

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

# BONWIT TELLER & CO.

The Specialty Shop of Originations  
FIFTH AVENUE at 38<sup>th</sup> STREET NEW YORK



New Modes  
Misses' Dance Frocks

and  
The New Reversible Cape

"Jeune Fille" Fashions designed specially for the Holiday Dances and for early Southern Resort Wear.

"CLEANTHIS"—Misses' reversible evening cape of white broadcloth lined with rose, Copenhagen, purple, or black satin or with lining of soft silk in the Paisley colorings. Black velvet collar and ties. 45.00  
"LEONOR"—Misses' evening frock of faille silk with side draperies of self-tone tulle and fluffy shoulder pom poms of tulle. Faille ribbon with a picot-edge of gold defines the basque bodice and is looped up under the flaring peplum. The rosebuds that form the waist-line garniture are a deep rose color with alternate petals of gold cloth. In white, Nile green, blue, pink or orchid. The same model in black satin. 59.50

"HERMIONE"—Misses' evening frock of faille silk, with harem skirt. The surplice bodice of the faille silk combined with silver lace is completed by a band and loops of wide velvet ribbon in contrasting color. Garniture of rosebuds. In white with scarlet velvet ribbon, light blue with old blue ribbon, pink with rose ribbon, maize with old blue, white with old blue, pink with old blue, and Nile green with dark green velvet ribbon. The same model in black satin with old blue velvet ribbon. 55.00

## Phenomenal Sale of Suits & Coats

—still going on!  
Absolute Clearance of our Entire Stock at LESS THAN COST

Here's a most unusual opportunity to secure a beautiful suit or coat (fur-trimmed models included) at a small fraction of its original value.

An exceptionally wide assortment from which to choose.

DRESSES  
Several hundred of the season's best models in Serge & Silk now reduced to LESS THAN COST

**HAMILTON**  
GARMENT CO.  
307 FIFTH AVE. NEAR N.Y.C.

Address Dept. K12 for Free Catalog  
No Mail Orders Filled at Sale Prices



## NEW YEAR'S EVE

We are fully prepared with everything that is necessary to celebrate the night properly. Attractively displayed—conveniently located



Fancy Paper Hats, Horns, Bubbles, Crickets, Noisemakers, in enormous Variety. Serpentine, Confetti, Ticklers, Snapping Mottos, Masks, Jokes, Tricks, Sterling Silver Souvenirs, Jack Horner Pies, Fancy Paper Decorations to make the Table look gay, and thousands of little knick-knacks that are interesting and fun makers.

Hotels, Cafes and Restaurants Should Make Selections at Once. Variety Is Now Very Large

**B. Shackman & Co.**

906-908 Broadway BETWEEN 20TH & 21ST STS. New York City

The genuine Italian Silk Underwear has the name "Kaiser" in every garment.

A complete selection at all the best stores.

## Blyn Shoe



Style 1373 Patent Colt Opera Pump \$3.00

A dainty Opera Pump of selected Patent Colt with narrow, tapering toes, covered Spanish heels and turned soles; also in gun metal calf.

Fulton St. (Brooklyn) Store 442-444 Fulton St., opp. Bridge St.  
Newark Store 689 Broad Street Opposite Military Park  
J. Blyn & Sons  
GUARANTEE SINCE 1850  
West Side Stores: East Side Stores:  
22-24 W. 125th St. 84 Av. & 125th St.  
6th Av. & 27th St. 84 Av., nr. 86th St.  
5th Av., nr. 39th St. 162 Bowery, nr. Broome.

## SOFT-LITE Glasses

Assure ease and comfort when working under artificial light.

**M. Singer**  
Optometrists & Opticians  
Madison Av., Cor. 100 St. 114 Fulton St., N.Y.  
981 Prospect Av., Bronx, 604 W. 181st St.



"You know, this cocoa does taste better — It's so much smoother. It's Runkel's, you say? Well, you just keep on buying it for ME — I certainly like that 'chocolaty' taste."

And you know, Hubby's RIGHT. You can tell the difference at the first taste. It's a smooth, satisfying "chocolaty" flavor that just hits the spot. Try it—today—just go to your grocer's and

# Say Runkel's



the COCOA with that "Chocolaty" Taste

Runkel's Cocoa—being so much more finely powdered—dissolves more easily and completely, giving the full, natural "chocolaty" flavor of the rich cocoa beans. Food experts say a cocoa with 28% cocoa butter is too rich and indigestible and that a cocoa with only 20% is "too lean." Runkel's has 24%—just right to give maximum nutriment with complete ease of digestion.

P. S.—Have you tasted Runkel's delicious new Nut Bars yet? Sold everywhere!



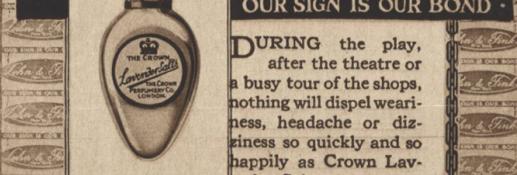
## Special REDUCTIONS High Grade FURS

Rich—Stylish Models  
Hudson Seal Coats  
Dep. of Selected Dyed Muskrat Skin; Full Flare design. 42-inch. \$89.50  
Hudson Seal Coats  
42-inch Models: generous Full Flare Coats. Beautifully lined; wide Skunk Collar and Cuffs. \$120.00  
Hudson Seal Coats  
The newest waist line Models. Large Shawl Collar and wide. \$145.00  
Border and Cuffs of Skunk.  
Rich Mole Coats  
Exquisite Models. Luxuriously lined. Kolinsky or Skunk Collar, Border and Cuffs. \$225.00

## RUSSEK'S

362 Fifth Ave. OPPOSITE ALTMAN'S.

## Crown Lavender Salts



OUR SIGN IS OUR BOND  
DURING the play, after the theatre or a busy tour of the shops, nothing will dispel weariness, headache or dizziness so quickly and so happily as Crown Lavender Salts.

Daintiest bottles imaginable for glove, purse, opera bag, or traveling case make it quite the fashion now to carry Crown Lavender Salts with you always.



## Here Is a Home For You

A REAL home built by the Bossert logical method of air chamber construction, every section fits into the place built for it. No guesswork, no depending on local builders. No nails used. In this house, a 12x15 living room, a 12x12 dining room, three large bedrooms, servant's room, kitchen, butler's pantry and bath.  
Big old-fashioned shingles, green shutters, every harmonious detail complete. Built like a ship and as strong and staunch in its construction, and yet it can be disassembled and put up again in a new locality if you wish.  
Price complete, exclusive of plumbing, \$220.00 f.o.b. Brooklyn  
Start planning for Spring and Summer now. Send 12 cents in stamps today for complete catalog.  
**LOUIS BOSSERT & SONS, INC.**  
1319 Grand St., Brooklyn, N. Y.

## The Nestlé Permanent Hair Wave

The most successful of all Hair treatments in existence.  
Illustrated booklet, containing our guarantee and a description, is supplied free of charge.  
C. NESTLÉ CO.  
657-9 Fifth Avenue, Corner 52d Street, New York  
Telephone 6541 Plaza London, 48 South Molton St.



Before Waving



Nestlé Waved

For the Foyer Hall or Den  
A ROOM illuminated by this artistic fixture, by its very atmosphere, brings one back to the generous and cordial hospitality of Colonial Times.  
THIS fixture should be in your home. Come see it.  
VISIT OUR SHOWROOMS  
HUNDREDS of artistic designs in fixtures, brackets and portables always on display.  
Write today for Booklet "B."

**SHAPIRO & ARONSON**  
20 WARREN STREET, NEW YORK  
One Block West of Brooklyn Bridge  
**Rebuilder of Gowns**  
New York's exclusive and most unique Dressmaking establishment where simply WONDERS are wrought with your passe frocks.  
REBUILDING OF GOWNS as carried out by me means a creation from something you may have thought worthless. Prices reasonable.  
**HOMER**  
113 1/2 West 37th Street, N. Y.  
Tel. 3365 Greeley.

**SHOE CRAFT**  
27 W. 38th St. New York  
Fitting The Narrow Foot  
Widths AAAA, AAA, AA & A. All sizes including 6, 8, 9 & 9 1/2  
TREVY, \$15  
In Champagne Buckskin, Artillery Grey Buckskin or Taupe Grey Kid.  
Perfect Fit Guaranteed. Send for catalog A-24, with measurement instructions and our booklet, "Fitting the Narrow Foot." Charge accounts.

**GLASSBERG**  
SHORT VAMP SHOES  
We Show Only the Latest Styles  
In Gray Suede, White Calf, Gray Kid and Purple Kid  
Here's a shoe that makes your foot look smaller. You can wear it and be sure it's the latest style. Send for Catalog T.  
511 6th Ave., near 31st St.  
225 West 42d St., nr. Times Sq.  
58 3d Ave., near 10th St.  
Mail Orders Carefully Filled.

**VENIDA HAIR NET**  
A strong, delicate web of natural hair—neat, smart, durable and unobtrusive.  
The only Sterilized Hair Net Cap or Fringe Shape, 2 for 25c. White or gray, 25c. each.  
Department Stores, Specialty Shops, Largest's Hair-Remover.  
RIESER CO., 112-B E. 19th St., N.Y.