

RUSSEK
FIFTH AVENUE
NEW YORK



Gown
For all occasions
of Crepe Jerseyette
beaded & embroidered
\$150.00



CORRECT LIVERIES

PARLOR MAID (left)—Imported English mohair uniform, in gray or black, \$15; in navy or brown, \$18. Same uniform in imported Irish poplin, any color, \$7; black French sateen, \$5. Headpiece of broad ribbon and organdy, \$7. Apron, collar and cuffs, \$4.25.
PERSONAL MAID (centre)—English mohair uniform, black or gray, \$15. Apron, collar and cuffs, \$4.

NURSE (right)—Coat of English serge; navy, gray or black, \$45. Bonnet, \$15.50; without veil, \$10.50. Collar and cuffs, 70c.

Send for Catalog T-4.

Joseph
CAPS-APRONS-UNIFORMS

129 East 34th St., New York
Specializing Exclusively in
Nurses' and Maids' Uniforms.



Ambre Royal
The Powder of Royalty
Made MARON VIOLET
By Pronounced Beauty
Sold in the best shops all over the world.
FRANK SIMON & CO.
71 West 38th St., New York

ALSO MAKERS OF
No. 51. Savon au Cold Cream (Solidifié)
No. 48. Royal Toilet Soap, "The
Officers' Soap."
Finest Toilet Soaps in the World.
\$1.00 Per CAKE.



**The Loveliest
Baby Shop**

Occupies our entire second floor balcony. Contains everything baby needs from the simplest slip to the finest layette. Prices very low because we do our own manufacturing.

Maternity

Lane Bryant specially designed maternity apparel is healthful, comfortable, figure-concealing—and as stylish as clothes for normal wear.

If impossible to visit our store, write Dept. L-2 for Style Book.

Lane Bryant
21-23 West 38th St., New York

**Exceptional Value
Silk Blouses**
Georgette Cape de Chine
Newest Models
Large Selection
Always in Stock

BLOUSE
Style 15T.
Crepe de Chine,
White, Flesh,
Navy & Black
One \$3.50 Price
SHOP

Also mail orders filled. Send for Catalogue T
500 Fifth Av., Cor. 42d St., 2d floor

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York

Charming and Picturesque is
Quaintly Printed Voile in

**MISSES'
"Betty Wales" Dress**

Made exclusively for Franklin Simon & Co.



NAVY blue voile printed in vari-colored flowers loses none of its old time charm in interpreting the mode of today. This "Betty Wales" dress with its new hip drapes gains becomingness in the maize color organdie collar, vestee and cuffs trimmed with Val lace.

Sizes
14 to 20 years.

14.50

MISSES' DRESS SHOP
Second Floor

HAT illustrated,
from our Shop.
Price upon
application.

Prompt Delivery Free, Anywhere in the United States
Phone Greeley 6900

Telephone Greeley 2400

Stewart & Co.

Correct Apparel for Women & Misses

5th Ave., at 37th St.

A Superb Exhibit of

Summer Dress Modes

Executed in new Silk and Cotton
fabrics of exquisite daintiness



814

815

814—Flowered Chiffon Dress, in gracefully draped effect, with Silk underskirt. Novelty Sleeves. Smart round collar of fine Net is trimmed with Val. Lace. Colors of Backgrounds are Navy, Black, Copen, Tan or White with contrasting color floral design. Sizes 14 to 18—36 to 44. **18.50**

815—Beaded Gown of Georgette Crepe in clever tunic effect. Smart sleeves. Shown in Navy, Black, Copen, White, Flesh or Grey. Sizes 14 to 18—36 to 44. **35.00**

Mail or phone orders given prompt and careful attention.
Send for illustrated style book 22-A

Franklin Simon & Co.

A Store of Individual Shops

Fifth Avenue, 37th and 38th Sts., New York

Direct From Paris—

HAND-MADE LINGERIE BLOUSES

For WOMEN and MISSES

Made Expressly For FRANKLIN SIMON & CO.



21

25

31



27

29

IT is their artful designing and clever originality combined with their exquisite needlework that makes French hand-made blouses so charming and irresistible. Always presenting some refreshingly new—some ingenious style note typically Parisian, they are marvels of beauty that make instant appeal to the woman of discrimination.

No. 21—BLOUSE of WHITE BATISTE, hand embroidered and adorned with real filet lace. **9.75**

No. 27 BLOUSE of WHITE FRENCH VOILE, hand emb'd and filet lace trimmed. **15.00**

No. 23—BLOUSE of WHITE FRENCH VOILE with real filet lace; hand embroidered. **29.50** Tax 1.45 Price **30.95** Including Federal Tax

No. 29 BLOUSE of WHITE BATISTE, hand embroidered organdie collar and cuffs. **11.50**

No. 25—BLOUSE of WHITE FRENCH VOILE, hand embroidered and filet lace trimmed. **19.75** Tax .48 Price **20.23** Including Federal Tax

No. 31 BLOUSE of WHITE FRENCH VOILE with real filet lace, hand drawn and emb'd. **19.75** Tax .48 Price **20.23** Including Federal Tax

After May first, all Waists purchased above \$15.00 are subject to a Federal Tax of 10% on the excess between \$15.00 and the purchase price.

WOMEN'S and MISSES' WAIST SHOP
Third Floor

Prompt Delivery Free, Anywhere in the United States, Phone Greeley 6900

The HARRINGTON
SMALL GRAND

Seldom will you find high piano quality and artistic appearance so happily blended as in the Harrington. Same floor space as an upright. Has no equal at its price.



HARDMAN, PECK & CO.
Established 1842
433 Fifth Avenue, 425 1/2 Flatbush Ave.
New York, Brooklyn
Represented in All Cities

Perfume Your Home With

Vantines
The Oriental Store.

Fragrant Incense.

Simply place a small quantity in the burner and apply a match. It will immediately smolder and diffuse a dreamy fragrance most pleasing to the senses. When burned in reception hall its perfume will pervade the upper rooms, purifying the air by absorbing and dispensing all odors and when burned near clothes closet or press will impart a most pleasing perfume to all clothing therein.

On sale at your dealer's, or send \$1, (incense only, medium size, 50c.; large size, 90c.) and we will forward, prepaid, the set illustrated with complete instructions for using. Specify T 1002.

A. A. VANTINE & CO., Inc.
Fifth Avenue and 39th Street, New York.

BONWIT TELLER & CO.

The Specialty Shop of Originations
FIFTH AVENUE AT 38th STREET, NEW YORK

DISTINCTIVE BLOUSES

In Summer Fabrics



LINGE

TISTE

DOT

"LINGE"—Blouse of handkerchief linen with lines of hem-stitching front and back and black satin tie. In all white and flesh color, maize and overseas blue, with white collar and cuffs. **9.75**

"TISTE"—Sheer batiste blouse, tucked front and back, with pleated frills edged with net. White only. **7.50**

"DOT"—Hand-made blouse of white net with cascade jabot. The set in bands and frill edgings are of polka-dotted georgette. The polka dots come in cerise, navy and overseas blue. **15.00**