



"Welcome home Daddy"

Woolly as little Teddy Bears!

How sweet they look to Father—rosy from their merry tubbings—warm and laughing in their fuzzy, soft woolens.

You love to have them look cunning in their flannel night things—not to have them in yellowed shrunken garments—that "catch" them under the arms or at the knees—that scratch and irritate their tender little skins.

The woolens discourage you

Yet it seems so impossible to keep the woolens nice. The rubbing of any cake soap on the wool fabric, and more rubbing to get the dirt out, makes the garments harsh, makes them shrink and turn yellow.

You will say "It doesn't seem possible"

With Lux you can keep all the children's woolens like new.

It is almost like play to wash the children's clothes with Lux. You will be amazed. No rubbing is necessary. Dance the woolens up and down in the rich frothy lather and the dirt dissolves instantly. So soluble are the flakes that all of the soap rinses out easily, leaving the garments pure and white.

Lux will leave your downiest woolens like new. Use it for anything that can be washed in water.

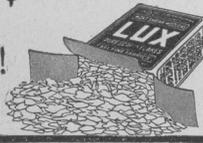
Your grocer has Lux, and all department stores. Lever Bros. Co., Cambridge, Mass.

How to wash woolens

Whisk the Lux flakes into a lather in boiling or very hot water. Put in your woolens and let them soak until the water is comfortable for the hands. Then work them about in the suds, but do not rub. Rinse in three waters the same temperature as that in which you washed them. Dissolve a little Lux in the last rinsing water; this leaves the woolens softer and fluffier. Squeeze the water out without twisting. Dry in the sun (colored woolens in the shade).

LUX 10¢

Won't shrink woolens!



America's Best Products

in Awning, Couch Hammock, Tent and Lawn Umbrella FABRICS



Unprecedented demand and scarcity of goods necessitate placing your orders now.

Foster & Stewart fabrics are made under a new process—absolutely fast colors—imported—new color schemes to harmonize with building—solid or striped effects—will stand hardest rain—do not fade, crack, harden or rot.

The F. & S. awning fabrics are used on most of the prominent homes, department stores and hotels throughout the United States.

Catalogue on request. Sold by leading awning makers, upholsterers & department stores.

Foster & Stewart Co., Inc.

Main Office and Factory: Brooklyn, New York, 373 Pacific St. Western Office: Chicago, Illinois, 237 South La Salle St.

WASHINGTON'S BIRTHDAY FAVORS

We have the Cherry Trees, in all sizes, to hold candy. Also the Little Hatchets that chopped down the tree. Then we have the Cherries that were on the tree. Among other Little Favors are Continental Hats, Patriotic Figures, Large and Small Flags, Shield Boxes, Crepe Paper Baskets, Jack Horner Pies, Napkins, Seals, Kewpies, Drums, Guns, Cannon, Warships, Tents, Soldiers, Washington Buttons, Paper Hats, Snapping Motives and all kinds of Paper Table Decorations.

BIRTHDAY AND PARTY SOUVENIRS

B. SHACKMAN & CO., 906-908 Broadway, N. Y. Bet. 20th and 21st Sts. "The Unique Favor and Novelty House"

Advertisement for Air-Floort Talc, featuring an illustration of a woman and a product tin. Text: "The Talc of 100 Uses", "Borated Corylopsis Wistaria Baby Talc".

"FEEL LIKE NOTHING ON"

The children's feet slip into Blyn Plan Shoes as into Sandals. They yield extreme comfort and protect growing feet through long service.



Red Cross Shoe

Red Cross Arch Support Shoes prevent the breaking down of the over-strained, weakened arches of the feet. Moreover, their firm upward pressure gradually and painlessly raises the arches that have already fallen. Of soft vici kid with Red Cross flexible soles and orthopedic heels.

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



Fulton St. (Brooklyn) Store 442-444 Fulton Street, Opp. Bridge Street, near Hoyt. Newark Store 689 Broad Street, Opposite Military Park.

J. Blyn & Sons, GUARANTEE SHOE CO. West Side Stores: 222-224 W. 125th St., 6th Av. & 27th St., 5th Av., nr. 39th St. East Side Stores: 84 Av. & 122d St., 24 Av., nr. 89th St., 84 Av., 150 & 151 Sts., 162 Bowery, at Beome, Park and Ebery Sts. Brooklyn 442-444 Fulton St., Opp. Bridge St. Newark Store 689 Broad St., Factory, 511-519 East 72d St., N. Y. City.

SHOE CRAFT

Fitting The Narrow Foot. Widths AAAA, AAA, AA & A. All sizes including 8, 8 1/2, 9 & 9 1/2.



The "Bancroft" Boot. An Example of REAL Shoe Economy. No, we are not going to urge you to buy expensive shoes because they last longer, nor to submit to Cloth Boot "Poppers" when leather is the real mode. Real shoe economy as interpreted by the "ShoeCraft" Shop means first-grade materials, finest workmanship and smart style AT A MODERATE PRICE. For instance: \$51. Mahogany calf, brown buckskin tops, \$11. \$57. Mahogany calf, ivory buckskin tops, \$11. \$61. Black calf, grey buckskin tops, \$12. \$78. Black kid, dull kid tops, \$10. Any of the above styles may be had from stock in all widths and sizes, including those shown at the top of this advertisement.

MAIL SHOPPING SERVICE. Perfect Fit Guaranteed. Parcels Post Prepaid. Send for new Spring Booklet A-11 with measurement chart and our booklet, "Fitting the Narrow Foot." Chg. extra.

Buy Furniture in a Furniture Store

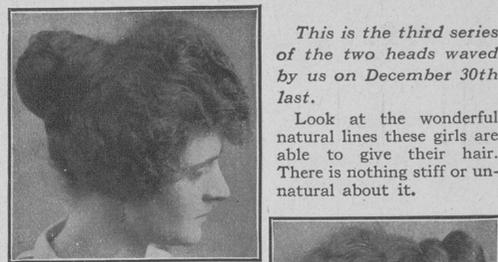


26th February Sale. Unusual Price Concessions on all Furniture if you have waited for the February sale of furniture—you have done so wisely. Never before have you been offered such savings on fine furniture. For over 25 years we have sold only the highest grade of furniture from the most celebrated makers in the country. And for as many years we have maintained the policy of the most moderate prices. You will do well to see our display now. Geiger & Brauerman FURNITURE CO., 49-51 W. 23d St.

GLASSBERG SHORT VAMP SHOES

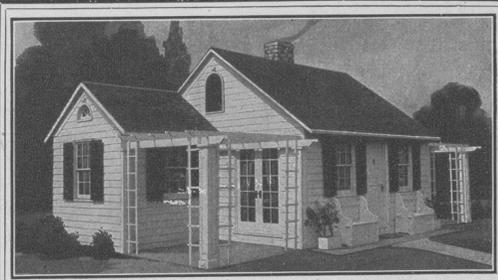
We Show Only the Latest Styles. In Gray Suede, White Calf, Gray Kid and Purple Kid. Here's a shoe that makes your foot look smaller. You can wear it and be sure it's the latest style. Send for Catalogue. 511 6th Ave., near 31st St. 225 West 42d St., nr. Times Sq. 58 3d Ave., near 10th St. Mail Orders Carefully Filled.

The Nestlé Permanent Hair Wave



This is the third series of the two heads waved by us on December 30th last. Look at the wonderful natural lines these girls are able to give their hair. There is nothing stiff or unnatural about it. Nestlé Waved Permanent waving is our invention (1905) and only specialty. We make the straightest, lankiest hair on the human head so exactly true to naturally wavy hair that no matter how often it is washed or treated the wave is retained until grown out. Over 50,000 heads were waved since 1905.

Write for our illustrated and free explanatory Booklet. C. NESTLÉ CO. 657-9 Fifth Avenue, Corner 52d Street, New York. Telephone 6541 Plaza. London, 48 South Molton St. Pupils of good education between the ages of twenty and thirty-five are now instructed by Mr. Nestlé in permanent hair waving as a profession.



More House for Less Money. BY the Bossert modern method of building a great many savings in materials and labor are effected. The time and money saved go into better plans, better materials, kitchen and bath, with screens, lattice work and benches included in the price. Every house has its own individuality, yet shares in the savings effected by large buying of material and efficiency in manufacture. The economical Bossert method of construction makes it possible for us to deliver a beautiful little Colonial House like the above, with two 9 x 12 bedrooms, a 9 x 18 living room, kitchen and bath, with screens, lattice work and benches included in the price. Price: Eleven hundred dollars complete, f. o. b. Brooklyn. Two men can erect this house in three days; not even a nail to buy. Send 12 cents today for complete catalog showing Bossert details of construction. We also manufacture the smaller "portable" or "knock down" houses. LOUIS BOSSERT & SONS, INC., 1318 Grand Street, Brooklyn, N. Y.

A Garden Full of Gladioli for \$1.00

The Gladioli is one of the most satisfactory flowers grown because it blooms continuously when cut and put in water, just as well as when in the ground. There is no reason why every family cannot enjoy this grand flower, for the simple reason that it is as easy to grow as the potato. You can have them in bloom from July to frost if you plant a few bulbs each month from April to July. For only ONE DOLLAR we will send 75 Bulbs of our Grand Prize Mixture, which covers every conceivable shade in the Gladioli kingdom. Last year we sold thousands of these bulbs and have received numerous testimonials as to their merits. ORDER YOUR BULBS NOW so as to have them to plant when you begin making your garden. Mail this advertisement with Check, Money Order, Dollar Bill or Stamps, or present at our store, and secure this splendid collection of Gladioli Bulbs for only \$1.00, sent prepaid anywhere in the U. S. with our 1917 Spring Catalogue.



My Skin is smooth as velvet since I've used... CREME SIMON. The Velvet Complexion Maker. Made by J. SIMON & CO., Paris, France. Famous abroad for over half a century. Fragrant—Refreshing—Beautifying. CREME SIMON, 50c, 75c and \$1.25. SAVON SIMON, (Toilet Soap), one size, 50c. At All Good Dealers. Send 2 stamps to cover postage, with dealer's name, and receive a handsome and practical CREME SIMON diminution mirror. MAURICE LEVY, Dept. H, 15 W. 38th St., N. Y.

Shampoo & Water

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.

Singer SOFT-LITE Glasses

Especially recommended for use when working under artificial light. You need SOFT-LITES. M. Singer. Optometrists & Opticians. Madison Av., Cor. 100 St. 114 Fulton St., N. Y. 981 Prospect Av., Bronx, 604 W. 181st St.

NEEDLEWORK

Embroidery and exclusive Embroideries, French Tapestries, Crewels and Tapestry Yarns. Wools of all kinds. All the necessary materials for Art Embroidery Work. Fancy Canvas of every description. D. M. C. Cottons, Decorative Art Linens, etc. Worsted Knit Goods. The Specialty House of HENRY HESSE, 399 Sixth Av., 24-25th St., N. Y.

SCALP SPECIALISTS

Premature grayness, falling hair and baldness scientifically treated. Separate departments for ladies and gentlemen. John H. Gleason Co., 22 East 46th Street, Telephone 4290 Murray Hill.

Reduce Your Flesh

Speedily and safely by perspiration, anywhere desired by using Dr. Walter's Medicated Rubber Garments



For Men and Women. BRASSIERE, \$6. Made of Dr. Walter's famous flesh-reducing rubber with coutil back. Cover Entire Body or Any Part. MEN'S BELTS. This abdominal belt is a popular garment for reducing the abdomen and relieving the strain on the back. The same style garments that are made for men are also made for women. ABDOMINAL REDUCER, \$6. Chin Reducer, \$2.50. Neck and Chin Reducer, 3.00. Bust Reducer, 5.00. CORSAJE. This garment can be worn comfortably under the corset—reduces the bust, hips and thigh. Neck and chin reducers as shown above restore wrinkled and saggy muscles to a firm, healthy condition.

Also Union Suits, Stockings, Jackets, etc., for the purpose of reducing flesh anywhere desired. Invaluable to those suffering from rheumatism. Send for Free Illustrated Booklet. DR. JEANNE A. B. WALTER, INVENTOR AND PATENTEE. Billings Building (4th Floor) Corner 34th Street and 5th Avenue, New York



Crown Lavender Salts

A Charm Against Fatigue. Crown Lavender Salts have proved such an invaluable aid in warding off weariness, headache and dizziness in Milady's boudoir that many never think of shopping, traveling or attending the theatre, the dinner-dance or midnight soiree without their Crown Lavender Salts. Special sizes for glove, purse, opera bag and traveling case. Yes, it's fashionable as well as healthful to carry Crown Lavender Salts with you always. Colors to match any boudoir or bedroom scheme. On sale at drug stores and toilet goods counters.



Lehn & Fink



BIEN-JOLIE GRECIAN-TRICO

For years women longed for a corset that would set them free. But not at the sacrifice of style. Most corset designers said it could not be done. The wonderful Grecian-Trico fabric, which we originated, solved the problem. That is why the Bien-Jolie Grecian-Trico is regarded as the most comfortable, stylish and durable of all corsets. Benjamin & Johns, Newark, N.J. Other Bien-Jolie creations are La Caresse and Custom Finish Corsets, and the famous Bien-Jolie Brassieres.

PARKER'S METHOD OF HAIR TREATMENT

and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair and Scalp Conditions. They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes. Forty years' test has demonstrated their efficacy; many thousand patrons testify to their beneficial value. Healthy hair needs attention. Incipient hair and scalp disorders grow worse by neglect. Send description of your hair and scalp condition, general physical health, and age, and I will suggest proper treatment and tonic. Booklet, "Healthy Hair," free on request. FRANK PARKER, Hair and Scalp SPECIALIST, 51 WEST 37TH ST., N. Y.

Trout Jewelry Shop

Perfect Diamonds. High-grade Jewels. Call write or phone for free catalogue. the BLUE BOOK of jewelry, diamonds, silvers, watches, cut glass, ivory, novelties. AT WHOLESALE PRICES you save one-third. Thousands of splendid gifts for Weddings, Birthdays, Graduations, Prizes. \$1 to \$50. CHAS. L. TROUT CO. 170 Broadway, Cor. Maiden Lane, N. Y. 2nd Floor. Phone Cortlandt 3386. Open to 6 P. M., Saturdays included.