



THE latest developments in true misses' clothes are always to be found in the models designed by

DAVID J. GOLDMAN CO., Inc.
1333 Broadway, N.Y.
Manufacturers of Smart Clothing for Young Women.

The suit shown features the longer coat, destined to be popular this fall.



Lack Smocks

For Women and Misses

While women have long conceded the all-round usefulness of the smock for warm weather, it is here shown for the first time adapted for Fall and Winter wear, in charmingly individual styles.

At upper right: Smock of all wool jersey, elaborately hand-embroidered in contrasting wool and chenille. Navy, Mahogany; Joffre Blue, Sea Gull Grey, and Reindeer.

Lower right: Hip-length smock of jersey cloth, cleverly decorated with hand-worked wood-silk. Colors same as above.

Lower left: Form-fitting smock of rib-knitted silk, smartly hand-embroidered on front and co-ed bottom. Navy, Salmon, Copenhagen, Blue and White.

LACK MANUFACTURING CO.
28 West 27th Street
New York



GINGHAM DRESSES

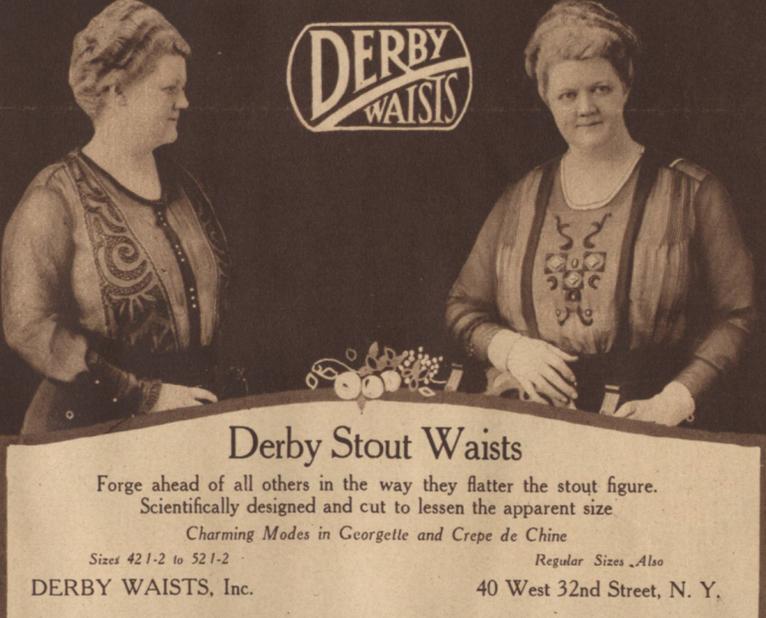
For Street Wear Now and House Wear All Winter

The vogue of gingham promises to continue well into the Fall.

The Leading Gingham House of America has made special preparation to meet an unusual demand, enabling it to offer a remarkably wide variety of desirable plaids, checks, and block effects made up into trimly charming frocks.

Sizes 16 to 44

H. LINSK & CO.
1182 Broadway New York
Broad and Wallace Streets Philadelphia

DERBY WAISTS

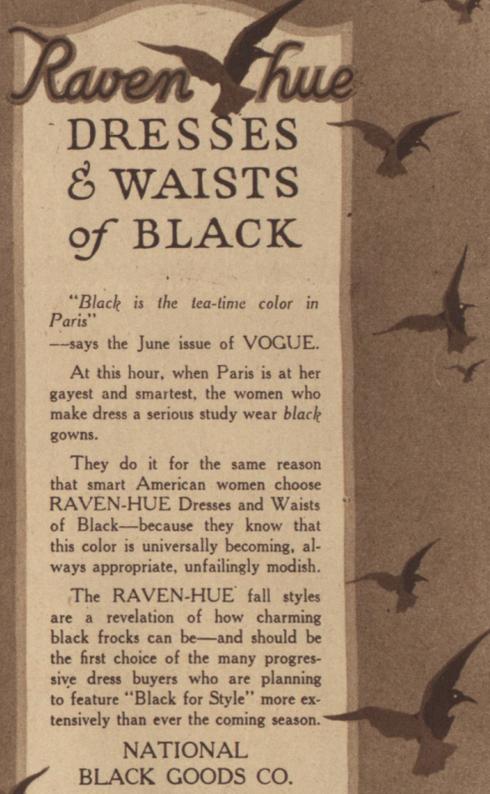
Derby Stout Waists

Forge ahead of all others in the way they flatter the stout figure. Scientifically designed and cut to lessen the apparent size.

Charming Modes in Georgette and Crepe de Chine

Sizes 42 1-2 to 52 1-2 Regular Sizes Also

DERBY WAISTS, Inc.
40 West 32nd Street, N. Y.



Raven-Hue DRESSES & WAISTS of BLACK

"Black is the tea-time color in Paris" —says the June issue of VOGUE.

At this hour, when Paris is at her gayest and smartest, the women who make dress a serious study wear black gowns.

They do it for the same reason that smart American women choose RAVEN-HUE Dresses and Waists of Black—because they know that this color is universally becoming, always appropriate, unfailingly modish.

The RAVEN-HUE fall styles are a revelation of how charming black frocks can be—and should be the first choice of the many progressive dress buyers who are planning to feature "Black for Style" more extensively than ever the coming season.

NATIONAL BLACK GOODS CO.
44 East 32nd Street
New York



The HOUSE OF THE MOMENT
for
SUITS AND COATS

Always timely in their styling, above the ordinary in quality, towering over commonplace garments by reason of their well-thought-out details and marked beauty of fabrics.

Although these suits and coats are of custom-made excellence, we are in a position to take care of the immediate requirements of buyers.

LEVETT, FRANK & CO.
40 West 32d Street
New York



London Strand DRESSES

That subtle air of good breeding that all women crave in their clothes is present in a marked degree in all London Strand dresses. They are quality productions in every particular, appealing immediately to every value-seeking dress buyer.

The models photographed show new ways of using the ever-popular tricotine, and are appropriate for street or afternoon wear.

Deliveries can be made **IMMEDIATELY**

LONDON STRAND DRESSES
40 West 32d st., N. Y.