

ADVERTISEMENTS. ADVERTISEMENTS.

Flexibility and Control!!

You've the same certain control over this car that you have over your own motions in running or walking—the same sure and immediate response without having to stop and think.

Quick action for tight places—speed up, slow up, stop, creep, leap, turn in short radius—all without hesitancy, balk or overdoing what you ask of it.

That's why nervous people—timid people—people who know nothing of machinery—young and old—men and women can drive with ease, comfort and safety.

The Big Moon Features Are:

- Power
- Flexibility
- Staunchness
- Beauty and Luxuriousness
- Price

These features are treated, one by one, in a series of advertisements appearing each week in this paper. This week the feature discussed is Flexibility and Control.

Note these features, which make for simplicity and ease of operation. Frame, pressed steel, especially designed for Hotchkiss drive, with deep strangle in front to enable short turning radius—can be turned in narrowest city streets.

Ignition—New Delco with automatic spark advance.

Starter—New Delco improved starting and lighting system—operated from dash control.

Clutch—Dry plate, multiple disc. Transmission—Three speeds ahead and reverse. Steering Gear—Worm and gear. 18-inch steering wheel with corrugated rim.

Drive—Hotchkiss, with underlung rear springs.

Brakes—Patented equalizing brakes, doing away with surplus brakeroads and brake shafts, yet giving perfect equalization on all brakes. 16-inch brake drums.

Control—Left-hand drive, center control. Shifting levers out of way of front seats, but close to driver.

Patented Windshield—Clear vision, rain vision and adjustable.

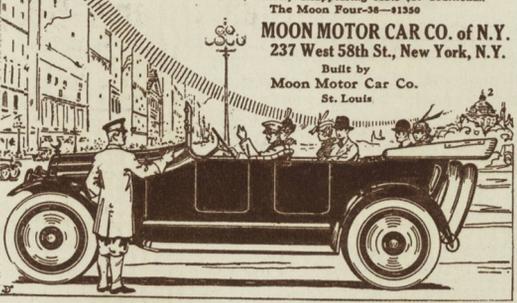
Fully equipped, including Delco electric starting, lighting and ignition **\$1575**

2 extra, entirely disappearing seats \$25 additional.

The Moon Four-38—\$1590

MOON MOTOR CAR CO. of N.Y.
237 West 58th St., New York, N.Y.

Built by Moon Motor Car Co. St. Louis



ADVERTISEMENTS. ADVERTISEMENTS.

Mail and Telephone Orders Filled. 'Phone 6900 Greeley.

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., N. Y.



Paris Made Corsets
Women's "Helene" Models
New Models with slightly curved waist and higher bust.

No. 409—Women's Paris Made Corsets, of fine white toile batiste, medium high bust, slightly curved waist line, suitable for medium and slender figures. **Value \$10.00 5 75**

No. 411—Women's Paris Made Corsets, of fine white toile batiste, medium bust, slightly curved waist line, suitable for medium and slender figures. **Value \$10.00 5 75**

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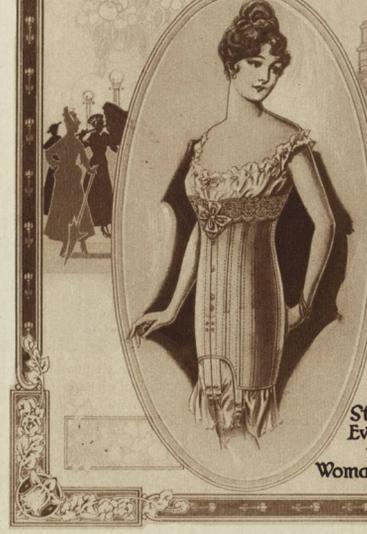

A La Spirite CORSETS

Beneath the Most Gorgeous Raiment—there must be a foundation of truly beautiful lines—correct lines—expressing easy grace, the suggestion of youthfulness, and above all—Elegance. This matters more than costly textiles or striking design.

It becomes the habit for women who always wear the A La Spirite Corset to be constantly hearing praises for their beautiful figures.

There's a 7/8 for every woman—over 240 different styles. \$1 to \$10. everywhere.

See the newest models at your favorite shop to-day




The Standard Everywhere for the Woman of Fashion

ADVERTISEMENTS.

The HARDMAN Five-Foot Grand

Occupies no more space than an upright.

Caruso says, "Its tone is wonderful."

\$650

Easy Terms if desired



HARDMAN, PECK & COMPANY—Founded 1842
Hardman House: 433 Fifth Avenue (between 38th and 39th Sts.)
Brooklyn Store: 524 Fulton Street (near Hanover Place)

ADVERTISEMENTS.

Can You Wear a 16, 36, or 38 Size?



We are selling our SAMPLE SUITS, COATS and DRESSES, which were made for the approval of buyers for big stores. As wholesalers we have no further use for them, so you will find the prices ridiculously low.

SUITS \$9.75 TO \$19.75
COATS and DRESSES \$5.00 TO \$15.00

SAMPLE CLOAK & SUIT COMPANY
1204 Broadway, N. Y. (Only Address)
OVER SHANLEY'S NEAR 29TH ST.

ADVERTISEMENTS.

YOU CAN make your skin what you would love to have it



Your skin, like the rest of your body, is continually changing. As old skin dies, new skin forms. Every day, in washing, you rub off the dead skin.

This is your opportunity—you can make the new skin what you would love to have it by using the following treatment regularly.

Just before retiring, work up a warm water lather of Woodbury's Facial Soap in your hands. Apply it to your face and rub it into the pores thoroughly—always with an upward and outward motion. Rinse with warm water, then with cold—the colder the better. If possible, rub your face for a few minutes with a piece of ice.

Woodbury's Facial Soap is the work of a skin specialist. This treatment with it will make your skin fresher and clearer the first time you use it. Make it a nightly habit and before long you will see a decided improvement—a promise of that lovelier complexion which the steady use of Woodbury's always brings.

Do this today! A 25c cake of Woodbury's Facial Soap is sufficient for a month or six weeks of this treatment. Go to your druggist or toilet counter today and get a cake. Begin at once to get the benefits of this treatment for your skin.

Woodbury's Facial Soap is for sale by every dealer and druggist in greater New York and, in fact, by dealers everywhere throughout the United States and Canada. Made by The Andrew Jergens Co., New York and Cincinnati.

ADVERTISEMENTS.

R. & H. WHITNEY CO.

formerly Art China Import Company

NEW STORE 10 W. 46TH STREET

Wedding Gifts and Birthday Presents

IMPORTED CHINA and TABLE CRYSTAL, a gift both artistic and serviceable, and not necessarily expensive. We list below a few specialties which we make to order only, with or without monogram:

- 12 Sugarbowl Glasses, gold bands, 5-letter monogram..... \$19.50
- 12 Diphantine Crystal Dessert Plates, with gold edges and monogram..... \$15.75
- After Dinner Coffee Sets from..... \$10.50
- 17-Piece Individual Breakfast Sets, Orange Blossom Decorations..... \$56.00
- 17-Piece Individual Breakfast Sets, in gold or color bands..... \$16.00
- Decorations "Tea Sets" (25 Pieces) "Orange Blossom" monogram..... \$39.00
- Same with gold or color bands and 3-letter monogram..... \$19.50
- Full Dinner Sets from..... \$48.00

Special Decorations in White and Black or Gold and Black; Adams, Empire and Other Decorations.

Estimates and Catalogue on Request. Dept. F.



ADVERTISEMENTS.

Willow Furniture As Woven by Minnet

is distinguished from its flimsier counterparts, which are woven of domestic willow, by its great durability, sturdiness, and more pleasing lines. Every piece of Minnet Furniture is woven entirely of FRENCH and GERMAN WILLOW.

Above Set Specially Priced at \$60. Send for Catalog

Minnet & Co
Mrs. High-Grade Willow Furniture.
365 Lexington Av.
Between 40th & 41st Sts. New York



\$28 Complete

ADVERTISEMENTS.

TELEPHONE 112 PLAZA

Annette

EXCLUSIVE STYLES

20 WEST 57th ST. NEW YORK.

Natty Afternoon Frock of Imported Novelty Voile



New skirt, button trimmed in front, finished with band of plain voile at bottom. Waist, surplus effect of novelty voile, ornamented band of plain voile. Peplum at bottom and silk girde. Not yoke snugly buttoned at neck, and can be worn high or low.

Special **\$32.75**
Value \$30.00

Waists..... \$4.75
Cotton Frocks..... 8.75
Afternoon Dresses..... 25.00
Evening Gowns..... 22.00
Suits..... 25.00

ADVERTISEMENTS.

Venus Lavender Cream

Res.



Mrs. Kathryn.

A dainty preparation of exclusive merit, combining purity, quality, fragrance and freshness. Made daily according to orders.

VENUS LAVENDER CREAM will beautify the skin by cleansing, feeding and nourishing the tissues, producing a naturally healthy condition, thereby removing the cause of wrinkles, blackheads and other blemishes. As a massage, produces a refreshing tonicity.

Jars, 75c., \$1.25, \$2.00. Tubes, 35c.

Venus Tite-Tine Astringent contracts pores, tightens relaxed muscles, causing the skin to become firm and clear. An ideal preserver of facial contour.

\$1. \$2 per Flacon

For sale by B. Altman & Co.

VENUS COMPANY
494 Third Street Brooklyn, N. Y.

THE MASTER
Lamp of Lamps
Light of Lights
For Summer Homes
On Summer Nights
(No mantle)

Commences where the sun leaves off. Beautiful in form. Beautiful in performance. \$5.00 delivered. Dull Brass, Jap. Bronze, Polished Copper.

Write for booklet "H."

THE MASTER LAMP,
90 West Broadway,
Mountain Community Co.,
176 Madison Ave.,
New York City.

ADVERTISEMENTS.

FRENCH CHAISE LOUNGE \$39.00

Beautiful Chaise Lounge, Upholstered in very soft and luxurious style. Filled with hair. Tufted Arms, Back and Seat, resting upon Pillow Springs, makes this a most comfortable Reading or Lounging Couch. Legs of Solid Mahogany or Quartered Sawn Oak in any desired finish. Covered in any color Denim or Chintz.

Regular price \$60.00
Special \$39.00

Plain Seat Regular price \$55.00
Special \$35.00

Furniture, Upholstery & Interior Decorations

GREENBERG & BUXBAUM, Inc.
502 COLUMBUS AVE.
At 84th St. Schuyler 8841

ADVERTISEMENTS.

OPPENHEIM, COLLINS & Co

34th Street, New York

Women's Fiber

Silk Sweater Coats

Fiber Silk Sweater Coat with two pockets; mercerized back; fiber silk trimmings and sash in white or self color.

Colors are Watermelon Pink, Azure, and Belgian Blue, Rose and White, also Black and White two tone effects.

Very Special **7.90**



ADVERTISEMENTS.

NEW SPRING MODELS



Patent Colt or Dull Leather, with sand cloth top; ornament at throat. Same with white calf top; also navy blue with white top. **\$5.00**



Patent Colt or Dull Vamp, with grey buckskin quarter; two buttons..... **\$5.50**

Silk Hosiery to Match..... 95c

An inspection of our large variety of new Spring Models will show wonderful values at remarkably Low Prices.

404 Sixth Ave., N. Y. Bet. 24th and 25th Sts.

L. M. HIRSCH Sample Shoe Co.