



EXCLUSIVE style features, rich new fabrics, and carefully supervised workmanship distinguish every model shown by

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

The suit selected for illustration is of Velour de Laine, with Seal collar, and oddly shaped front enriched with embroidery.



Lack Smocks

FOR FALL WEAR

So wedded to the smock have smart women become that they no longer give up its comfort and grace with the coming of cool weather. These new smocks are delightful for house and street wear on crisp Fall days.

Left—Rib-knitted silk in form-fitting style, embroidered motifs on front, back, and sleeves, and oddly tasseled sash. Colors: Navy, Salmon, Copenhagen Blue, and White.

Center—Hip-length smock of all wool jersey. Yoke, cuffs, and turned-up bottom of contrasting color jersey, hand-embroidered with chenille. Navy, Mahogany, Joffre Blue, Seagull Gray, Reindeer.

Right—Wool jersey embellished with wool embroidery. Colors same as above.

Women's and Misses' Sizes
LACK MANUFACTURING CO.,
28 West 27th Street New York



GINGHAM DRESSES

For Fall Schooldays
Cleverly styled little frocks whose practical trimness appeals to every mother.

The Leading Gingham House of America offers them in a wide variety of attractive plaids, stripes, and blocks. Wonderful leaders for early fall sales, just before school opening time.

Sizes 12, 14, 16.
H. LINSK & CO.,
1182 Broadway, New York
Central Bldg., 6th and Filbert Sts. Philadelphia



The
HOUSE OF THE MOMENT

for
SUITS and COATS

High as the clouds in quality, correct to the minute in cut, and charmingly original in every detail, these suits and coats duplicate custom-made products.

Yet there is always on hand a large stock of new and fresh merchandise from which buyers may make selections for immediate delivery.

LEVETT, FRANK & COMPANY
40 West 32nd Street, New York



DERBY WAISTS

For Stout Figures
Leaders in the way they simulate slenderness and conceal too abundant curves, while embodying all the accepted styles of the day.

Graceful, well-fitting styles in
Georgettes and
Crepe de Chines
Sizes 42½ to 56½
Regular Sizes also
DERBY WAIST, Inc.,
40 West 32d Street, New York




London Strand Dresses

The beguiling charm of youth, the deft introduction of a bit of contrasting color, the intelligent handling of details, give to London Strand Dresses that much-sought combination of simplicity and individual personality.

The model on the left, style 440, shows a composite frock of satin and serge, simulating a tunic. That on the right, style 436, is of tricotine with silk cord girdle and scalloped tunic.

Immediate Deliveries
LONDON STRAND
40 W. 32nd St.
New York



London Strand Dresses

440 436

Raven Hue

DRESSES & WAISTS of BLACK

The Woman Who Knows Says:

"Wherever I go I find the smartest women wearing black gowns. At the opening of the new Hotel Ambassador in Atlantic City, in the Cascades Room of the Biltmore and the roof gardens of the Pennsylvania and the Astor in New York City, black is in highest favor. It really seems to be worn by two women in every three."

Far from being sombre, these gowns carry a spirit of gaiety and happiness. Those photographed above show the styles that will be favored for dress occasions this winter.

That on the left is of heavy silk net, with overdrape of gleaming black satin, the oddly fringed girdle drawn through a buckle. The black georgette on the right wears its beads in a new and fetching way.

RAVEN HUE fall styles in dresses and blouses include models for every occasion, and represent the height of smartness in black apparel.

National Black Goods Co.
44 East 32nd Street New York