

This letter means much to Housewives

From Mrs. Julian Heath the Housewives leader who is responsible to the consuming public

National Housewives League
 INCORPORATED
 NATIONAL OFFICERS
 President, Mrs. JULIAN HEATH.
 Secretary, Mrs. THOMAS A. FULTON.
 Treasurer, Mrs. ROBERT T. A. GRAHAMER.
 Founder and President, Mrs. JULIAN HEATH.

OFFICE OF THE PRESIDENT
 National Headquarters, 25 West 45th Street, New York City
 Telephone, Buxton 4513

General Chemical Co.
 25 Broad Street,
 New York City, N. Y.

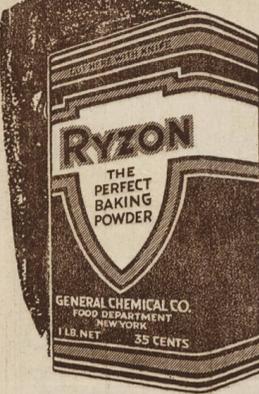
July 26th,
 1915

Gentlemen:

This is to certify that the Ryzon Baking Powder, manufactured by the General Chemical Company, has passed all tests necessary to secure the official endorsement of the National Housewives League.

Our investigations are thorough and complete and in granting this official endorsement we can recommend Ryzon Baking Powder with entire confidence to all housewives.

Yours very truly,
 Julian Denny Heath



RYZON The Perfect Baking Powder is sold with an unqualified guarantee. If it does not come up to your expectations in every way, your grocer will refund your money without argument. RYZON comes in three sizes: 1/4-lb. tins, 10c; 1/2-lb. tins, 18c; 1-lb. tins, 35c.

GENERAL CHEMICAL CO.
 FOOD DEPARTMENT
 NEW YORK



Come home from your shopping with the light brisk step of youth

Shopping need not exhaust you. You can do much to remove the strain that now wears you out.

Don't pound away your energy with every step you take on hardwood floors and concrete pavements. It is just as foolish for you not to provide for this strain as it would be for you to run an automobile without rubber tires or shock absorbers.

You can't go barefoot nowadays, but you no longer have to substitute hard, nail-studded leather in place of the soft cushions with which Nature protected your heel.

You can wear soft, springy heels of new, live rubber. You can let them absorb the jolts and jars that are now sapping your strength.

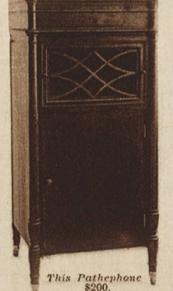
Thousands of New York women now wear O'Sullivan's Heels of New, Live Rubber, and come home from shopping with the light, brisk step of youth.

Be sure you get O'Sullivan's. Look for the name on the heel and avoid the disappointment of a substitute. Any shoe dealer or shoemaker will put them on; black, white or tan; for men, women or children: 50 cents attached.



© O. S. R. Co.

The Pathé
Pathephone
HAS SUPERIOR TONE-QUALITY!
IT PLAYS ALL DISC RECORDS!



No Needles to Change!
 The Pathé Round Highly-Polished Genuine Sapphire never scratches or wears out a record. NO "TALKING-MACHINE" TONE
 Pathephones retail from \$15 to \$200
 Pathe Double Disc Records—75c. to \$2.50. (Over 96,000 selections.)
HARDMAN, PECK & CO.,
 433 Fifth Ave., New York
 524 Fulton St., Brooklyn



"Women who wouldn't think of gambling on the races, run the risk of 'stocking runs' without a tremor."
 "But there's one thing sure—Gotham Gold Stripe Silk Stockings—always first in service and beauty, and sure to 'run last.' The Patented Gold Stripe stops short all garter runs. The closeness of the weave and the heaviness and purity of the silk make them really beautiful. For best wear they wear best."—G. G.
 Good Stockings for \$1—and up to \$20.
GOTHAM GOLD STRIPE
 REG. U.S. PAT. OFF.
Gotham Hosiery Shops
 504—5th Ave., near 42d St.
 27 West 34th St.



Wouldn't you like to have this handsome Bossert two-car Garage on your place?
Bossert Redibill Garages
 "Not Even a Nail to Buy."
Wonderfully Simple
 All the designing, planning, fitting, painting, and attaching of fittings is done at our factory. All you have to do is tell us the size garage you want and we will send the complete units ready to lock together. No waste of time or materials. Each unit has lined air chambers, assuring insulation against heat or cold.
 Prices range from \$179 up, according to size.
 Send for illustrated catalog, which also contains description of complete line of Bossert Redibill Homes.
LOUIS BOSSERT & SONS
 Builders of Bungalows for 25 Years.
 1319 Grand Street, Brooklyn, N. Y.

The genuine Italian Silk Underwear has the name "Kaysen" in every garment.
 A complete selection at all the best stores.

Annette Kellermann says:
Perfect Your Figure
 Do you realize how much your personality depends on your figure and carriage—how much your grace and beauty of appearance will be enhanced if your form is symmetrical?
 Many of my pupils write that their general mental as well as physical condition has been greatly improved since taking my course. What I have done for them I can do for you. It requires but a short time in the privacy of your own room each day—and the results are absolutely guaranteed.

Improve Your Health.
 By properly carrying out my instructions, you can improve your general appearance, reduce any part of your figure burdened with superfluous flesh or build up any part that is undeveloped.
 My system stimulates, reorganizes and regenerates your entire body. It helps transform your food into good, rich blood. It strengthens your heart, lungs and other organs, conquering all weaknesses and disorders and generating vital force.
 My book, "The Body Beautiful," should be read by every woman, and I will send it to you free. It explodes the fallacy that lack of beauty or health cannot be avoided.

MY GUARANTEE:
 With my free book, "The Body Beautiful," which is fully illustrated with photographs of myself explaining my system, I give full particulars of my Guarantee Trial Plan whereby you can test the value of my instruction without risking a single penny. This course of Physical Culture is guaranteed to satisfy or money back.
 Send two-cent stamp for "The Body Beautiful" and Trial Plan to-day

ANNETTE KELLERMANN Suite 933P.
 12 West 31st St., New York.

PROTECTED
 BY
INCOME FOR LIFE
 The One Perfect Contract
 Issued only to Preferred Risks
MEN and WOMEN
Guarantees:
INCOME \$805 to \$600, according to maturity age, annually long as you live and all profits cash if you live and all profits
\$5,000 cash if you die and all profits
\$5,000 to \$5,725 cash and all profits if totally and permanently disabled
 All for one premium with annual dividends
LIFE INCOME
FAMILY INCOME
OLD AGE INCOME
DISABILITY INCOME
 Guaranteed by Company with \$30,000,000 Assets.
 And supervised by the Governments of 41 States.
 For particulars address only
GEORGE W. MEAGHAM
 Manager Income Department for Greater New York & Long Island
 111 Broadway
 Phone, 1650 Rector

VAN RAALTE
Nevvatare
NETS
 At All Good Shops
 Made in U. S. A.
EVERY woman will wear Nets this fall. Fashion demands it. Nets are the dominant note in gowns of ultra style. In buying Nets, insist upon Van Raalte Nevvatare Nets because they wear longer, look better and cost no more. Ask your dealer or dressmaker for Van Raalte Nets. Address Dept. F.
E. & Z. VAN RAALTE,
 15th St., at 5th Ave.
 New York.
 For your protection this little white ticket is on every yard. Look for it.

ELEANOR PAINTER IN "PRINCESS PAT"

Pursell
 PARIS NEW YORK
 PRESENTING THE FALL COLLECTION OF ORIGINAL FOREIGN MODELS
 Gowns
 Wraps
 Tailleur
 Costumes
 NO. 26 EAST 55TH ST. NEW YORK
 No Catalogs

Leonard's
 Creators of Exclusive Apparel
 Never have we displayed quite so varied and charming a showing of Women's Apparel and yet so moderately priced as this Fall. Every model attractively reflects the Trend of the Times.
 Mrs. Leonard's Self-Adjustable Maternity Apparel is especially designed to meet the demands of the Expectant Mother.
 Stout and Hard-To-Fit Figures will be rendered Efficient Service in our Special Department devoted to their needs.
 Visit Our Showrooms—See Our Styles
 Catalog T mailed out of town on request.
24 West 39th Street
 Off 5th Avenue. Phone Greeley 3932.

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)