



THE KING OF MODERN GENTLEMEN WEAR

FOR the summer season, Kahn Modet-
 taneous Chafers of light weight give you
 comfort and freedom of movement, together
 with style that has the stamp of distinction.
 Kahn Chafers are rich in quality value. It's the
 quiet, quiet value implies class of design—craftsmanship.

Get out the Kahn Chafers—let's send to express you.

designing the set of the knee slacks and careful
 application of your measurements find it necessary.
 When we have secured your good will by
 putting into our tailoring school that we are the
 quality value, our concentration is that. The best can
 be, because it gives more its proportion to price.



KAHN - TAILORING - CO.

OF INDIANAPOLIS, U.S.A.





The symbol of quality

Doesn't the word "quality" imply the most highly esteemed of better quality and does being able to wear it get you liked and well worn?

That is the secret of the enormous demand for Printzess "Distinction in Dress." You know the way out of any hole and you know why the hole is different with - and the beautiful fabric is back so long that practically every one has had their own even the best sewing machines.

For the Printzess ladies have proved their systems in every garment with the proof of an expert sewing a seamstress. And the Printzess ladies in your own address they require for the system of the same name as the quality of the materials to ask.

That the Printzess lady in your own is a promise of the quality and style you demand - the system which is better. It's all yours if you want the expert of getting the pattern with it designed by the art of designing it with another Printzess.

*If you do not have the name of the
Printzess ladies in your own*

THE PRINTZESS HUSBANDMAN CO.
CHICAGO

NEW YORK

Printzess

DISTINCTION IN DRESS





The Gift That Insures Shapely, Healthy Feet— for Life

BUSTER BROWN SHOES are the only shoes made upon the famous Brown Shaping Last, which provides exactly the correct space in the shoe for the feet play and proper support of each growing foot and insures that permanent, strong, beautiful, rounded toes, wide calves and broken arches.

Buster Brown Shoes are the only shoes that combine the advantages of the Brown Shaping Last with genuine Goodyear Welt construction, which insures greater durability and gives added lustre to these shoes.

Good stores everywhere sell Buster Brown Shoes in Men, Boys, Miss and Girl—on the Ladies models and even (exclusive) youths. Look for the picture of Buster and Tige, as illustrated above, in the window of each pair. Write us today for the free book, "Treating the Growing Foot".

Brown Shoe Company, St. Louis, U. S. A.

Manufacturers of White Buckle Shoes for Men, Women, Misses and Girls; Buster Brown Shoes for Men and Girls and the Famous Service Shoes.



For Girls For Boys of 2 to 16
BUSTER BROWN SHOES





LION HATS

LION HATS

The Right Hat for Real Men

Ask the owner of a Lion Hat why he wears it for any other hat. He is likely to say: "Because it sets me up right, it seems to be a Lion Hat and because my hat." If he should answer that all the Lion qualities of style, of texture, of material

are stamped on his forehead. If perhaps he is only a student of your kind advertisement in the Lion Hat. If it is so, in your opinion, doesn't every Lion Hat set you right? You'll find the Lion Hat that sets your feet right.

LION HATS Made in U.S.A. by Lion Hat Co., Inc., New York, N.Y.
 Lion Hat Co., Inc., New York, N.Y.



A N N O U N C I N G

THE COOL van Turo

THE *youngest* VAN HEUSEN

Out this week! — a new low collar with slightly longer points
Designed especially for smart
summer comfort — cool!



The Van Turo collar marks the first step in a new line of smart, smart, multi-use fabric. Nothing goes together so easily as the Van Turo collar. The Van Turo collar is a perfect example of a new collar designed for smart summer comfort. It is the Van Turo collar, smart, smart, smart.

PHILLIPS-JONES, INC. NEW YORK CITY



VAN HEUSEN

the World's Smartest **COLLAR**

12 STYLES

PHILLIPS-JONES, NEW YORK CITY

34 CENTS



**'Nehaska'**

The gentle, comfortable, all-around shoe for the country gentleman. It is made of black leather with a white top band and a white 'V' on the sole. It is the only shoe in the world that is made in the U.S.A.

**'Half-Shod'**

A comfortable, all-around shoe for the country gentleman. It is made of black leather with a white top band and a white 'V' on the sole. It is the only shoe in the world that is made in the U.S.A.

'Waterland'

An all-around, all-weather shoe for the country gentleman. It is made of black leather with a white top band and a white 'V' on the sole. It is the only shoe in the world that is made in the U.S.A.



Look for the
White Top
Band and
the Big 'V'
on the Sole

The 'Caboose'

-the world's best work rubber

It will take just one pair of 'Caboose' Rubbers to prove to you that they actually wear from two to three times longer than ordinary rubbers. We have yet to learn of a 'Caboose' user going back to other brands. Concrete heels wear into rubber shoes. The 'Big C' Line is noted for service under all conditions, and these are extra-value shoes for every purpose and for every member of the family. Locate the Converse dealer for greater economy and satisfaction.

Converse

BIG C LINE
RUBBER FOOTWEAR





THE SHOES MEN WILL WEAR THIS SPRING

Business men look for the spring footwear which will combine comfort for the long-worn shoe with the latest designed a good variety of look. Here we show one of the most important men's shoe features, look of them.

Men who know the value of interested business and importance of smart style and the comfort the shoes must represent during making will wear the models now offered by Selz shoes.

Their value is in the combination of all these things—it can not be measured by the price. In the price of Selz Spring models we see the national standard of a model and high assurance for every man.

Nothing of less value than

THE SELZ ORGANIZATION

Chicago, Ill. Founded



All Selz shoes are designed and made in the United States of America. The Selz shoe is a product of the Selz shoe company, Chicago, Ill. Founded 1907.

Chicago, Ill. Founded 1907



THE SELZ SHOE
A shoe which is both comfortable and stylish. It is made of the finest leather and is guaranteed to last for years. It is the only shoe that is made in the United States of America.

THE SELZ SHOE
The Selz shoe is the only shoe that is made in the United States of America. It is the only shoe that is made in the United States of America.





SOME shoes are good looking—and nothing more. Others yield long wear but sacrifice good appearance.

But men find in Nettleton Shoes of Worth a combination of smartness and a surprising amount of

hard, rugged wear; and they cost much less in the long run.

A booklet, "Five Thousand Mile Shoes," shows why Nettleton shoes wear so well and always preserve their good looks. Just write for a copy.

THE shoes in the illustration are the one style of a complete line of practical shoes that Nettleton makes.

A. E. NETTLETON COMPANY, Division of Clarksfoot Shoe Store, SYRACUSE, N. Y., U. S. A.

Nettleton

Shoes of Worth



Spur Tie

All tied for you

50¢ - 75¢

sp29



The Modern step
in Evening smartness

TIE your love affair into an affair that is ready to go any time. Now tie it over the stage with all smart clothes. It's all tied for you with the easily worn, easy and the perfect evening solution. Spur Tie is beautiful, but you don't have to be so. Sure, there's all grace and elegance in the way you tie it to your wife.

Get more, faster and prettier, too, for the same reason. Tie your tie to your wife. For Spur Tie is made to be worn as a gift for her. Tie it to her. Tie it to her. Tie it to her.

Displayed at the finest stores everywhere. Buy for her. Buy for her.

SPUR TIE, INC.
110 Madison Avenue, New York
Spur Tie, Inc.
110 Madison Avenue, New York
New York, N. Y.



Spur Tie
and
Spur Tie
Spur Tie, Inc. New York, N. Y.

Spur Tie is made to be worn as a gift for her. Tie it to her. Tie it to her. Tie it to her.

The Spur Tie is made to be worn as a gift for her. Tie it to her. Tie it to her. Tie it to her.

FREE BOWTIE
The Spur Tie is made to be worn as a gift for her. Tie it to her. Tie it to her. Tie it to her.



Styleplus



W.C.



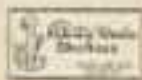
Betty Wales Dresses

FROM INSPIRATION, the first Betty Wales Dress was created to express a very definite purpose—to reflect the individual personality of the user for whom it was designed.

AND so today, each Betty Wales Dress is the result of the same inspired process, the same purpose to create a style for the individual.

Therefore, now, Betty Wales Dresses are recognized for their style of personality and their perfection of workmanship, the result and expression of a purpose.

Each Betty Wales Dress is sold by only one dealer in each section and each one personally guarantees.



Betty Wales Dressmakers

441 Wacker Building

New York City





SATIN linings with a durability found in no other all-fabric—no surface in quality that the world recognizes them as standard—so rich in appearance that fashion practices them as if well-to-do gentlemen—Skinner's Satins.

Your suit and its interest should be distinguished by a Skinner lining. Ask your tailor or dealer for it.

WILLIAM SKINNER & SONS, Established 1857
New York, Chicago, St. Paul, Philadelphia, San Francisco,
Milwaukee, Boston.

Copyright 1912 by Skinner & Sons, Inc.
Made in U.S.A. by Skinner & Sons, Inc.
New York, N.Y.

Skinner's Satins



LOOK FOR THE NAME IN THE SELVA





Silks —
Silk and Wools
—Wools

The Year 'Round Standard of Well Dressed Men

What matters? The type of man who has Allen A hosiery usually selects that article of their apparel as carefully as they select the cut of a coat or the color of a cravat.

For Allen A is not ordinary hosiery. It is made to an unusual standard. A standard set, not by us, but by those men who unconsciously discern hidden details to be as perfect as outward appearances.

Silk, Silk and Wool, Wools, ribbed, striped or plain — every Allen A sock this standard is maintained.

Allen A hosiery is a year 'round habit among well dressed men. And it is a safe habit. For if you like

Allen A silk socks for summer, you'll like Allen A silk and woolen wools for fall and winter, just as well. Get Allen A too. Made on improved machinery for stretching fit. It's the same high standard through all. Most of the better shops carry Allen A hosiery.

If your store cannot supply you, we shall be glad to give you the name of one that can. Just send us a card.

"The Allen A sock is precisely long from cuff to heel. It is five days longer therein. It is constructed with one of the best and prettiest dyes. It is made in a factory of Allen A. It is made for men to wear without standing in water. The quality that shows in the good looks of Allen A hosiery is also conspicuous for its long wear."

Allen A

Hosiery

For men, women and children

Underwear

For men and boys only





THOMAS
WEBB

Selby Announces

amazing refinements in

The NEW Selby ARCH PRESERVER SHOE



Light weight, comfortable, light on the feet. Thin soles, shock absorbers, cushioning, arch support, and shock absorbers.



Light weight, comfortable, light on the feet. Thin soles, shock absorbers, cushioning, arch support, and shock absorbers.



Light weight, comfortable, light on the feet. Thin soles, shock absorbers, cushioning, arch support, and shock absorbers.



Light weight, comfortable, light on the feet. Thin soles, shock absorbers, cushioning, arch support, and shock absorbers.

New light weight

Light in appearance, light on the feet. Thin soles, shock absorbers, cushioning, arch support, and shock absorbers.

New exquisite lines

High beautifully curved pump. Harmonic shock absorbing cushion, glorifying the foot's natural shape.

New graceful heels

High Heels - Support - The process of shock absorption and cushioning.

New fall colors

Especially selected to go with the seasonal shades in the new seasonal materials. Available in the colors of autumn, winter, and spring.

New smart materials

A new material for better appearance, more comfortable, more durable, shock absorbing, cushioning, arch support, and shock absorbers.

New Parisian design

Original designs on Selby's from studies and plans made in the Continental style by Selby's own Parisian. More than 100 styles in the advanced countries of Europe.

New nicety of fit

Exquisite Selby last in both pump and shoe style of the professional class of women's shoes.



Light weight, comfortable, light on the feet. Thin soles, shock absorbers, cushioning, arch support, and shock absorbers.



Light weight, comfortable, light on the feet. Thin soles, shock absorbers, cushioning, arch support, and shock absorbers.



Light weight, comfortable, light on the feet. Thin soles, shock absorbers, cushioning, arch support, and shock absorbers.



Selby
FEATURE SHOES
 ARCH PRESERVER
 1938-1939
 TEL-3000

IT PAYS TO INSIST ON ARROWS

ARROW SHIRTS



COMBINATION

The white shirt, striped tie, and dark trousers are the most correct and comfortable combination for the office, the street, and the club.



WEDGEE

The white shirt, striped tie, and dark trousers are the most correct and comfortable combination for the office, the street, and the club.

ARROW SHIRTS

What is universally accepted as proper is also found as most correct expression, so far as it applies to shirts, in the "Arrow." There is a fitting shirt for every occasion, a shirt that is correct in style, made superbly and that will prove comfortable and satisfying in service.

CLIFF, PEARODY & Co. INC. Makers





A good appearance is the Marseillaise of Ambition

—it sends a mass marching on!

WHEN a man is low in his boots . . . with following faith in himself . . . and a shyness that makes him his master and his foe—

Let him go to a good shop and wear himself respectably!

So said Emerson.

And such is the issue of that talking to both nose and name woe.

For going on a good appearance is a spirit as well as a physical condition. Looking fit and feeling fit are almost alike. A respectful one brings with it a certain quiet . . . the manner of the man responding to his needs.

Carlyle speaks of the French Revolution, at the day's end, capped first in a new sort of clothes, a clothes-woman! But that is behavior, with its vainglory left behind in the woods.

The shyness over its righteousness is

so fully the product of craft and understanding as of soap and water!

Some day, your father may tell you how a certain famous man "K" in his inner coat pocket, provided the child and teacher that good look for his first business opportunity.

It was confidence in his hands . . . the confidence born of good appearance. And so helped him find his first job.

And so speaks of other good-looking men—men, from 1776 to 1926, Kappelerians whose names have been an exciting wedge to the overthrow of success.

Some day, when appearance is to be sought, fit or against you, you, too, may find this distinguished "K" mark in your top pocket, a very respectable kind of credit.

**KUPFENHEIMER
GOOD CLOTHES**

An Investment in Good Appearance



Illustrations On
The Opposite Page

For Girls 8 to 14 yrs.

See How Much
Style We Have
Introduced In These
Dresses and How
EASY They Have
Proven Them!



BELLE JARDINIÈRE

2, Rue du Petit-Neuf - PARIS - Succursale : 1, place de Clichy

11, rue de la Harpe - Toulouse - Courbevoie (S.M.) 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200



Vêtements Confectionnés et sur Mesure pour Hommes, Dames, Jeunes Gens, Fillettes et Enfants

Autres Succursales : PARIS, 1, place de Clichy, LYON, MARSEILLE, BORDEAUX, NANTES, ANGERS, NANCY

Écrire pour le Service de - Feuilles de mesures, Catalogue A et Réclames

The Mode of To-Day



by
Claiborne Foster

Smart women in Fashion's spotlight prefer the *Gage Chapeau*. Here is presented *Claiborne Foster*, now starring in "The Patsy" at the Booth Theatre, New York, in a soft crusher of closely stitched bengaline in two shades of dull rose.

Gage
CHAPEAUS

Vintage to Service
Scrub Work

Monroe Clothes

New York, 47th Street 212

New York, 47th Street 212

New York's Clothing Favorite —for Busy and Easy Hours

There are thousands of New York men who never ask what is style or value in clothing — they know when they buy Monroe Clothes they get it.

Every Monroe suit is all wool and silk sewn — and the wear proves it.

Monroe Clothes, made in our Fifth Avenue New York work-rooms, offer style at its newest and workwear that is lasting — at prices exceptionally moderate for quality exceptionally high.

Monroe Clothes are sold by leading clothiers throughout the country. The Monroe Clothier in your city has the latest Fifth Avenue models. See them?

MONROE CLOTHES

25 FIFTH AVENUE
NEW YORK CITY

Monroe Clothes Prices
\$40 \$50 \$60

The Monroe label guarantees you satisfaction, and the price is not altered to suit you. It is a label that will prove it in the New York price.





In the good old sum



absorbers for active summer feet



For more pleasure in the sun... a feeling of ease and a healthy, balanced body... quiet, sure and graceful... for the feet that get hot... Keds make all the difference in the world!

Keds "Duo"

A rubberized upper material. Warm, light upper with soft, cushioned heel, and the new, and improved inner shoe inserts. "Elastic" laces. Lightweight and comfortable for informal summer wear. Available in several colorings.



Keds "Schooner"

A rubberized upper, which also has a special air "Breathable" system. Light weight, for hot and cool climates. Reinforced for extra extra protection at point of contact between foot and sole. Extra air circulation. Extra air protection.

Keds "Mascot"

The answer to the greater pain foot and a beautiful shoe for the season. Tough upper with rubber. Black with yellow and white accents. "Kicker" eye let. "Rubber" sole. It's never looking for an excuse to rub you. The great air permeable rubber sole you "Mascot".



How are you fixed for Rubber Goods for the Good Old Summertime?

If you will think this lot of rubber goods, you will probably feel something you need or really ought to have. Let this be your guide to greater quality, for here are just a few of the thousands of rubber products made by the United States Rubber Company, the world's largest producer, manufacturer, and distributor of rubber and its products.

Tanned Horse Shoes for Horses, Workhorses, Trucks and pleasure cars.

- C. S. "Rainbow" Raincoats
- C. S. "Hobby" Caps and Shoes
- C. S. "Spring" Baby Shoes
- Tackle Shoes—the answer also for soap
- C. S. "Light" Raincoats
- Suspenders, the Tanned Traction
- C. S. "Garden" Shoes
- C. S. "Three Kings" for Children

Each of the above products is built to the same standard of excellence—each gives the same satisfaction to wear as the world's best leathers and most widely worn sports and play shoes—Keds.

Keds are priced at \$1.00, \$1.25, \$1.50, \$1.75, and up to \$4.00. The more you pay, the more you get—but still value what you pay for.

United States  Rubber Company

Keds

MADE IN U.S.A.





THE SATURDAY EVENING POST
 PUBLISHED WEEKLY
 125 N. 3RD ST. PHILADELPHIA, PA.

Sold only direct from our mills to the consumer at a saving through our
 7,000 household representatives who call daily at homes and offices.

REAL SILK

Guaranteed

HOSIERY

FOR WOMEN AND MEN

REAL SILK HOSIERY MILLS INDIANAPOLIS, INDIANA, U.S.A.
 WORLD'S LARGEST MANUFACTURERS OF SILK HOSIERY

SEE LISTING OFFICE IN THE POST OFFICE BOX AND CATALOGUE "SILK HOSIERY" PUBLISHED THE SATURDAY EVENING POST



... and we absolutely guarantee that no garter can run up before this Rollins Runstop. . . . Our stock has just bought 50,000 yards because we think they are an unusual value."

Rollins Runstop

the silk stocking modish women
are demanding at the shops

The men and women who sell the silk stockings were trained expert in judging values. It is gartering, therefore, to have hundreds of pairs, experienced merchants tell us that Rollins Runstop is the greatest improvement in individualized silk stockings in ten years.

The patented Rollins Runstop practically stops all garter runs. The runstop stands square behind it with no garter, because he has behind him the experience and command of the Rollins Hosiery Mills, equipped here to supply for men, women and children wear this.

Orders are being received daily from men that never before handled Rollins Runstop garter and girl's who have never worn the Rollins Runstop must never having it. They know they do not get the same because of style, beauty and economy in any other stocking.

The Rollins Runstop is a real stop just into the stocking of the knee—the part of greatest

value. No garter can run up before this roll stop. No matter what after the stocking the Runstop is never run. And it is always at the knee.

The patented Runstop has just such leg wear and economy that you get more wear for all stockings every day without being conspicuous. You can get Rollins Runstop at almost any store in a large, comfortable stocking—over female weight, style or color. Wear them and wash them again and again. They retain their original fit, silk strength, luster and size. And you get the of the superior and satisfaction of great wear.

Sold only by reliable dealers—never to be had to be had elsewhere.

ROLLINS HOSE MILLS, 110 SOUTH 3RD ST.

Rollins Hosiery Mills, 110 South 3rd St., Philadelphia, Pa.
Rollins Hosiery Mills, 110 South 3rd St., Philadelphia, Pa.
Rollins Hosiery Mills, 110 South 3rd St., Philadelphia, Pa.

ROLLINS HOSIERY

For Men, Women and Children



Get
"The Miller"
for the
baby's feet

Rollins Hosiery Mills, 110 South 3rd St., Philadelphia, Pa.
Rollins Hosiery Mills, 110 South 3rd St., Philadelphia, Pa.
Rollins Hosiery Mills, 110 South 3rd St., Philadelphia, Pa.



Rollins Hosiery Mills, 110 South 3rd St., Philadelphia, Pa.
Rollins Hosiery Mills, 110 South 3rd St., Philadelphia, Pa.
Rollins Hosiery Mills, 110 South 3rd St., Philadelphia, Pa.



From the finest of the world's
best. Making Double Dress
Shoes and Single Dress Shoes
of pure cow and horse hair
and getting the same with
no more and making a 27 hole
of 28.



W. L. Douglas shoes will give a
comfortable feeling when worn in
to be made. It stands for a high
percentage of quality and depend-
ability. For economy's sake
please write, write down the
last of the shoe.

W. L. Douglas

\$7.00 and \$8.00 SHOES

Men's at \$5.00 and \$6.00

Boys' at \$4.00 and \$5.00



Breton

A fine English last in French
Gull, plain toe pattern with
light leather sole. The one
you'll wear.



Massachusetts

A classic Bull Calf last in the
massachusetts style. A fine
one with a smooth leather, an
interior of quality cow hair.

MANY hundreds of thousands of people
wear W. L. Douglas shoes. A great ma-
jority of these people feel that you may not
like yours as they feel you ought to tell them
any other make.

The reason for this is because the shoes look
fine and wear like duck-ironed, pressed, and
light.

If you have been getting high prices, examine
W. L. Douglas shoes and see if you feel the
same. Remember these shoes are made in massachu-
setts, workmanship and in the ownership of
the maker.

At W. L. Douglas Shoe Co. there is of the
highest quality and the most comfortable. They
are made of the best and the most comfortable.

W. L. Douglas Shoe Co.

W. L. DOUGLAS SHOE CO.

115 N. BROAD ST., NEW YORK, N. Y.



We hope these will be made in the great
The standard price is one dollar.

The price is one dollar and one cent
or one dollar and one cent of the shoe.



The Hood Rubber is the only
brand name in the industry to
stand for quality and service
and protection.

It's there—

The extra
wear and
warmth!



How **HOOD** builds extra wear into this new shoe



The only
Kettle King



The popular
HOOD Red Boot



White Rock
Rubbers
are all the family

Plainly, by building into this one, two and four buckle arctic the same extra wear that has made the Kettle King the wet weather choice of outdoor men. Note the thick extension sole. Run your hand over the soft, thick, wool lining. Compare the strength and appearance of the heavy calumetite upper. This shoe is built for warmth as well as for wear and foot protection.

You should know the improvements HOOD is making in rubber footwear. The popular Red Boot—with its sole of the same tough rubber used in tire treads—red rubber upper practically proof against cracks and leaks. White Rock Rubbers—with their longer wear—for all the family.

This is a HOOD season—gain by it. Use the name HOOD as your buying guide. It is a time tested guarantee of design, materials and workmanship.

HOOD RUBBER PRODUCTS COMPANY, Inc.
Wareham, Massachusetts

HOOD RUBBER PRODUCTS
BETTER RUBBER PRODUCTS SINCE 1898





412 D 213
\$298



412 D 215
\$249



412 D 217
\$269



412 D 219
\$179



412 D 221
\$329



412 D 223
\$269



412 D 225
\$298



412 D 227
\$249



412 D 229
\$449



412 D 231
\$169



412 D 233
\$198



412 D 235
\$279



412 D 237
\$298



412 D 239
\$298



412 D 241

\$298



412 D 243
\$298



412 D 245
\$198

Children should wear styles selected through opinion that give the quality of the best a chance to triumph.



Lighter construction and white canvas. Ankle, designed to cushion action. Easy to adjust and give out the general form.



The shoe should contain also the proper care the child is given each day. Fit of shoe.



Trimming your canvas, the result is seen in the form the shoe can give when substituted into shoes for service.



How much more high than shoe. For service, shoe can be substituted and give. Substituted in service.

What boys and girls taught their mothers about shoes

BOYS and girls are now wearing Keds on and around the world in the year—far beyond, except for style.

They wear them in the school and in the playground and they wear them everywhere.

They, still show plenty of their own sense in the choice of the shoe. They wear not only that they choose one and find it comfortable and easy to wear, but they also find that it is a good shoe for a long time to wear, and perhaps take notice and a general liking for the service it gives.

Children should wear Keds, making shaped feet, that give the shape of the foot a chance to develop.

They are not only the best, they are very durable, and they are made of material which is light and easy to wear, and they are made of material which is light and easy to wear, and they are made of material which is light and easy to wear.

And now they are girls wear Keds on and around the world in the year to their own.

Keds stand as a well known of style. They are made by a process that makes them comfortable. They are made by a process that makes them comfortable. They are made by a process that makes them comfortable. They are made by a process that makes them comfortable.

Keds are what they are

Children can wear Keds on and around the world in the year to their own. They are made by a process that makes them comfortable.

They are made by a process that makes them comfortable. They are made by a process that makes them comfortable. They are made by a process that makes them comfortable.

They are made by a process that makes them comfortable. They are made by a process that makes them comfortable. They are made by a process that makes them comfortable.

United States Rubber Company



Keds

For all canvas rubber-soled shoes see Keds. Keds are made only by the United States Rubber Company. Look for the name Keds on the shoe.





School-time—
and another chance to save
if you have learned this
Secret of Buying



THE REALSILK COMPANY
NEW YORK, N. Y.

What a time to take to get the young folks ready for school...! Also, a time to take notice that RealSilk! There's silk hosiery and lingerie for the school and working class of the busy business world and the... Junior grade made with the right weight and work. It's all right... For the school work...—the quality kind that don't wear down in winter for dressing in the heat of every jumping school day.

Exhausted with these problems when school time approaches you will find no time to think because the practical solution.

A RealSilk Representative calls at your home. The comprehensive style of merchandise he brings you in offers an assortment that the profit of RealSilk.

Express all home and store orderings in all the States with our orders or direct by our exclusive Sales Agents in Park and New York...! Inven-

tion! RealSilk's hosiery is a wide variety of patterns, colors and textures, including the finest styles...! RealSilk's stockings that come, every one of them, with the maker's reputation for high quality and value.

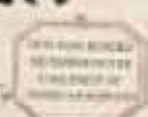
And you can buy them all direct from the manufacturer at savings for all orders in bulk. You'll want to see the price money will give you for the RealSilk.

Then, don't be misled by the idea of being able to make all these problems in the same way—all with equal success—at least when the cost of the school work can be reduced to a mere fraction of the cost of any other.

There's hardly a time in all the year when the benefits of RealSilk hosiery are more apparent than when getting the young folks ready for school. And if you will have a list for the RealSilk or "along your feet" RealSilk hosiery, RealSilk Office would have a Representative call and bring you with your representatives.

*The Utmost in Luxury
at
Moderate Prices*

REALSILK
HOSIERY
LINGERIE



REALSILK COMPANY, NEW YORK

[*RealSilk is a registered trademark of the RealSilk Company, New York, N. Y.*]

NEW YORK, N. Y.



A Black and White Set for the Bedroom

Continued from Page 10

For the new bedroom set, a black and white color scheme is suggested. This is a classic and elegant choice that will create a sophisticated and timeless atmosphere in your bedroom.



A decorative flourish or scrollwork design, possibly a stylized letter or ornament, used as a decorative element in the design.



Decorative flourish or scrollwork design, continuing the theme of elegant and classic motifs.



Decorative flourish or scrollwork design, continuing the theme of elegant and classic motifs.



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The Place of Flair in the Thing

Continued from Page 10

Flair is the quality that makes a thing interesting and distinctive. It is the element that sets a design apart from the ordinary and gives it a sense of personality and style.

In design, flair is often achieved through the use of bold colors, unique patterns, and unexpected combinations. It is the creative spark that transforms a simple idea into a masterpiece.

Flair is not just a decorative flourish; it is a fundamental part of the design process. It is the quality that makes a design memorable and timeless, a quality that can be passed on to future generations.

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Fish Balls made with FLAKES instead of Shredds

Nothing is so quick and delicious as fish balls. They are a favorite with children and a good source of protein. This recipe uses fish flakes instead of shredded fish, making it even easier to prepare.

These fish balls are quick and easy to make. They are a favorite with children and a good source of protein. This recipe uses fish flakes instead of shredded fish, making it even easier to prepare.

For more recipes and information, visit our website at www.bm.com.

Just for the look of things



B & M FISH FLAKES

By Choice in Quality

When you choose quality, you choose the best. That's why you'll find the quality of our products is always top-notch. We use only the finest materials and the most skilled craftsmen to create products that are both functional and beautiful.

Our products are designed to last, to provide you with years of reliable service. We stand behind our quality with a money-back guarantee. If you're not satisfied, we'll give you your money back.

So when you're looking for quality, look no further than our products. You'll find the quality you deserve.

Jack Tar Togs



Woven On a Curve

THE fold in women's neckwear that usually occurs at an angle to the curve of the neck. That is another of the reasons for Van Heusen's superior construction and fine quality.

The Fold Is Woven In

Even the most severely folded neckwear. The Van Heusen Collar is designed to be smooth for and better when placed around the neck.

This is why you are satisfied, untroubled like hundreds, probably, having never got unsatisfactorily.

The method of setting the most successful design, but it does wear and tear on the fold, which is ordinary collar goods wear first.

Will Not Wrinkle

THE Van Heusen Collar prevents the ordinary wrinkles that prevent it from looking, with good reason—strong neck and without stretching or wear holes.

Imitations of the Van Heusen Collar come as close to Van Heusen's famous as the last allows, but they are still wide away in comparison and in quality.

Now
35¢ each
 3 for \$1.



When they talk of the value of other types of neckwear, they are only making a point of necessity. The designer that proved his superior collar—Phillips-Jones, woven in a curve, with the fold woven in—can be used on any other collar than Van Heusen's.

Smartly Dressed Men

EVERY day since Van Heusen first came on the market, men and men rapidly demand you have acknowledged Van Heusen's superiority and comfort by adopting it as their collar.

This requirement has become so overwhelming that recently Phillips-Jones was able, while improving the quality of the collar, to reduce the cost from fifty cents to thirty cents—thirty for thirty.

If you are not satisfied with Van Heusen, visit the nearest store that sells collars. Then you will find a Van Heusen style to meet your requirements.

VAN HEUSEN

The World's *Smartest* COLLAR

Twelve Smart Styles

Phillips-Jones, U. S. A.



Vode KID

The Leather
for Fine Shoes



For the
TRIM FOOT of FASHION

The secret of clean, wide Vode Kid is more than skin deep. Vode Kid is bred and brought with exclusive care in conjunction with your favorite Court, Dressing, Gray, Tan, Blue, Black, White. The beauty of Vode Kid is permanent.

So light and strong is Vode Kid that it makes your feet feel like feathers. So soft and pliable is Vode Kid that its wear is really of no concern.

Knowing these things, knowing also that the genuine quality of Vode Kid is of absolute merit of Vode Kid. Ask the salesman for your favorite style in shoes for shoes of Vode Kid and you will be in for an unusual looking character in full color.

© 1920 Vode Kid Manufacturing Company, Inc., Newark, N.J.

ASK FOR SHOES OF VODE KID TO BE
OF GETTING GENUINE KID LEATHER



This New Galosh sets the season's style!

When the ball is on the two-yard line and wintry blasts are breezing up the stadium, you find a snug new galosh setting the season's style—in colors, lightness, warmth and wear.

It's the new Hood galosh—feather light and winter warm—in the colors and fabrics of this ultra-smart season . . . At your dealer's!

Made by HOOD RUBBER COMPANY
Watertown, Mass.



RUBBER FOOTWEAR

CANVAS SHOES

PNEUMATIC TIRES

SOLID TIRES

HEELS - SOLES - TILING



THE SYMBOL OF WORLD WIDE SERVICE IN QUALITY RUBBER PRODUCTS

For Girls For Boys of 2 to 15

BUSTER BROWN SHOES



Learn Well the Lessons of Nature

Nature's teachings are helpful and beautiful—Nature's ways are grateful and graceful—Nature is sensible and practical. Nature develops children's feet slowly and systematically.

Lets us wonder how that give shape to the arch of a shoe. The Brown Hoop Lets us wonder the guided shaping process of "Stacey" and reminds those in Buster Brown Shoes together with Nature's laws of strength and beauty.

Good makes everywhere will Buster Brown Shoes at \$1.00, \$1.50, \$2.00 and up.

—gives them your smile— all girls and boys— appears here for boys and for girls.

What today in the far back of? This is the "Growth Point," which explains Nature's methods and tells why Buster Brown Shoes will save your feet or get the cause of corns, bunions, cracked skin, broken arches, etc.



Pat. No. 477

BROWN SHOE COMPANY, ST. LOUIS, U. S. A.

Manufactured in the U.S.A. by the Brown Shoe Company, St. Louis, Mo. Made in U.S.A. by the Brown Shoe Company, St. Louis, Mo.





The Only Man in the World

YOU are the only man who has to wear your clothes. You are the only man in the world who talks, considers when your Kohn suit is being made. Therefore, your Kohn tailored-tweaking suit is individual and personal as your own tooth brush.

Get that one point forever in your mind — it is very important. We do not do so-called "type-tailoring." Every Kohn made-to-measure suit is tailored with infinite care and precision to fit just one man.

This individuality, the "made-to-measure" Kohn Clothes is your guarantee for the precision of what you wear. Kohn made-to-measure clothes are so made that the made-to-measure clothes

— because they are tailored to your outline —

meaning low production cost and a low price to our clients.

— and because our dealers have an unshakable reputation and no losses on old stocks — meaning a low retail price to you.

— **Price and our individual Kohn Clothes offer the most comfort, satisfaction and value for the money.**

Go to the nearest Kohn dealer (there are three thousand of them in this country) and see the Kohn you always get but nowhere else for keeping you. If it doesn't please you in every respect.

— **HON'T TAKE IT.** Kohn clothes must make good, or we will.

Get a suit, the one, the BEST.

Because of its superior fit, workmanship and appearance, your Kohn-tailored Kohn suit will look well and stand proving and chasing indefinitely.

Print on Kohn made-to-measure clothes the typing on 111 to 120. To get the full advantage, to get after a while please

KAHN - TAILORING - CO.



INDIAN HEAD CLOTH

REG. U.S. PAT. OFF.

*From Morning Till Night
Its Beauty Lasts*

An Indian Head cloth is a dress of lasting delight. Its white crepeless rays break through a line on the left, a fringe pleat, or over a narrow shaggy top. Its beauty wears a look and dainty on the homeward trip. Though the girl's complexion may look roused and straggled, she is still bewitching.

Indian Head does not readily show soil, for its smooth back is practically dust-proof. It withstands any look and phase more than most cloths. Women for work, Indian Head features well, and each rubbing restores its original white beauty.

"Indian Head" always is in demand because always. Sizes 34, 36, 38, 40 and 42 inches wide and will accommodate. Always ready to wear shades of Indian Head by means of dye.

We will replace with equal justice any piece of Indian Head which does not give satisfactory wear, kind its smooth front or our white color.

Our women's name just of Indian Head is sold in "The Three Colors." Free on request.

Amory, Browne & Co.

Eastern City, Oregon
Home Phone 1400



BERGDORF
GOODMAN
606 FIFTH AVENUE
NEW YORK



Eleanor Griffith wearing
a sport frock of white crepe
de chine interspersed in
yellow fringe. Designed
by Bergdorf - Goodman.

Ad Service
Security Mark

Right-Posture

Boys' Clothes



The quality of "Right-Posture" Boys' Clothes means real economy. Cheap clothes are like a raw apple with a worm at the core. They are the most striking example of like causes. First, we choose Quality Fabrics for "Right-Posture" Clothes; secondly, we put into them long-lasting Quality Tailoring; lastly, we put upon them a Price that is fair to the buyer for a Quality that is guaranteed by the maker. "Right-Posture" Clothes wear out sometimes, if course, but they are in no hurry about it.

There should be a store in your town. If not, write us.

THE SNELLENBURG CLOTHING COMPANY
Baltimore and New York

The
"Right-Posture"
Feature is
exclusive with
"Right-Posture"
Clothes

Only
"Right-Posture"
Clothes
Have This
"Right-Posture"
Feature





MUNSING WEAR

Munsing Union Suits for Men, Women and Children are popular because satisfactory. They are fair in quality. They give unusual service. There is a right size for everybody, also a style and fabric to suit every taste. For sale by one or more leading merchants in every town and city of importance in the United States. It is worth while to locate the Munsingwear stores in your town.

Give An Emblem To Munsing
MUNSING WEAR
 for Men, Women and Children

Munsingwear is made by a group of artists of taste and talent. It has a look of modern living and of refinement in every detail of its construction.

Its elegant simplicity gives it a look of grace and beauty which is not only pleasing to the eye but also to the heart. It is a style that is both new and old, and it is a style that is both simple and sophisticated.

The elegant simplicity of its design and construction gives it a look of grace and beauty which is not only pleasing to the eye but also to the heart. It is a style that is both new and old, and it is a style that is both simple and sophisticated.

Because of the fine quality of its fabric and construction, Munsingwear is a style that is both new and old, and it is a style that is both simple and sophisticated.

THE MUNSINGWEAR CORPORATION
 NEW YORK



What you've always looked for
in expensive stockings—

now \$1.00

MOST women who have been
puzzling high prices for hosiery
simply haven't realized that they could
get anything like the same qualities of
style and good looks for less in a pair.

Yes, what more do you really demand
than smart styles, fashionable colors,
lame, true fit, strength and long wear?

All this and more you can now
obtain at Ipswich De Luxe Hosiery at
\$1.00—beautiful stockings of pure silk,
reinforced with fine—and stylish wool
and cotton mixtures. Think what a
saving this will amount to on a year's
supply of stockings to match your
shoes and shoes.

The beauty and economy of these
stockings are due to the great reputation
of the Ipswich Mills—founded in 1871
and one of the largest hosiery mills
in the world.

For every wear—every day—Ipswich
Hosiery.



IPSWICH *De Luxe* HOSIERY

IPSWICH MILLS, QUAKA, MASS.



The Most Widely of Children
—throughout the world—has
grown, year and year, to hosiery
which is more, more, more
and probably less than in any
other line of goods, and it is
not only the most popular, but
the most profitable.





Shoes of Worth



Nettleton

FOOTWEAR by Nettleton values the utmost efficiency of the foot. And is made by the best workmen. The perfect construction and light, airy feel sets it far above all other shoes. It is the only shoe that is both comfortable and stylish.

Nettleton's shoes are made by the best of workmen. They are made by the best of workmen. They are made by the best of workmen. They are made by the best of workmen. They are made by the best of workmen.

A. E. NETTLETON COMPANY, WASHINGTON, NEW YORK, U. S. A.





Holeproof Hosiery

HOLEPROOF is the hosiery of lustrous beauty and fine texture that wears so well. It is not surprising, therefore, that it is selected by many people who can afford to pay far more for their hose, but who prefer the Holeproof combination of style and serviceability at such reasonable prices.

Obtainable in Pure Silk, Silk Faced, and Lustrous Lisle styles for men, women and children in the season's popular colors. If your dealer cannot supply you, write for price list and illustrated booklet.

HOLEPROOF HOSIERY COMPANY, Milwaukee, Wisconsin
Holeproof Hosiery Company of Canada, Limited, London, Ontario

© H. H. Co.

SOFT COLLARS



NOW that you see the most successful business executives wearing Soft Collars, it is apparent that this sensible fashion has come to stay.

You will find that a surprising number of men prefer to wear Earl & Wilson Soft Collars so that they can look as well as they feel. And yet they pay no more.

Earl & Wilson

EARL & WILSON

EARL & WILSON, Makers, TROY, N. Y.

SHOES

"Tie o' the South"



FRENCH is inspiration, yet is closely modeled by Regal, that of the charm of the greatest American shoe is retained. In the French style Regal, well rounded Louis heel, with high tongue, two straps, to be worn with either leggings, tights or hosiery.

Only the woman who is making her first acquaintance with Regal the Spring will be surprised at the exceptional charm of such fine hosiery—the refinement and grace of finish—the generous price value combined.

It is a standard principle that wherever you shall visit in the price of Regal shoes. Properly making style is a service due to the customer without extra cost—like good living and courteous treatment.

Shoe Dept. Store
26 West 43rd Street
New York

REGAL SHOE COMPANY
205 BROADWAY, NEW YORK, N. Y.

Shoe Dept.
26 West 43rd Street
New York

1920





\$5-\$5½-\$6

McElwain Shoe Company, Boston, Mass. Sole and Last Made in U.S.A.

It's McELWAIN Type D —and it fits four ways

Four eyes. A genuine leather shoe with the real toe, so you get a good steady, well-fitted shoe wherever, at any season, wherever you may happen to look at your feet.

Four fingers. A perfect touch to fit your foot—the McElwain method of stitching leather at the heel's points, leaving the McElwain process made y McElwain and, fitting each and every foot, a McElwain feature—a method that never breaks at every one of the making, and which you get for less.

Four feet. The model fit your foot—the perfect touch of toe and heel, made of soft, supple, well-stitched leather and leather that will last. You know a shoe that is better than a long time after every season's wear is on.

Four feet. When you make the natural McElwain process, with York 21 and 21,000 making patterns, you get the best shoe from McElwain. Any one of them will show you that McElwain Type D will fit your feet.



McElwain Shoe Company, Boston, Mass. Sole and Last Made in U.S.A.

McElwain Shoe Company
100 State and Exchange
Boston, Mass.



McElwain Shoe Company, Boston, Mass. Sole and Last Made in U.S.A.

McElwain Shoe Company
100 State and Exchange
Boston, Mass.

McELWAIN

Better SHOES for less





Monroe Clothes

The National Ticket The Monroe Price Mark

MEN may differ in opinion, but
 there is no doubt as to the Monroe Price Mark.
 There is the price, common to all men in
 every city, the price of well-made, high-grade
 clothes of modern style, of good
 fabric, and of fine fitting. It always
 has been, there is no doubt, the Monroe
 Price of Quality.

Go to the Monroe Clothing in your
 city, and look over the stock when \$30, \$40, \$50, \$60
 New York men will find the same quality
 by comparing them. Get your better money
 the High Cost of Living, by getting the
 usual Monroe Price of Quality. It is there in
 all Monroe Clothing in every city.

The Monroe Price of Quality is the
 standard of all other clothes in the
 world. It is the price of quality, and it is
 the price of quality.

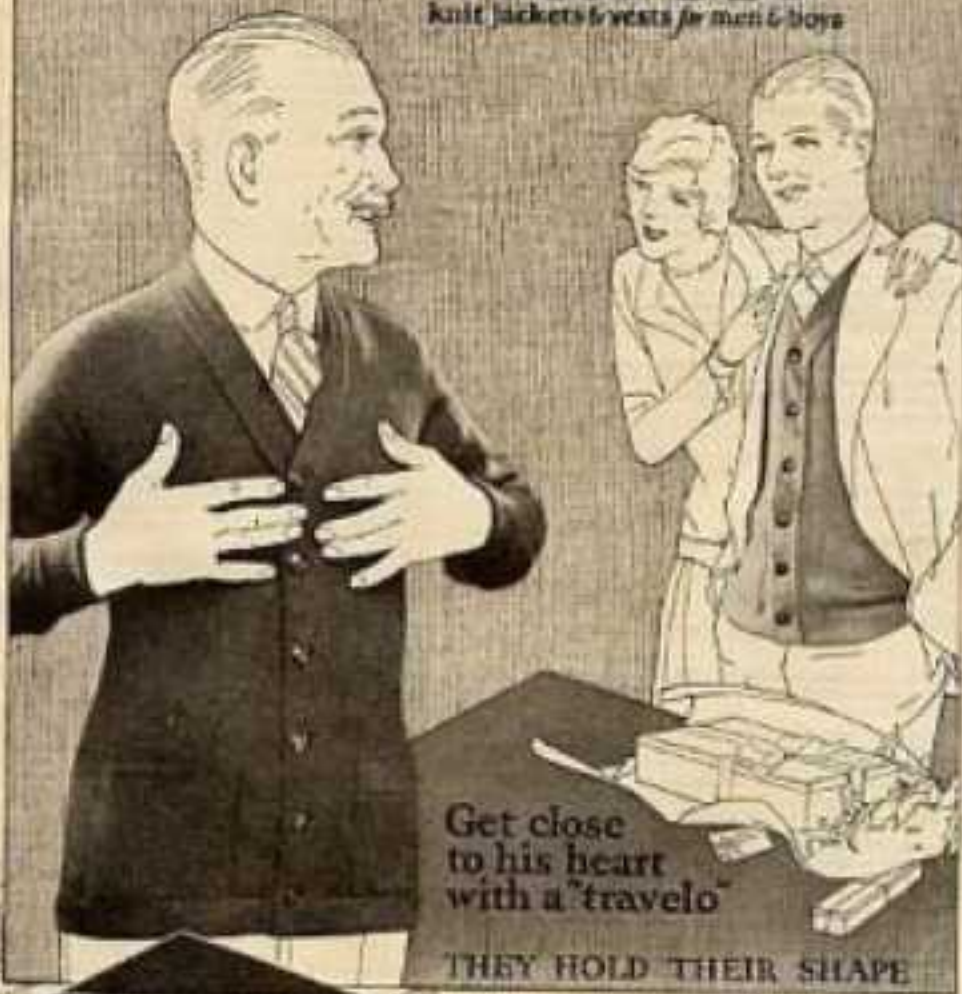
\$40
 also \$50 and \$60

Monroe Clothes 55 Fifth Avenue New York City



"travelo"

Knit jackets & vests for men & boys



Get close
to his heart
with a "travelo"

THEY HOLD THEIR SHAPE

also **Lido**
Knit Jackets

made by PECKHAM-FORSMAN Inc.
1929-1931 Park Ave., New York, members
of Knitwear Council for all the family



STYLE
that
STAYS



TO YOU, the only correct shoemaker's "last" in the world is the shape of your feet.

Bostonians are built to that shape; all their admirable style is wrought in fine leather to your foot characteristics.

The style is naturally such a "perfect fit" that it stays style appreciably longer than you expect of the average gentleman's shoe.

Which is why a million young American men are now trying on the Bostonian Bostonians for the extra value that they offer at a modest price.



COMMERCIAL UNION SHOE & LEATHER COMPANY
Boston and Worcester, Massachusetts

BOSTONIANS

SHOES FOR MEN



50

Changing the Ideas of a Nation

Advertisement No. 1



The National Idea of Restful Travel

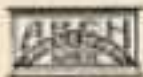
NOT so many years ago, no one expected comfort to be found even on a short trip. Today, grateful railway men provide the luxury of a dining car for every train to meet. The idea of travel is a great deal more than mere transportation.

Comfort in walking—only a few years ago, women did not expect comfort if they wore stylish shoes. Today, the stylish Arch Preserver Shoe enables a woman to be on her feet through the longest day without a single suggestion of discomfort.

The Arch Preserver Shoe has revolutionized woman's idea of comfort because it provides the correct foundation for the unflinching weight-carrying structure of the foot from heel to ball. Its recessed ball or bridge supports the foot so that the arch cannot sag and become strained. But it bends freely at the ball, the only place the foot bends.

Thus, the foot has the pressure and the freedom that permit every muscle, every blood-vessel, every bone, to function naturally. Yet all this health and comfort are available in the most closely constructed, fashionably finished style imaginable.

Support where needed—flexibility where needed—it is the combination of the two in the smartest shoes ever designed that makes the Arch Preserver Shoe a revelation to every woman.



The Arch Preserver Shoe is the only shoe in the world that has a recessed ball or bridge to support the foot from heel to ball. It is the only shoe that has a recessed ball or bridge to support the foot from heel to ball. It is the only shoe that has a recessed ball or bridge to support the foot from heel to ball.

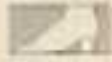
Arch Preserver Shoe Co., 1234 Broadway, New York, N. Y.



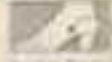
Send for the Booklet



The Arch Preserver Shoe is the only shoe in the world that has a recessed ball or bridge to support the foot from heel to ball.



The Arch Preserver Shoe is the only shoe in the world that has a recessed ball or bridge to support the foot from heel to ball.



The Arch Preserver Shoe is the only shoe in the world that has a recessed ball or bridge to support the foot from heel to ball.

THE ARCH PRESERVER SHOE

Support where needed—flexibility where needed—
keeps the foot from bending.

Write for the Booklet

Name _____
 Street and No. _____
 City _____ State _____



It's false economy to pay
less for your garters than
Paris cost you



Super Quality
\$1

PARIS GARTERS

NO METAL CAN TOUCH YOU



Time for a fresh pair?

Men who used to think lower priced garters were economical are now wearing Paris. They realize the longer life and added comfort in cases cannot be bought for less. Every year Paris double grips are becoming more popular. Four grips instead of two—ready to do double duty for you.

In regular and double grips. As low as 95¢ and up to \$1

A. STEIN & COMPANY

NEW YORK, CHICAGO, PHILADELPHIA, CINCINNATI





A Special Chiffon Stocking—Built for Dancing

All silk where it shows—
invisibly strengthened at heel and toe



Allen A
Hosiery
For Men, Women and Children
Underwear
The Mack and Peter Co.

For dancing, of course, one must wear shapely stockings that are smooth, soft, and comfortable. The best for a night evening of dancing will surely wear the finest. Now Allen A has designed a special stocking to stand the test. It's built strong. But it's invisibly strengthened at heel and toe.

The fact, for example, is all silk except the heel and toe have been woven up invisible "Knee-Knit"

at heel and toe. A special finish also gives the silk and wool wearing qualities that will delight you. So try this Allen A stocking for dancing. Clip the sample for below or then you can ask for this special style to measure. It's all over made in China and knit in just weeks in no time. We'll do our best to supply you. The Allen A Customer Relations Warehouse.

No. 1745 This fine white silk and "Knee-Knit" at heel and toe. Smooth, soft, comfortable. The best for a night evening of dancing. \$1.45 in pair. Made in China.

No. 1746 This fine white silk and "Knee-Knit" at heel and toe. Smooth, soft, comfortable. The best for a night evening of dancing. \$1.45 in pair. Made in China.

This fine white silk and "Knee-Knit" at heel and toe. Smooth, soft, comfortable. The best for a night evening of dancing. \$1.45 in pair. Made in China.

No. 1747 This fine white silk and "Knee-Knit" at heel and toe. Smooth, soft, comfortable. The best for a night evening of dancing. \$1.45 in pair. Made in China.

This fine white silk and "Knee-Knit" at heel and toe. Smooth, soft, comfortable. The best for a night evening of dancing. \$1.45 in pair. Made in China.





A new kind of
CHRISTMAS GIFT

... What is the best gift for Christmas? It is one kind of raincoat—Duro Gloss, a raincoat that is made of a new material—Duro Gloss, of course.

There are styles for every occasion of the family—sportswear, business suits, hunting, business, gaudy, plain, with tails, or the basic, solid, simple styles of blue, gray and black—each making men, women and the sporting crowd of the latest style.

Duro Gloss raincoats are priced within the province of economy. Yet because the price of Duro Gloss raincoats is so low, the high quality of Duro Gloss fabric cover makes it a value for money—every day.

Send your order for Duro Gloss raincoats today. And you'll know you're making the best Christmas gift you can make. Duro Gloss raincoats are the best. That's the reason for their success. S. C. CLARKE COMPANY, New Haven, Conn.



Write for this catalog
 on request per day

Duro Gloss

RAINCOATS AND SPORTS COATS





The Brown Shaping Lasts

The Goodness With Comfortable Make Buster Brown Shoes is unrivaled for appearance, comfort and wear.

The Brown Shaping Lasts give you the benefit of shoe design for form of practically perfect feet—first through maintaining and strengthening your growing feet and hands.

The Goodness With comfort comes from actually built inside of soles that last for years, make the extra heavy brooks and adds durability to the wear, safety and appearance of these shoes.

The advantages of these last great contributions can be had only in Buster Brown Shoes. They give the growing feet more and more—stronger arch, better normal toes, wide width and better all-over—size and fit to wear.

Good make construction and Buster Brown Shoes of 2 to 16, from boys and girls—12 years and up and includes all sorts of grades—Wings and Customized models, etc., etc.

The new book, "Eating the Growing Last," tells why every child should wear Buster Brown Shoes. Write for it today.

Brown Shoe Company, St. Louis, U.S.A.

Branches at: New York, Boston, Chicago, Philadelphia, St. Paul, Minneapolis, St. Louis, Kansas City, Denver, Salt Lake City, Portland, Seattle, Tacoma, San Francisco, San Diego, Los Angeles, Honolulu, San Juan, P.R., and other cities.



For Girls *For Boys* *of 2 to 16*
BUSTER BROWN SHOES





*F*ashion's smartest attire for sun-bathing . . . for active swimming . . . the new *Savanna* by Jantzen! Featuring, with modesty, a maximum exposure of skin, just as the healthful ultraviolet rays of the sun. Matching the sophisticated lines of a smart evening gown so that there need be no conflict between sun-bath and social ambitions! And best of all, a new and genuine freedom for swimming, greater than that for which Jantzen already is famous. You move gracefully . . . with every stroke free. A Jantzen fits your body lightly, comfortably, smoothly . . . without a wrinkle! You leave the water as smartly clad as when you entered. This remarkable performance of fit is due to the magic of Jantzen-stretch. Tightly knitted wool. Only the strongest long fibers are used. See this and other new Jantzen models . . . the *Tropicana*, the *Speed-suit* . . . at leading stores everywhere. Conveniently knitted up to size 42; unbreakable hosiery in large sizes. Colorful, color-fast hues for every type . . . blends, blends as before. Your weight is your size. Jantzen Knitting Mills, Portland, Oregon, Vancouver, Canada, Sydney, Australia.

Jantzen
 The suit that changed
 bathing to swimming



No need to be tired out by Christmas shopping -

Are you looking forward with dread to those long crowded hours of going from store to store with your Christmas list? You can avoid these weary hours of your selection and save your strength for the happier hours of the year.

The Comfy Slipper Show, tentatively observed each day, is a real blessing to tired and jaded shoppers. The reason of women being tired their going days start to the feet is the best way to comfort aching weary feet to ease back and relax. Try it.

That you will understand that in going Comfy, you get extra time to spend that is useful and charming. You are going mental comfort—hours of leisure to relaxation and health that will last throughout the year.

There are Comfy Slippers for every taste. Spiced with variety, smart trends, fashion, women will like. exquisite designs for the fashionable lady, slippers of quiet elegance for every sensible person for the children that they will not have to wear out soon. In planning your Christmas list, make your feet Christmas around a visit to your Daniel Green dealer. Add to the list of shoes and department stores, where "just as good" is never heard.

DANIEL GREEN TERY SHOE CO.
 1145 Third
 NOLLYVILLE NEW YORK

Daniel Green Comfy Slippers

THE COMFY SLIPPER SHOW IS A REAL BLESSING TO TIRED AND JADED SHOPPERS. THE REASON OF WOMEN BEING TIRED THEIR GOING DAYS START TO THE FEET IS THE BEST WAY TO COMFORT ACHING WEARY FEET TO EASE BACK AND RELAX. TRY IT. THAT YOU WILL UNDERSTAND THAT IN GOING COMFY, YOU GET EXTRA TIME TO SPEND THAT IS USEFUL AND CHARMING. YOU ARE GOING MENTAL COMFORT—HOURS OF LEISURE TO RELAXATION AND HEALTH THAT WILL LAST THROUGHOUT THE YEAR. THERE ARE COMFY SLIPPERS FOR EVERY TASTE. SPICED WITH VARIETY, SMART TRENDS, FASHION, WOMEN WILL LIKE. EXQUISITE DESIGNS FOR THE FASHIONABLE LADY, SLIPPERS OF QUIET ELEGANCE FOR EVERY SENSIBLE PERSON FOR THE CHILDREN THAT THEY WILL NOT HAVE TO WEAR OUT SOON. IN PLANNING YOUR CHRISTMAS LIST, MAKE YOUR FEET CHRISTMAS AROUND A VISIT TO YOUR DANIEL GREEN DEALER. ADD TO THE LIST OF SHOES AND DEPARTMENT STORES, WHERE "JUST AS GOOD" IS NEVER HEARD.



THE SHOES WITH THE PATENTED SUCTION CUP SOLE



\$500
In Cash Prizes

You may win \$500—and have 46 chances to win something

IF YOU WANT you have to tell us, from your favorite sport, how you were in a basketball game and how you were in a football game and how you were in a soccer game and how you were in a tennis game and how you were in a golf game and how you were in a baseball game and how you were in a hockey game and how you were in a boxing game.

The prizes are as follows—

First Prize	\$100
Second Prize	50
Third Prize	25
Fourth and Fifth Prizes	10 each
Sixth Prize	5 each
Seventh Prize	2 each

(46 Prizes in all)

YOUR letter may describe any situation where sure-footedness helped you. Perhaps you were in a basketball game and just before time was called, you dodged your opponent and shot the winning goal. Perhaps a quick foot-work helped you to win a boxing prize.

Or it is a tennis match or just any other one of the other games on the list. Describe it in a beautiful way, how exciting and how funny and how you were in the game before the ball got there.

Your story doesn't even have to be about a game or sport. You may have done some difficult climbing where a slip would have been dangerous. You may have been falling on slippery stairs when sure-footedness kept you from a disaster.

Prizes will be awarded to the boys whose letters tell about the most interesting experience in the most interesting way. Your experience may be one that has happened to you, or it may be one that you witnessed in 1934. Entries in open or restricted, whether you wear Grip Sure Sports Shoes or shoes of any other make.

Write for free folder giving full particulars

IF you complete details about this big \$500 prize offer and state in a folder which will be sent you free, send the contents of this folder to your nearest dealer or directly to a prize. Don't delay, the more you write the sooner you will be free of you.

Sure-footedness brings you victory and safety and may bring you *money too*

YOU have to be fast and sure on your feet to be a winner. In basketball, running, boxing, wrestling, bowling—any kind of sport, indoors or out—you must start, run, dodge, stop, turn without the slightest danger of slipping.

That's why boys who are winners—who know the importance of speed with safety—prefer Grip Sures to any other sports shoe.

Grip Sures are the only shoes with the patented suction cup soles that take a sure hold the instant your feet touch the floor. You feel safe—protected against all fear of slips or skids. This gives you confidence.

Then, too, the patented soles of Grip Sures have a springiness and liveliness that helps your speed. These soles are spongy and thick (though light in

weight) to form a cushion that takes away jolts and jars.

Thus Grip Sures give you the speed, sure-footedness that brings victory to you and your team. And your story about how sure-footedness helped you at some critical moment may win you a cash prize.

The Top Notch Cross on the ankle patch and the name Grip Sure on the soles identify the genuine Grip Sures. You will find them much more comfortable than stiff leather shoes—lighter in weight—easier on your feet. And no sports shoe can equal them in long-wearing qualities.

Your shoe dealer or sporting goods dealer probably has Grip Sures in stock; if not, he will get them for you if you insist. THE BEACON FALLS RUBBER SHOE COMPANY, Dept. A7, Beacon Falls, Conn.

The Top Notch Cross on one corner shoe guarantees best grip, satisfactory wear. Always look for it.

GRIP SURE



*A Paris
Interprets
the Mode Tailleur*

AND YET, women, to-day, purchase and of fashion that, what is, and long ago, that it is again because the demand that supplies what is much in fact. From our varied experience, the last style mentioned was offered to women in the quality.

In purchasing the mode, without the design, only for the accompanying style of women. In the style, the one pair and one for the others, without American women to have the opportunity, the women from which women in this world, finished.

Under the influence of Paris, women of the world are to be seen after the beautiful, the opportunity, the present - in 1911, 1912 and now.



Kuppenheimer

GOOD
CLOTHES



You'll take real pride in Kuppenheimer
Good Clothes. They're a true investment
in good appearance.



LIFE



The WEARING OF THE GREEN

— or of any other color — is now almost entirely a question of personal preference. But it is still considered unwise to wear red to a bull fight or to express one's self in the heraldic colors of Nassau on March 17th.

Gone are the days when the masculine article — such as it is — had nothing to wear but black cotton day in and day out, the year round.

The fine fabrics, striking patterns and cheerful colors of Ipswich Hosiery for men offer a variety that would have satisfied the great Bear Brunnel, at a price that would have delighted him in even his most thrifty moments.

IPSWICH *De Luxe* HOSIERY

• • IPSWICH MILLS, Ipswich, Mass. • • •

Lawrence & Co., Sole Selling Agents • • •





The Clothes that Represent
WEALTH

If you want a few more dollars or just as many, you should have in the making to wear them. It has become known to every man and woman that the way to get ahead is to wear the clothes that represent the best. We give no reason for the success of these clothes. The way is all in the making, and that is what we mean by wealth. That is why you can't have more in your pocket than a few dollars or a few hundred dollars, and why you can't have more in your pocket than a few dollars or a few hundred dollars. It is the way you make your money that counts, and it is the way you make your money that counts. It is the way you make your money that counts, and it is the way you make your money that counts.

Registering Patent

J. S. SIMPSON, Inc., Chicago

Solely in New York, Boston, Miami

SIMPSON Clothes
Made and Sold a Better Way

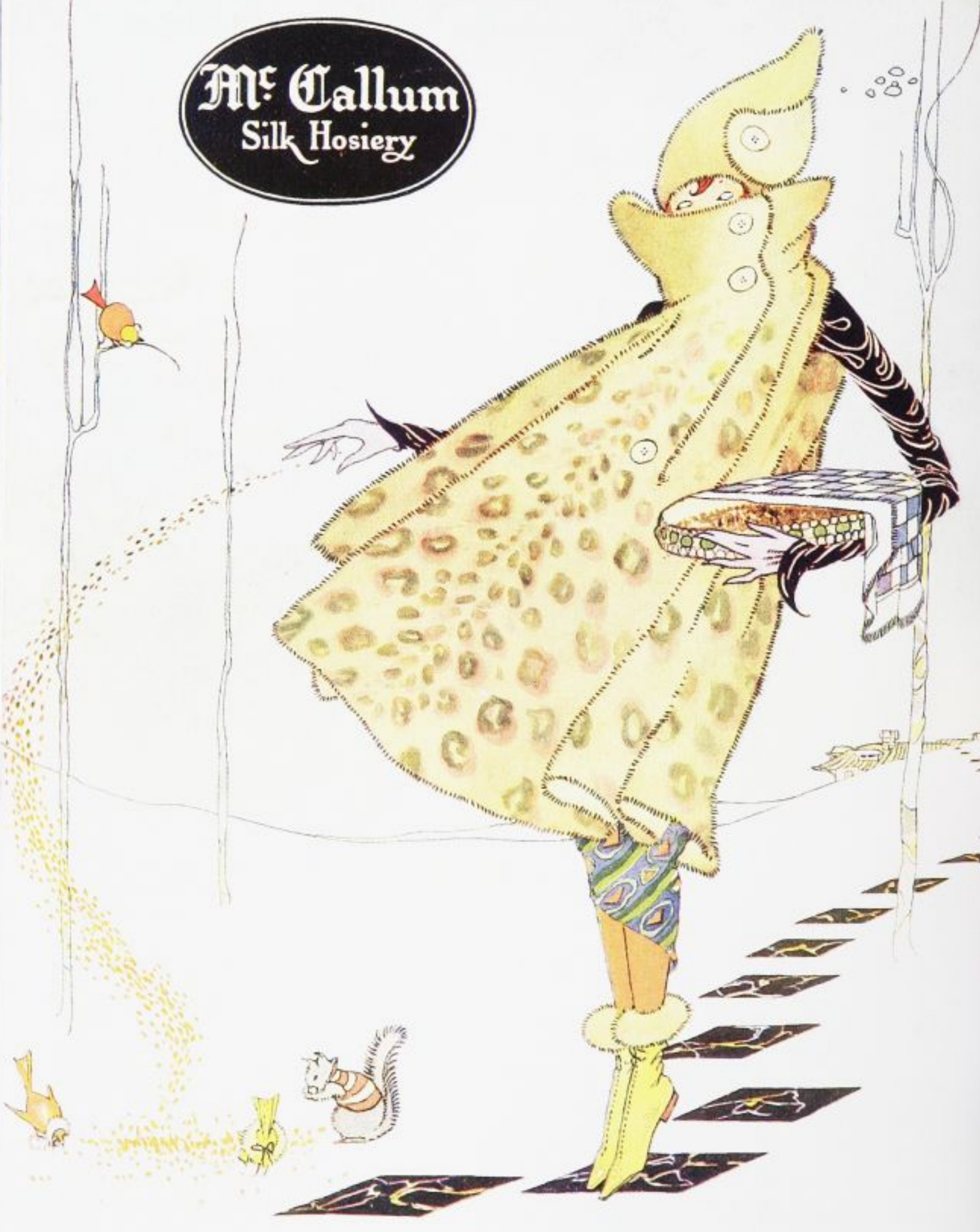




NEITHER salt spray nor penetrating soapsuds will change the perfect fit of Arrow's famous broadcloth shirt "Trump." For every Trump is treated (by Arrow's new "Sinforsized" process) against shrinkage so that its Arrow Collar, its sleeve-length, and its body length are flatly and fully *guaranteed* to fit and keep on fitting throughout the life of the garment. Henceforth you buy your correct size—no guesswork about it. Any good men's outfitter has Trump in lustrous white at \$1.95—or in smart pastel colors (guaranteed fast) at \$2.15. CLUETT, PLASODY & CO., INC., TRÖY, N. Y. • ARROW COLLARS, HANDKERCHIEFS, SHIRTS, UNDERWEAR

ARROW *Trump* SHIRTS

McCallum
Silk Hosiery



'You just know she wears them''



Pattern 2700
Price 45c
Sizes 14-18, 34-48

Pattern 2706
Price 45c
Sizes 14-18, 34-44

Pattern 2708
Price 45c
Sizes 14-18, 34-48

Pattern
Price
Sizes 14-20



What a man looks for in a girl

How you can acquire a charm that has universal appeal

THE one thing men have expected of women, from time immemorial, is a fresh, clear complexion. Who can think of an attractive girl without thinking of a beautiful skin? And a beautiful skin is something every woman can have. Whether or not her features are beautiful, she can have the charm of a fresh, dainty complexion.

Every woman realizes how universally a lovely skin appeals, strives to improve her complexion, to make it just as lovely as she can—yet every woman who really understands how to care for her skin, has found that a cold cream, a cleansing cream, is not all that she needs.

Women have felt the need of a preventive, protective cream, a cream which is more helpful and one that can be applied after washing, when dressing, and before going out—a greaseless cream.

For this Pond's Vanishing Cream was made. It is exactly suited to fill this need. It is without grease of any kind among its ingredients and will not promote the growth of down. It is quickly absorbed, disappears, vanishes. It keeps the skin pliable, makes it soft and smooth as satin. You will be delighted with the wonderful freshness it produces, the delicate texture that can be compared only with the skin of a child.

Invaluable as cold cream is, for its own special purposes, it contains a large percentage of oils. All cold creams are "grease" creams. They are intended for cleansing, for massage, or for night use—then the oily, shiny look they leave on the skin makes no difference. However, women whose skin already has a tendency toward excessive oiliness, should never use a cream which adds oil.

Just what women were waiting for—a success at once!

The moment Pond's Vanishing Cream was introduced, women realized that in it they had at last the preventive, protective cream they exactly needed—they welcomed it with enthusiasm.

The enormous sale of Pond's Vanishing Cream today is due to the fact that women use it persistently. The sale steadily grows because more and more women are learning that it is the cream they have always wanted and never before been able to get.

You will find many more occasions to use it than you would to use a grease cream.

Why your skin chaps and how to prevent it

One of the best known of dermatologists says: "The reason for chapping is that the skin, because of *unnatural dryness*, loses its power of resistance. Like a piece of dry leather, it cracks and breaks under conditions that it endures without strain when *lubricated*."

You can't avoid the dry, cold, irritating winds of winter, but by forethought and intelligent care, you can keep your skin exquisitely soft and smooth, even during rough, wintry weather. You can protect your skin from raw winds which whip out its elasticity and make it rough. Before going out, soften your skin by a light application of Pond's Vanishing Cream.

Its ingredients have a special affinity for the skin. It overcomes all dryness and restores necessary pliancy.

The moment you apply it, your skin takes it up. You can see it vanish. It never re-appears—never comes out on

the skin, and will not soil gloves nor veil. Go to your dealer and get Pond's Vanishing Cream. Begin today to know how to protect your face, your wrists and hands, so you won't suffer from roughened, chapped skin.



Make this test—see how one application makes your skin noticeably softer, whiter.

A famous French skin specialist says— that American women should rub a good cream into their skin often to counteract the drying and tightening effect on the skin of their hot houses and their penchant for using hot water.

Dry hot air and *acid in the blood*—these are two great causes of roughness and redness of the skin. They induce that dry, tightened look that is so difficult to combat. Pond's Vanishing Cream is ideal for this work. It contains a skin softening ingredient of the utmost value for keeping the skin soft and smooth—the most famous one in the whole pharmacopeia.

Being without grease of any kind, it is invisible. You can give your skin the constant benefit of its valuable ingredients. You can use it frequently any time during the day, when you expect callers, whenever your skin seems dry and rough.

Even when your skin feels actually tight and drawn, you will be surprised to find how it responds to a light application of Pond's Vanishing Cream. Regularly used, it will make any skin pliable, elastic, overcome any roughness, and refine its texture.

Get Pond's Vanishing Cream from your dealer—try it today. Apply it always after washing, when dressing. Everyone will notice the unusual freshness of your skin.

Why fatigue affects the skin—how you can keep yours fresh and radiant

Most of us live busy, active lives, at high tension, overtaxing our nervous systems habitually. Few of us realize that the condition of the nervous system has a direct influence over the nutrition of the skin, on regulating its blood supply. The face is more sensitive to this reaction—to the effect of tired nerves—than is any other part of the body. For example, blushing is confined to the face.

Yet actresses, whose work is so demanding, so exhausting, never show fatigue—their complexions always look fresh, clear and brilliant. Mrs. James Brown Potter, in "Beauty and Health," says that the bath of cream is the secret of how actresses preserve the transparent clearness of their skin.

No matter how tired and fagged you look at the end of a busy day, you can go to dinner tonight with a fresh, radiant complexion. Get Pond's Vanishing Cream today. Before you dress, bathe your face, arms and neck with it. Its ingredients are the most valuable for softening, whitening the skin, giving it a wonderfully refreshed look.

The finishing touch

Rub it in lightly and notice how completely it is absorbed—then apply powder over this base. In this way you get that clearness of skin, which gives lovely arms and gleaming neck their power to attract.

You will find that no matter how overtaxed your skin may be, Pond's will brighten the tone, will give your skin the lovely finish, the delicacy of tint that everyone admires.

Know the difference—test it yourself

No matter what cream you are using now, you cannot afford not to try Pond's Vanishing Cream. Put it to the severest test—use it now to protect your skin from chapping—to keep it soft and smooth in spite of the cold, irritating winds of winter.

Go to your dealer's—any druggist, or department store—and get Pond's Vanishing Cream. Know how much good it does your skin, what a good effect you secure.

What one application will do

If your face is chapped, if your hands are rough, or if your skin is not perfectly soft and clear, try Pond's Vanishing Cream just once. You can actually see the result after one application! Rub a bit lightly on the back of your hand until it completely disappears. No matter how rough and coarsened your skin is, it will immediately respond. A single application will make it softer and whiter, noticeably lovelier.

If one application will have this effect on your skin, just think what the eventual effect on your complexion will be!

Send for free sample

No matter what cream you use now—try Pond's Vanishing Cream. See for yourself how entirely different it is. Go to your dealer and buy your first jar—or if you prefer—send for sample free trial tube which will be sent you on request, or enclose four cents and get a generous sample—a full two weeks' supply. This will give you a still better idea of how much Pond's Vanishing Cream will do for your skin.

Address Pond's Extract Company, 111 Hudson Street, New York City.

Some Famous Users

Frances Starr, Elsie Ferguson, Marie Tempest, Julie Opp, Missie Maddern, Fritzi, Constance Collier, Jean Coct, Rose Stahl, Daphne Kewer, Olga Nethersole, Laura Nelson Hall, Pauline Frederick, Julia Sanderson, Tevontini, Emory Denton.

Pond's Extract, first produced in 1886. Most of us remember how tenderly our mothers smoothed our childish wounds with this healing, soothing lotion. Today any physician will tell you it is still the best of household remedies. Get a bottle today, you will be surprised to see how frequently you use it.



Frances Starr says: I am using Pond's Vanishing Cream and want to recommend it to everyone. It is delightful.

Sold in 25c and 50c jars and 25c tubes



Free

POND'S EXTRACT COMPANY'S VANISHING CREAM

And collars. As long as they look well, and most collars do, you feel well.

Take your hat, for instance. If it doesn't fit perfectly, no harm is done to your health.

Coats, too, for that matter. All that really counts is the cut and the cloth.

Trousers—the same. A quarter of an inch too long or too short doesn't ruin their appearance or affect your health.



"IT IS THE ONLY PART OF YOUR BODY THAT MUST BE FITTED PERFECTLY"



But your shoes—cover the only part of your body that must be fitted perfectly—your feet!

YOUR feet! They are the very foundation of your body. You stand on them. You walk on them. They carry your entire weight. When they are tired, you are tired. As much as any part of your body, your feet affect your health.

If you doubt it, ask any doctor. He will tell you that incorrectly supported feet often cause nervous natures. He will tell you, "It is the only part of your body that must be fitted perfectly."

Read the story of Footsavers and what their "Saving V" means to your health and comfort

THE secret of making perfect-fitting shoes lies in designing "lasts" identical with normal feet. Naturally, if the "last" isn't shaped exactly like the foot, the shoe can't fit. Therein lies the first difference in Footsavers.



THIS IS A SHOE "LAST"

Before one pair of Footsavers was made, thousands of feet were studied. Then—we began the creation of Footsaver lasts. Where feet curve, Footsaver lasts curve; where feet are hollow, Footsaver lasts are hollow. No wonder Footsavers fit—perfectly.

HEELS



RIGHT AND WRONG

Look at the heel of your own foot. Is it square? No—it is curved. And notice how it curves, first in, then out, then in.

Now you see why an L-shaped heel cannot possibly fit your foot as it should. But look at the Footsaver heel. It has the same triple curve as your foot. It's second nature for a Footsaver heel to fit—and what's more, to fit perfectly.

THE RIGHT IDEA IN ARCHES



As you walk, where do you place your weight? The healthy footprint shows—heel first, then outer edge of foot, then ball. *The instep makes no print at all.* Correct shoes then, must let the outer side of the arch down—must hold the inner side up.

Notice the left-and-rightness to the Footsaver last above. It isn't flat across the bottom. It's down on the outside—up under your arch on the inside. That's why Footsavers fit your arch with such friendly comfort.



HOW DOES YOUR LITTLE ARCH?

You didn't know there was one? There is. It crosses the front part of your foot—just behind the ball. You can feel it with your hand.

Nature supported it, while we were barefoot boys, with soft earth. Footsavers support and exercise it with layers of soft, flexible leather—arched scientifically to fit this little hollow of your foot—to give you added comfort and health.



INTRODUCING "THE SAVING V"

Between heel and toes curves the long, supporting arch of your foot. What have we built into Footsaver Shoes that fits, supports and exercises it as ordinary shoes cannot do?

"The Saving V." You can't see it—but you'll quickly feel its comfort. The first thing you'll say is, "My, what a difference. I didn't know

shoes could feel like this. Why, they actually lift my feet."

What is "The Saving V"? A scientifically-built arch that absorbs the shock of every step. Throw your weight on it. Quickly it gives—yet still supports. Now step up. Up comes the arch with your foot—supporting, lifting; it makes you feel that you're walking on air.



FOR STYLE NO LESS THAN HEALTH

You've never walked on shoes like these—and you won't, until you walk in Footsavers. For Footsavers are different. But that doesn't mean they are "old men's" or "Doctor's" shoes.

You've never seen smarter, better-looking footwear. You've never seen shoes styled in better taste, nor in finer leather. A modern shoe with modern, correct ideas of fit. A shoe that will add to your well-dressed appearance—that will conserve your health and preserve your feet. Yet priced most reasonably from \$12 to \$14 the pair.

Where to buy Footsavers and how to see the new smart styles

Of course you want to know more about Footsavers. Our booklet, "The Saving V," shows the newest and smartest Footsaver styles—also name of Footsaver dealer in your city. Mail the coupon for your copy now while you're thinking about it.

FOOTSAVERS ARE MADE BY THE MAKERS OF BOSTONIANS—SHOES FOR MEN

Whitman, Massachusetts

Makers of Men's Quality Shoes for over 50 Years

Women's Footsavers are manufactured by Julian & Kokoske Co., Cincinnati, Ohio



FOOT-SAVERS



THE ONLY SHOE WITH 'THE SAVING V'

COMMONWEALTH SHOE & LEATHER CO. WHITMAN, MASS.

Send me your booklet, U.S. "The Saving V"—free—which tells more about Footsavers and where to see them in my city.

Name.....
Address.....
City..... State.....

Soaps

Aug 21



Will the impression you made last night—



Endure the light of the sun today?

Complexions—Night and Noon

Almost any woman can look pretty at night, but only perfect, natural skins can face the glare of noon.

A radiant skin, healthy and glowing, is the very foundation of charm—and every woman can have one. Aids to beauty are many, but the essential is a thoroughly clean skin.

Good complexions call for soap

Beautifying cleanliness requires not only a clean surface, but also thoroughly-cleansed pores. Such cleanliness calls for soap.

Dirt, oil and perspiration clog the skin. So does powder—so does rouge. At least once daily this accumulation should be removed. The best time is at night. Then for hours of sleep the skin has a chance to breathe.

Without such cleansing, glands and pores become enlarged and irritated. Their functions are retarded. Skins become coarse. Blackheads and blotches may follow.

Must be done with lather

This cleansing must be done with soap. There is no substitute. One must force lather into the

Volume and efficiency enable us to sell Palmolive for

10c



pores, using a gentle massage. When that is rinsed out, the dirt and oil come with it.

A balmy lather needed

The study has been to produce a balmy, creamy lather. A lather that soothes while it cleanses. A lather which leaves the skin soft.

To do that modern science has gone back to methods of 3,000 years ago. It employs a blend of palm and olive oils. Not as Cleopatra used them, but prepared in modern ways. In Palmolive soap these matchless oils are perfectly combined. As a facial cleanser, the world has never found anything better. And it probably never will.

Palmolive cleans the skin with a gentle and soothing emollient. It leaves the skin in blooming, fresh condition. Its daily use is the foundation of skin beauty. Its every application penetrates the skin with the most beneficial oils of the ages.

If the skin is very dry, apply cold cream before and after washing. The soap will make a balmy lather. Rub it gently into the pores. Rinse out with warm water, then apply a dash of cold water as a tonic. Then you have done the utmost, beyond good food, fresh air and exercise, to beautify the skin.

Why only 10 cents

We bring palm oil from Africa, olive oil from Spain. They are the costliest and the best oils a facial soap can employ. Yet Palmolive sells for 10 cents. The reason lies in enormous production. Millions use Palmolive. And our effort for many years has been to place it within everybody's reach.

THE PALMOLIVE COMPANY, Milwaukee, U. S. A.
The Palmolive Company of Canada, Limited, Toronto, Ont.

Copyright 1923—The Palmolive Co. 1238



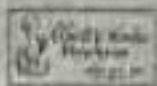
Supreme for 3,000 years

Egyptian beauties used palm and olive oils. Roman beauties used them in their famous baths. As skin cosmetics, palm and olive oils have for ages stood supreme. But in olden times only the favored few could get them. And none could get them in this ideal form.

Betty Wales Dresses



Dainty Bessie Barriscale is delightfully charming in the "Skirt" but she is alluringly fascinating in "Betty Wales Dresses" in which she appears in the final act of the play.



Betty Wales Dressmakers

Dept. 502

New York City



Betty Wales Dresses are manufactured by the Betty Wales Dressmakers, New York City, and sold by the Village 40 Service Security Warehouse, New York City.

PARAPLUIE-REVEL



W. Giffels 1911



Inter

Woven
Socks



HIGHEST HONORS EVERYWHERE

Kuppenheimer

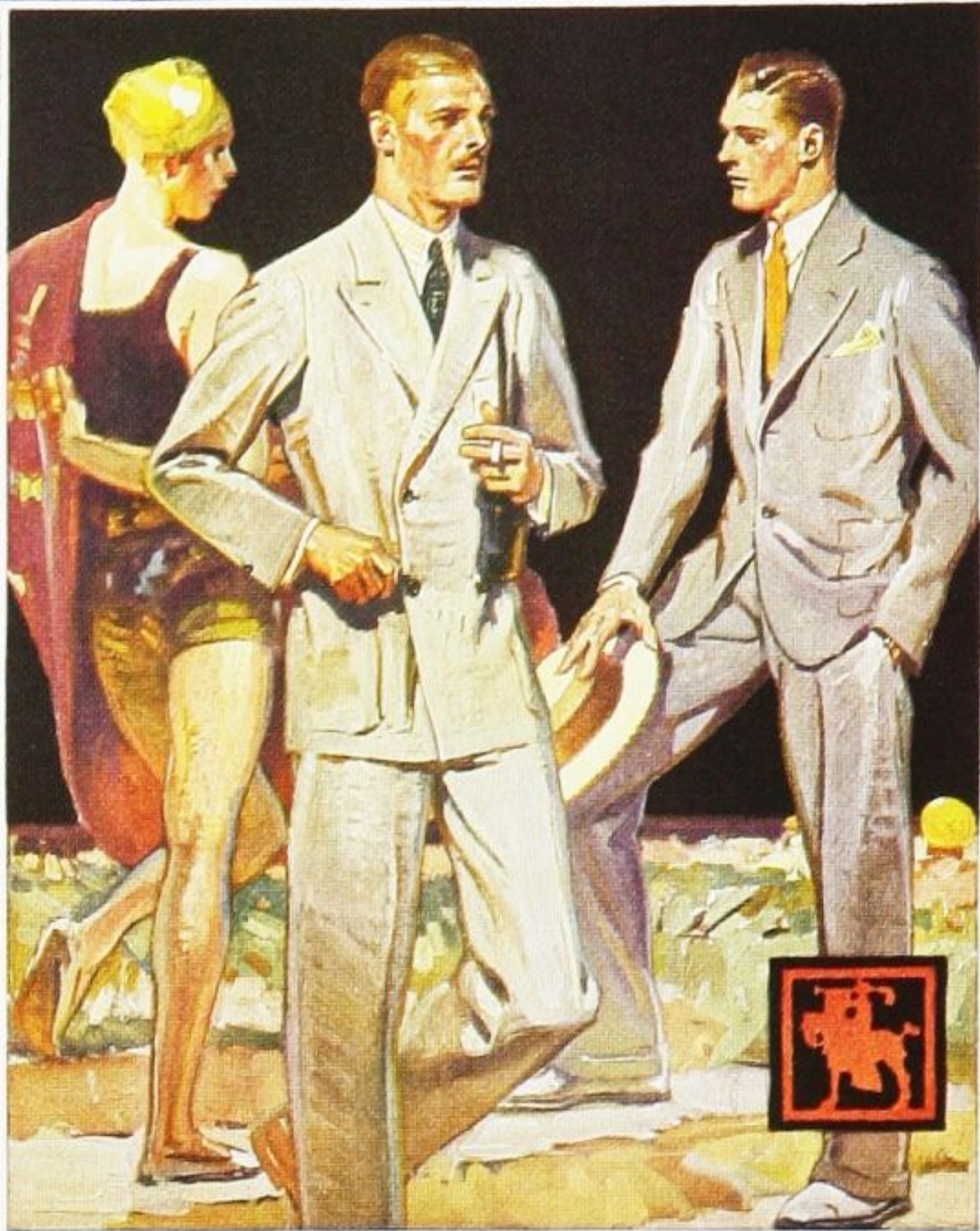
GOOD CLOTHES



Cool summer comfort—summer smartness—real goodness in clothes—satisfaction—economy.

The HOUSE of KUPPENHEIMER

Copyright, 1921, The House of Kuppenheimer



Dixie Weave suits give you shirt-sleeve comfort
with board walk style

They're made of porous wool or worsted; they keep their shape; they wear long
Hart Schaffner & Marx



How to Launder Silks and Satins —from Dresses to Underthings

USE LUX FOR ALL THESE THINGS

Georgette	Baby's Flannels
Crêpe de Chine	Sweaters
Washable Satin	Silk Stockings
Washable Taffeta	Silk Gloves
Chiffon	Silk Underwear
Voiles	N negligees
Organdies	Fine Collars and Cuffs
Fine Linens	Corsets
Laces	Washable Spots
Woolens	Men's Silk Shirts

Lux won't hurt anything that pure water alone won't injure

"DRESSES, TOO?" "Why, yes. I always buy silks and satins that I am sure will launder. That is why I can wear silks so much more than I used to—for dresses as well as blouses and underthings."

Who could have heard such a thing a few years ago? Who would have dared to trust exquisite shimmering silks and satins to "soap and water"?

In the old days, washing meant rubbing. First rubbing a cake of soap on the fabric, then rubbing again to get the soap and dirt out. It was bound to injure the fiber of silk. That is why no one dreamed of washing silks.

Now you can launder without rubbing

But now, you can launder without rubbing. With Lux, you simply whip up a wonderful, pure lather, in which you may dip the finest fabrics up and down, without the slightest injury to them. You souse the garment, squeeze the pure suds through it, but *never* rub. And your delicate fabric comes from its Lux dip without a trace of

dirt—with not a fiber injured—with its rich lustre undimmed.

Two things that turn silks yellow

Hot water turns silks yellow, and the tiny particles of solid soap that will stick to fabrics when cake soap is rubbed on them.

But Lux won't injure even chiffons. Lux is in *delicate flakes*—actually transparent! These flakes dissolve instantly in hot water. You whip up a rich lather and add cold water to make the suds barely lukewarm.

Not a speck of solid soap to cling to the fibers and yellow them. One, two, three rinsings in clear, lukewarm water, and every trace of soap is out of the fabric.

A few "don'ts"

Never wring silks, for wringing injures the fibers. Just squeeze out the water gently.

Never hang silks to dry. Roll them in a soft towel. *Do not allow them to dry entirely*. Iron while they are still damp. This applies especially to colored silks, as hanging them to dry and allowing to dry entirely, will often cause the color to dry in streaks.

Use a warm iron, *never* a hot one. Heat injures the fiber and yellows it.

Try Lux for anything you can trust to pure water alone. Use a tablespoonful to a basin of water. Use it for silks, linens, cottons, woolens. There is nothing else like Lux. Your grocer, druggist or department store has it—Lever Bros. Co., Cambridge, Mass.

LUX

Even in hard water, Lux makes wonderful suds



IF YOU ARE NOT SURE A COLOR IS FAST

If you are not sure a color is fast, first wash a sample and dry it. If the color runs, try to set it in the following way, first testing a bit of the fabric.

A cupful of salt to a gallon of cold water may be used to set most colors of cottons; half a cupful of vinegar for silks and woolens. Soak the fabric, then rinse thoroughly before laundering it. After washing, add vinegar or salt to the last rinsing to hold the color. Always wash colors as quickly as possible, and iron while the fabric is still damp.

Lux won't cause any colors to run which pure water alone will not cause to run

"I use Lux every day for washing baby's flannels, that are so easily ruined otherwise"



TAILORED AT FASHION PARK



PAR-KERRY

*A BELTED GREAT-COAT DEVELOPED IN
PAR-KERRY SPORTING PATTERNS BY
THE FASHION PARK OVERCOAT SHOPS.*

*A PRACTICAL STYLE NOW PRESENTED
BY ACCREDITED FASHION PARK AGENTS.
FORTY FIVE DOLLARS AND MORE.*

*CUSTOM SERVICE WITHOUT
THE ANNOYANCE OF A TRY-ON
READY-TO-PUT-ON*

FASHION PARK

Rochester, New York



Gossard
Corsets and Brassieres

The Gossard Line of Beauty

No matter how loosely draped her raiment, how much fashion conceals the figure, correct carriage, proper poise, and comfort itself, demand proper corseting—Gossard corseting.

No matter what the occasion or the costume, whether gowned for social function, or an afternoon at golf, she must retain the natural line of womanhood's identity—the Gossard line—that rounds from armpit in at the waist, and then sweeps over hip downward.

No matter what her age, or the style of the moment, if a woman would be graceful, she must have that youth-line which Gossards give and preserve.

No matter where she lives, the modern woman will find a good store that features Gossards—an expert corsetiere, who knows at a glance how she should be fitted, what Gossard model she should wear, that the Gossard Line of Beauty, the youthful figure line, may be preserved.

The H. W. Gossard Co., Chicago, New York, San Francisco, Toronto, London, Sydney, Buenos Aires
Copyright, 1924



Knapp-Felt SOFT HATS *for* MEN

Knapp-Felt DeLuxe, Six Dollars
Knapp-Felt, Four Dollars
Everywhere

Write for THE HATMAN



This home shows the wonder of it!

THIS woman—like thousands of others—has learned how to keep everything in her home exquisitely clean and dainty. And to do it so much more easily than before!

Why it was hard before

It has been a struggle for women to keep their fine possessions spotless because fabrics have grown every season more sheer, more delicate, while soap products have remained as they were years ago. Soap in cake form is excellent for plain laundry—it is very hard on sheer fabrics, silks, woolens. The rubbing of the soap directly on the fabric, then rubbing again to get the dirt out, makes woolen materials shrink and grow harsh; roughens silk, breaks the delicate threads. Many soaps contain free alkali that yellows and weakens both silk and wool fibers.

Why it is easy now

Lux, the modern soap product, contains more real cleansing value in its pure fragile flakes than is possible in any other form of soap. The flakes melt the instant they touch hot water—a few whisks, and you have a foaming bowl of lather. Drop in your most perishable belongings—see them come from their Lux cleansing just like new.

Lux is made for the very things you fear to have laundered often—laces like cobwebs, softest silks, fluffy blankets and woolens. Lux has no free alkali, it requires no rubbing to get the dirt out—no rubbing to get the soap out.

Lux will not harm anything that pure water alone will not injure.

Lux won't shrink woolens, won't turn silks yellow, won't injure even chiffons. Order Lux today from your grocer or from any department store. Lever Bros. Co., Cambridge, Mass.



Use your nicest linen every day

Mrs. Rex, Senior: Aren't you a trifle reckless, dear, to use your lovely bridal linen for every day?

Mrs. Rex, Junior: Not a bit. Now that we use Lux, the wonderful new soap product in flakes, our finest things can be washed every week without wearing out—they don't have to be rubbed, you see. They launder as dazzlingly white and filmy as when I first laid them in my chest.

We can enjoy our best gold china every day now, too, for with Lux, Celia finds the gold doesn't wash off at all. Everything sheer and frail is freshened by Lux without the least bit of injury.

Her blouses and silk underwear stay pretty!

Her joy in sheer waists and silky under-things used to be very short-lived—only till their first laundering! Her favorite flesh-colored blouse faded to a dingy white, her snowy combinations turned a dull yellow, her nicest stockings broke quickly at the side of the ankle and at the heel.

But now, all her frailest things—the gauzy real lace blouse she is so careful of, her sheerest Georgettes, her silk stockings, silk underwear, chiffon scarfs—all are kept fresh and lovely, through many tubbings. For she never allows them to be laundered with anything but Lux.



Soft woolly shirts and fluffy muslin dresses

Since she has known Lux, the young mother can delight her heart with the gauziest, the silkiest, the fluffiest for her children. For with Lux, everything—the soft woolly shirts and stockings, the hemstitched muslin frocks, the fleecy white sweaters and leggings—can be tubbed every few days without injury. Yet, because no rubbing is required and because Lux contains no

free alkali, the fine little garments wash without yellowing, shrinking, or wearing out unduly fast.

Everything in the most sensible nursery, too, may now be of the daintiest colors and fabrics. For Lux will cleanse the pale silk hangings, the silk wadding of the wee crib, the lacy curtains and bureau covers, even the white rugs—without the smallest injury.



Have your rooms radiantly light and fresh

Mrs. Smith: This room of yours always makes me want to sing! Your hangings and decorations are like sunlight. But I should go mad in a week trying to keep such perishable colors and fabrics from soiling. You must squander a mint of money, my dear, buying fresh things all the time.

Mrs. Rex: On the contrary, Mad-

eleine, I don't buy new decorations as often as you. It is simply that any one, who knows Lux, can banish gloomy hangings and use light ones, certain that with the first shadow of dinginess the cretonnes, silk hangings, window-curtains, and even lamp-shades, can be tumbled into the Lux suds, and come out like new.



LUX

For all fine laundering

QUALITY SERVICE



KUPPENHEIMER INDIVIDUALITY

The clothes that bear this name are inseparably associated with quality. There's about each model that rare tempering of modern style with a genuine respect for service — and your comfort. Here's a topcoat of Algora — the exclusive weave with the silky sheen of a natural pelt—light in weight, shape retaining and smartly handcrafted for style and usefulness.



A LA

SAMARITAINE

67 A 75, RUE DE RIVOLI

PONT-NEUF & MONNAIE - PARIS



N 23251. ROBE beau crêpe de Chine pure soie, noir, négre, mordoré, mauve ou ivoire, ornée poignées de dentelle incrustées. **298 L.**
 La même, crêpe Mariette, entièrement doublée soie. 389 fr.
 Z 31001. CHAPEAU fond souple, bengaline soie noire, négre ou mordorée, ornée fantaisie héron assortie. 49 fr.
 D 14835. SOULIERS verni fantaisie, talons Louis XV. 83 fr.

O 24033. MANTEAU beau crêpe de Chine noir, tout soie, fronces, manches nouvelles, entièrement doublé fleur de soie, tons mode.
 Longueur 1^m10 . . . **489 fr.**
 Z 31002. CHAPEAU crêpe de Chine et satin noir ou négre, orné brins aigrette véritable. 59 fr.
 D 14836. SOULIERS ÉLASTIQUES, chevreau grain de café, talons Louis XV. 78 fr.

N 23250. ENSEMBLE, paletot et robe, popeline pure laine noire, marine, négre, taupe, castor, corinthe, bois de rose ou amande, PALETOT entièrement double soie, orné riche broderie, ROBE manches longues, poches brodées, col et cravate soie. . **550 fr.**
 Z 31003. CHAPEAU calotte crin, bord crêpe de Chine, noir ou couleur, fantaisie glycéinée. 79 fr.
 D 14837.
 SOULIERS daim noisette. . 98 fr.

ÉTÉ 1926

Nous expédions tous nos articles, même les articles lourds ou encombrants, FRANCO DE PORT ET D'EMBALLAGE à partir de 50 FRANCS dans toute la FRANCE CONTINENTALE.



This gold button identifies the bonded Real Silk Representative when he calls at your home or office

Obtainable only direct from our mills at a saving, through our bonded representatives who call at the home and office

REAL SILK

Guaranteed

HOSIERY

WITH TOP, TOE AND HEEL OF FINEST LILE

FOR WOMEN AND MEN

Kuppenheimer

GOOD

CLOTHES



The double-breasted suit is high in fashion's favor, and the new Kuppenheimer double-breasted is the favorite of them all. It is correct in every detail, broad shoulders, wide lapels, narrow hips and a graceful sweep over all.



In any gathering, **TWEED-O-WOOL COATS** occupy the fashion foreground. Distinctive fabrics, masterly workmanship and unerring good style make them truly outstanding — decidedly "the exclusive thing to wear!" Each is a style harmony — perfect, complete — and length of service is one of their

most distinguished characteristics. Meadowbrook Garments, Incorporated

TWEED-O-WOOL

*The Exclusive
Thing to Wear*



The "sweater" sweater of the young girl, the warm, play sweater of the littlest—keep their smart shape, and their soft wooliness through repeated Lux tubbing.

Wonderful for Sweaters! Blouses! Stockings!

And all these are things that you have found it most difficult to launder!

Even the greatest care could not bring them from a tubbing without their softness, freshness, and loveliness gone!

You have become so used to it, that you expect your prettiest things to be half spoiled when laundered—you wear them as long as possible before their first laundering, and try not to look at them too closely when they come back.

Keep your sweater soft and woolly

You need not be resigned to ruined things, you can dare to look closely at your fuzziest blouse, your fuzziest sweater, even after they have been laundered many times.

For it is not that your sweater or silk stockings cannot stand a tubbing—but that they cannot stand the kind of soap you use.

Even the best cake soap should not be used on woolens or on delicate fabrics.

Rubbing the soap on the garment, more rubbing to get the soap out, makes the wool fibres shrink and grow harsh, makes your silk blouse turn yellow, wears through the threads in your very nicest stockings.

Do not let your loveliest waist be spoiled

The fragile Lux flakes do away with every bit of rubbing. They melt into a bubbly lather that contains more cleansing value than is possible with any other form of soap.

You dip your softest woolens, your sheerest waists and silk combinations through it a few times—and the dirt is gone!

Your woolens will come from their laundering like new, if you will use Lux and very hot water. The hotter the water the more quickly the dirt will loosen and fall out into the thick suds.

For silks the water should be just lukewarm—and in

No rubbing to break the threads—no discolored or faded stockings.



LUX 10¢

Won't shrink woolens!

Won't turn silks yellow!

Won't injure even chiffons!

lukewarm water, too, the Lux flakes bubble into the same creamy, cleansing lather.

Thousands of women all over the United States could hardly believe it when they first heard of the wonderful results Lux gives.

Thousands and thousands now say that they cannot afford to be without Lux. They wonder how they managed before they found it, how they bore to see their things lose their beauty and wear out so quickly.

Everywhere that Lux has been introduced, women have recognized its wonder at once. No woman who has tried it is willing to be without it ever again.

Even the frailest things

Their "difficult" laundering is no longer difficult! They buy the most fragile looking waists, the most elaborate camisoles, and wear their most expensive sweaters every day, without a qualm about their getting dirty.

They know that their own and the children's sweaters will be as soft and well shaped as ever, that their silk blouses will stay white and lovely, that fine lace collars, and sheer, embroidered baby dresses can be cleaned, and yet stay whole and beautiful.

At grocers' and department stores

Your dealer has been instructed to return your money if you are not satisfied. But it never happens. One ten cent package of Lux will prove to you what wonderful results it gives.

If you are unable to purchase Lux in your town, we shall be glad to send you a package by mail at the regular price, 10c. In order to have you try Lux, we shall be glad to pay the postage, but cannot send more than one package to any one customer. Send us your dealer's name with the 10c and we will see that he is prepared to supply you hereafter. Lever Brothers Co., Dept. E, Cambridge, Mass.



When your nice blouses come from their Lux laundering, one comfortable glance tells you that they are not only clean again, but are still as lovely as when they were new.



The creamy Lux lather is so cleansing that it does away entirely with that rubbing which is so hard for you, and so ruinous to fine garments.



Every kind of Thread

Whatever kind of fancywork interests you—embroidery, crochet, knitting in artificial silk, darning on net—you will find the best thread for your purpose, the most effective in appearance, and the most satisfactory in wear among the threads sold under the famous names of Clark and Coats.

The charming lingerie set illustrated here, also the embroidered boudoir wrap, are worked with Clark's "Anchor" Stranded



C.16

for every kind of Stitch

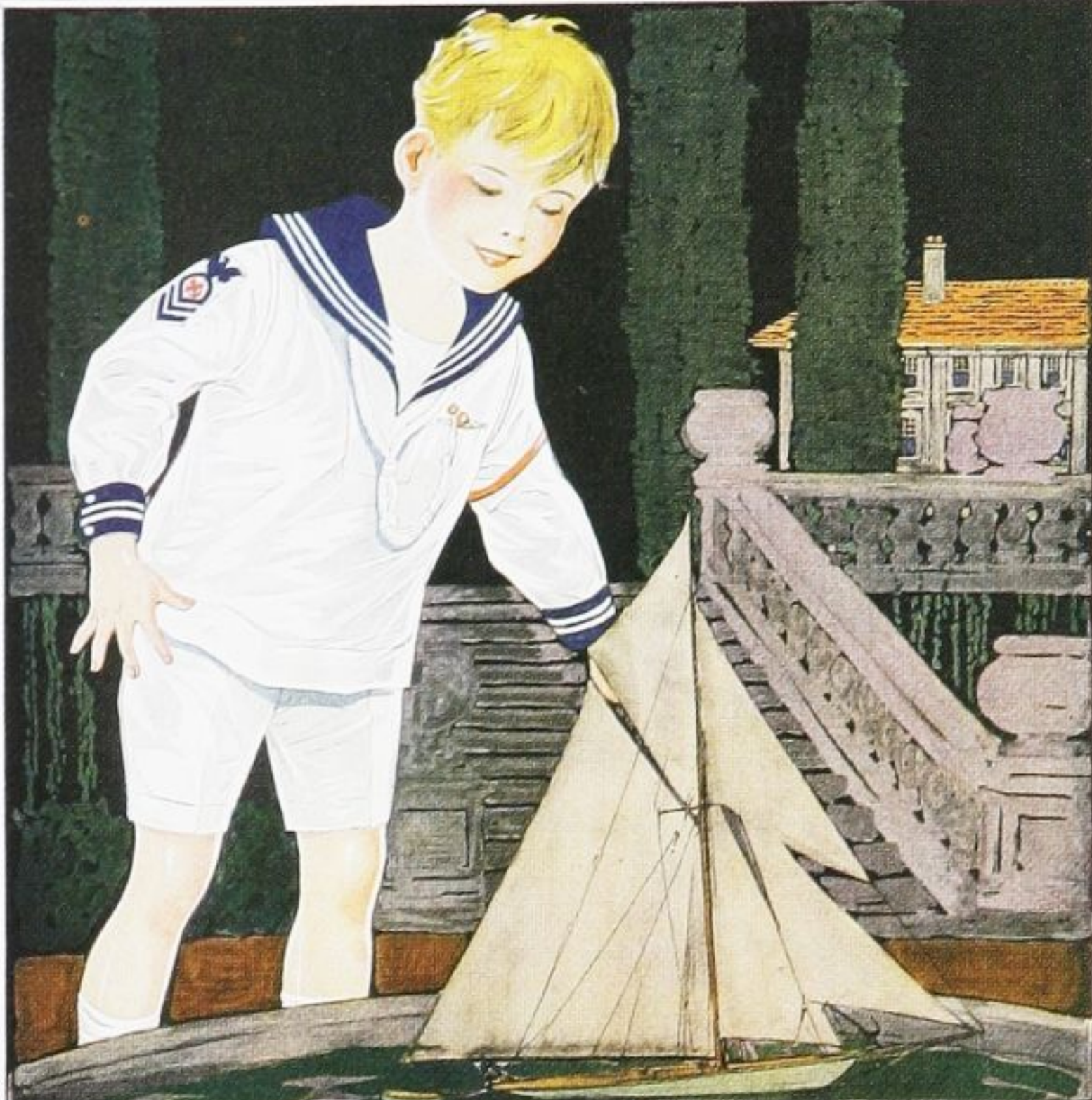
Cotton. This thread forms a perfect substitute for silk, and the strands may be separated for finer work. Colours are fast.

A free paper pattern of the lingerie set is given in issue No. 48 of "The Needlewoman," price 4d.; also simple instructions for making and embroidering the boudoir wrap. Ask for "The Needlewoman" at your needlework shop to-day, or send 4d. in stamps to the Publishers, TILLOTSONS, LTD. (Dept. C.Y. 14), Bolton.



SERENELY POISED UPON THE VERY PINNACLE OF CHIC IS THE GAY YOUNG PERSON WHO HAS SCALED THE DIFFICULT HEIGHTS OF THE NEW SIMPLICITY . . . HER CONTRASTING COLORS ARE EVOLVED BY STEHLI

Stehli Silke



The beauty of SLIPOVA Play Clothes is only surpassed by their durability. Standard fabrics—fast colors—double seams—many styles.

McCawley & Co., Inc. 253 Church Street
New York City



Look for the Label

SLIPOVA Rompers, Sleepers and Play-clothes for boys and girls from 2 to 8 years. Middy Blouses in all sizes.

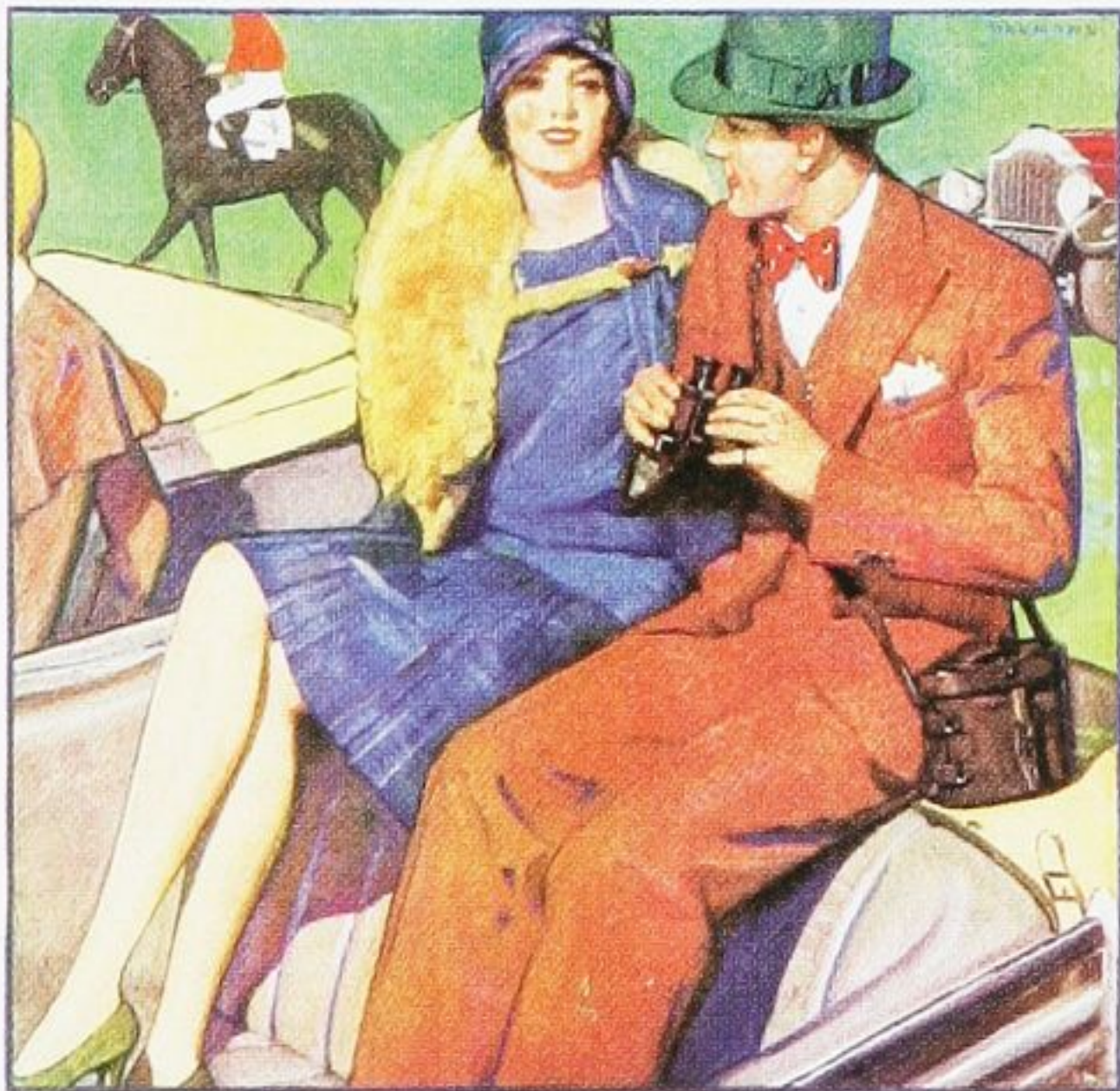
Export Office: 320 Broadway, New York
Factory: M. W. S. Building, Baltimore, Md.

SLIPOVA

CLOTHES FOR CHILDREN

Spur Tie

ALL TIED FOR YOU . . . 50¢ · 75¢ · \$1.00



Style is good taste—*plus*

Plus what? A lot of players can hit home runs—a few do it with style. Most men can drive a golf ball—champs add style to the performance. The style of a Spur Tie is as emphatic as the style of a dinner coat tailored on Fifth Avenue, or of sport clothes from London.

Style plus. Plus a sure-fire jauntness, the casual correctness of a man who knows how to wear a tie. Plus brilliant harmony of color, racy shapes in big variety, exclusive patterns. There's a special assortment for Juniors.

The secret of Spur Tie supremacy is a built-in flexible chassis which you can massage into any shape that suits your personality.

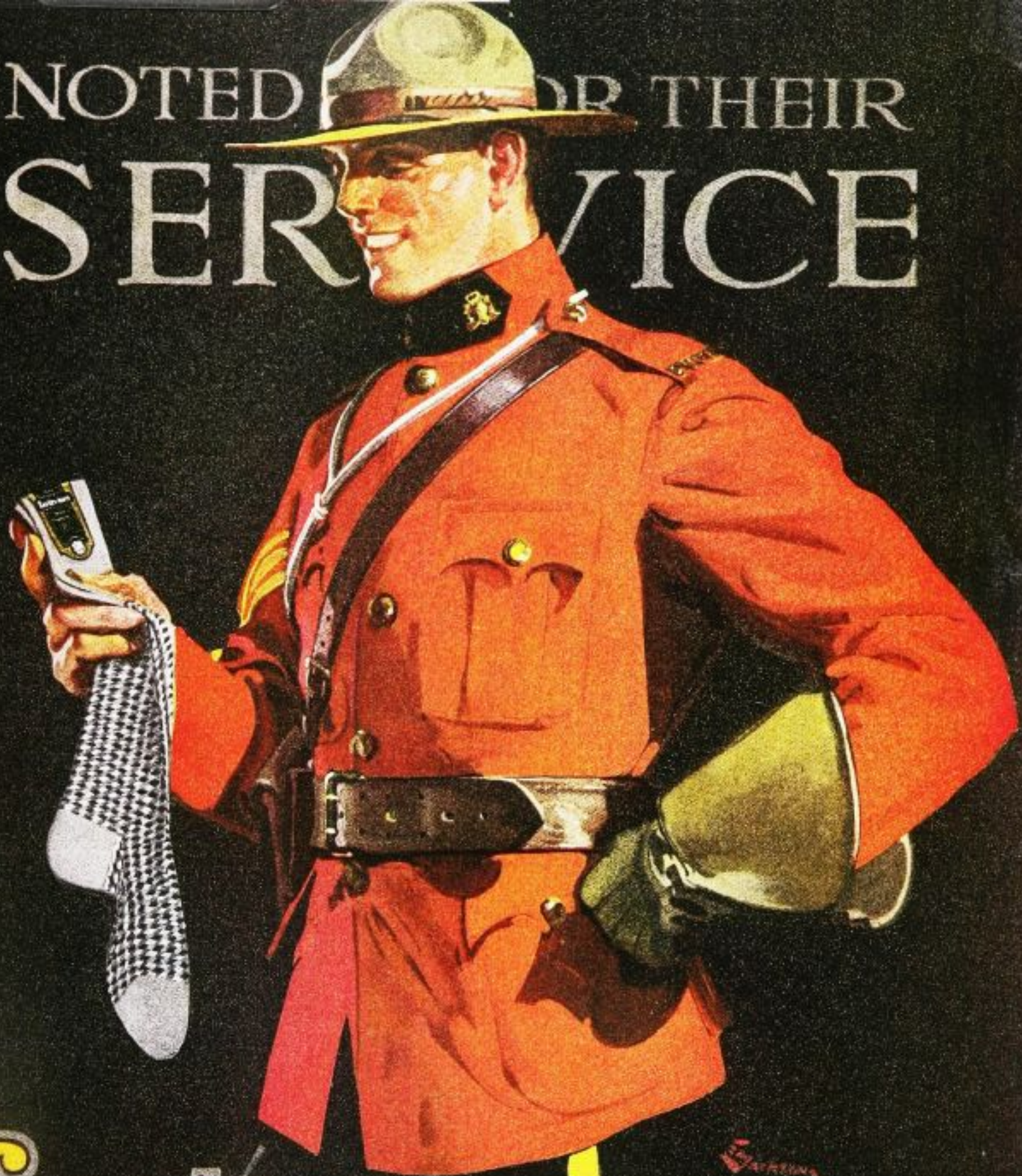
Hewes & Pater, Inc., 65-J Bedford Street, Boston, Mass. 200 Fifth Avenue, New York. 120 Battery Street, San Francisco. 426 South Spring Street, Los Angeles. 412 S. Wells Street, Chicago. 1004 Arapahoe Street, Denver. Made in Canada by Tonks Bros., Ltd., Montreal.

FREE—You'll enjoy this fascinating, exclusive little book, "Tie the Knot." Full of charming photos. Tells all about necktie picture stories. For your copy, write to Hewes & Pater, Inc., 65-J Bedford St., Boston, Mass.

Insist that Spur Tie red label show at the right in every tie and avoid inferior imitations! You can shape a Spur Tie in any way you like—flat or flat, square or square—and the patented H-shaped Inseam holds it that way.



NOTED FOR THEIR
SERVICE



**Interwoven
Socks**

REG. U.S.
PAT. OFF.



A Good Tie *for a good time*

DRESSING for a good time is a problem. An office get-up goes badly on vacation. Yet too many sporting rigs overdo it—look like fancy dress costumes worn for the first time.

Get the right effect with easy-to-wear, quiet, informal togs and a spirited Spur Tie. A Spur Tie is breezily correct, racy in its piquant good taste, pleasantly gaited for frolic or vigorous action. Select from a big variety of shapes, patterns and shades. The line for Juniors is dazzling.

Spur jauntiness and class have scored heavily on a thousand golf courses. Sparkling jewel colors have challenged the sunshine of shore and mountain. For Spur Tie vogue is well-nigh universal.

The secret of Spur Tie supremacy is the under-cover chassis which is flexibly adjustable so that you can model the tie into any shape you like. One try-on will convince you.

Hewes & Potter, Inc., 65-1 Bedford Street, Boston, Mass. New York Office: 200 Fifth Avenue. Pacific Coast Stocks: 120 Battery Street, San Francisco, Cal. 426 South Spring Street, Los Angeles. Chicago Stock: 412 S. Wabash Street. Denver Stock: 301 Jacobson Bldg. Made in Canada by Tooke Bros., Ltd., Montreal.

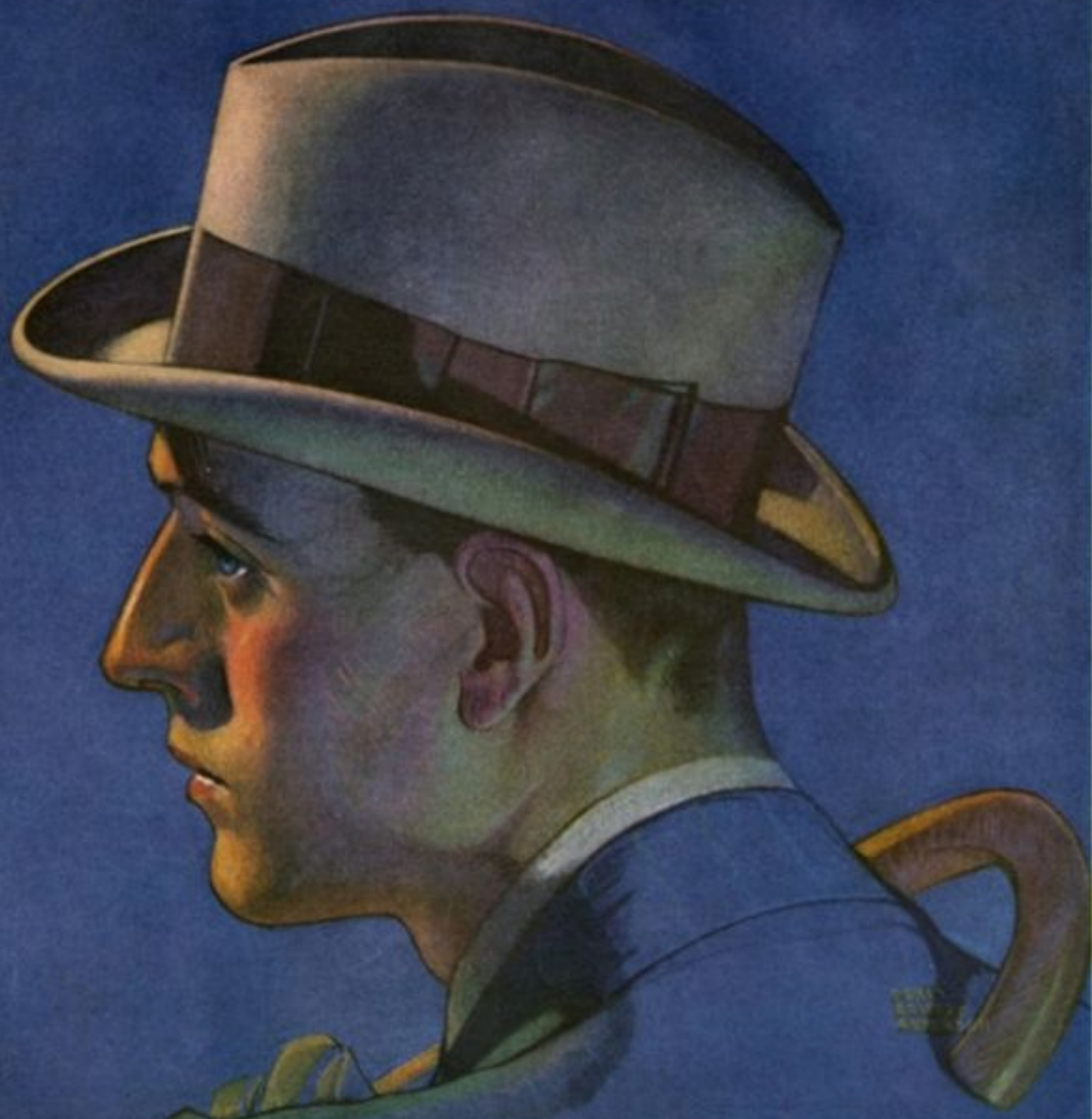


Insist that the Spur Tie red label shown at the left is on every tie and avoid inferior imitations! You can shape a Spur Tie in any way you like—full or flat, severe or sportive—and the patented H-shaped form holds it that way.

Spur Tie

ALL TIED FOR YOU

50¢ 75¢ \$1.00

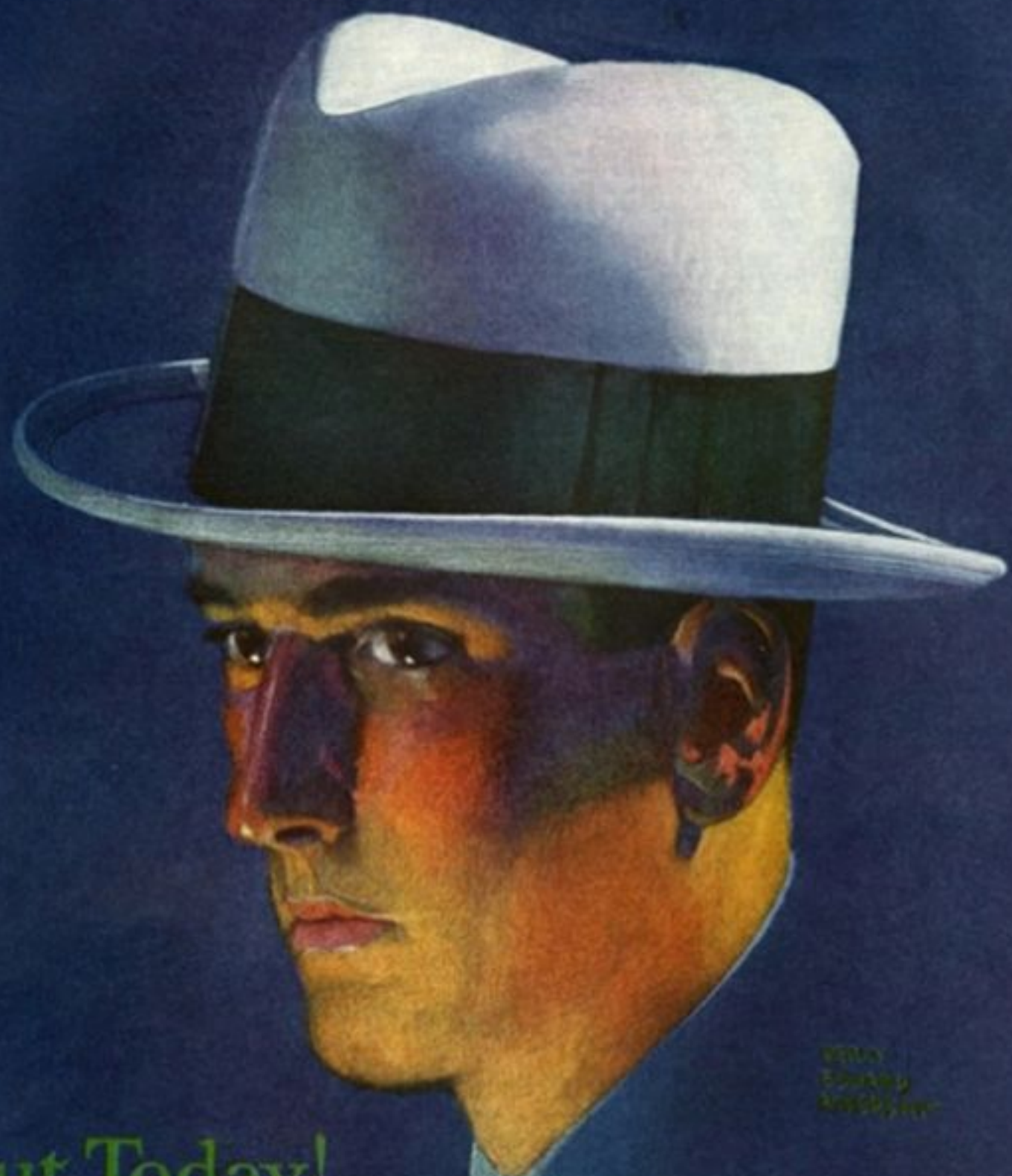


OUT TODAY - THE CAROL

THE NEW KNAPP-FELT

HAT FOR THE MONTH - \$10.00

MADE BY THE CROFUT & KNAPP CO., FIFTH AVENUE, NEW YORK



WILL
E. WOOD
ARTIST

Out Today!

THE *NEW*

KNAPP-FELT

HAT FOR THE MONTH

The EARLY BIRD

MADE BY THE CROFUT & KNAPP CO., FIFTH AVENUE, NEW YORK.

A LA **SAMARITAINE** 75, RUE DE RIVOLI
PONT-NEUF & MONNAIE
PARIS



ÉTÉ
1924

O 24365.
MANTEAU HAUTE NOUVEAUTÉ, très beau crêpe satin, noir ou négre, bandes incrustées faisant opposition, entièrement doublé soie. Longueur 1^m25/1^m30. . . **375 fr.**
Z 31321. CHAPEAU, laize fantaisie noire, négre, taupe ou écaille, dessous satin, pompons plumes autruche assortis. 49 fr.
D 14667. CHARLES IX, 1 barrette ajourée, box-calf acajou, talons bottier. 63 fr.

N 23373.
ÉLÉGANTE ROBE en beau crêpe de Chine pure soie noir, marine, mordoré, négre ou taupe, ornée jolie broderie, corsage double soie. **208 fr.**
En beau crêpe marocain pure soie. 296 f.
Z 31322. CHAPEAU moire noire, négre, havane ou taupe, passe applications dentelle, orné roses soie et feuillage. 53 fr.
D 14664. SOULIERS verni, barrette chevreau couleur, talons Louis XV. 55 fr.

N 23374.
COSTUME TAILLEUR en gabardine pure laine, très belle qualité, noire, marine, négre, taupe, mordoré, castor ou beige, paletot orné riche broderie et entièrement doublé paillette. **360 fr.**
A la Samaritaine. . . . **360 fr.**
Z 31323. JOLIE GLOCHE, crêpe de Chine noir, négre ou mordoré, garnie brins aigrette véritable assortis. Exceptionnel. 59 fr.
D 14663. DR COLLETÈS verni, bord lézard, talons Louis XV. . 65 fr.

Nous expédions tous nos articles, même les articles lourds ou encombrants, FRANCO DE PORT ET D'EMBALLAGE à partir de 25 FRANCS dans toute la FRANCE CONTINENTALE.

BOURJOIS

PARIS

FRANCE



Modern life with its social whirl exacts the utmost artfulness of woman in preserving and protecting her charms. And the skilled woman knows that in Manon Lescaut Face Powder she has an ally that leaves her beauty undimmed by sun and wind.

Blanche, Naturelle, Rachel, Ocrée, Mauve, Peaches Powder and Peaches-and-Cream* Powder.*

*AN EVENING IN PARIS—
Tune in Every Friday 9 P.M. Eastern Daylight Saving Time. WEAJ and the Red Network.*

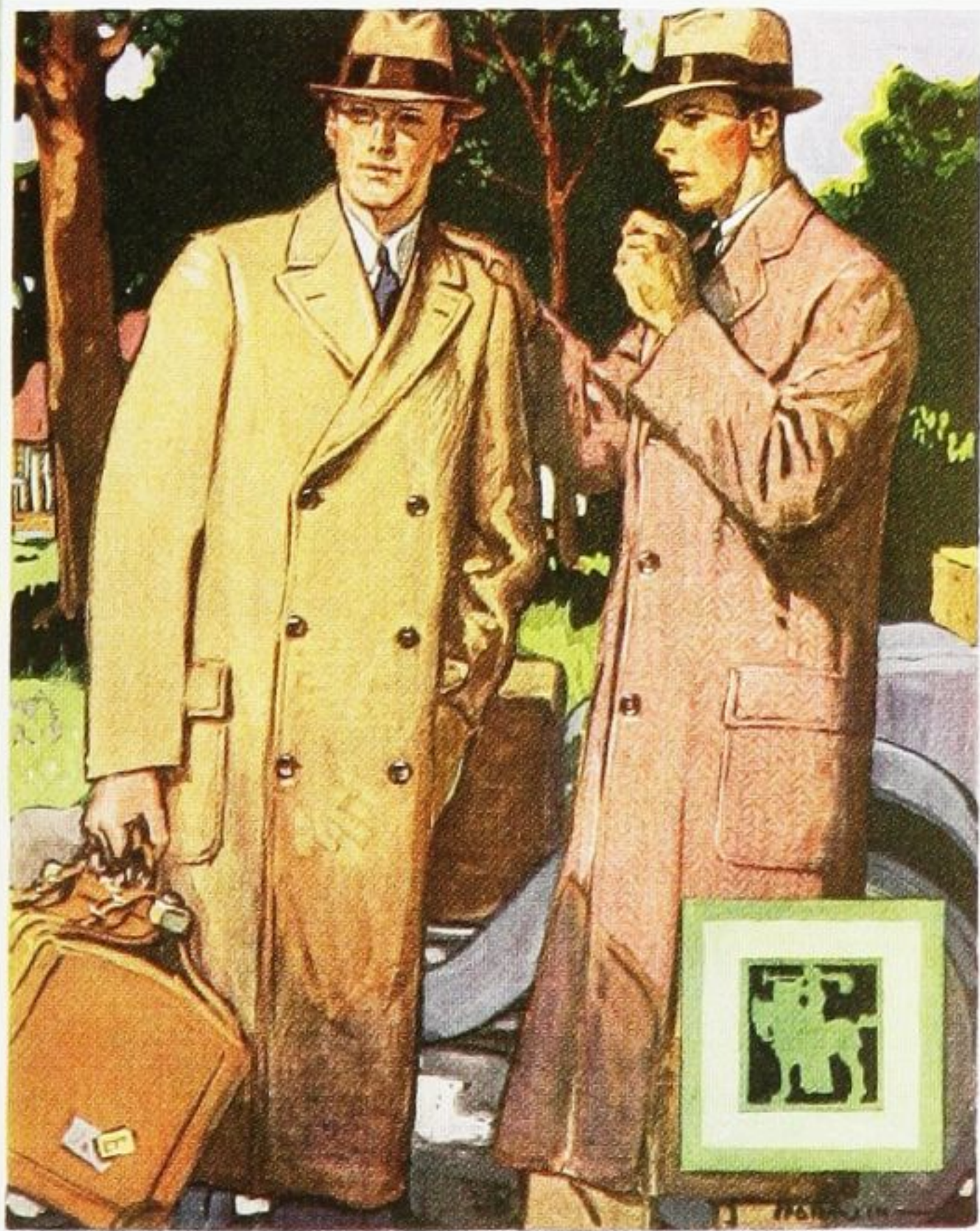


MANON LESCAUT

FACE POWDER

BOURJOIS INC PARIS AND NEW YORK

*REG. U.S. PAT. OFF.



Fair weather style and rough weather comfort in
HART SCHAFFNER & MARX FOUR WINDS TOPCOATS
Have one for dress and one for motoring, business and country club wear.
The colors are Dickens blue, Malacca tan, Burgundy and Scots Grey



BUSTER BROWN SHOES

Save children's feet needless suffering

Most foot-troubles start in childhood —caused by poorly-fitting shoes that mis-shape the pliable bones and hurt the tender muscles of the growing feet.

Buster Brown Shoes are built to prevent this needless suffering. Their correct shape and superior fitting qualities are due to the Brown Shaping Lasts, which conform to eighteen scientific measurements—as compared to the four measurements generally used.

Two million parents endorse Buster Brown Shoes as excelling in health-protection, in pleasing patterns, in wearing qualities and in true economy.

Buster Brown Shoes offer you the latest style effects in neat oxfords, modish straps and fashionable boots with plain and fancy tops, at \$3, \$4, \$5 and up—with quality of leathers and durability of soles as dominant as their style and their health features.

Brown bilt Shoes

Brown bilt Shoes for Women in smart, handsome tailor-made models, in dainty straps, gore pumps, and light and heavy mannish oxfords—correct in style and excellent in shoemaking—offer remarkable values at \$6 to \$10.

Brown bilt Shoes for Men are designed to combine correct style with solid comfort. There is a range of lasts to please every man, young or old. Each pattern is bench-made from sterling leathers. Attractively priced at \$6 to \$10.

Brown Shoe Company, St. Louis, U.S.A.

Manufacturers





Gossard
*Corsets and
Brassieres*

Sinuuous grace—fine carriage—
charming composure—stylish—
perfect poise—wears her clothes well.

Gossards earn these compliments for women. Gossards hold, from girlhood to white-haired years of dignity, that line of beauty which swings in and out in wondrous rhythm from armpit to knee. It is the ideal line of perfect womanhood—the Gossard Line of Beauty.

Gossard Corsets and Brassieres, properly fitted by expert corsetieres in your favorite store, guarantee youthfulness of figure long retained.

The H. W. Gossard Co.
1006 Michigan Avenue, Chicago
New York Toronto Sydney
San Francisco London Buenos Aires

COLLIER
PHILLIPS

The Gossard Line of Beauty

BLUE MOON

AMERICA'S MOST BEAUTIFUL
FULL FASHIONED
SILK STOCKINGS

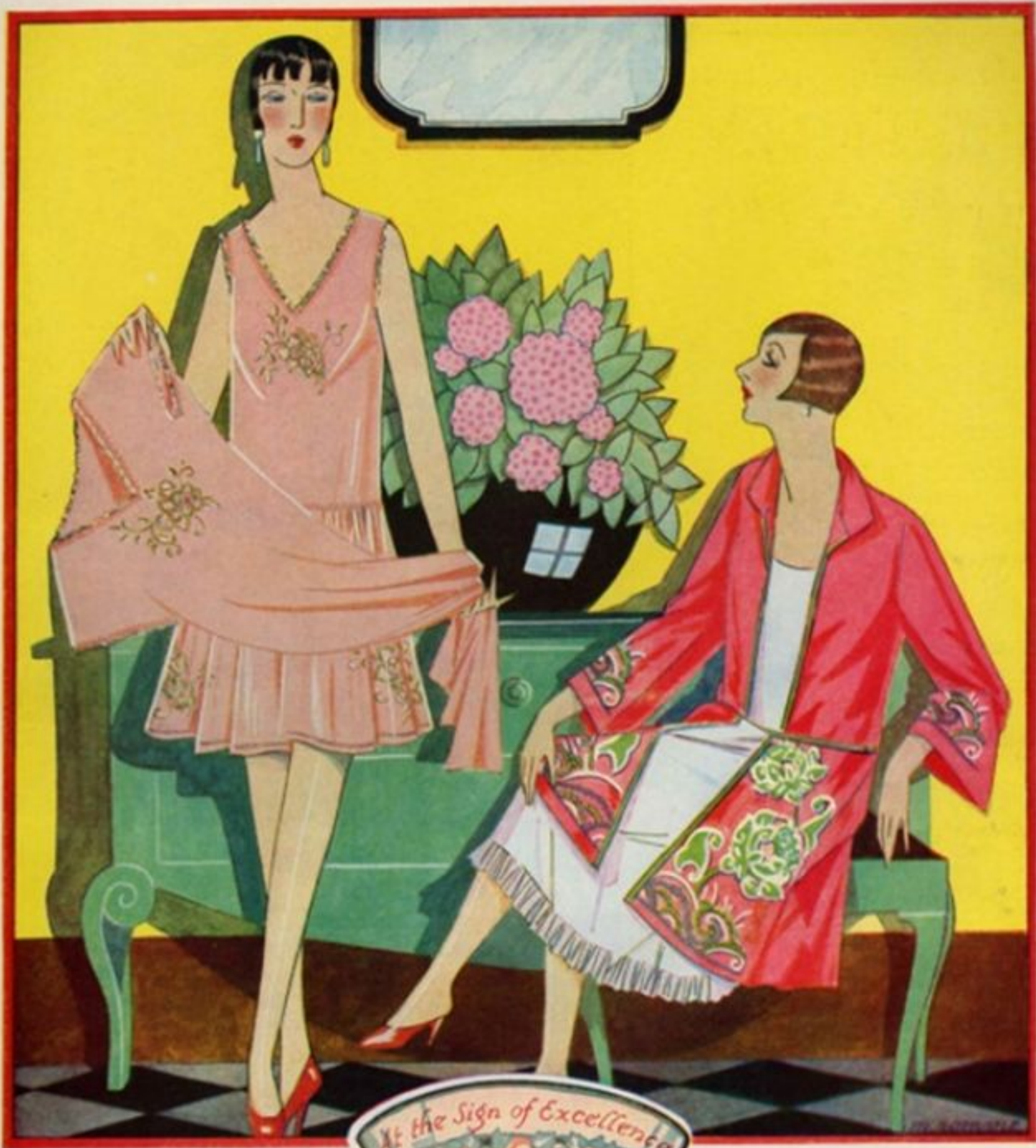


A NEW CREATION *by* BLUE MOON

Think of it . . . exquisite stockings of finely woven chiffon, pure thread silk from top to toe, with a dainty Picot edge, at \$1.65! For your smart Fall wardrobe, Blue Moon recommends Style 900, in all the newest shades dictated by Paris . . . Woven into this new creation are hidden reinforcements at toe, sole, heel and top for long life at points of greatest wear.

Woven to fit, Blue Moon Silk Stockings hold their smart shapeliness without strain on the delicate threads, and enhance the beauty of any carefully planned ensemble . . . Other Blue Moon styles, in chiffons and service weights, may be had from \$1.35 to \$2.50.

LARGMAN, GRAY CO., 389 Fifth Ave., N. Y.



Every kind of Thread

Whatever kind of fancywork interests you—embroidery, crochet, knitting in artificial silk, darning on net—you will find the best thread for your purpose, the most effective in appearance, and the most satisfactory in wear among the threads sold under the famous names of Clark and Coats.

The charming lingerie set illustrated here, also the embroidered boudoir wrap, are worked with Clark's "Anchor" Stranded



for every kind of Stitch

Cotton. This thread forms a perfect substitute for silk, and the strands may be separated for finer work. Colours are fast.

A free paper pattern of the lingerie set is given in issue No. 48 of "The Needlewoman," price 4d.; also simple instructions for making and embroidering the boudoir wrap. Ask for "The Needlewoman" at your needlework shop to-day, or send 4d. in stamps to the Publishers, TILLOTSONS, LTD. (Dept. C.M. 14), Bolton.





SPORT Garments of Viyella for Men, Women and Children are an absolute attainment in Style, Comfort and Economy. Viyella tailors perfectly, can be washed frequently and *will not shrink*. Viyella possesses all the attractive attributes of wool, with none of wool's disadvantages. There is warmth without weight, fleecy softness of texture—a generous range of weights, shades and patterns. You will find Viyella sport clothes at ultra fashionable gatherings and on sale at representative shops. When you buy Viyella by the yard, assure yourself that it is the *genuine* by looking for the Viyella label on the selvage. If it's not there—it is not Viyella. Viyella is an ideal fabric for baby clothes (outer and under) and men's shirts and pajamas.

WM. HOLLINS & Co., INC., 45 East 17th St., N. Y.

“Viyella”

Hollins



THE ORIGINAL
UNSHRINKABLE
FLANNEL

If your dealer cannot supply the shade, pattern or weight Viyella you want, write us in full detail. We will see that your requirements are filled. A part of our color range is shown below.



Use Vanishing Cream just before you go out. The moment you apply it, the skin absorbs it. It will never reappear on the face—cannot make the skin look oily.



How to relieve chapped skin in one application

*How to keep it soft and clear and smooth
all through the cold windy season*

CHAPPING is caused, a famous skin specialist says, by "the lowered humidity of the air in winter which intensifies the dryness of the skin, causing it to crack and break."

Pond's Vanishing Cream affords a perfect protection. Its skin-softening ingredients will keep the face free from chapping and roughness in even the wintriest weather. It contributes to the skin just the properties necessary to keep it fresh and pliant!

Its immediate action on rough, dry or chapped skin is so decided that every woman comments on it the first time she tests it. *One* application relieves chapped skin.

The next time you want your skin to look its loveliest, make your finishing touch a little Pond's Vanishing Cream. It is instantly absorbed by the skin, leaving no oily appearance, and will not stain gloves, veil or

clothing. It cannot cause the growth of hair on face or hands.

Notice how wonderfully refreshed it keeps your skin looking—how it takes on the softly transparent, natural coloring that every woman longs for.

Norma Talmadge, the well-loved motion picture star, says: "I have found Pond's Vanishing Cream wonderful as a base for make-up. It leaves my skin refreshed and clear."

Get this free sample

Test Pond's Vanishing Cream—see what it will do for your skin. Tear out the coupon now before you turn the page, and we will send you a sample free. Or send 4c and we will send you a tube large enough to last two weeks. Write today. Address Pond's Extract Co., 156 Hudson St., New York City.



© Luciere Studio

MAIL COUPON NOW!

Pond's Extract Co.,
156 Hudson St., New York City

Please send me
Free Sample tube of Pond's Vanishing
Cream. or
A 4c tube of Pond's Vanishing Cream
(for which I enclose 4c).

Name

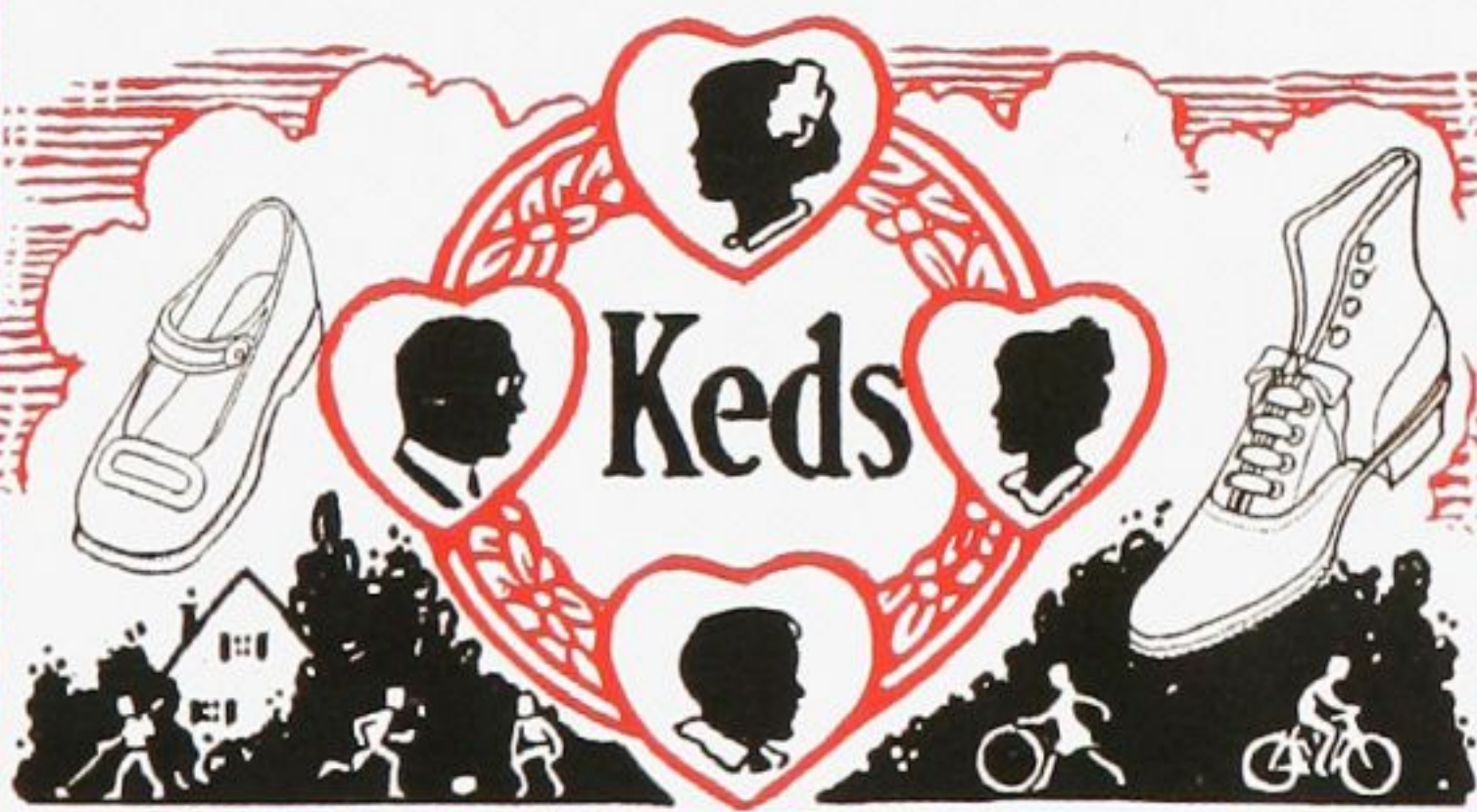
Street

City State

Keds

FIRST · · LAST · · ALWAYS.

KEDS for little youngsters and Keds for big ones, too.
Keds for Dad and Mother, and Keds for us and you.
Keds are made of fabric, all rubber-soled and neat;
We have solid comfort with Keds upon our feet.



They are light as feathers, put spring into our strides;
They give cushion comfort; they're stylish, too, besides.
For home, or work, or pleasure, by name be sure to choose
Keds first and last and always; say "Keds" for fabric shoes.

Good shoe-stores always keep Keds,
On each sole you will see
The name of "Keds" stamped plainly
For your security.

United States Rubber Company



Keds

Kuppenheimer

GOOD
CLOTHES



The English vogue at its best—
an authentic example of the season's fore-
most style idea in suits for *Young Men*

For Girls For Boys of 2 to 16
BUSTER BROWN SHOES



THE Goodyear Welt process of attaching the uppers to the soles adds to the appearance, to the comfort and to the wear of every pair of Buster Brown Shoes. Any shoe merchant will explain why this process excels and what it means to you.

Because they are made upon the famous Brown Shaping Lasts, these shoes fit perfectly, and throughout the growing years keep the feet free from corns, bunions, broken arches, weak ankles and tortured toes. Buster Brown Shoes are the only shoes that combine the important advantages of the Brown Shaping Lasts and

Genuine Goodyear Welt Construction

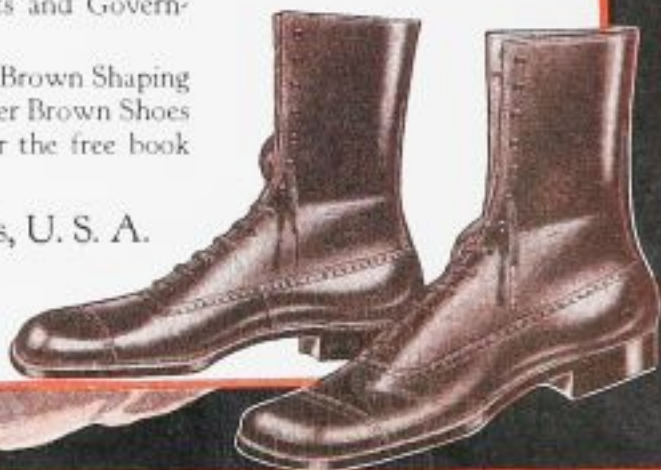
Good stores everywhere sell Buster Brown Shoes at \$4.00, \$5.00, \$6.00 and up, in button, lace and blucher models—all with genuine Goodyear Welts and Government standard oak-tanned soles.

For detailed information regarding the Brown Shaping Lasts, and positive proof that wearing Buster Brown Shoes insures sound, healthy feet, write today for the free book on "Training the Growing Feet".

Brown Shoe Company, St. Louis, U. S. A.

Manufacturers of White House Shoes for Men, Maxine Shoes for Women, Buster Brown Shoes for Boys and for Girls, and Blue Ribbon Service Shoes

Style No. F-93



1915

The Invisible Protection

That wind and dust roughen and coarsen the skin is so well known that women frequently resort to unbecoming oily creams to protect their complexions.

But it is *not* necessary to sacrifice your appearance. Pond's Vanishing Cream, a non-oily greaseless cream of exquisite delicacy, forms an absolute safeguard, yet an *invisible* one.

You can apply *this* cream just before you start. Notice how completely it vanishes, how free it is from any tendency to "come out" on the face in an embarrassing gloss. Compare the soft, fresh condition in which it keeps your skin with the drawn, dry feeling that ordinarily follows exposure to wind and dirt.

Write for free sample tube, or send 4c for two weeks' supply, enough to show you how, with Pond's, you can guard your skin against these irritating, coarsening influences, can gradually make even a neglected skin grow finer, softer, smoother, more lovely. Address Pond's Extract Co., 145 Hudson St., New York.

Manufacturers of the famous Pond's Extract, a household necessity for 70 years. Also Talcum, Cold Cream, Tooth Paste and Soap.

POND'S Extract Company's VANISHING CREAM



KUPPENHEIMER



SPRING BRINGS A NEW STYLE

A neater, smoother grace is the new vogue the young men have adopted for spring. This style is given fine expression by worthy fabrics—Tigertwist—Trojan Weave—Castilians, designed and controlled by Kuppenheimer, exclusive woollens enriched by new color and decoration—



Faseal
The new idea in
GAITERS

The *Faseal Slide* always *slides*; its action is sure and unfailing. "It works like a charm." A light pull up or down—and the *Faseal* is on or off in a trice!

You get a new idea of ease, convenience and protection in the *Faseal Garter*. It guards your feet against wet and dampness, and yet is light enough for comfortable walking. Made of high-grade jersey, fleece lined. Carefully fitted and smartly tailored as a glove; in fact, a slim ankle loses none of its trim and shapely grace in this *Faseal Garter*.

Firestone Footwear Co.

Chicago

HUDSON, MASS.

Boston



Firestone

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER . . . *Harvey Firestone*



New!

THIS newest Mina Taylor Dress—open is pretty to wear and easy to put on. It can be adjusted in a jiffy—in fit any woman. Be the first to enjoy it—all your dealer today!

OFFICES: New York, Chicago, Omaha, San Francisco
 Please address all inquiries to 634 B B A

Fashion's Prettiest Whims Await You in

Mina Taylor Dresses

IT is the Mina Taylor ideal, you know, to make it possible for every woman to *look pretty all the time*. And so, Fashion's most charming new edicts—scalloped hems, combinations of fabrics and colors, clever, unexpected trimming touches—all have been faithfully interpreted, as you will see in three of the newest Mina Taylor Dresses pictured in the group above.

However, "style" is only a part of Mina Taylor's charm. After you have exclaimed delightedly over the styles, you have still to admire the beautiful, fast-color fabrics; the remarkable perfection in making; the correct and ample cut of every Mina Taylor Dress.

You're ready for any household task or social emergency in Mina Taylors—made from misses' size 16 to "extra" size 52.



Ask your favorite store to show you the Dress with this label!

Boncilla

For Fagged Faces



These four BONCILLA Preparations are used in giving the complete BONCILLA Method.

HOW YOUR BARBER GIVES THE BONCILLA TREATMENT

This is the complete BONCILLA Method:

- 1—Apply two or more hot towels to open pores.
- 2—Cover the face thoroughly with BONCILLA Beautifier—patting it on lightly, but NOT rubbing it in. Do this quickly, before the pores have a chance to close. Be sure the whole face is covered, up to the hair and down under the chin. Also apply to the eyelids.
- 3—When thoroughly dry, remove by using a very wet Turkish towel—tepid (not hot). Press the water from the towel into the application until it is soft. It will then come off with practically the one towel. Go over the face with hot towel, cleansing thoroughly.
- 4—Next apply BONCILLA Cold Cream, warmed in with hot towel.
- 5—BONCILLA Vanishing Cream is then used, massaging the face in a thorough manner, until almost dry, as this cream closes the pores.
- 6—Go over the face with dry towel. Then apply BONCILLA Face Powder lightly. This completes the BONCILLA Method of Facial Treatment.

LEONARD WOOD drove the yellow fever out of Cuba. Saint Patrick drove the snakes out of Ireland. But the BARBER, praise be to him, HE rid civilization of its greatest menace — he drove away WHISKERS. If it wasn't for the barber, the United States Senate would look like a flock of bolshevists, and the map of the U. S. A. would look like a fur rug.

Listen to what your barber says: "How about a BONCILLA this morning, sir?"

"A WHAT?" you blubber through the lather.

"A BONCILLA!" He smiles, the while gayly brandishing the cold steel aloft. "Never heard of BONCILLA? Beg pardon, sir—where are you from? BONCILLA, sir, is the greatest international TOPIC. You hear it everywhere—BONCILLA! BONCILLA! It's the one big hit. What does it do to you?"

"Listen. It goes down into the very sub-basement of your pores, where soap and massages and lotions NEVER GET. And it comes back up with THE CLINKERS. It pulls the old face back to BOYHOOD, makes it throb with YOUTH, gives you that KID color—opens up thousands of little obsolete blood vessels that haven't done a day's work in YEARS. BONCILLA, sir, turns back your Ingersoll ten years—kills wrinkles, and all the little specks in your face that make you ASHAMED. It's a HE MAN'S way of not getting old. And it's GOT A KICK. Use it once and you're a BONCILLA fan for life. Seriously, sir, you ought to try one now. There's never going to be a re-issue on faces.

"Boy, bring some nice fresh towels, and see if the water's good and hot. There you are. Breathe deep, sir. Give up to it. Fine! You are now about to take a JOY RIDE back to your BOYHOOD—via BONCILLA."

BARBERS EVERYWHERE ARE GIVING THE REAL BONCILLA TREATMENT—and just to prove that they are on the square with you THEY INSIST ON SHOWING YOU THE GENUINE, ORIGINAL BONCILLA JAR—the one with the HUMMING BIRD ON IT



Pattern 2700
Price 45c

Size 14-18, 34-40

Pattern 2706
Price 45c
Sizes 14-18, 34-44

Pattern 2708
Price 45c
Sizes 14-18, 34-48

Pattern
Price
Sizes 14-20

Kuppenheimer

A vintage advertisement for Kuppenheimer. The background is a dark blue field with white stars. In the upper left, a jester with a black mask and a white ruffled collar plays a lute. In the lower right, a man in a light-colored suit and tie smiles while holding a hat. The text 'Kuppenheimer' is at the top, 'GOOD CLOTHES' is on the right, and a white box at the bottom contains the slogan 'AN INVESTMENT IN GOOD APPEARANCE'.

GOOD
CLOTHES

AN
INVESTMENT IN
GOOD
APPEARANCE