The CHENEY SILKS

When you examine a piece of Cheney Silk what is there that you see — and what that you do not see?

Beauty you see at once—style is recognized in its foremost expression—the honest quality of the good, old-fashioned days is apparent if you are a judge of silk.

What you do not see is all that lies back of the style, the quality, and the beauty, and makes them possible.

That is the Cheney spirit, the generations of skill in silk and its making; the atmosphere of natural beauty surrounding the higher-paid workers and the clean, contented lives they lead; the instinct for styles which chooses the worthy and discards the unworthy, which foresees the coming fashion and remembers the past, which originates the novel and disregards what is merely new without being befitting.

All of this is in every yard and every thread of Cheney Silks—put there with the deliberate purpose of making silks worthy of the name Cheney.

Zantine — the all-becoming silk

One more Cheney triumph—the leader of all the Fall and Winter silks. Novel—in the best sense; beautiful—in its wonderful colorings and designs; becoming—in its adaptability to any figure, any complexion, any occasion.

May we send you the interesting booklet, "The Miracle Workers"? It tells about silk making the ideal way.

Cheney Brothers
Silk Manufacturers
4th Avenue and 18th Street
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VAN RAALTE Veils

The "Dania"

Made in U. S. A. — *At All Good Shops*

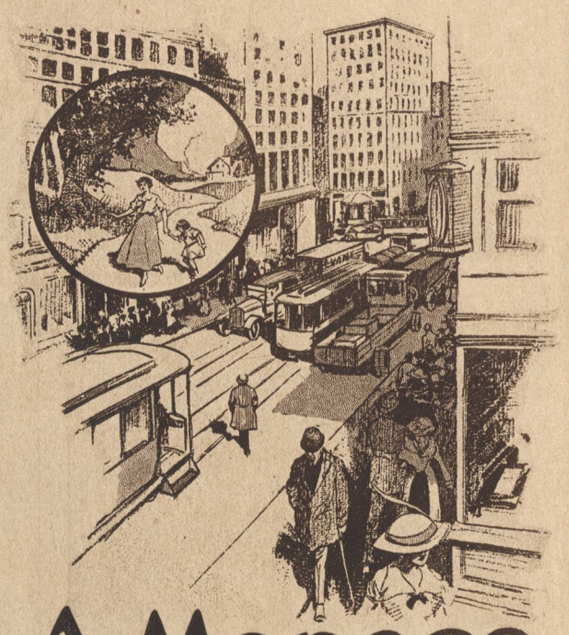
NOT until you wear this bewitching "Dania" will you discover its fullest charm—and yours, too. A scroll veiling in a series of patterns—all clear vision, all washable. See them at your favorite shop.

Write for our Style Book, addressing Dept. J

E. & Z. Van Raalte, 5th Ave. & 16th St., N. Y. C.

In buying veils, look for this little white ticket:

VAN RAALTE MAKE



A Menace

City pavements blamed for many ailments

Within the experience of us all, the sidewalk has changed from a soft to a hard one.

Hard pavements have greatly improved our traffic conditions, but they have proved a serious *menace to health and efficiency.*

The records of the Hospital for the Crippled in New York show that in the year 1890, just before the advent of stony streets, Arch Trouble claimed 2.6 per cent of the new patients treated. In 1906, the percentage had risen to 18.3, and in 1914 to over 30 per cent.

Save your health

You cannot have the streets unpaved, the sidewalks turned to turf—but you can protect yourself from the pounding jars that shatter nerves and break down health.

O'Sullivan's Heels act as easy, springy cushions between your heels and hardwood floors and pavements. O'Sullivanize your step. Put the spring of these little shock-absorbers under your feet, and walk with the vigorous stride that goes with real success.

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In black, white or tan; for men, women and children. Insist on O'Sullivan's—avoid the disappointment of substitutes.

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Removes spots
Instantly and
Leaves no ring

O-Spot-O removes almost any kind of a spot or stain from any kind of material.

It is entirely non-explosive and will not harm the most delicate fabrics.

Sold everywhere in 25c bottles. Ask for O-Spot-O and be sure to get it.

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Lehn & Fink New York Inc.

Billie Burke

says: "I have used your **Crême Nerol** and appreciate its *rare qualities.* I gladly recommend its use to others."

So do **Geraldine Farrar, Fremstad, Fornia, Tetrazzini, Hempel, Pasquale, Margaret Anglin, Florence Reed, Mrs. Fiske, Frances Starr, Anita Stewart, Margot Kelly** and **many others**; they know its costly and *unusual* ingredients are blended into a perfect skin beautifier, and that it has a distinctive merit all its own because it is strictly **Hand Made**

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Perfumery Set, $1

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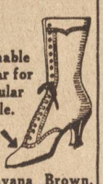

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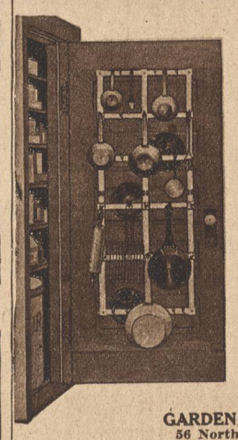

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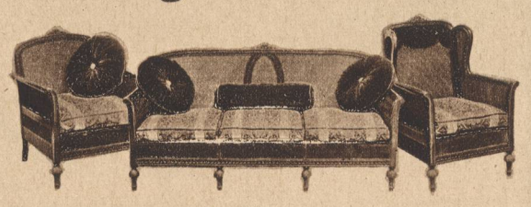

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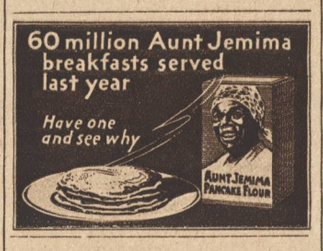

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