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# VAN RAALTE Veils

## THE TRELIS

Made in U. S. A. At all Good Shops.

White veils are very modish. Fashion's latest decree is, white Veils for light costumes—and white veils are delightfully becoming. The Trellis Veil illustrated is one of the many charming Van Raalte creations shown in white by all good shops. Remember that Van Raalte Veils—wash without wearing—stretch without tearing—outlast three ordinary veils. Write for booklet "Miladi's Veil."

E. & Z. VAN RAALTE, 100F Fifth Ave., New York.

For your protection, this little white ticket is on every yard. Look for it.

## Frederick Loeser & Co. INC. BROOKLYN-NEW YORK



### Costly New Suit Copied at \$35

Fine gaberdine embroidered with silver thread. Buttons of silver filigree. Also men's wear checks with black embroidery.

A smart touch is conveyed by making the back panel of the coat several inches shorter than the front, permitting greater flare of the skirt. Linings of brilliant flowered silks. Sizes for women and misses.

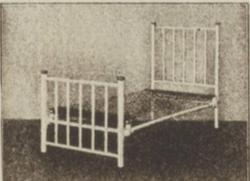
### \$30 Maison Lewis Hat Copied at \$16.50

Hat of hemp in soldat bleu combined with black liseré. Trimmings in black and white. The shape of the Hat, the placing of the trimming, the color scheme are all distinctive and smart.

**COLD DRY AIR STORAGE** for Furs and Garments—a specialty. Our own plant; expert care and very moderate charges.

### A Bed for Shore or Country

This square tube, white enamel steel bed is ideal for seashore or country house. With guaranteed sagless springs.



\$19

New designs in brass and enamel cribs and beds now on our floors.

**The Whitcomb Metallic Bedstead Co.**  
34th & Madison Avenue  
Factory, Shelton, Conn.  
Philadelphia 1710 Chestnut St. Boston 90 Washington St.



Our Tea Room is a delightful place for a "bite of lunch" or afternoon tea and a visit with a friend

30 WEST 34<sup>th</sup> ST. near the Waldorf



**Pearl Sindelar** appearing in Potash & Perlmutter wearing a

**London Feather Hat \$5 to \$10**

**London Feather Co.** 21 WEST 34<sup>th</sup> STREET

## Franklin Simon & Co.

Fifth Ave., 37th and 38th Sts., N. Y.

### Men's Furnishing Shop

A Separate Shop—16 West 38th St.

### FIELD CLUB Sport Shirt

"Style Registered"

by Franklin Simon & Co.

"Field Club" Shirt, an entirely new convertible attached collar shirt in white, blue or tan Oxford for sportsmen, with a collar that looks equally well worn with a tie or thrown open at neck. The ideal shirt for golf, tennis or country wear. 13 1/2 to 17 neck.

Special 1.75



**FURNISHINGS for MEN and YOUNG MEN**  
Imported and Domestic Neckwear, Shirts, Collars, Pajamas, Hosiery, Underwear, Gloves, Canes, Umbrellas, Handkerchiefs, Bath Robes and Sweaters.  
**AT POPULAR PRICES**

## PLEXO CREAMS

INCOMPARABLE "For the Woman Who Cares"

**Greaseless Cream**  
Protects your skin from chaf and wind burn; will impart to your complexion the velvety bloom of youth.

**Cleansing Cream**  
Incomparable for ridding the pores of all impurities; will give the pure, clear complexion of perfect beauty.

These two essential creams are scientifically prepared to be used in conjunction with each other, and will produce results obtainable in no other way.

25c & 50c

**EVENING WHITE**

Imparts that soft, pearly white tone to arms, throat and shoulders. Unsurpassed for the evening toilette and daint.

**ALL STORES**



**PLEXO PREPARATIONS INC.**  
94 N. MOORE ST. N.Y.C.

## FOREST HILLS INN



FOREST HILLS, LONG ISLAND  
FEW people realize that such a charming hotel as Forest Hills Inn is located in the City of New York, within fifteen minutes of the Pennsylvania Station at Seventh Avenue and 33d Street. A family hotel that has established an enviable reputation by its excellent table, good service, and competent management; and the rates are surprisingly low.

**Billiard Room, Golf and Tennis**  
74 Electric Trains per Day  
An attractive, illustrated booklet, upon request of the Management, or Room 716, 47 West 34th St., N. Y.

### come to GIMBEL BROTHERS

and see and feel and smell



**Air-Floal**  
the wonderfully soft, sweetly scented Talcum Powder

10c

Demonstrations daily. Sample given without charge. Look for the pyramid of Air-Floal cans.

**Broadway & 33<sup>rd</sup> St.**

### Sheffield Plate

Beauty and Quality. Undoubtedly the art of the old Sheffield designers surpassed that of any other period. No complicated curves or elaborations concealed faulty outline or wrong proportion. The simple, chaste designs and classical motifs of Sheffield Plate have never been embodied in any other silverware. Sheffield Plate is of superior quality because copper, hand-wrought, is used as the basic metal, to which the heavy deposit of pure silver adheres better than to any other metal. Sold under a 15-year guarantee.



Flower Vase. Height, 16 inches. PRICE, \$6.00 to 21 inches. Prices \$2.50 to \$15. Dwight R. Ma Afee ANTIQUES. 7 E. 45th St., N. Y.

## Blackheads are a confession



of the use of the wrong method of cleansing for that type of skin that is subject to this disfiguring trouble.

The following Woodbury treatment will keep such a skin free from blackheads.

Apply hot cloths to the face until the skin is reddened. Then with a rough washcloth work up a heavy lather of Woodbury's Facial Soap and rub it into the pores thoroughly—always with an upward and outward motion. Rinse with clear hot water, then with cold—the colder the better. If possible, rub your face for a few minutes with a lump of ice. Dry the skin carefully.

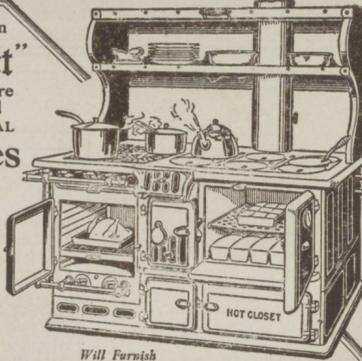
Do not expect to get the desired result by using this treatment for a time and then neglecting it. But make it a daily habit and it will give you the clear, attractive skin that the steady use of Woodbury's always brings.

To remove blackheads already formed, substitute a flesh brush for the washcloth in the treatment above. Then protect the fingers with a handkerchief and press out the blackheads. Thereafter, use the above Woodbury treatment in your daily toilet.

Do this today! A 25c cake of Woodbury's Facial Soap is sufficient for a month or six weeks of this treatment. Go to your drugist or toilet counter today and get a cake. Begin at once to get the benefits of this treatment for your skin.

Woodbury's Facial Soap is for sale by every dealer and druggist in greater New York and, in fact, by dealers everywhere throughout the United States and Canada. Made by The Andrew Jergens Co., New York and Cincinnati.

### 1915 Design "Perfect" 2 Fuel—2 Fire Economical GAS AND COAL Ranges



HOME HAPPINESS and GOOD FOOD, WELL COOKED, are very closely related.

The proper morning start in the kitchen is of the greatest importance to the comfort and health of the family.

Quick Meals, Perfectly Cooked

Abundance of hot water for domestic purposes—ovens and boilers—for gas and coal—conveniently arranged and of large size.

Also Richardson Steam and Hot Water BOILERS

Thousands of these popular goods in use—giving satisfaction.

These successful Ranges or Boilers or Furnaces should be installed in every new house—or put in when substituting new goods for old.

Architects specify them—Builders use them—because of their superiority. They please everyone.

**Richardson & Boynton Co., Mrs.**

31 West 31st Street, New York

Installed by all Plumbers and Fitters.

Will Furnish

### "Perfect" Fresh Air HEATERS

### FRESH AIR Without Draft



Sanitary—Stormproof Bohem Adjustable Pressed Steel Window Ventilator

YOUR BATHROOM and SLEEPING ROOM, IN FACT EVERY ROOM IN YOUR APARTMENT or OFFICE SHOULD BE VENTILATED IN A PROPER AND SANITARY WAY, especially the bathroom and sleeping rooms, where fresh air is essential to good health.

0 23 1/2 inches to 26 inches.....\$2.75

1A 26 inches to 30 inches.....\$2.75

2A 37 inches to 44 inches.....\$3.50

3 45 inches to 52 inches.....\$4.50

DEMONSTRATION BY APPOINTMENT

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1790 Broadway Tel. Columbus 4461

Sales Manager for New York City and State

### INFANTS' WEAR



Send for Baby Book L-14 or come and select your needs for baby in the selection of our spacious third floor, devoted entirely to the display of infant's layettes, separate garments and novelties. Our garments are cut on recognized hygienic lines, beautifully finished, in a wide variety of materials and trimmings. A competent outfitter is at your service to assist in selections. Prices very reasonable; complete layettes ranging from

20 pieces ..... 6.95 to

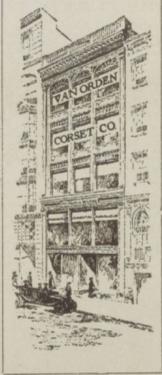
66 pieces ..... 26.50 up

**FOR SMALL BOYS AND GIRLS**  
Our apparel is smart and distinctive. Call and be convinced that the styles and values we give are incomparable!

**Lane Bryant, 25 W. 38th St., N. Y.**

If interested in Maternity Apparel, Season Book will be sent out of town upon request to Dept. L-12.

## The VAN ORDEN CORSET CO.



announce their REMOVAL to 379 Fifth Ave. where they are conducting a shop of smart Custom Made Corsets and Tailored Underwear

Our New Home, The Colony Building, 379 Fifth Ave., Between 35th and 36th Sts.

## Venus Lavender Cream

MME. KATHRYN Copr. Reg. An ideal skin beautifier to help retain nature's gift to woman—a soft, satiny, blemishless skin.

**VENUS LAVENDER CREAM**

nourishes the tissues, clarifies the skin, always the effects of the sun and wind. As a massage it produces a refreshing tonic; its use invariably proves its merit. Jars—75c, \$1.25, \$2.00. Tubes—35c.

**Venus Tite-Tine Astringent**

Contracts pores, refines the skin. \$1-\$2 PER FLACON.

494 Third Street, Brooklyn, N. Y.

**VENUS CO.,**

## The HARDMAN Five-Foot Grand

Occupies no more space than an upright. Caruso says, "Its tone is wonderful."

\$650

Easy Terms if desired



**HARDMAN, PECK & COMPANY—Founded 1842**  
Hardman House, 433 Fifth Avenue, (between 39th and 39th Sts.)  
Brooklyn Store, 524 Fulton Street (near Hanover Place)

### 4 Aprons and Dust Cap for \$1

Postpaid from our factory to your home

Money Returned If Not Satisfied

1. Percale, plain, pink, blue, lavender and black, trimmed with plain colors to match.  
2. Percale, neat black figures on white grounds.  
3. Amoskeag Chambray, neat blue checks.  
4. Amoskeag Chambray, pink, blue and lavender, trimmed with white binding.  
State Size and Colors Wanted.



AMERICAN APRON CO., SUMMIT, N. J.