

BONWIT TELLER & CO.

The Specialty Shop of Originations

FIFTH AVENUE AT 38TH STREET, NEW YORK.

"Bontell" Footwear

for women and misses

100—Colonial pump of black, white, gray, tan or green kid or black patent leather. **8.00**

101—Rose-tinted silver cloth slipper for evening wear. **9.00**

102—Sports oxford of white buckskin trimmed with black or tan leather. **10.00**

103—High boot of mouse color kid with suede top of mouse color. **12.00**



104—English type boot of mahogany calf with dark gray cloth top. **12.50**

105—English type pump of mahogany or black calf with wing tip. **8.50**

106—White buckskin sports boot trimmed with tan leather. **12.00**

107—Golf shoe of tan calf. **11.00**

108—Puttee riding boot of tan or black calf. **20.00**

109—Oxford of black or tan calf trimmed with ivory buckskin. **9.00**

110—Oxford of white buckskin trimmed with tan leather. **9.00**

111—White buckskin pump with black jet buckle. **11.00**

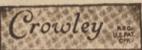
112—Mahogany calf boot with tan suede top. **14.00**

Crowley Neckwear for Women



Gives that Dash, Style and touch of Youthfulness

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Designed and introduced by TIMOTHY F. CROWLEY Inc. NEW YORK

The Nestlé Permanent Hair Wave



Nestlé Waved

The idea we wish to impress straight-haired women with, is the fact that we can give every one naturally wavy hair, within less than two hours, which will last until that hair has grown out. We want to impress every woman with the fact that the Nestlé Permanent Hair Wave treatment is not a "hit or miss" method, but is absolutely guaranteed in every respect. We wave from ten to twenty heads per day. Mr. Nestlé, the original inventor of permanent waving, is in personal attendance in New York.

The lower of these photographs shows how even the thinnest hair is improved by a Nestlé treatment of permanent waving. The hair was originally waved on December 30th, 1916, and looks this time especially "even" after a "water wave." The fluffiness of her hair as dressed last week really suits the lower face better, because the hair is so extremely fine and scanty; but as we only want to educate the readers we publish whatever headress the models have at the time of photographing.



Nestlé Waved

Read our descriptive booklet (supplied free.)

C. NESTLÉ CO.

657-9 Fifth Avenue, Corner 52d Street, New York Telephone 6541 Plaza. London, 48 South Molton St. and 43 Dover St. Pupils of good education between the ages of twenty and thirty-five are now instructed by Mr. Nestlé in permanent hair waving as a profession.

"Ecircum" GOWNS For All Occasions

Entirely Without Fasteners. No Fitting Required

Fashioned in many styles and materials, "Ecircum" Gowns are now accepted by discriminating women in two continents as the ideal country, house and summer gown. The "Ecircum" maternity gowns are, says "The Queen," London, the greatest revelation of the 20th century in woman's dress. Tea Gowns a Specialty.



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Stewart & Co.

"TAILLEUR" SUITS Mannish braid bound models in all the wanted fabrics.



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This Stylish Braid Bound Suit No. 16

May be had in Poirer Twill in navy, tan and black; also in Gunnabur not braid bound. Colors: Green, tea rose, beige, Copenhagen blue or navy. Special Price

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OPPENHEIM, COLLINS & Co

34th Street—New York



T-76

T-78

Smart Tailored Suits

For Women and Misses

The simple, clear-cut lines of our new models for Spring are more distinctive than ever.

T-76—Tailored Suit of navy or black serge, trimmed with black tape, over-collar of white broadcloth, fancy silk lining. **29.75**

T-78—Tailored Suit of serge in navy, black or sand, elaborate trimming of black braid, over-collar of figured pongee silk. **35.00**

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