



10-Piece Heppelwhite Dining Room Suite in Antique Mahogany \$660
(Regularly \$800)

LAST WEEKS OF THE Mid-Summer Furniture Sale

Why not take advantage of the opportunity we offer you to make important savings in your furniture purchases. The reductions are most marked in these high-cost days.

Hundreds of Bedroom, Dining Room and Living Room Suites on display.
Established 1892

GEIGER & BRAVERMAN
49 WEST 23RD ST. Bet. 5TH & 6TH AVES



Bestyette RAIN COATS

NOW more than ever before, you must guard your children's health against colds, pneumonia and the powerful "flu" germs.

Failure to protect your child from bad weather and driving rain may cause serious illness.

Get your children Bestyette Raingarments. There's "Dri-Boy" for that rollicking youngster of yours who will be tickled with "Dri-Boy" because it's modelled with the doubled shoulder cape, for double protection. Ventilated back. Not a seam to leak or tear. "Dri-Girl" for little sister is the newest Bestyette Cape for girls.

Be sure and get Bestyette. They cost a trifle more, but they're safer and guaranteed. Look for the famous Bestyette Guarantee—it's in every Bestyette Garment you buy. Made in sizes for children from 4 to 15.

All good stores carry Bestyette Raingarments.

The New York Mackintosh Company
(Wholesale Only)
39-41 West 32d Street, New York City



ASCINATING, distinctive Butterfly Talc—a Babcock inspiration, web-soft and impalpably fine, and exhaling a captivating, memorable fragrance like a refreshing breath from a garden of rare flowers!

This exquisite toilet adjunct is a Babcock masterpiece comparable in delicacy and harmony only with that other Babcock triumph, Corylopsis.

Blended with talc, mist-like in softness and lightness, Butterfly lends its name and appealing redolence to the wholly delightful Butterfly Talc.

The tall, rich blue Butterfly can with its unusual elegance and beauty identify the original Babcock's Butterfly Talc.

Your dealer can now supply Butterfly—at your pleasure.

BABCOCK'S BUTTERFLY TALC
TWENTY FIVE CENTS

The A. P. BABCOCK COMPANY, NEW YORK CITY, TORONTO

BUTTERFLY EXTRACT AND TOILET WATER—\$1.00 FACE POWDER—50¢
Other Famous BABCOCK Fragrances—CORYLOPSIS—CUT ROSES—VIOLET ELICE



Bachrach
PHOTOGRAPHS OF DISTINCTION

507 FIFTH AVENUE, NEW YORK

PHOTOGRAPHS by Bachrach have achieved their national renown by reason of their extraordinary quality in ideally portraying the personality of the subject.

Write for Illustrated Booklet "S"

New York Boston Philadelphia Baltimore
Washington Cleveland Hartford Springfield
Worcester Annapolis Atlantic City Newport
Providence Magnolia Hyannis

BONWIT TELLER & CO.
The Specialty Shop of Originations
FIFTH AVENUE AT 38TH STREET, NEW YORK

Lace Filled BLOUSE of CREAM NET
6.90

ROWENA—There is an appealing loveliness about this button-back model of cream net, with dainty ruffling of cream Valenciennes lace that forms a bib front and trims the cuffs.

Same Blouse of Georgette Crepe in flesh, white or bisque. 12.50

Have you a five foot corner?

It's all you need for a Harrington Small Grand—which fits practically the same floor-space as an upright. Specially adapted to small homes—conferring elegance and distinction—of rare and beautiful tone.



Represented in All Cities
Convenient Terms

HARDMAN, PECK & CO.
FOUNDED 1848
433 FIFTH AVENUE, NEW YORK CITY
BROOKLYN, 47-51 FLATBUSH AVENUE

The HARRINGTON SMALL GRAND
PRICE \$750



Like the Sheltering Shade of Foliage

is the sensation of cooling and refreshing comfort that you enjoy even in the hottest sunshine if you use **DAGGETT-RAMSDELL'S PERFECT COLD CREAM**

Good-bye, sunburn! Hello, Tan! You will be delighted with the charming golden tan that steals softly over face, neck, shoulders, arms, and hands when you apply Perfect Cold Cream daily before going into the open air. Apply it generously on retiring and enjoy the restful sleep of beauty. In tubes and jars, 10c to \$1.50.

Poudre Amourette: The delightful face powder that is both a refinement and a necessity. Looks natural; stays on. Flesh, white, brunette, 50c.

Free Trial Samples
Free samples of Perfect Cold Cream and Poudre Amourette will be sent on request.
DAGGETT & RAMSDELL
Dept. 483,
D & R Building New York

KELLNER BROS.
Twenty-nine years selling Good Furniture
Southeast Corner 15th Street and 6th Avenue



Louis XVI Dining Room Suite in "Burl" Walnut or English Brown Mahogany—10 pieces..... \$600

FREQUENTLY a mother brings her daughter to Kellners' with the assurance that we will solve the furniture problem. Mother knows—for her mother bought at Kellners', too.

You are cordially invited to see ^{at} The Twenty-five Rooms!—they are filled with suggestions for artistic arrangement in the home.

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.

QUALITY SERVICE PRICE

DALE Buy Direct from Factory and SAVE MONEY

Experience taught us to sell fixtures from samples connected, not from Catalogs or Pamphlets, therefore we don't issue any, avoiding mistakes and disappointments.

Visit our Showrooms. We mount Vases and Ornaments for Electric Light. Beautiful Assortment of Silk Shades.

109 West 13th St., New York
ONE DOOR WEST OF 82ND AVE.
DALE Lighting Fixture Co

Your Choice!

Almost unbelievable!—until you realize that it comes to you direct from the Shoe Style Centre of America (with all intermediary expenses saved.) Your choice of black, tan, or white—low military or French high heel—the smartest, dressiest oxford of the new styles—and without a penny in advance! Simply mail the coupon—make no payment until shoes arrive—try them on in your own home—ask your friends how they compare with \$7 and \$8 shoes that they are wearing—and realize at last the secret of buying real comfort, taste and style in footwear without being extravagant.

SEND NO MONEY—buy on the approval plan— not a penny cost to you if you are not overjoyed with these shoes. Mail the coupon NOW.

Bradley-Boston Co., Dept. 10, Essex & Chauncey Sts., Boston, Mass.
Send shoes on approval. I will pay on arrival. I risk nothing!

Rich Dark Tan, Low Heel. White Buckskin, Low Heel.
 High High

Dull Black Kid, Low Heel. Name.....
 High

Size..... Address.....

\$4.85

The Best Way to use Rouge

The specialist who created the wonderful La-may Face Powder has invented a new rouge. The rouge is inside the puff. All you do is to rub the puff on your face. It comes through the puff just as you need it. It goes on splendidly and stays on the face until you wash it off. The puff is in a dainty metal box. The box cannot break and the rouge will not crumble like the old-fashioned kind. This newly invented rouge is called La-may (French, Rouge L'Amé). It gives a beautiful color that looks natural under the strongest light. There are two colors—medium and dark. The fifty-cent package will last six months, yet the box is small enough to fit your purse. When you use this pure, harmless Rouge and see how much more convenient

it is and how much better it stays on, you will understand why thousands of women say it is the best they have ever used. Because La-may Rouge is so new, your dealer may not have it yet, but he can easily get it. Show this notice to your dealer and if he refuses to get you a package you may order by mail from Herbert Roystone, 16 E. 18th St., New York.



The Rouge Is Inside the Puff. The Dainty Metal Box Cannot Break.

"LIGHTING FIXTURES OF MERIT"

HEATHER
NOTE THE CONVENIENT LOCATION OF OUR SHOWROOMS

Where you can see hundreds of samples properly displayed and connected as they would be in your home. To serve our out-of-town clients we have issued a new and valuable Catalogue B. Sent on receipt of 10c in stamps.

The R. C. HEATHER COMPANY
19 WEST 36TH STREET near Fifth Avenue NEW YORK

J. GLASSBERG'S SHORT VAMP SHOE



In Suede, Satin, Patent, Glaze or Dull Kid—Pumps, Oxfords & Boots. A shoe that combines gracefulness of line and supreme comfort.

Send for Catalog T. Mail orders filled.

511 6th Ave. near 31st St.
58 3rd Ave. near 10th St.

IMPERIAL GRANUM
Food for the BABY

APPLY THE HOT-WEATHER TEST To Your Baby's Food

Hot Weather conditions impose a greater tax on delicate digestions, and

IMPERIAL GRANUM
the Unweakened FOOD for Babies

with its pure, concentrated nourishment and wonderful digestibility protects babies from hot weather ills. Its simple method of preparation kills any germs in milk. Invaluable in Summer Diarrhoea. Better than barley.

Send for a Free Copy of "The Care of Babies." Address

IMPERIAL GRANUM, Dept. R H 1
158 Water Street, NEW YORK CITY

