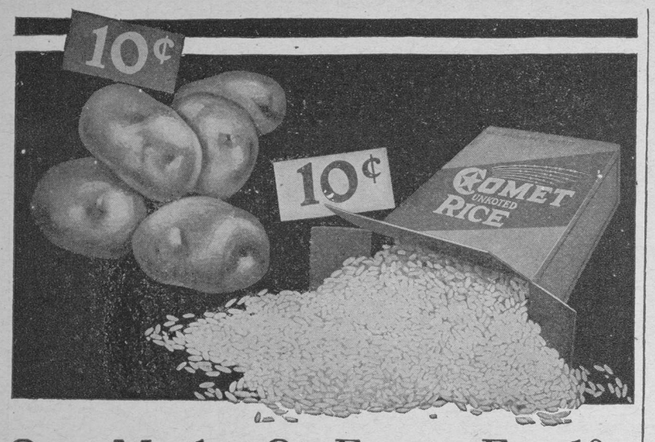


One Meal—Or Four—For 10c.

Ten cents worth of potatoes is hardly enough for one meal.

Ten cents worth of rice will serve from four to six meals.

Rice is one of the few foods you do not have to pay more for. At no time since the Civil War have we paid such high prices for bread, milk, meat and especially for potatoes. And rice is four times as nourishing as potatoes! *One* pound of rice contains as much nourishment as four and a half pounds of potatoes!

More Than 1400 Varieties

All rice is *not* alike. There is more difference than you realize. There are over 1400 varieties! In size, in flavor, in quality they differ.

Comet is long grain rice, the grain that rice experts and dietitians recognize as the highest quality rice possible to obtain.

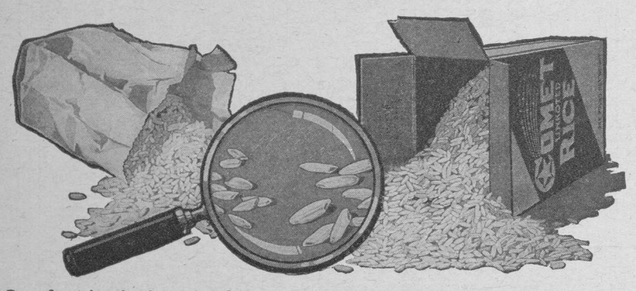
It is not easy for the average person to tell long grain rice.

Buy your rice by name and be sure. Ask for Comet, the finest long grain rice produced—the very cream of the rice crop. You notice at once how perfectly this long grain rice cooks, how much more delicious it is, with every flaky grain distinct and separate.

With Comet *you* will get a new idea of how good rice can be! Try Comet Natural Brown (unpolished) Rice. Something entirely new.

Of the 1,400 Varities of Rice Grown You Will Like Comet Best.

10c and 5c packages



Round grain rice loses its shape in cooking—makes a mushy, pasty rice. Long grain rice—Comet Rice—gives you flaky rice—every grain distinct and separate.

LILY OF FRANCE CORSET

The Lily of France is a beautiful corset, worn by beautiful women to make them more beautiful.

$3.50 *to* $35.00 *at Quality Stores.*

Handsome booklet of new Spring Styles sent on request.

Lily of France Corset Co.
20 W. Twenty-second St.
New York

THE LILY OF FRANCE TRADE MARK CORSET

MASTER Shoe Builders — The SHOE-CRAFT Shop

SHOE CRAFT

27 W. 38th St. New York

Fitting Narrow The Foot

Widths AAAA, AAA, AA & A.
All sizes, including 8, 8½, 9 & 9½

A proportionately narrow heel has been allowed for in all "Shoe-Craft" narrow width shoes. The tops and ankles fit snugly and the dimensions have been carefully gauged to the contour of the narrow foot. Perfect fit from top to toe is assured.

"AIKEN" Walking Boot

A crisp, new mode for Spring. Black Russia Calfskin, Button or Lace, $9; Black Glaze Kid, Button or Lace, $10; Mahogany Russia Calfskin, $11, and White Linen Canvas, $9.

MAIL SHOPPING SERVICE
Perfect fit guaranteed. Parcels Post Prepaid. Send for New Spring Catalog A-11 with measurement instructions and our booklet "Fitting the Narrow Foot." Charge accounts.

Crown Lavender Salts

OUR SIGN IS OUR BOND

A Charm Against Fatigue

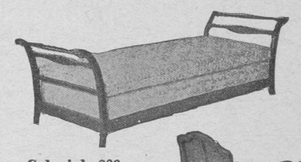
Crown Lavender Salts have proved such an invaluable aid in warding off weariness, headache and dizziness in Milady's boudoir that many never think of shopping, traveling or attending the theatre, the dinner-dance or midnight soirée without their Crown Lavender Salts.

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.

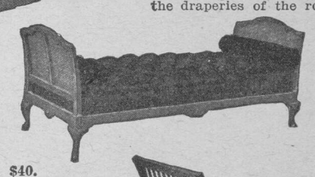
Lehn & Fink New York Inc.

BARTO DAY BEDS



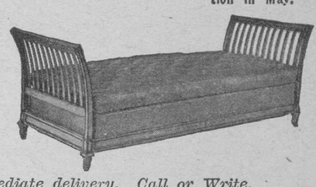
The Day Bed is the ideal bed for cottage, bungalow, or city apartment. Enhancing the appearance of guest room, alcove, or living room during the day, they are a practical, spacious bed at night, without converting. Barto Day Beds are well made in all styles and finishes. The box spring and mattress can be upholstered to harmonize with the draperies of the room.

Colonial, $30.
Colonial; mahogany finish, or painted, $30. Box spring and hair mattress, $32.



Country Homes
We specialize in country house work; complete furnishings, hangings, cretonnes, etc. Place orders now for execution in May.

Queen Anne, $40.
Cane panels, cabriole legs; mahogany or painted, $40. Upholstered spring, $40. Down rolls, $10 pair.



Barto Special, $33.
Popular model, all finishes, $33. Box spring and mattress, $32. We have tables, chest of drawers, desks, etc., to match this and other models.

Many other styles. Immediate delivery. Call or Write.

Edward R. Barto & Co., 45 West 39th St., N. Y.

SPECIALISTS IN INTERIOR FURNISHINGS. *TEL. VANDERBILT 582.*

The genuine Italian Silk Underwear has the name "Kayser" in every garment.

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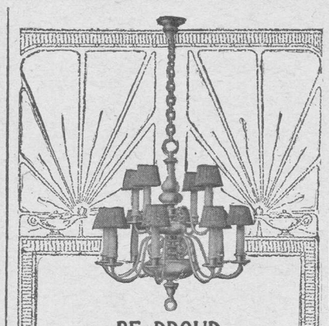
A complete selection at all the best stores.



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HAVE S. & A. Lighting Fixtures installed in your home. They will inspire the praise and admiration of your friends.

AND you will be as proud of your choice as we are of our product. Our wide variety is bound to please you. See for yourself.

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20 Warren Street, New York
One Block West of B'klyn Bridge
Write today for Fixture Booklet "B"

Dale Fixtures

Our prices are one-third less than retail. Our staff of experts is at your service. Let us show you.

Complete line of Portable Desk, Table and Floor Lamps.

Call at our show rooms or write for our new catalog.

109 W. 13th St., New York
1 Door West 6th Ave.

Dale Lighting Fixture Co.

Freneau Sweeny

Clothier to Women

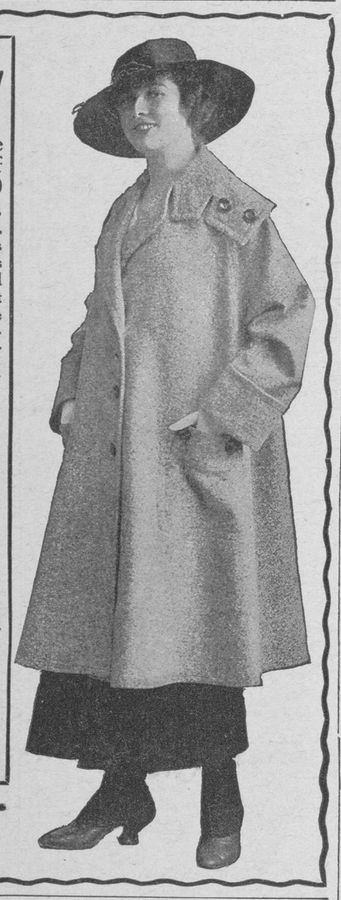
We courteously invite the inspection of our Coats of Character. Here are 500 Coats showing the latest lines, finely tailored in the newest cloths. We show here one of our Coats of Character—a swagger Sports Coat in Fisher & Kennedy Tweed (finest tweed made retailing at $2.75 a yard). Yoke and sleeve lined with peau de cygne—beautifully tailored. A rare opportunity at the special price of **$13.75.**

Hat on Figure

One of our smart hats at $7.50.
Made of Lisere straw in the new drooping mushroom, adorned with a fancy ornament. At the above price there are hundreds of other styles, including the snug fitting turbans, tricornes, straight and drooping hats, with flower, fancy feather and ornament trims.

One of Our Wonder Hats at $5.85

At this price we have hundreds of various styles, and hats that are fully worth $7.50 to $10.00. Shiny straws, in all leading colors, also sport and dress hats. Hat shown is a large dress hat of satin and straw with a coque fancy as trimming.



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At 36th St. Over Mary Elizabeth's

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CHINESE RUGS,

Persian, India and other Oriental and Domestic Weaves in a very wide assortment and at most moderate prices.

Chenille Rugs in Solid Colors

Craftsman Building
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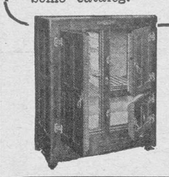
MAXIMUM VALUE AT MINIMUM PRICE

Every Refrigerator Car and Every Dining Car on Practically Every Railroad in the Land is Equipped with

BOHN SYPHON REFRIGERATION

Exactly the same refrigerating system is installed in Bohn Syphon Refrigerators for the home.

Come in and let us explain why the Bohn Syphon System is adopted by the Car Builders, who judge by efficiency alone. Let us demonstrate Bohn superiority in economy, in heat-resistance, in cleanliness. If you cannot call, write for our handsome catalog.



White Enamel Refrigerator Co.
of New York
53 West 42nd St.
Telephone Vanderbilt 1927.

GREENPOINT TRIP LOCK CRIB

GREENPOINT TRIP-LOCK CRIB

Without an equal for simplicity in operation and safety in construction.

Sold by best Furniture and Dept. Stores. Made by
Greenpoint Metallic Bed Co.
Brooklyn, N. Y.

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.

BIEN JOLIE GRECIAN-TRECO

The wonderful **Grecian-Treco** fabric, which we originated, solved the problem. That is why the **Bien-Jolie Grecian-Treco** is regarded as the most comfortable, stylish and durable of all corsets.
Benjamin & Johnes, Newark, N.J.
Other **Bien-Jolie** creations are La Caresse and Custom Finish Corsets, and the famous Bien-Jolie Brassieres.

A Garden Full Gladioli for $1.00

The Gladiolus 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 Gladiolus 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 Gladiolus Bulbs for **only $1.00,** sent prepaid anywhere in the U. S., with our **1917 Spring Catalogue.**

Stumpp & Walter Co.
30-32 Barclay Street, New York.

"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—45c, 75c and $1.25.
POUDRE SIMON, (Face Powder.) 40c and 75c.
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At All Good Dealers
Send 2c stamp, to cover postage, with dealer's name, and receive a handsome and practical CREME SIMON diminution mirror.
MAURICE LEVY,
Sole U. S. Agent.
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Seth Thomas Cathedral Bell Clock, $10
DELIVERED

This is a very popular style of mantel clock, with a handsome inlaid mahogany case and convex glass. Good time-keeping is assured by a fine 8-day Seth Thomas Movement, striking the hour on a cathedral bell. Clock is 11 in. high x 8½ in. wide, 5 in. dial. **$10 delivered.**

We have clocks of every size and style. Come and see them. Cat. 10 sent free.

Wm. H. Enhaus & Son
Agents for the Seth Thomas Clock Co.
31 John St. New York City

If you can wear a sample model, this is your opportunity to buy Advanced Styles at end of season's prices.

50 Distinctive Spring
SUITS
TRICOTINES
SERGES
POPLINS
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$25
One Model As Illustrated.

Schiller Style Shop
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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 tonics. Booklet T, "Healthy Hair," free on request.

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Hair and Scalp SPECIALIST
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TRANSFORMATION SIMPLEX

A ready coiffure with a perpetual loose wave that may be worn in any style. The artistic conception of a Parisian expert. Send for booklet showing

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Solid Mahogany
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115 & 117 WEST 23D ST. and 108 & 110 WEST 24TH ST., N. Y.

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Try my famous rubber garments to reduce your superfluous flesh.

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For Men and Women.
Chin Reducer $2.00
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Cane panels. Frame finished in any color to suit you. *Price of frame* **$32.00**

Bedding, including Pillow and Slumber Roll, in Cretonne or Denim. Price **$18.00**

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Premature Grayness

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Shampoo and Treatment Combined, $1. Permanent Waving Steaming Process.

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Protect yourself against Catarrh and Neuralgia; fit and match guaranteed perfect. Send for booklet.

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