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**The New Marvel**  
For your own particular color shades in any combination of 14 wonderful fast colors.

The quickest dye you know—every color of the rainbow—used by millions to make new all waists, lingerie, silk gloves, hostery, wash frocks, curtains, etc. Simply wash and Aladdin dyes. Cannot injure most delicate fabrics.

**ALADDIN PRODUCTS COMPANY,**  
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No Boiling or Stains

**10¢**  
14 Beautiful Colors

For defying beauty's greatest handicap, Pierre is a genius



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cleverly conceal imperfections, and afford an opportunity of quickly and easily effecting the most becoming coiffure. They are light, comfortable, made of lustrous softly waving hair, and defy detection. Pierre, the originator of the transformation, is univalued for excellency of workmanship, and guarantees satisfaction.

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For All METATARSAL ARCH AFFECTIONS.  
Morton Toes, cramping of toes, enlarged little toe joints, sole callouses and spreading of toes. The hand supports. Worn in shoe. Any other foot troubles? Write or call. M. ACHFELDT, Foot Specialist, Dept. 300, 1328 B'way at 35th St., N. Y.

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Photographer of Men.  
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**A Great Household Convenience**

A pound package of Krystalak will make five quarts of milk for cooking, at a good deal less than you pay for regular milk. It is just pure, dry, separated milk from which all the water has been expelled. Keep it on your pantry shelf and make milk whenever you need it by adding four level tablespoons of Krystalak to one cup of water. Approved by Dr. Wiley, Good Housekeeping Institute and leading domestic science authorities.

**KRYSTALAK**

Cuts Down the Milk Expense

The milkman may fail you—you may run out of milk or it may sour, but with a carton of Krystalak at hand you are never forced to go to the store for milk. It saves a lot of money, too. Will keep for weeks. Requires no ice. Clean and pure, without sweetening or adulteration.

Free—Book of Fine Recipes

Write today for book of fine recipes, or obtain one free at any of the following stores, which sell Krystalak. Get a pound package and see what a money-saving household convenience it is.

For Sale at Your Grocers or Any of the Stores Listed Below:  
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Original Inventors of Permanent Waving. Telephone Plaza 6541

*from Glorious Pasadena this Woman Wrote*

**S**HE had lived in many Western towns. Her husband, a busy civil engineer, had moved from one post to another for something like ten years. She began using CREME ELCAYA about that long ago. Ever since, wherever she has been, women friends have wondered—and finally asked the reason of her soft, fresh skin. She told them CREME ELCAYA. And they, too, began its use. Once in a while her enthusiasm runs over and she writes us a letter. In one that came recently she says:

Dear Sirs: "Pasadena, California. If it gave you pleasure to send me the charming little traveling toilet case, I assure you it likewise gave me pleasure to receive it. I thank you. If I am a staunch friend of Elcaya, it is because Elcaya deserves it, and that you appreciate such friends is evident from your last letter. It seems to me that I have always used Elcaya, and I know that I would never do without it.

With best wishes,  
Sincerely, (Mrs.) W.—J.—K."

You see, in that dry Western air she needed a non-greasy, disappearing toilet cream that she could put on day and evening as a foundation for her face powder—one that would protect her skin and keep it soft and clear. CREME ELCAYA, put on always before your face powder, gives the skin a velvety look; with it powder never "shows." Then, before you've used it very long, you'll find that your skin has acquired an exquisite texture that improves your whole appearance. Knowing this, even your eyes will take on new sparkle. And your friends will wonder—and enjoy. You see, I know from many, many such letters as the above that CREME ELCAYA does just that. There is no beauty secret about it.

Begin to-day to make your skin beautiful by this formula:  
A little CREME ELCAYA rubbed gently into the skin; then if you need color, a little good Rouge spread carefully over the cheeks before the cream is quite dry; and after that the film of face powder over all.

It will give you such a sense of personal daintiness as would make any woman more charming. We want you to learn the easy way to have a skin like velvet. Send 10c in a letter marked Department "A" to the address below and obtain a trial package of CREME ELCAYA—the non-greasy, skin-refining toilet cream—and a miniature box of ELCAYA COMPLEXION POWDER. If you need color, send an additional 10c for a sample of ELCAYA ROUGE and use it with CREME ELCAYA. There's nothing better.

Your own dealer has ELCAYA and has sold it for years—ask him.  
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