

# The DELINEATOR

## THE POWER IN YOUR TOWN



JUST as The Delineator is the most powerful woman's magazine in the United States, so it is the most influential all over the world. Special editions in four languages serve the women of Europe, South America and the colonies of the Far East. The Delineator is the only international magazine.

This unique influence of The Delineator is due to its practical service in women's lives. Here in America it is the trusted friend and the business counsellor of more than a million homes.

Of the influential families in your town, one in every five reads The Delineator.

The women at the head of these progressive American homes use the editorial and advertising columns of The Delineator as the guide to their household purchases.

**MERCHANTS:**—Your most valued customers are readers of The Delineator. They follow the announcements of its advertisers in the same faith with which they accept the suggestions of its editors.

The articles advertised in The Delineator are the things your best customers desire. Furthermore, as The Delineator accepts no mail order advertising, its readers will come to your store to supply their wants.

Make a practice of looking over each monthly issue of The Delineator. It will prove an invaluable advance guide to the articles which will find the readiest market among your customers.

### Butterick Publisher

### The Hidden Part

of any piece of furniture, and especially of a Daybed, is more vital to the purchaser than the surface beauty. People of cultivated tastes are not likely to go wrong in picking the proper design or a pleasing finish or upholstery. But it requires an expert to judge the soundness of the wood and the quality of the cabinetwork. The reputation of Stickley as the greatest of living American furniture craftsmen has been built up on the solidity and integrity of his workmanship. You may rest assured, therefore, that in buying a Stickley Extension Daybed, at any price and in any of numerous styles, you are securing not only faultless beauty of design and the famous Chromwood finish, but a durability of construction that will insure a lifetime of comfort. Moreover, the ingenious "secret drawer" which when pulled out with a slight effort of one hand converts the day couch into a full-size double bed, is an exclusive feature not to be found in any other Daybed. To buy a Daybed without first seeing this collection would be a serious error. Delivery and terms arranged through your dealer (in any city.) Send for illustrated folder if you cannot call.

STICKLEY ASSOCIATED CABINETMAKERS

6 East 39th St. New York.



### Economy—and Beauty!

ARE you a stranger to the newest of lighting achievements? Do you know that a Curtis Eye-Comfort Table or Floor Lamp will not only entrance you and your guests with its mysteriously beautiful light, but will be kind to your eyes and kind to your checkbook? One Curtis Lamp takes the place of a ceiling fixture, wall brackets, and regulation floor or table lamps combined—it not only gives just as much light but better, more efficient light—easier on the eyes, and infinitely more beautiful, bathing the room with a soft glow and at the same time giving you a direct light for reading, knitting, etc. The secret—it's all hidden inside the lamp shade.



Eye-Comfort Lighting Shop  
31 WEST 46TH ST., NEW YORK

### Luxuriously Comfortable Sofa

Covered in fine Sateen. It has English down loose cushion seats and wonderfully com- \$84 fortible spring edge and base. Price...



A rare opportunity if you act quickly. OUR clients receive the benefit, not alone of distinctive designs and superior workmanship, but also of expert interior decorating advice, without any cost whatever. This prevents the mistakes that are very often made. Good taste and harmonious effects are made certain, and incorrect combinations are avoided. A modest expenditure will produce the effect of ten times the amount unwisely spent.

RUDER BROTHERS, Inc.  
Furniture Reproductions  
Interior Decorators  
7 E. 45th St. Near 5th Ave. New York

### THE Blyn Shoe

**High Cut Spats**  
Fine quality cloth (not felt)  
1.50

White, Light and Dark Fawn, Sand, Ivory, Pearl, Dark Green and Black.

**Spat Pumps**  
4.00

Style 1371  
Patent Colt and Gun Metal

### Blyn Footwear for All in Eleven Big Stores

Blyn Stores are the development of half a century of persistent striving for advancement—from one small store to eleven big ones—leading in the broad field of modern shoe retailing.

The advantages of our progressive making and retailing methods have been evident in our moderate prices—more evident than ever right now.

### Red Cross Shoe

Red Cross Booklet on Request

#### Arch Supporting Model

Gives immediate ease and gradually raises the fallen arches to normal position.

The foot muscles, relieved from excessive strain, regain their natural strength.

Eleven Big Blyn Stores carry a full line of Red Cross Shoes in regular and novelty styles.

Mall Order Dept., 2240 Bd. Av. Postage, including insurances, 10c. extra. Send Postal, Money Order or N. Y. Draft.

West Side Stores: 8th Av. 39th & 10th Sts. 22-224 West 125th St. West of Seventh Av. 6th Av. and 27th St.

East Side Stores: 34 Av. and 126th St. 34 Av. 86th & 87th Sts. 34 Av. 126th & 131st Sts. Bowers, near Broome St.

Brooklyn 442-444 Fulton St. Opp. Bridge St., near Hoyt St. 820-833 Broadway, between Park Av. & Ellery St. 1208-1207 Broadway, near Greene Av.

Newark Store—689 Broad St., Opposite Military Park.



Black vicci kid with orthopedic heels and the famous Red Cross Flexible soles.

### Out of date in one thing

Where 1917 men are behind the times

Men pride themselves on being up-to-the-minute. They want the latest and most improved automobile. In war they want—and must have—the latest type of gun.

When a thing has outlived its usefulness, they discard it for something better. That's progress. The six and twelve cylinder automobile has replaced the old-fashioned, high-wheeled bike. The modern machine gun has replaced the old-fashioned blunderbuss.

But in one thing many 1917 men are far behind the times. Their heels are out of date.

#### Leather heels are doomed

They still stick to old-fashioned leather heels. Leather heels are out of place on hard pavements, as everyone now knows. They are too hard. They jolt the spine with every step. They jar away precious energy. They have outlived their usefulness and are being discarded.

The up-to-date heel is the O'Sullivan Heel. It is made for city wear. City men must bring their heels up-to-date or they will pay for being behind the times by pounding away their energy.

#### How to save your energy

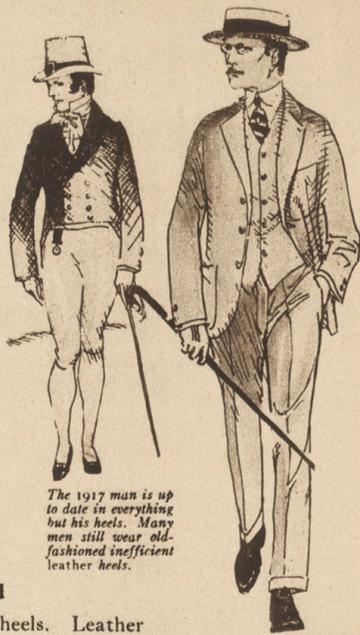
Save your heels, save your shoes—above all, save your nervous system. Don't pound away your health with every step you take. Wear O'Sullivan's Heels—they absorb the jolts and jars that wear you out. Of all heels they are the best suited to modern hard pavements and floors.

They are guaranteed to outlast any other heels. They will last three times as long as leather heels and will give uniformly satisfactory service to the very last. Because of our special process, O'Sullivan's Heels combine the greatest durability with the greatest resiliency. They are made of perfect heel material.

Buy your new shoes O'Sullivanized. Good dealers sell the latest style shoes with these heels already attached.

In black, white or tan; for men, women and children. Insist on O'Sullivan's—avoid the disappointment of substitutes.

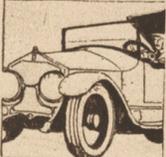
The leather heel is doomed. It jolts the spine. And it does not give long service.



The 1917 man is up to date in everything but his heels. Many men still wear old-fashioned inefficient leather heels.



The 12 cylinder car has replaced the old bike.



O'S. R. Co., 1917



A Delightful Christmas Gift

Would make them better if I could, but I can't

PIRIE MACDONALD  
Photographer-of-Men.

576 FIFTH AV. COR. 47TH ST.

DON'T FORGET YOUR SOLDIER BOY. Three pencils with any name, 25 cts. 6 PENCILS 50 cts.—12 PENCILS \$1. Holly or Floral Box. Reorder boxes will please the kiddies. THE IMPRINT PENCIL CO., 536 Broadway, New York City.