came this appealing note

AINTY, carefully groomed and everywhere admired, this little woman had lived in various cities on the Continent, but London was the place she loved best of all. It was during

one of her sojourns here-something like ten years ago-that she first tried CREME ELCAYA. Never since has she used any other cream. Never since has she had to worry about her complexion.

and pleasing in texture. She feels that it imparts a sense of elegance to her person-that subtle

Please tell me what I am going to do when I can no longer secure Crême Eleayal It has not only doubled in price but I have had great difficulty in finding any here in Naples. Could you send it to me direct? I have used it for many years, and I shall not know how to do without it.

Begin today to make your skin beautiful by this easy formula-

A little Creme Elcaya rubbed gently into the skin; then if you need

color, a very little good Rouge spread carefully over the cheeks before the Cream is quite dry; and after that the film of Face Powder over all.

nicety that often proves more charming than beauty itself. Here is what she writes.

Of late, she has found it more and more difficult to secure this ideal, non-gréasy, disappearing toilet cream. And she isn't willing to get along without it. It means more to her than just a cream to keep her skin soft

Yours faithfully,

beautiful. If not,

O James C. Crane, 1918

it not an aid to keeping them beautiful. Countless

numbers would not have used it-and no other-for ten to fifteen years had it not helped them to have that

irresistible attribute of lovely women-an exquisite skin. Go now and get your mirror and look closely at your

skin. Is it fine-grained, soft and fresh like a girl's?

Does it bring you a glow of pleasure just to look at it? If so, Creme Eleaya will help you to keep it

PARISIAN MILLINERS EMPHASIZING FLAT MODELS IN HAT SILHOUETTES THIS SPRING

Turban From Paulette Typical of New Mode and Is One of Most Striking Millinery Importations of Season Saucy Little Bows of Grosgrain Ribbon Feature.



HERE is a radical change in hat silhouettes this spring and many of the best Parisian milliners are emphasising flat models in tricorne effects. This turban from Paulette is typical of the new mode and is one of the striking millinery importations of the season. Paulette has draped a placque of dark blue hemp over a tri-corne brim of deep orange straw and has tied srim and crown together with sauer little i ws of grosgrain ribbon.
The edge of the big hemp placque projects at one side and is tied together with ribbon in a casual manner.

Last winter's feit hat tried to look like straw; and here is next summer's straw hat doing the best it can to resemble wool! Jeanne Baroz has achieved here a very fetching little tam for a young wearer. The hat itself is made of a new woolly looking straw braid in pale gray; and the tam crown and a part of the brim covered with marguerites made of chenille and velvet. A soft tassel ornament draws down the tam crown at one side.

From Paulette comes this model, made of a queer rope-like straw that is braided to cover crown and brim in an apparently heavy but incredibly light effect. It is the color of the hat that—the shape is a familiar musicroom type becoming to all faces. In deep, deep, burnt orange is the ropy straw, and three burnt orange asters are placed in a row up and down one side of the brim. This new flower effect is balanced at the other side of the hat by a wee bow of dark blue gros

Old-Time Hat Pin Doomed by Modern Device.

Pretty Dance Frock of Georgette Is Admired for Women's Wear.

HELIOTROPE is the shade of shader with flesh tint in most charming effect. New negligees of heliotrope chiffon have flesh pink satin foundation slips, and dance frocks in the two dainty colors are enchanting. A pretty dance frock for a debutante is of flesh pink georgette with heliotrope moire ribbon for trimming. Three bows of the ribbon border the tunic and two rows—frilled—edge the rounded decol-letage. The sash is made of two lengths of the ribbon tied in a small bow at one side, the four ends fluttering to the knee.

No more hatpins to stab the eyes of There is a new hat-fastener on the market which is just as easy to use as the dangerous hatpin, and a deal safer for everybody around. The fastener is sewed to the inside of the hat and has a short prong that project through the crown to the outer side When the hat is on, another prong with an inconspicuous knob



Use Cuticura to Keep Your Hair from Falling

How many times have barbers given this advice to men who are losing their hair because of dandruff and scalp irritation. At night rub Cuti-cura Ointment into the scalp. Next norming shampoo with Cuticura Soap A clean, healthy nd hot water. scalp means good hair,

Cuticura Talcum is an antiseptic, prophy-actic, soothing dusting powder of delicate, ascinating fragrance. Zic. everywhere.



Deep Yellow Hats Are Smart

head is screwed over the projecting cred device showing the tiny French prong and a rort of curving hairpin mascot figures. Ninette and Rintintin attached to the fastener inside the hat the projecting cred device showing the tiny French mascot figures. Ninette and Rintintin attached to the fastener inside the hat the little groups are embroidered on a hat is about to be removed, the outside prong is unscrewed and the small hairpin inside goes back into place.

single frock; other frocks have Ninette and Rintintin in a border effect, the embroidered figures very course. Little flower pots with equally minute flowers are also embroidered in The very newest thing in trimming bright hues on juvenile frocks and for little girls' dresses is an embroid-punafores.

BY ANNIE BLANCHE SHEEBY.

DERHAPS no feature of auction and lose it. How many of our average

often enable him to

thrown away the gifts the gods had

A woman can be as sweet and dainty as she wants to be. Taking care to use CREME ELCAYA every time

before applying your face powder will repay you many times in terms of personal loveliness. You would under-

stand this better than I could tell you could you see

some of the many frank letters written me by women

This special formula, given hereunder, would not be

Before you'd believe it possible, your skin will be so good to look at that you

will go often to your mirror. And the joy of knowing that you give pleasure to all who see you will add new joy to life.

CREME ELCAYA is the original non-greasy disappearing toilet cream. It was introduced first in New York in 1900. To-day its

> Your dealer has ELCAYA and has sold it for years. Ask him.

> > James C. Crane, Sole Agent

148 Madison Ave., New York

Elcaya Face Powder Elcaya Rouge

purity and superiority are acknowledged throughout the world.

followed unfailingly by so many women of beauty were

in all parts of the world.

rule more upon suit strength, aces and is by no means to be dispised. The the number comprising your book, in this case two tricks, declarant makes many tricks in your hand as will make you book and one trick over, and to be equally able to double any other make.

Never double a small contract, as a

Never double a small contract, as a two or even three-trick bid, unless you are so strong generally that you may double any declaration to which the declarant or his partner may shift. If the contract is small it is generally an easy matter for them to change if they

casy matter for them to change if they wish to do so.

Never double when the bid, undoubled, would not give declarant game but the doubled valuation would. This is of the greatest importance, yet I wonder how many players give it a thought & take the pains to familiarize themselves with the state of the score before announcing a double. In the modern game of auction, game is the goal which all players hope to attain in making their bid. It is for this reason that some players at love score feel the only bid worth announcing is a major bid, no trumps or spades or hearts, the first of which goes game at three tricks, the two remaining at three tricks, the two remaining at four. If they announce a minor suit at their partner, encouraged by the facility in this regard, as a rule it is better to choose the rubber game unless one can see a 300 or greater the principle up the principle up of play it is well generally to pile up of position. A player is the advantage of position. A player is the double when the declarant sits to his right. In such case he plays after rather than before to he strong player. Position has more to do in determining the right or and Mrs. Frank E. Skinner of the strong players begin to comprehend.

When there is a doubt between a doubt which would likely so game one should calculate as closely as game one should remain the position to double when the declarant sits to his right. It is for this rether than before to his right. It is first the best in the best in the best many of the which supplies the strong players begin to comprehend.

When there is a doubt between a closely as game one should be which would likely so game one should remain the position to have the best in the be scemingly in sight. At the beginning of play it is well generally to pile up that they hold a certain strength in the suit, will advance the declaration,, preferably to no trumps; if not, to one penalties; then buckle down and work

for game.

A double frequently results in a reof the two major suits. Game, then, seing the end in view which the de-larant is striving to attain, why hould the adversary by a rash double double, and if successful gives the declaring side a score far out of propor-tion to what it would have had had you observed the polloy of silence. For You observed the polloy of silence but when had it not been for the double he could not have done so? this you have no one to blame but yourself.

PERIADS to ceature of surction, and lose it. How many of our average of the product of the produ

indeed, the very fact of its being dou-bled may cause the declarant or his bled may cause the declarant or his partner to shift and it may be almost anything before the bidding ceases. By your double you would thus have thrown away the gifts the gods had thrown away the gifts the gods had offered you and lost your only chance of a score.

In a given case which comprise your readily at clubs as hearts. Fourth book, subtract the number the declarant and saves to take from 15, the total number of tricks. The difference represents your book. If, for instance, declarant bids "4 hearts," or contracts for win in all 10 tricks, as 10 from 13 rule more upon suit strength, aces and that you will go game as the clubs as hearts. Fourth player bids diamonds: your partner has been forced to a high figure and his left clarant bids "4 hearts," or contracts for win in all 10 tricks, as 10 from 13 rule more upon suit strength, aces and that you will go game as the clubs as hearts. Fourth player bids diamonds: your partner and saves to take from 15, the total number of tricks. The difference represents your book. If, for instance, declarant bids "4 hearts," or contracts for win in all 10 tricks, as 10 from 13 announce hearts. You do not increase the contract of the contract o rule more upon suit strength, aces and is 3, your book is 3 tricks. If declarguarded kings, especially if the contract be a comparatively low one, than
upon trump strength, though the latter
book is 2 tricks. If you take simply
at least sit on the right side of him in and have the advantage of po

which was not so in the case of you partner Conditions at Brest Bad as Reported, Says One.

Hood River Boy. Just Returned From France Says Boys Required to Sleep on Blankets Thrown of Mud Knee Deep-Many Die.

"Sergeant Blagg," says Mr. Skinner was recommended for the distin guished service cross for general of

were all that they have been reported Men of combat divisions just back

onditions. He says those in charge a Brest, when high officials appeared on tours of inspection, became very busy just previous to the visits in shoveling mud and laying rows of duckboards for the visiting officials. Mr. Skinner has some

TINT AWAY GRAY OR FADED HAIR

The Safe, Harmless Method by Which Thousands of Women Keep Looking Young.

TRIAL PACKAGE SENT FREE. There are many hair "dyes" and so-called "restorers." but there is only one "Brownstone" Hair Tint safe, harmless, instant in results, easy to apply and preferred by every woman who has tried it.

