

Radium and Beauty



Rador

IF the Goddess of Beauty herself turned chemist, she could hardly improve upon *Rador Peau de Velour*. No cream could be more pure and gentle—nor could any be so helpful in the improvement of the complexion.

For *Rador Peau de Velour* is cultured with real radium. Next to sunshine, radium is Nature's chief agent in stimulating life and health. It assists the skin in eliminating its internal impurities—leaving it free to bloom with the sweet, fresh charm of youth.

You'll love it the minute you inhale its fascinating perfume.

Choose *Rador Vanishing Cream* and *Rador Face Powder*. They also combine ingredients of highest purity with the health-building, beautifying power of real radium.

RADIOR CO., LTD., of London

Write for the most interesting beauty booklet of the year—"Radium and Beauty."

The Rador Preparations are sold at all shops and stores which serve women of taste.

GEO. BORGFELDT & Co. Sole Distributors. 16th St. and Irving Pl. New York



Rador Peau de Velour, Rador Vanishing Cream and Rador Face Powder.



Twice the life for your silk stockings

After every wearing, dip them in these delicate suds

SILK stockings should never be left unlaundered after a single wearing, as perspiration attacks the fibre and weakens it. Freshen them, the moment they get soiled, in pure Lux suds!

Lux comes in delicate white flakes that dissolve instantly in hot water. You simply toss a tablespoonful into hot water and stir up a rich lather. Then add cold water until the suds are lukewarm—and in your stockings go!

Don't let another pair of your silk stockings be ruined by perspiration. Get Lux today from

your grocer, druggist or department store. —Lever Bros. Co., Cambridge, Mass.

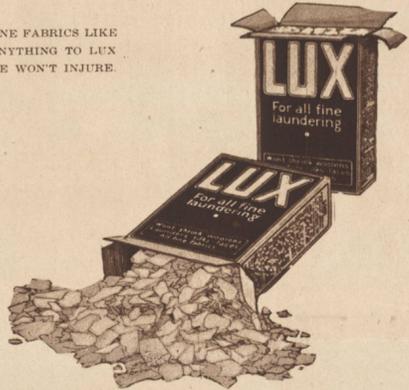
A few don'ts for silk stockings

Never wring silk stockings. Wringing injures the fibre. Just squeeze the water out gently.

Always use a warm iron, never a hot one. Heat injures silk fibre and yellows white and delicate colors.

Spread clocked stockings on a towel, and roll immediately to dry. Iron while still damp. This will keep the clocks from running.

THERE IS NOTHING FOR FINE FABRICS LIKE LUX! YOU CAN TRUST ANYTHING TO LUX THAT PURE WATER ALONE WON'T INJURE.



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STROBEL FURNITURE

PRICE IS a consideration with us—in spite of our high Quality Standards.

Everyone is surprised at the low prices for which you can buy period and other demanded ideas in GOOD Furniture from us. Illustrated here is one example for "Character" of design.

A revelation awaits your early call on us.

Everything we have is ready for NOW—delivery.

Have your chauffeur drive you to 53 Elizabeth Street, (4 1/2 blocks from Lafayette Street), or take 3rd Avenue "1," or Subway to Canal Street. Fifteen minutes from 42nd Street.

PHILIP STROBEL & SONS Incorporated 53-55 Elizabeth St., New York Near Canal Street. Phones Franklin 734-735



Established 1852

SHOE CRAFT

27 W. 38th St. New York Fitting The Narrow Foot Widths, AAAA to C Lengths 2 to 10

SALE

Modish ShoeCraft Shoes

THE midsummer discount of 20% is still allowed on the season's smartest models, the majority of which are perfectly suitable for Fall and Winter wear. All have the ShoeCraft excellence of design and quality and the extensive range of sizes assures a trim fit.

HYACINTH is beautifully fashioned of moire with vamp of patent leather; useful the year round. Buckles may replace the bow. Usually \$17; now \$13.60



Post prepaid. Fit guaranteed. Send for Catalog A-10 and Measurement Charts.

KRYSTALAK

Pure, Clean, Nourishing Milk in Crystal Form.

You have often needed a little more milk to finish a meal. Or another milk dish to "add to" because of an unexpected guest.

Keep Krystalak and you can always do this. Krystalak is skimmed milk with all the water taken out. The fat too has been extracted so that these dry, flaky milk crystals will not become rancid.

NO ICE REQUIRED TO KEEP KRYSTALAK.

Insist upon the blue-striped package. It is waxed and sealed, thus positively free from dirt and contamination. Price 50c per package.

Ask your grocer for Krystalak. He will also be glad to give you a copy of our free cook book, which makes the use of Krystalak easy and economical.

THE DRY MILK COMPANY, 15 Park Row, New York City

How to Use Krystalak Each package of Krystalak milk crystals will make 5 quarts; one cup makes one quart and four level tablespoonfuls makes one cup of milk. Add the Krystalak to the water and stir—it dissolves immediately.



Blackshire

THE PERFECT BLACK APPAREL
Dresses & Blouses

IN only Blackshire gowns and blouses is the charm of black fully realized. Smart shops and fashionable women alike find Blackshire apparel the fulfillment of their style-ideals.

Unlike a color, black depends wholly upon itself for its beauty. It must be treated with infinite skill and artistry, for nothing so clearly defines the silhouette and lends itself so entirely to the effect of a gown as black. Only in Blackshire creations is this rare beauty of black fully interpreted, for they are originated by the world's largest specialists in black apparel.

Blackshire gowns and blouses, in a wide range of styles and prices, may be obtained at the leading shops everywhere. Every original Blackshire model bears the Blackshire label.

Send today for the Blackshire "Style Story", mentioning name of your favorite shop.

THE HOUSE OF BLACK
114 MADISON AVENUE,
NEW YORK.
WHOLESALE ONLY