



The Witchcraft of 1918

In the olden times, when witchcraft flourished, it was the custom on Halloween for a young girl to hold a lighted candle at midnight and look over her shoulder into a mirror, believing that there she would find reflected the face of her future husband. But there is a better witchcraft than that these days. It is the witchery of wisdom, the witchery of keeping one's complexion always soft, clear and beautiful. You will find it in

DAGGETT-RAMSDELL'S PERFECT COLD CREAM

It is the witchcraft of 1918 to use D. & R. Perfect Cold Cream to preserve and enhance the potent beauty of your chief charm. In Tubes and Jars, 10c to \$1.50. Send a tube to a soldier or sailor. It is a comfort they need and will appreciate. Powder & Moisturizer. The bewitching face powder that always looks natural and always stays on. Fresh, white and brunette, 50c. Both cream and powder of your dealer or by mail of us.

DAGGETT & RAMSDELL D. & R. Building New York



Your dentist will tell you that a tooth powder is better than a paste

CALOX THE OXYGEN TOOTH POWDER is the best powder

A package, sufficient for one week's trial, and authoritative booklet telling "Why a Powder is Better Than a Paste" will be sent free on request. McKesson & Robbins, Inc. 98 Fulton Street, New York

SHOE CRAFT

27 W. 38th St. New York

Fitting The Narrow Foot

Widths AAA, AAAA, AA, A & A. All sizes including 8 1/2, 9, 9 1/2, 10

To the woman who has been forced, through discomfort and annoyance, to sacrifice the elegant, dressy appearance of high heel footwear, ShoeCraft Shoes must appeal. The pitch of the heel, the high arch and the guarantee of a perfect fit from the extensive range of sizes and widths (all plainly marked) make it possible for any woman to wear a high heel shoe with perfect satisfaction. These Shoes retain their shape as long as they last.

"ROSINA" appreciated by the woman who likes clever, delicate lines. Eight beautiful styles—rich grays, browns, tans and black—all delightfully combined. 8 1/2" high; welted soles; 2" Louis heel.

\$16 Mail Orders. Charge Accounts. Postpaid.



Send for Measurement Chart and booklet, "Fitting the Narrow Foot"

A Garden Full of Darwin Tulips for \$1.25



In anticipation of again placing before our customers a collection of Darwin Tulips we had a sufficient quantity grown so that we can offer

Plant any time before ground becomes frozen and they will bloom during May. Mail this advertisement, or present at our store, with check, money order, cash or stamps, and secure this exceptional collection, sent prepaid to any point in the U. S. east of the Mississippi. For points west and Canada add 25c—(1.50).

Stump & Walter Co. 30-32 Barclay St., New York City. We advise early orders—owing to the unusual shipping conditions. Our 1918 Fall Bulb Catalog sent on request.



Eat More BAKED Beans

EAT more baked beans. You'll see them recommended on every food conservation list.

Don't they look appetizing in their shining little dish, brown and flaky on top, just about bursting open with flavor. They're different from raw white beans.

"Cooked" tobacco is very different from "raw" tobacco, also—about ten times more appetizing. Try Lucky Strike Cigarette—it's toasted.

LUCKY STRIKE CIGARETTE



It's toasted

SAVE the TIN-FOIL from Lucky Strike Cigarettes and give it to the Red Cross

Guaranteed by The American Tobacco Co. INCORPORATED

HAVE YOU A SWEETHEART

Son or Brother in training camps in the American Army or Navy? If so, mail him a package of ALLEN'S FOOT-EASE, the antiseptic healing powder to be shaken into the shoes and sprinkled in the foot-bath. The American, British and French troops use Allen's Foot-Ease, because it takes the friction from the shoe and freshens the feet. It is the greatest comfort for tired, aching, tender, swollen feet, and gives relief to corns and bunions.

The Nestlé Permanent Hair Wave

"An abrupt scientist once remarked that many women were more careful with their linen than with their hair, for while they would refuse patronage to a laundry using corrosive chemicals, they were easily induced to put them upon their hair."



We have often written on this subject and have helped the public a good deal in discriminating between a good and a bad permanent hair-wave, but there are still large numbers who decry a permanent wave as "bad."

Great War Reductions: Special reductions to Nurses and other bonafide war workers. Fronts waved from \$12 up. Apply for illustrated booklet on these subjects (free). C. NESTLÉ CO., 657 and 659 FIFTH AVENUE, Corner 42d Street, NEW YORK. Original Inventors of Permanent Waving. Telephone Plaza-6541

The Blyn Shoe

The Dictates of Fashion

Spats 1.50 & 2.00 in Fall Footwear, produced with the conscientious attention to quality and value that have made Blyn Shoes the choice of thrifty people for more than half a century. Brown Calf 7.50

Pumps and Spats Modish Calf Boots are the approved fashion with tailored suits and cloth dresses. The Spats—nine-button, in fawn, light or dark gray, brown, black or white. 1.50 & 2.00 The Pumps—Style 3070—of black patent calf. 4.50

Blyn-Plan Nature Shoes for Children Combining the essentials of comfort and endurance as does no other footwear for boys and girls. Gun Metal Calf and Patent Colt Sizes 6 to 8...2.75 Sizes 8 1/2 to 11...3.00

West Side Stores: 222-224 W. 125th St. Near Seventh Av. 6th Av. & 27th St. 8th Av., 39th & 40th. East Side Stores: 3d Av., 86th & 87th St. 3d Av. and 122d St. 3d Av., 150th & 151st Sts. Bowery, near Broome. Blyn-Plan Super-Quality, Gun Metal and Patent Colt Sizes 6 to 8...3.00 Sizes 8 1/2 to 11...3.50 Sizes 11 1/2 to 2...4.00 Tan Calf Button Sizes 6 to 8...3.00 Sizes 8 1/2 to 11...3.50 Tan Calf Lace, Higher Cut Sizes 8 1/2 to 11...4.00 Sizes 11 1/2 to 2...4.50

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Price \$850 CARUSO Says: "THE HARDMAN IS MY FAVORITE PIANO" The greatest of tenors endorses the HARDMAN because of its lovely singing tone. His choice should be yours. Admiration to the eye as well as the ear it will be "A JOY FOREVER" in your home. It's decidedly worth while investment and the terms of payment are reasonable. HARDMAN, PECK & CO., Founded 1842 433 FIFTH AVE. NEW YORK CITY, BROOKLYN 47-51 FLATBUSH AVE. Represented in all Cities

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