

Your white wool sweater! Your rose colored one!



Tub them just as soon as they become the least bit soiled. The white one need not shrink to be its own little sister! The rose one need not lose its pretty color.

Your sweaters' two enemies

Rubbing roughens and tangles the delicate wool fiber—makes it mat and shrink. Alkali weakens the wool threads—makes them break easily.

The new product for washing woollens—Lux—has no free alkali, and dissolves the dirt without any rubbing!

That is why your sweater comes from its Lux bath fluffy and smart as when it was new.

Lux will not harm anything that pure water alone will not injure.

Remember your sweater when you shop today! Order Lux from your grocer, druggist or department store. Lever Bros. Co., Cambridge, Mass.



How to wash your colored sweater

If you have not washed it before, soak for a few minutes in a solution of one cup of salt to one gallon of water—to set the color.

Make the lather in very hot water, but add cold water till comfortable for the hands before putting in your sweater. Continue as with a white sweater, only dry in the shade instead of in the sun.

LUX

Won't shrink woollens!

How to wash your white sweater

Whisk the Lux flakes to a lather in very hot water. Let your sweater soak until the water is comfortable for the hands. Work it about in the suds, do not rub. Rinse in three waters just comfortable for the hands. Dissolve a little Lux in the last rinsing water. Spread on a bath towel and dry in the sun.

Franklin Simon & Co.

A Store of Individual Shops Fifth Avenue, 37th and 38th Sts., New York

ADVANCE FALL FASHIONS

MISSSES' SATIN DRESSES

Smart styles, in fabrics suitable for immediate wear



No. 41—Misses' Satin Dresses, in navy, black or brown; front and back of waist and side pleated tunic of skirt trimmed with rows of black silk braid; white satin collar, sash tie at back; 14 to 20 years.

29.50

No. 43—Misses' Satin Dresses, in navy, Copenhagen or black; waist fastened diagonally, is trimmed with embroidered satin buttons in oriental colorings; deep white satin collar, pleated tunic skirt, sash tie at back; 14 to 20 years.

18.50

HATS and SHOES, illustrated, from our shops.

Prices upon application

Prompt Delivery Free, Anywhere in the United States.

Phone 6900 Greeley

WHEN you think of Furniture you just naturally think of Kellners.

Folks who have bought Kellner furniture for twenty years past know that our values are not equalled anywhere.

Over TWO HUNDRED different and distinct suites are here for your selection.



Chippendale Bedroom Suite, Antique Mahogany, 4 pieces. Exceptional value. \$300

You are cordially invited to see the 25 rooms completely furnished on display here. They are interesting and instructive.

KELLNER BROS. S. E. Cor. 15th St. & 6th Ave. SINCE 1891

Don't Miss These Very Low Prices

Introductory Sale of the New All-Metal Refrigerator, Built by the Makers of the Famous Bohn Syphon

To meet the damp and humid climatic conditions encountered in West Indian and Central American export trade, the manufacturers of the world-famous Bohn Syphon and Sanitor Refrigerators recently perfected an entirely new type—the

IDEAL REFRIGERATOR All Metal Inside and Out

The new metal construction has been a success from the start in the field for which it was designed. Investigation has convinced the makers that the same features which have established its success in the most Southern climates recommend the IDEAL as a superior and type of Refrigerator in a climate such as prevails on our Atlantic Coast.

Specially Low Introductory Prices

A limited number, comprising nine sizes, are offered for a short time at sharp reductions from the list. For example:

Model 23 (Illustrated); 36x20 1/2 x 49 1/2; 150 lbs. ice capacity; \$45 list price, \$69.00; now

IDEAL REFRIGERATORS have in most respects the same construction as the famous Bohn Syphon Refrigerators—One-piece, round-cornered, fused Porcelain-Steel Lining; Fluorine Insulation; Front Drain, etc. Low temperature ensures ice economy. The metal exterior is finished in white enamel—instantly cleaned by wiping with a damp cloth.

Held for Fall Delivery on payment of deposit.

White Enamel Refrigerator Co.

of New York Phone Vanderbilt 1927 53 W. 42d Street.

The HARDMAN FIVE-FOOT GRAND

\$725 Easy Terms if Desired

Enrico Caruso says: "Its tone is wonderful"—The great Metropolitan artists use the HARDMAN Five-Foot Grand in their own homes because it offers most in beauty and tone.

Your own home will be music-happy, music-beautiful, with its Five-Foot Grand in it.



HARDMAN PECK & CO. 433 Fifth Avenue, New York Brooklyn: 47-51 Flatbush Av.

The Nestlé Permanent Hair Wave

Advertisement for Nestlé Permanent Hair Wave, featuring images of women with styled hair and text describing the product's benefits and availability at C. Nestlé Co.

Stewart & Co.

Smartly Side Draped Serge Frocks New Fall Models Very Specially Priced



Reduce Your Flesh

Speedily and safely by perspiration, anywhere desired, by using Dr. Walter's Medicated Seamless Rubber Garments By the oldest and most reliable methods.

Advertisement for Dr. Jeanne A. B. Walter's rubber garments, including images of men and women wearing the products and a list of items like Eton Jacket and Corsage.

DR. JEANNE A. B. WALTER, INVENTOR AND PATENTEE Billings Bldg., (4th Floor), S. E. Cor. 34th St. & 5th Ave., New York

Keep HIM Fit with COMFYKIT

Advertisement for Nathan's Comfykit, a first aid kit for soldiers, listing various items like bandages, disinfectant, and a first aid manual.

Over a Quarter of a Century in Business Our August Sale Is Full of Attractions

Advertisement for Geiger & Braverman Furniture Co., featuring images of a living room suite and text describing the sale.

Advertisement for Robert's Permanent Wave, featuring an image of a woman's hair and text describing the product.

Advertisement for Parker's Hair Treatment, featuring an image of a woman's hair and text describing the product's benefits.

Advertisement for a smart serge dress, featuring an image of the dress and text describing its features and price.

Advertisement for Sheraton Inlaid Mahogany Cabinet, featuring an image of the cabinet and text describing its features and price.

Advertisement for Manges Bros. Furniture, featuring an image of a woman and text describing the store's location and services.

Advertisement for Sheppard Knapp Son Co. August Furniture Sale, featuring images of furniture and text describing the sale's details.

Advertisement for Berthe May's Maternity Corset and Geo. M. Miller's Day Beds, featuring images of the products and text describing their features.