

STROBEL FURNITURE

STROBEL prices at ALL times are lower than the "Special Sales" prices offered at this season of the year. Evidence of this, which is unquestionable, is here—in our big, complete Furniture Stock—downtown where rents are low. Come and choose what you prefer for immediate delivery, or, if you want us to hold it for you for a month or so, we will.

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

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



Established 1852

HAMILTON'S

Smart New Models For Fall



Fricotine Dress \$36.95
Silk Embroidered

Every new style feature is included in this wonderful display of NEW FALL DRESSES \$9.50 to \$50.00

HAMILTON GARMENT CO.
307 FIFTH AVENUE
Near 31st St.

Delightfully Different Thirty five Cents



WE applied our 70 years' experience, as specialists in toilet preparations, to the creation of Pussywillow Talc de luxe.

It is different, delightfully so. Nothing quite like it in quality or delicate fragrance has ever before been offered for so little as thirty-five cents. Use this talc de luxe in combination with the other Pussywillow preparations for complete harmony in toiletary.

Tetlow's Pussywillow Talc de luxe

Good stores everywhere sell
Pussywillow Face Powder 50 cents
Pussywillow Face Powder Tablets 50 cents
Pussywillow Rouge 50 cents
Pussywillow Toilette Cream 50 cents

HENRY TETLOW CO., ESTABLISHED 1849
Philadelphia, Pa.



How to wash sweaters -

YOU can wash your sweater yourself—and it won't shrink! Won't lose its shape!

Wash it in rich Lux suds, and it will come out just as soft and fluffy as the day you bought it.

It is twisting woolens and rubbing soap on them that makes them stiff, matted and shrunken. But with Lux there is no rubbing. Only sousing in the rich, pure lather, and gentle pressing of the suds through the soiled parts.

Lux comes in pure delicate flakes. They dissolve instantly in hot water. Nothing but Lux makes such a wonderful lather!

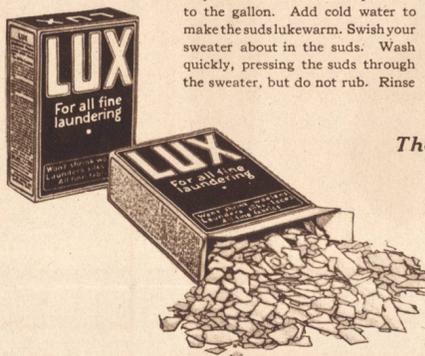
Lux is so pure it won't hurt anything water alone won't injure.

Your grocer, druggist or department store has Lux.—Lever Bros. Co., Cambridge, Mass.

To wash your sweater

Whisk Lux into a rich lather in very hot water—two tablespoonfuls to the gallon. Add cold water to make the suds lukewarm. Swish your sweater about in the suds. Wash quickly, pressing the suds through the sweater, but do not rub. Rinse

three times in lukewarm water. Dissolve a little Lux in the last rinsing, but do not make a lather. This leaves your sweater softer and more woolly. Never wring sweaters. Squeeze the water out, and spread on a towel to dry in the shade.



There is nothing like Lux for fine woolens

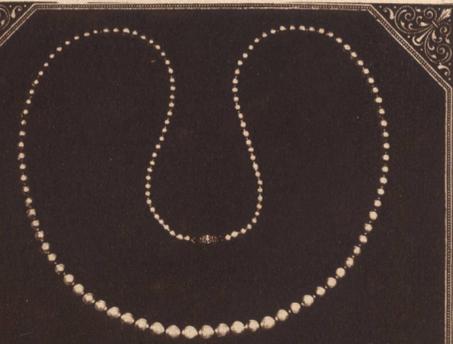
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RUSSEK'S
FIFTH AVENUE
NEW YORK



A New Russek Model

A Day-Gown of Blue Duvcetyne
The Skirt is ornamented with offsetting black fringe.



Imperishable Hallmark Pearls

That Hallmark pearls are indistinguishable from natural pearls, is a quality no more appreciated than their imperishable hardness. Perfectly matched in necklaces constructed for life-long service. A discriminating gift at Hallmark prices:

16 inch with gold clasp \$25
18 inch with platinum clasp \$50
24 inch with platinum clasp \$75
24 inch with diamond and platinum clasp \$100

The HALLMARK Jewelers

5TH AVENUE at 40TH STREET, Second Floor
CASSIUS BAGLEY, President



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.



"CIRCLE A"



Ginger Ale
THERE ARE HUNDREDS OF GINGER ALES, BUT ONLY ONE BEST
DISTRIBUTED BY
GROSVENOR NICHOLAS & CO., INC.
NEW YORK

Blackshire
THE PERFECT BLACK APPAREL
Dresses & Blouses

BLACKSHIRE frocks for fall, dictated by the world's largest specialists in Black apparel, are a revelation of that charm that only Blackshire can achieve.

Each model from the simplest street dress to the most enchanting dinner gown reveals a smartness and character that is truly "Blackshire."

For the young girl who seeks the "unusual" or for the fastidious matron, whose gowns must be absolutely correct, Blackshire apparel is irresistibly appealing.

The leading shops throughout the country are featuring Blackshire gowns and blouses. They may be identified by the Blackshire label. It is your assurance of style and quality in Black apparel.

Blackshire "Style Story" sent upon request. Please mention name of favorite shop when writing.

THE HOUSE OF BLACK
114 MADISON AVENUE,
NEW YORK.

WHOLESALE ONLY

