nails!

You will be amazed at the improvement just one application makes.

You can secure Cutex in any drug or department store. The Cuticle Remover comes in 35c, 65c and $1.25 bottles. Cutex Nail White is 35c. Cutex Nail Polish, in cake, paste, powder, liquid or stick form, is 35c. Cutex Cuticle Comfort is also 35c.

An individual manicure set for only 21 cents

Mail the coupon today with 21c and we will send you the complete Midget Manicure Set shown below. Address Northam Warren, Dept. 123, 114 West 17th Street, New York City.

If you live in Canada send 21 cents for your set to MacLean, Benn & Nelson, Limited, Dept. 123, 489 St. Paul Street West, Montreal, and get Canadian prices.

Send 21c for this complete Cutex Manicure Set today and see the difference a Cutex manicure makes!

MAIL THIS COUPON WITH 21c TODAY

NORTHAM WARREN
Dept. 123, 114 West 17th Street, N. Y. C.

Name .....

Street .....

City ..... State .....

Theroz is the name of a Service as well as of a Product

Theroz MESS KIT

Adopted by the Y. M. C. A., Red Cross, K. of C. and for Government Transport Lifeboats

Theroz At the Front

Theroz Field Stove
PATENTS PENDING
DESIGNED FOR & ADOPTED BY AMERICAN RED CROSS
BASIC PRODUCTS CORPORATION WOOLWORTH TOWER N.Y.

Designed for and adopted by the American Red Cross and Y. M. C. A.

Theroz Service and Comfort for Your Boy Over There

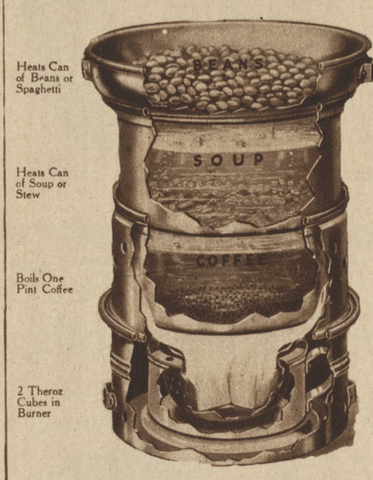
The "Y" and K. of C. stand for "home" to your boy OVER THERE. They cheer him with hot food and coffee right up to the battle-line and stand waiting for him when he comes out. They've adopted THEROZ as the quickest means of getting hot food and coffee—anytime, anywhere.

The "Greatest Mother in the World"—the Red Cross—mothers your boy when he's well and when he's sick. She knows how he has missed hot griddle-cakes, and is preparing to give him good home flap-jacks—"like mother used to make." That's why the Red Cross has adopted the THEROZ FIELD STOVE.

Theroz Mess Kits are serving in base hospitals, and Theroz Fuel is invaluable for use in trench and dugout where other heat is not available.

Theroz Field Stove
Aluminum top, 30 inches high. Folds to space 36x18x4½ in. Legs, tray and fuel all pack inside.

THE THEROZ FIELD STOVE was planned to give the soldier hot batter cakes. It turns out 12 big ones every two minutes—4,320 every 12 hours. It is a perfect stove on which to make boiling hot coffee, always in demand in the Army day and night. It also cooks chops, steak, chicken, bacon and eggs. In fact, anything and everything that can be cooked or fried in pans or gridirons on the top of your stove at home can be cooked on the Theroz Field Stove. Prices on request.



X-Ray of Theroz Mess Kit in Action

Theroz Mess Kit
(All Aluminum)
The Pocket Kitchen

Adopted by the Y. M. C. A. and K. of C. for all Overseas Secretaries. Also adopted for life-boat and hospital service.

The Kit consists of nine separate parts, designed with such military accuracy that the Kit can be instantly set up for full action, or as a Fryer, and instantly collapsed and nested into a package a generous pocket will accommodate. At the one time the Kit turns out hot soup, pork and beans, and steaming coffee for two. To set up for frying, you have but to set aside coffee and soup, and place the top vessel over the flame. *Price complete with can of Theroz Fuel Cubes* $5.00.

Theroz Mess Kit nested (Size 3⅜ x 6¼ ins.)

Theroz Fuel

THEROZ is the quickest, safest, most efficient means of getting hot food and drinks ever devised.

Made by an absolutely new and patented process that converts a liquid into a solid—not a paste—

"THEROZ is the only form of which we know that will not go liquid while burning." This means it can't upset and spill and set fire to anything—it's *safe*.

The U. S. Government Chemist states: "For any given amount THEROZ offers 20% more British Thermal Units of heat than the best of the paste alcohols—THEROZ is completely consumed, leaving no residue."

This means THEROZ is *quicker, hotter*—more economical—it's *all* heat.

The THEROZ FIELD STOVE and THEROZ FOOD HEATER burn Theroz Fuel packed solid in half-pound cans. The THEROZ MESS KIT burns Theroz Fuel Cubes—solid cubes about 1 in. square

Put your Fuel Problems—heating—cooking—general fuel saving—up to our Experimental Research and Technical Laboratories. The service is yours for the asking—however large your problem—however small—in business or home.

Theroz Blue Flame Burner Stove

Theroz Blue Flame Stove

A wonderful convenience for bathroom, nursery and sick room use—heats shaving water, the baby's bottle and the invalid's broth or tea. A necessity for travel and hotel use—heats curling irons, and small sad iron without soot.

Burns Theroz Fuel Cubes.
Price of Burner Stove 15c.
Price of Theroz Fuel (20 *cubes*) 35c.

Theroz Food Heater

Designed for Aeroplane, Hospital, Trench, and Transportation Service. Height 17¼", diameter 11¾". Weight 27 lbs., capacity 16 quarts.

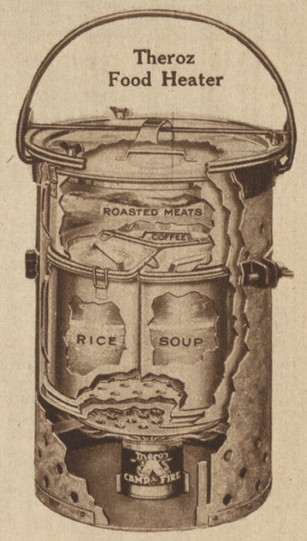
The outer wall of the Heater is made of galvanized iron. This holds a large container of tin into which fit four aluminum containers—one 4-quart container and three containers holding 2 quarts each.

Test made with one 8-oz. can of Theroz—9 A. M. water in large tin container 125° in four small containers 125°. At eleven o'clock water in large container 200°, water in the three 2-quart containers 190°, water in the 4-quart container 170°.

The can of Theroz, which heats the food and *keeps* it hot for two hours, is held securely by a spring in the bottom of the Heater.

The Theroz Food Heater is ideal for hospitals where food has to be carried from ward to ward, and in trench or field where food has to be carried for any distance.

Theroz Food Heater



Size 21x18½ inches
Prices on request

W. G. PATRICK & CO., Ltd.
Canadian Distributors, Toronto

-:- THE BASIC PRODUCTS CORPORATION -:-

Woolworth Tower, New York City
Factory and Laboratory, Lawrenceburg, Ind.