

RUSSEK'S
FIFTH AVENUE
NEW YORK



An Unusual Evening Gown

A deft and artistic combination of black velvet, brocade, silver cloth, chiffon and pearls; a model of charming effectiveness.

\$135.00

Mail Orders are as satisfactory as Personal Transactions.

Maternity Apparel



Up-to-the-minute styles—have no maternity look—conceal the condition—automatically expand as required.

Not an additional expense because appropriate for wear after baby arrives.

Everything for baby, too.

If impossible to visit our store, write Dept. LI for Style Book FREE.

Lane Bryant
21-23 W 36th St. N.Y.

Ice Skate Outfit
FOR MEN, WOMEN & CHILDREN

Unusual value. Skates of excellent quality TEMPERED steel. Shoe of high-grade leather with ankle strap and felt-lined tongue. Mail orders filled.

For Men **\$5.95** Value \$8.50

With high shoe for ladies, \$6.45

Other High-Class Outfits up to \$39.50

DAVE GAS
831 Broadway
Near 13th St.

405 B'way, 15 Cortlandt St.
Near Canal St. Near Broadway

Quality—Service—Price

DALE



BUY Direct from FACTORY AND SAVE MONEY

New Designs of Table and Floor Lamps

Visit Our Display Rooms
109 West 13th St., New York
1 Door West of 6th Ave.

Dale Lighting Fixture Co.

CRÈME NEROL

Creates and preserves the beauty of the skin.

used by
Frances Starr, Geraldine Farrar, Peggy Wood,
Billie Burke, Olive Fremstad, Hazel Dawn,
Florence Reed, Mine Teitzzin, Florence Nash,
Margaret Anglin



THE CREAM DETTER STORES
ALWAYS
LORD & TAYLOR
WILLIAMSON
STROGAN
L'ETANG

CRÈME
TUBE 1/2oz
TUBE 5oz
TUBE 10oz
TUBE 15oz

FORREST D. PULLEN—752 NOSTRANO AVE., BROOKLYN, N.Y.

Frederick Loeser & Co. Inc.
BROOKLYN—NEW YORK

PARIS LONDON CALAIS ST. GALL

Established 1860



CHARMING SPRING HATS
at \$15 to \$30

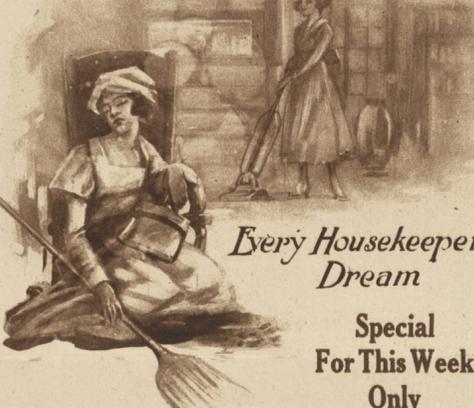
To the eye jaded with months of Winter Hats, the adorable new shapings of these will have special appeal. Their glowing colors and the charming materials of which they are made will please every woman's sense of beauty.

Paris shows nothing smarter than these Hats; which are yet very moderately priced.

Every Housekeeper's Dream

Special For This Week Only

(Mail orders filled anywhere)



Our Great Offer

We will deliver right into your hands your choice of the six best makes of vacuum cleaners and let you try the cleaner thoroughly before you pay a cent.

Only \$2.50 Down
EASY MONTHLY PAYMENTS

If you decide to buy after the trial you can pay down as your first payment only \$2.50 and pay the balance in small easy payments.

Our liberal easy payment plan gives you the privilege of owning and using and paying for it at your convenience—and no extra charge for easy payments.

This Great Offer Good Only This Week
Phone Bryant 6310-6311 for Free Trial

Write or phone at once and we will give you the details of this great offer

WE SELL EVERY KIND OF VACUUM CLEANER
on easy payments, anywhere. All brand-new, spic and span, latest models.

Apex	Eureka	Liberty	Royal
Bee Model "D"	Frantz-Premier	Little Ben	Sweeper-Vac
Big Ben	Hoover	Ohio-4	Thor
Cadillac	Hot-Point	Pittsburg	Torrington
Duntley, S.	Impérial	Regina	Vacuna
Eclipse	Invincible	Richmond	Western Electric

Our "rating sheet" tells you which, in our estimation, are the six best cleaners referred to above. Also which we consider first choice, second choice, etc. It also contains other very valuable information. A copy will be sent anywhere on receipt of coupon. At the same time we tell you about our easy payment terms on all other cleaners besides the six best. Any further advice is also free.

SPECIAL INVITATION

You are hereby invited to visit our PERMANENT VACUUM CLEANER EXPOSITION any time and see every kind of Vacuum Cleaner on the market. Try them, handle them—compare them to your heart's content. Courteous, competent men will deem it a pleasure to wait on you and answer all questions. They purposely receive no commission, so they are just as well satisfied if you spend nothing but your time.

MAIN AND OFFICE SALESROOMS
131 WEST 42ND ST. SUBWAY TO TIMES SQUARE

COUPON

Vacuum Cleaner Specialty Co., Inc.
131 W. 42nd St., N. Y. C., Dept. 9

Send me complete price list and easy payment plan, also "rating sheet," which you say contains information of great value.

Name.....

DOWN TOWN BRANCH
BOOTH 20
CONCOURSE
HUDSON TERMINAL BLDG.
30 CHURCH ST.

Wish I Could Knit Dollars
You Can—and right in your own home, too. War time pay rates guaranteed for three years knitting socks with

The Auto-Knitter

No experience essential, easily learnt. Sets on any table. Does the work of about twenty hand-knitters. We want more workers, as there is always a good demand for hosiery and woolen goods. If you will consider spending part of your time in a profitable, fascinating employment, send us 3c stamp for interesting full particulars. Address: **AUTO-KNITTER HOSIERY CO., INC.**, Dept. 7-G, Jefferson St., Buffalo, N. Y.

J. GLASSBERG'S SHORT VAMP SHOE

In all shades in kid and suedes.

Oxfords and High Boots

A shoe that combines gracefulness of line and supreme comfort.

Send for Catalog T. Mail orders filled.
511 6th Ave., near 31st St.
58 3d Ave., near 10th St.

BONWIT TELLER & CO.
The Specialty Shop of Originations
FIFTH AVENUE at 38th STREET NEW YORK

Paris 19 Rue d'Antin Philadelphia 13th and Chestnut Sts.

CREPE de CHINE UNDERGARMENTS
of the Usual Bonwit Teller & Co. Distinctive Simplicity & Individuality
AT SPECIAL JANUARY PRICES



ORAN—Nightgown with Empire top of tucks and Mechlin Valenciennes lace. **6.95**

TARV—Nightgown of simple design with plain hemstitched ribbon casing. **3.95**

DESSA—Envelope chemise, top combined with Georgette, galoon and narrow Valenciennes. **4.95**

REECE—Envelope chemise with wide self band at top. **2.95**

ERBIA—Nightgown with Empire top of tucks and simulated filet lace. **4.95**

DEL—Simple, plain tailored shirt with hemstitched ribbon casing. **1.95**

GAIL—Nightgown in surplice Empire effect, hemstitched; wide full-cut model. **4.50**

CINE—Combination with narrow Valenciennes lace ruffle at top and bottom. **6.95**

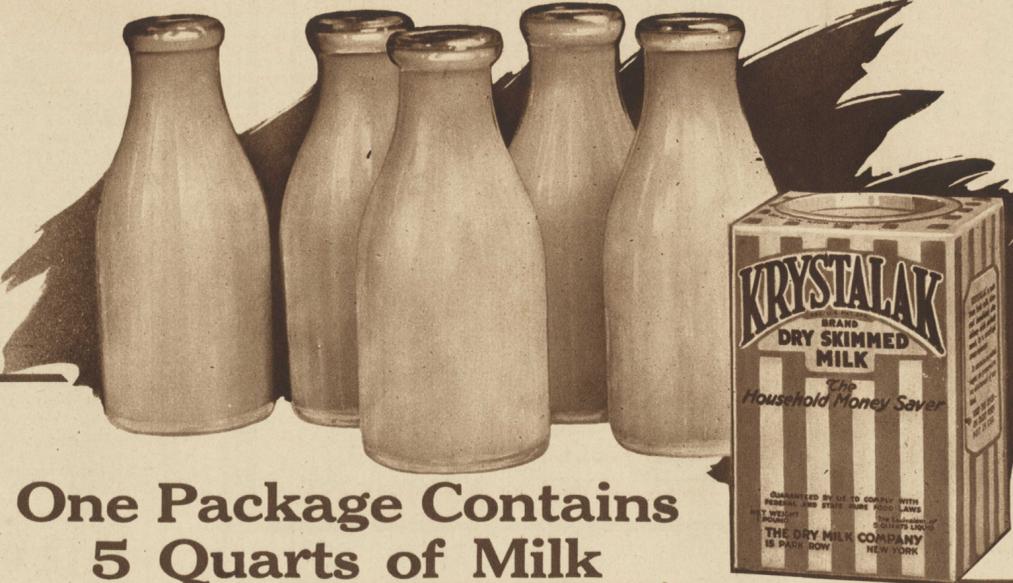
MARTE—Nightgown trimmed with galoon and narrow Valenciennes, combined with tucked Georgette. **9.75**

URSA—Nightgown with Empire top of Valenciennes and decorative ribbon. **6.95**

These Special Prices Will Prevail During the Month of January Only

These Undergarments may be had in White or Flesh Pink

KRYSTALAK
BRAND DRY SKIMMED MILK
The Household Money Saver



One Package Contains 5 Quarts of Milk

Krystalak is just pure, separated milk in a new crystal form. Each package costs you 50c, and contains the equivalent of five quarts of milk for cooking. To be kept on your pantry shelf and prepared as you need it at a saving of several cents on each quart of milk.

Krystalak is more convenient for cooking than bottled milk, keeps longer and is cleaner. The process of crystallizing takes all the water out of milk and gives you these dry, flaky crystals easy to use and always handy.

KRYSTALAK
How to Use It

Simply dissolve four level tablespoonsful of Krystalak—dry, flaky milk crystals—in one cup of water. Stir a few minutes and it will dissolve immediately. No beating, no lumping. You make liquid milk of these crystals with the least amount of trouble.

Speak to your grocer about Krystalak today. If he hasn't it in stock he will gladly get it. Remember, your milk is going to freeze and force the cap off these winter mornings—and the milkman is just as apt to miss delivery as he did last winter. But with Krystalak you can go on with your cooking just as usual.

Our Cook Book is Free. Write us direct or get one at any store listed below:

Abraham & Straus, Bloomingdale Bros., Charles & Co.,
R. H. Macy Company, Park & Tilford,
and at other good stores in New York and suburbs.

The Dry Milk Co. 15 Park Row New York City