

Introducing the Talc de luxe



Tetlow's Pussywillow Talc de luxe

HENRY TETLOW now presents to the women of New York and vicinity the talc de luxe—Pussywillow. It is for those who seek a high quality talcum without the highest price tag.

Scented with the charming odor that has made Pussywillow face powder a favorite with discriminating women.

The novel container is designed to fit the hand and not upset easily on the dresser.

If your dealer has not yet been supplied ask him to get some for you. Thirty-five cents a can.

Pussywillow Face Powder 50 cents Pussywillow Powder Tablets 50 cents
Pussywillow Rouge 50 cents Pussywillow Toilette Cream 50 cents

HENRY TETLOW CO., ESTABLISHED 1849
Philadelphia, Pa.

Delightfully Different

Franklin Simon & Co.

A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York

FEMININE SWEATERS for SUMMERTIDE

- With the Maximum of Smartness
- With the Minimum of Weight

IN planning the Summertime vacation wardrobe, the sweater assumes such importance that it is no longer a question of choosing one sweater—but rather of choosing several, for their smartness and usefulness has made them indispensable.



Illustrated are the various fashionable types, including the new and effective filet mesh sweaters, knitted of soft, light yarns, providing comfortable warmth without the discomfort of weight.

3—FIBRE SILK SWEATERS in navy, purple, turquoise, rose, buff, black or white, fancy weave; Tuxedo collar in racque stitch. 15.75

5—HAND KNITTED FILET MESH WOOL SWEATERS in navy, brown, Copen, jade, turquoise, black or white; in various designs. 18.50

7—SHETLAND WOOL SWEATERS in Copen, rose, tan, turquoise, navy, purple, black or white; long roll collar, sport belt. 9.75

9 ZEPHYR WOOL SLIP-ON SWEATERS in buff, rose, Copen, turquoise, pink, black or white, in new basket weave; purled over hips. 4.95

HATS illustrated, are but suggestions of the infinite variety in the Millinery Shops.

FEMININE SWEATER SHOP—Fourth Floor

Prompt Delivery Free, Anywhere in the United States, Phone 6900 Greeley

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Little Gem Ear Phone

Simplest and smallest hearing device

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Our latest improvement, the Gem Sound Perfector, insures clear, positive hearing in any assemblage at any distance. Try our Auto Ear Massage; used to stop head noises and improve hearing. Call at our office for a free, private demonstration. Expert advice without charge. Ask or write for booklet.

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COLONIAL BEDROOM SUIT OF SOLID MAHOGANY \$225

Other Elegant Suits up to \$1,500

DAY BEDS \$17 to \$70

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MID-SUMMER SALE

PERIOD FURNITURE

that appeals to the innate sense of refinement. Every article for every room in the house reduced.

10 Pcs. BREAKFAST SUITE Decorated Ivory Enamel \$245

A modest but extremely tasteful suite of decided Flemish cast. The decorations are in color and in perfect harmony with the general scheme. The material, workmanship and design are nothing short of the very best.

SHEPPARD KNAPP SON CO.
CARPETS INC. RUGS
RETAIL WHOLESALE
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How big the room looks!

The Harrington Grand confers spaciousness upon the small room—yet with practically the same floor-space as an upright. It breaks hard wall-lines with elegant contours—lifts the room to the standard of a rich interior—and its tone is wonderful!

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THE HOLLOWAY COMPANY, INC.
48 1/2 ST AND SIXTH AVENUE

A Lacquer Day Bed at \$36

Black lacquer day bed handsomely decorated in gold; 33 in. wide and 31 in. high at ends; length, 6 ft. 2 in. inside. Combination 9 in. box spring in denim, \$25.

An unusual selection of lacquer pieces in many artistic designs.

Queen Anne American Walnut Bedroom Suite; 4 pieces; figured panels, bow-end bed. Formerly \$325

MIDSUMMER FURNITURE SALE

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WE ADVISE EARLY SELECTION

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