

Yuban is always the same

YUBAN is always the same. Since the first package was put on the market there has been no variation in the quality. The most critical expert could not tell one package of Yuban from another.

The greatest possible care is taken to keep Yuban the same. The coffee you drink today is roasted under as careful supervision as the first 250 pounds prepared for private distribution.

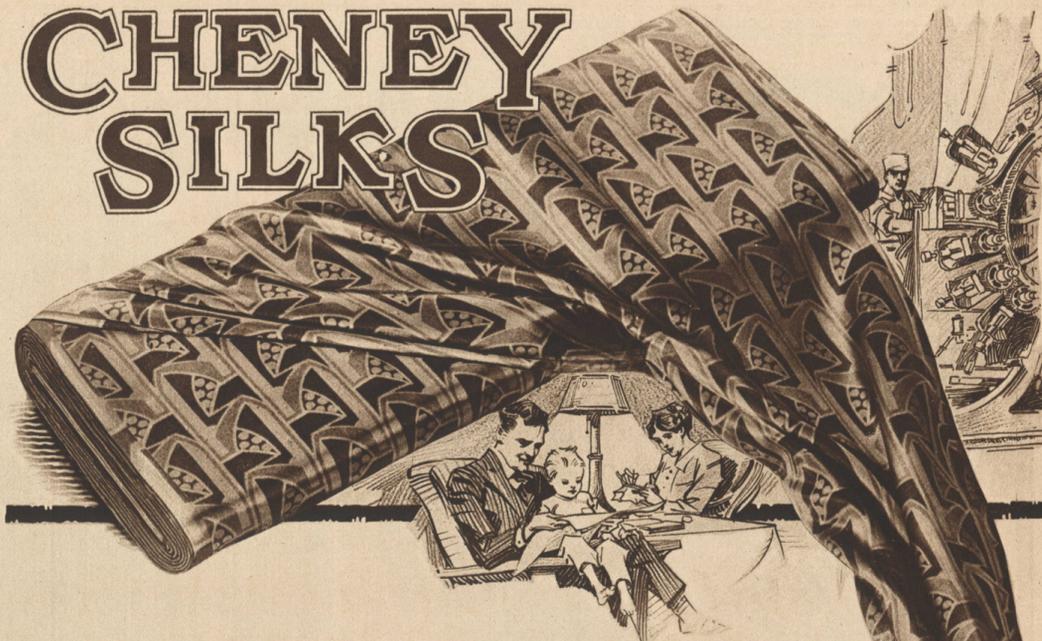
Day after day, year in and year out, you can have the same rich flavory drink with no variation.

What a satisfaction it is to know you can absolutely depend on your coffee; to know you can always have this same delicious flavor.

Serve Yuban today. Know the satisfaction of getting good coffee every time you make it.



CHENEY SILKS



THE coming Fall and Winter will be seasons of silk—afternoon and evening gowns, morning frocks, negligees, cloak and fur linings—all will be of silk even more generally than in past years. Dame Fashion has decreed it—and among them all she gives her highest crown to the Cheney Silks.

Among the Connecticut hills at South Manchester, where live the higher-paid workers who design, weave and dye the Cheney Silks, there are happy, cosy homes where red-cheeked children play and gardens blossom.

Broad parkways and spreading lawns surround the Cheney Brothers Mills, and workers going to and from their homes in morning, noon and evening breathe fresh pure air and avoid long rides in train or trolley cars.

There is almost human intelligence in the great looms which weave the rich and lustrous Cheney Silks. Glistening threads of many hues are lifted, guided, interlaced to form exactly the most intricate patterns, glowing with all the colors of fairyland.

Some silks are printed as books are, instead of having the colors woven in; the broad webs passing through great presses to receive the colors of the pattern.

The Cheney workers at the Cheney Mills—especially the younger ones—have many opportunities to study the various branches of the silk industry in the trade schools maintained for their benefit. Better work naturally results from better trained workers—and higher pay follows, too.

The Quadrangle at South Manchester, newly completed, contains Hospital, Graded School and Recreation Building for all the employees who need or wish their help.

The Cheney Mills are not the usual crowded dingy factory that one sees in the cities. Rather the entire establishment suggests a park, well designed and well kept.



Zantine

the all-be-coming silk

ZANTINE SILK is the newest of the Cheney Creations—novel in design, rich but soft in its lovely colorings. Its subtle harmony becomes any complexion and benefits any figure—and adorns them all.

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A Wide Variety of Four Post Beds, Mahogany, Walnut, Enamelled, Maple, etc. Bargains in Sheraton, Tudor, Adam, Heppelwhite, Colonial, etc. Dining Room Suites, Queen Anne, Louis XV, Louis XVI, Sheraton, etc. Bed-room Suites, as well as odd period pieces, Desks, Chairs, Tables, etc. Manufacturers **MANGES BROS.** Established 1852. 115 and 117 West 23d Street.

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The Shop Individual
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SEAL Coates	\$95.00 up
NUTRIA Coates	100.00 "
KOLINSKY Coates	195.00 "
MOLE Coates	200.00 "
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Thanksgiving Bloom Magic Lilies of Valley 80 seeds, 80 fragrant, 80 entrancing. Planted in our specially prepared Moss-fibre, this beautiful flower will grow and bloom inside 18 to 20 days.

6 Pips	50
12 Pips	85
20 Pips	125
100 Pips	6.00

With sufficient of our moss-fibre to plant, and full directions, delivery included.

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Scientifically shaped to the perfect lines of the natural foot—cut with precision—made with the extreme of skill and care.

Blun Plan Shoes do more than cover the children's feet—they preserve the lines of the normal feet—they strengthen weak feet and by developing the foot muscles prevent flat feet.

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At Blun Stores only in New York, Brooklyn, Newark.

Red Cross Booklet on Request

Narrow Heel, Low Instep Model. Style and comfort—Red Cross Shoes combine in highest degree these two most desirable footwear features.

Wearers of Red Cross Shoes walk with ease in shoes that are slightly and serviceable.

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West Side Stores: 222-224 West 125th St. West of Seventh Ave. 6th Ave. and 57th St. 8th Ave. 39th & 40th Sts.

East Side Stores: 345 Ave. and 122d St. 34 Ave., 50th & 57th Sts. 34 Ave., 156th & 151st Sts. Bowers, near Broome St.

Brooklyn: 442-444 Fulton St., Opp. Bridge St., near Hoyt St. 820-838 Broadway, between Park Ave. & Ellery St.

Newark Store—689 Broad St., Opposite Military Park.

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Nourishes the Hair, and invigorates the scalp. Builds up the fatty cushion in which the hair is embedded.
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