



THE thoroughbred air that distinguishes each of these smart misses' suits and coats is the result of taking the correct silhouette, adding to it the individual details that give character and personality, and developing the whole in the richest and best of the new fabrics.

The model illustrated, of a new checked material, is designed for wear with separate furs.

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



Lack Smocks

Smocks Will Be Worn All Winter

Women have welcomed with enthusiasm the new fall and winter smocks of wool jersey, for they give them the same combination of ease and smartness in cold weather that they have long known during the summer months. The Lack Smocks pictured are the newest developments in this latest of fashions.

Left: Wool jersey smartly embroidered with contrasting chenille. Comes in Navy, Mahogany, Quaker Gray, Pekin Blue, and Reindeer.

Center: Smock of wool jersey oddly laced in front and embroidered with combination of silk and wool. Colors same as above.

Right: Distinctive smock with square neck and shield-shaped pockets; embroidered in block effect with chenille and silk. Colors same as smock on left above.

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



All Ready for School

is any girl who is the proud possessor of such a charming little serge dress as this, with its simple round waist frilled at the neck for daintiness and tabbed at the waist for individuality.

A very remarkable line of serge dresses, all made in new fall modes, and cut and fitted with exceptional care, is being offered for school opening specials in sizes 6 to 14, and 12 to 16.

The leading house for gingham and other wash materials

H. LINSK & CO.,
1182 Broadway, New York
Central Bldg., 6th & Filbert Sts., Philadelphia




DERBY WAISTS

For Stout Figures

The waists pictured have appealed so strongly to women who wish to appear more slender that we are constantly receiving retail orders for them.

As Derby Waists are sold at wholesale only, we suggest that interested women clip out this ad and take it to their regular dealer, who will be glad to order the waists for them.

Georgettes and Crepe de Chines
Sizes 42½ to 56½
Regular sizes also

DERBY WAIST, Inc.,
40 West 32nd St., New York
Wholesale - only




The HOUSE OF THE MOMENT

for SUITS & COATS

To buyers searching for superior values this house stands out above all others like a landmark, showing the way to garments of fine quality at reasonable prices.

And in spite of unsettled labor conditions and the serious fabric shortage, it offers a large and varied stock of fresh, new merchandise for immediate delivery.

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

London Strand Dresses

From the straight simplicity of the embroidered jersey dress shown on the left (style 446), to the pronounced novelty of the serge frock illustrated on the right (style 460), London Strand Dresses provide a diversity of models wide enough to suit every taste. But varied as they are in their designing, they are alike in the skilled perfection of their workmanship and the rare moderation of their prices.

London Strand
40 West 32d Street
New York



446 460

Raven Hue

DRESSES & WAISTS of BLACK

Fashion authorities agree that no color is so good this year as black.

Women agree that none is more becoming or more generally appropriate.

Buyers agree that no black gowns or blouses so perfectly combine the acme of smartness with the refinement that well-dressed women demand as do RAVEN HUE Dresses and Waists of Black.

The Fall styles are unusually diversified, including models for every possible occasion.

Those shown are suitable for afternoon, restaurant, dinner, or informal evening wear, and illustrate the vogue for long transparent loose sleeves. Style 2909 on the left is of heavy black silk net combined with soft black satin. Style 2802X on the right is of beaded georgette.

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