

Eat More CORN Bread

EAT more corn bread. You know that's the surest, most satisfactory way of saving wheat—the big job for all of us.

Corn bread is simply delicious—made right in the good old Southern way. Cooking transforms corn meal into a delightful food.

And cooking makes tobacco taste much more delicious. Burley tobacco—toasted—is used for Lucky Strike Cigarette. *It's toasted.*

LUCKY STRIKE CIGARETTE



Save the tin-foil from Lucky Strike Cigarettes and give it to the Red Cross

It's toasted

Guaranteed by
The American Tobacco Co.
INCORPORATED

MALLINSON'S Silks de Luxe



Men—BUY BONDS

Women—WEAR SILKS

Each is a display of patriotism—each is in keeping with the true spirit of economy.

Silk is the dominant fabric for women since every available pound of wool is needed by our boys at the front.

MALLINSON'S PUSSY WILLOW SILK
Reg. U. S. Pat. Off.

is the dominant silk of sensible economy.

Correct, charming, exquisite in pattern variety and guaranteed for two seasons' wear it is widely preferred for coat and fur linings, gowns and blouses.

The name on the selvage or the label in the garment marks the genuine.

"Buy Bonds—Wear Silks"

H. R. MALLINSON & COMPANY, Inc.

"The new silks first"

Madison Avenue—31st Street—New York

Ask at the better stores for

MALLINSON'S Silks de Luxe

Pussy Willow, Silk Duvergn, Orchid-Tulle, Roshanara Crepe, Indestructible Crepe, Khaki-Kool, Indestructible Voile, Will-o-the-Wisp, Kashmiri Kiosk, Chinchilla Satin, Pussy Willow Satin
All trade mark names

This Maid of America is meeting war-time demands in a dress of Pussy Willow Satin with coat of Satin Duvergn lined in Tiger Rose Pussy Willow, while her friend has selected a suit of Chinchilla Satin with waist-coat of the Pussy Willow Javaneseque.

La Resista

The Corset Whose Every Line Produces Youthful Contour

Exquisite grace and charming style in every line and curve of LA RESISTA corsets. They are supreme in the World of Fashion—supreme because no other corset contains youth-giving SPIRABONE, which creates artistic figure lines. To insure youthful contour well-groomed women wear LA RESISTA corsets.

50 Styles Priced Moderately for Quality

STYLE L-201 Illustrated herewith with Satin Ninon, price \$5.00
 STYLE N-214 Same model, Silk Brocade..... 7.00
 STYLE S-208 Same model, Silk Batiste..... 10.00

La Resista corsets are sold in our exclusive Salon, 431 5th Ave., at 38th St. A professional corsetiere will fit your corset. This service for particular women is entirely free. LA RESISTA corsets are also sold by Quality stores everywhere.

La Resista Corset Co. No. 431 Fifth Avenue New York

Frock of white Indestructible Voile trimmed with "J. C." LADY FAIR RIBBON fashioned by Madame Crane.

RIBBONS

The Ideal Trimming:

Nothing adds the complete finishing touch and charm to a garment like a ribbon.

Fashion creators prefer J. C. RIBBONS because of the decided expression they give to a garment.

There is a "J. C." Brand adaptable for your every need—on sale at the better stores.

SATIN DE LUXE—The recognized quality peer of all Satin and Taffeta Ribbons.

TROUSSEAU—An appropriate combination of Rose-Bud and Polka Dot Lingerie Ribbon.

LADY FAIR—The Ribbon Sensation of 1918.

SANKANAC—A Satin and Taffeta Ribbon popularly priced—in colors to match Satin De Luxe.

THISTLE—The ideal Lingerie Ribbon in Pink, Blue and White.

DEMOCRACY—The Grosgrain Ribbon "for the people."
(All Registered Trademarks)

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JOHNSON, COWDIN & COMPANY
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