



Pretty blouses that will not bear close inspection

"Oh, my dear, send it back. I had a blouse sewed with that cheap thread they use instead of silk. The color of the thread ran in the wash! Georgette blouses must be sewed with silk, or they'll look too cheap for anything after you have worn them a few times."

Look closely at the next blouse you buy. Look before you buy!

Yes, actually! It is sewed with thread and not silk. Silk blouses, lace blouses, crepe blouses!

Tucks, seams, lace insertion in the finest materials—all sewed with thread!

Immediately you say: "Not in the better stores, surely?" Unfortunately, yes. Even in many of the best New York stores you are offered exquisite blouses utterly ruined for fastidious women by being sewed with thread instead of silk.

Most women never think of looking at the seams of blouse or dress or suit before buying. That is precisely what the manufacturer takes advantage of. "Women will never detect it," he says. "I can carry on this substitution in even the most expensive dresses."

The manufacturer saves only about 2c on a blouse!

Had the manufacturer spent two cents more in making your blouse, he could have sewed it through-out with silk.

For that small saving to him your blouse is cheapened!

In the same way, for a slight saving he uses substitutes for embroidery silk for embroidering dresses, blouses and suits.

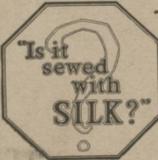
Your indifference is responsible for this deception! This warning to be on your guard against this widespread substitution has been issued by the Silk Association of America for your protection.

Every store owes its customers this

Today a few stores are insisting on silk sewed seams throughout all silk and woolen merchandise which they buy. They specify this in their orders to the manufacturers. They examine the merchandise when it is received, and they promptly reject merchandise not sewed with silk.

You should do the same. Send back to the store any garment which you find is not sewed with silk.

You can have ready-to-wear clothing that is well made throughout, made to wear well, wash well and keep its freshness and chic, but to get it you must always ask: "Is it sewed with silk?"



This book will tell you about a deception you never dreamed of! Send for it. The Silk Association of America, 354 Fourth Avenue, New York. Please send me your booklet, "Behind the scenes with the men who make your clothes," and tell me more about the substitution of cheap thread for silk in women's ready-made clothing.

Name _____
Address _____



Think First of Cleanliness

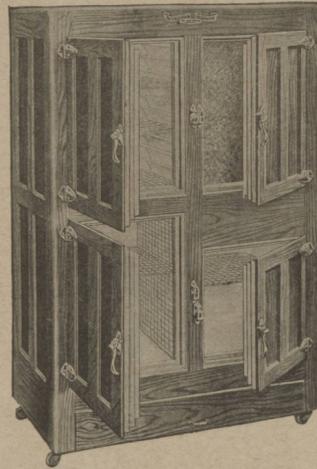
—Then of Food Preservation
—Then of Ice Economy

Your Refrigerator must excel in all three respects. Otherwise, it will give you less than full efficiency, less than full satisfaction. Except by thorough comparisons, you cannot appreciate fully the outstanding superiority of the

BOHN SYPHON REFRIGERATOR

Despite the prevailing price increases, all Bohn Syphon models are now offered at sharp reductions from the list. For example, Model 434, (illustrated) also 26 1/2 x 20 x 25 1/2, ice capacity 160 lbs., list price \$73.25, is now

Specially Priced at
\$62.00



For the first time in any Refrigerator, the New Bohn models have their food compartments lined with A SINGLE PIECE OF FUSED PORCELAIN-STEEL—not to be confused with the so-called "seamless" lining or the ordinary enamel paint finish.

All inside EDGES AND CORNERS ARE ROUNDED to make cleaning easy and thorough. There is not a crack or crevice in which dust or food particles can lodge.

The DRAIN IS IN FRONT—easy to get at. Because of the SYPHON SYSTEM, moisture condenses only in the ice chamber, not upon the food. Even crackers stay crisp in a Bohn. This dryness of the air prevents food flavors and odors from mixing—for example, lets you PUT ONIONS BESIDE BUTTER WITHOUT CONTAMINATION. Let us tell you how this is possible; it is worth knowing.

FLAXLINUM—the great heat resistor, exclusive with Bohn Refrigerators—is the most important factor in the insulation. In all there are seven heat-resisting layers, not counting the outer and inner casings or the lining, in a Bohn Refrigerator. This wonderfully effective insulation, combined with the Syphon principle, enables us to GUARANTEE A TEMPERATURE OF 42° (only 10° above the freezing point), whatever the outside conditions may be. Think what this means in ICE ECONOMY! We guarantee that any Bohn Syphon will require 1/2 LESS ICE PER DAY than any other refrigerator of the same size.

THE U. S. NAVY is using Bohn Syphon Refrigerators. EVERY REFRIGERATOR AND EVERY DINING CAR ON PRACTICALLY EVERY RAILROAD IN THE LAND USES BOHN REFRIGERATION. Bohn Refrigerators are installed in the country's finest hotels, clubs and private homes.

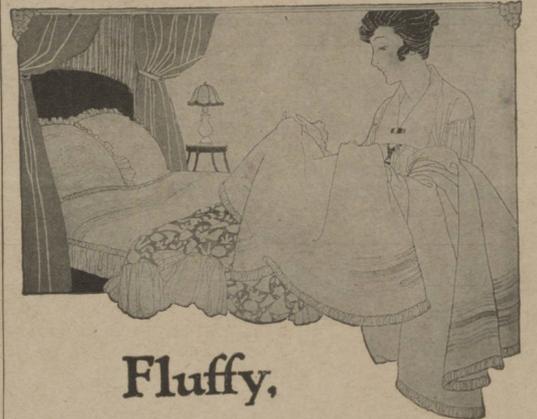
Before you decide upon a Refrigerator, be sure you know all about the BOHN SYPHON. You will find it most satisfactory to call here. If you cannot do so, write for our handsome catalog.

White Enamel Refrigerator Co.
of New York, 53 W. 42nd St.
Telephone, Vanderbilt 1927

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It is made of natural wavy hair of supreme quality, and can be dressed in any fashion. Is worn by many, yet is invisible to all.
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Fluffy, woolly blankets!

What a joy they are to a housewife's heart and how rarely they are found fluffy and woolly after even the first tubbing.

"Shall I let them go through the Summer getting dirtier and grimmer—shall I be extravagant and send them to the cleaners, or shall I wash them myself and have my precious blankets come out hard and matted?"

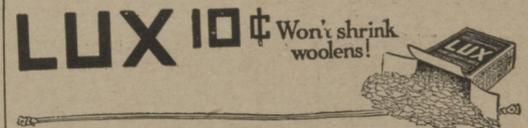
You can wash your own blankets over and over again so easily and keep them soft and woolly and fluffy. And now for the surprise—you can wash them in hot water. Read the directions and see how easily it is done.

You can wash your blankets and keep them soft and woolly

It is Lux, the new soap product, that makes this possible—clear, transparent flakes of pure soap. Hot water dissolves the flakes immediately, making a rich, creamy lather. The lather dissolves the dirt without any rubbing; and the rinsing washes away the soap and the dirt together, leaving your blankets snowy white.

Don't have harsh, matted blankets. Get a package of Lux and try washing your woollens the Lux way. See how soft and fluffy blankets can be. You can get Lux at your grocer's or at any department store. Lever Bros. Co., Cambridge, Mass.

How to wash blankets
Whisk the Lux flakes into a lather in boiling or very hot water, allowing four tablespoons of Lux for every gallon of water. Let your blankets soak until the water is comfortable for the hands. Then work them about in the thick suds, but do not rub. Any spots may be pressed between the hands again and again. Rinse in three waters the same temperature as that in which you washed them. Dissolve a little Lux in the last rinsing water—but do not make a lather. This leaves the blankets softer and fluffier. Run them through a loose wringer, never twist. Dry in the sun (colored blankets in the shade).



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Overcoat, Suit and Cap to Match

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All made of exactly the same fabric, a fine quality gray worsted whipcord—the outfit complete \$47.50, or as follows:

Overcoat . . . \$27.00
Suit \$18.50
Cap \$2.00

Other outfits of Better Grade at \$64.50 and \$78.00. Chauffeurs' Raincoats—Guaranteed Waterproof—\$22.

Motor Apparel Catalogue and Chauffeurs' Correct Apparel Chart Mailed on Request.

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