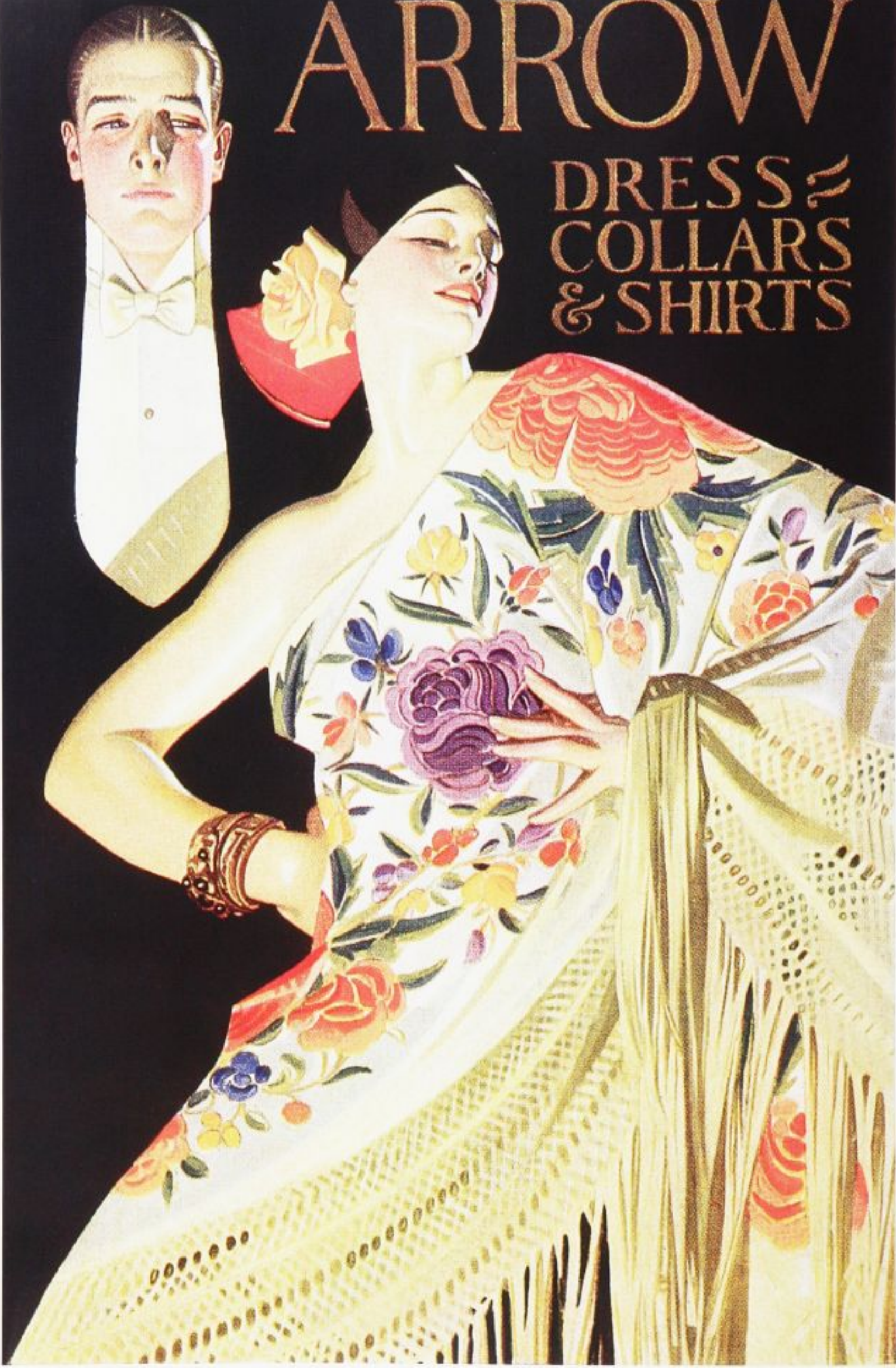
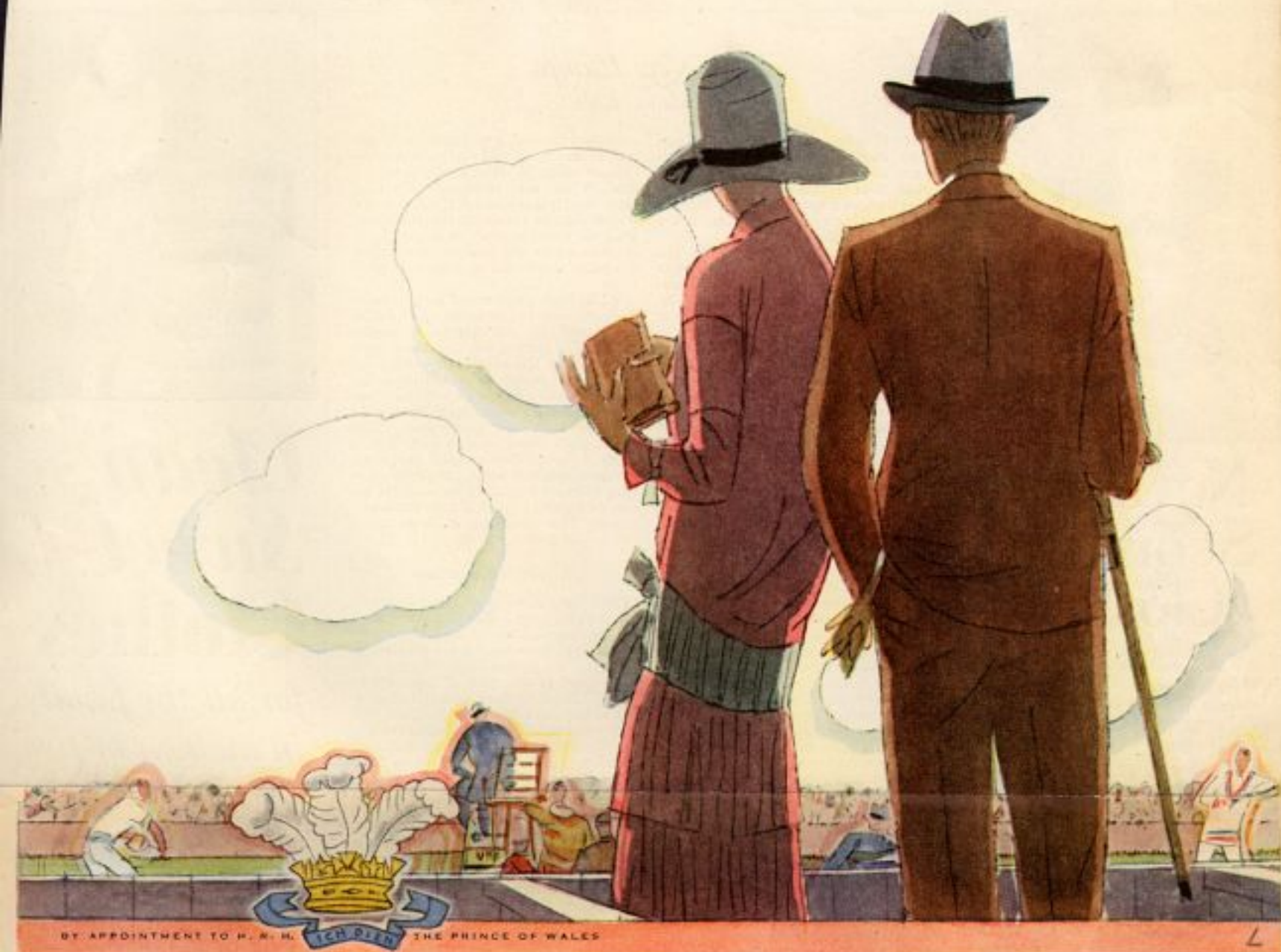


ARROW

DRESS &
COLLARS
& SHIRTS





WIMBLEDON . . . where you find the most colorful tennis in the world . . . where each nation's favorites play before the Queen. Amid the fashionables at these famous games, is to be seen Lady Grace Beldon, * who has motored down from Mayfair. The fame of Lady Grace rests first on exquisiteness of her complexion. Her beauty is thankful to the smoothness, the fresh and fragrant charm of a British toilet soap. ❧ ❧ Lady Grace will tell you that English women (and in Paris, too, where it is known as "le savon des élégantes") take one toilet soap for granted . . . and but this one. Yardley's Old English Lavender. They rely on the perfect purity of this soap to cleanse, to soothe, to stimulate their skin . . . and keep for them complexions that are famous in all quarters of the world. ❧ ❧ The charming fragrance of this soap Lady Grace has again found in the other Yardley products. England's best, they are obtainable anywhere in America. Old English Lavender Soap, "The Luxury Soap of the World," box of three cakes, \$1, or 35c the cake; Old English Lavender Perfume, \$1; Face Powder, \$1; Compact, \$1.25; Talc, 50c; Sachet Tablets, 25c; Shampoo, 15c the cartridge; Bath Salts, \$1; Bath Dusting Powder, \$1.50. Yardley, 8 New Bond Street, London; 15-19 Madison Square North, New York; also Toronto and Paris. * *Out of deference to our clientele we have refrained from using actual names.*

Yardley's Old English Lavender Soap



Established in 1770

Exquisite Silk Covered Nemolastik

Rubber Girdles Make Reducing Sane

This new rubber reducing girdle, made of Nemolastik, brings reducing by this efficient method to the point of exquisite refinement.

Nemolastik, which is finest Para rubber covered on both sides with pure silk, is an exclusive fabric perfected and protected by the makers of Nemo Corsets.

No rubber touches the skin.

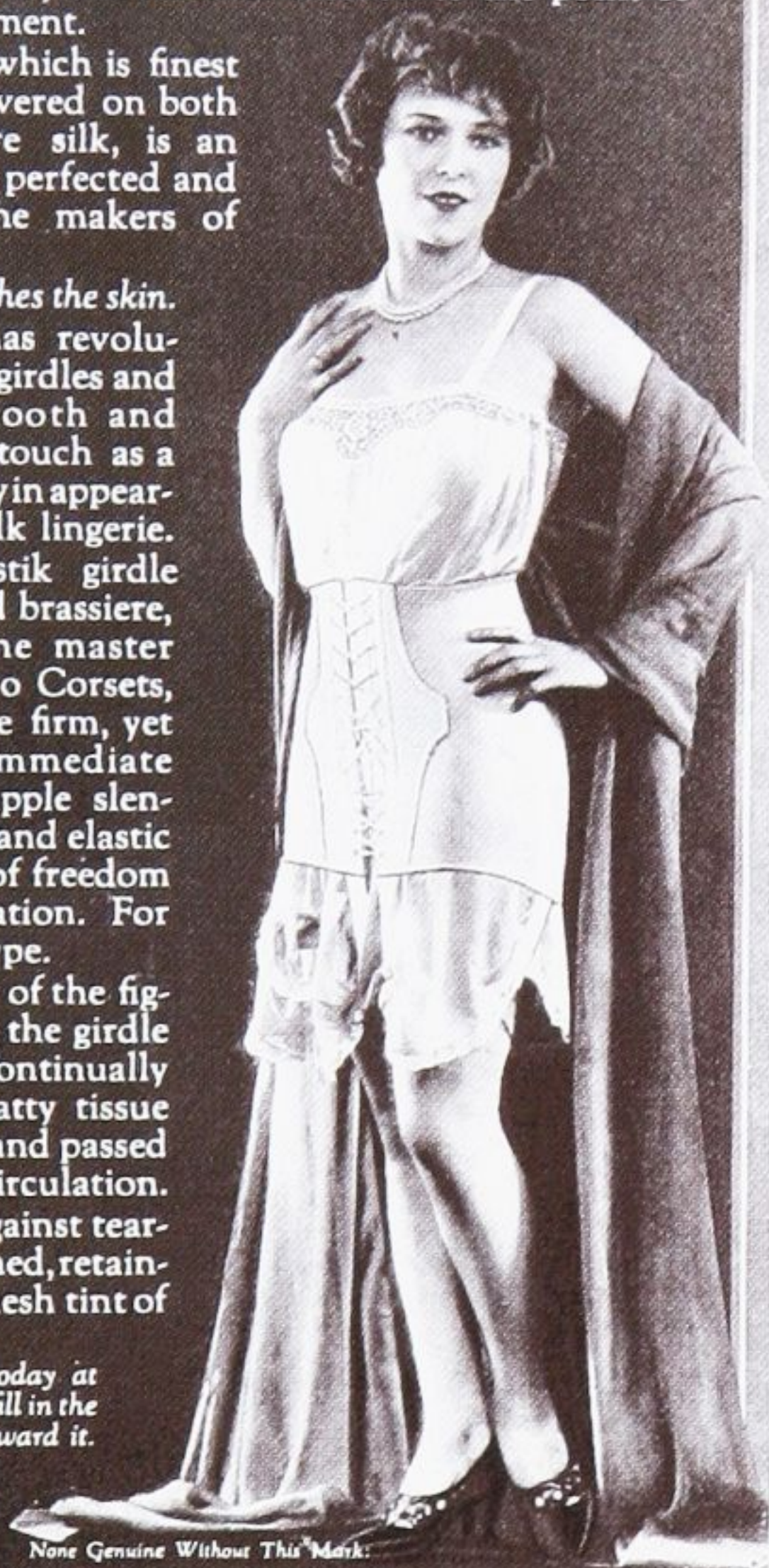
Nemolastik has revolutionized rubber girdles and brassieres—smooth and delicate to the touch as a silk glove—dainty in appearance as finest silk lingerie.

The Nemolastik girdle (illustrated) and brassiere, designed by the master makers of Nemo Corsets, hold your figure firm, yet give you the immediate sensation of supple slenderness, of lithe and elastic figure—a figure of freedom which is a revelation. For every size and type.

Every portion of the figure touched by the girdle or brassiere is continually massaged, the fatty tissue is disintegrated and passed off through the circulation.

Guaranteed against tearing—readily washed, retaining the delicate flesh tint of the silk.

Ask for them today at your dealer's, or fill in the coupon and forward it.



None Genuine Without This Mark.

GIRDLE
\$10⁷⁵



BRASSIERE
\$5⁷⁵

Nemo
THE HOUSE OF COMPLETE CORSETRY
120 EAST 16TH STREET
NEW YORK, N.Y.

Please send me without obligation, booklet on "Self-Reducing, Exquisitely, Safely and Sanelly"

Name _____

Address _____

R. A.

(Forward this coupon to Kops Bros. Inc.* 120 E. 16th St. N. Y.)



A Study in Sockology

The deeper you look into the question of socks, the more you will come to the conclusion that IPSWICH style, wear and value are unusual.

IPSWICH HOSIERY

IPSWICH MILLS, Ipswich, Mass.

LAWRENCE & CO., Sole Selling Agents

Spur Tie

Patented in U.S., Can., Mex., Eng., Fr., Ger., Italy, Japan, U.S.S.R., U.K., U.S.A.

ALL TIED FOR YOU

50¢ 75¢ \$1.00

A good tie for a good time. The sparkle of sunny tints, breezy, smart. A Spur Tie stays tied. After a frolic, it's right where it ought to be, not dangling under one ear.

A sport shirt and a Spur Tie go together—comfort and class—informal but correct. Spur Tie is a hit with golfers—you see millions on the beaches.

Most men and all women like a bow tie. It has pep. But it is hard to tie. A Spur Tie looks the way you wish you could tie a tie yourself—the snappiest tie in the crowd.

The secret of its "all-day elegance" is the patented H-shape Innerform—a flexible chassis which shapes the tie into any degree of fluffiness you like.

Try a Spur Tie—you'll like its racy style, exclusive patterns, class.

Hewes & Potter, Inc., 6531 Bedford Street, Boston, Mass.
New York Office: 200 Fifth Avenue. Pacific Coast Stock:
110 Battery Street, San Francisco, Cal. Made in Canada
by Tuske Bros., Ltd., Montreal.

Spur Tie has a built-in patented H-shape Innerform which can be pulled into any desired shape, yet prevents curling or wrinkling. A genuine Spur Tie has this red label on back of knot.



FREE

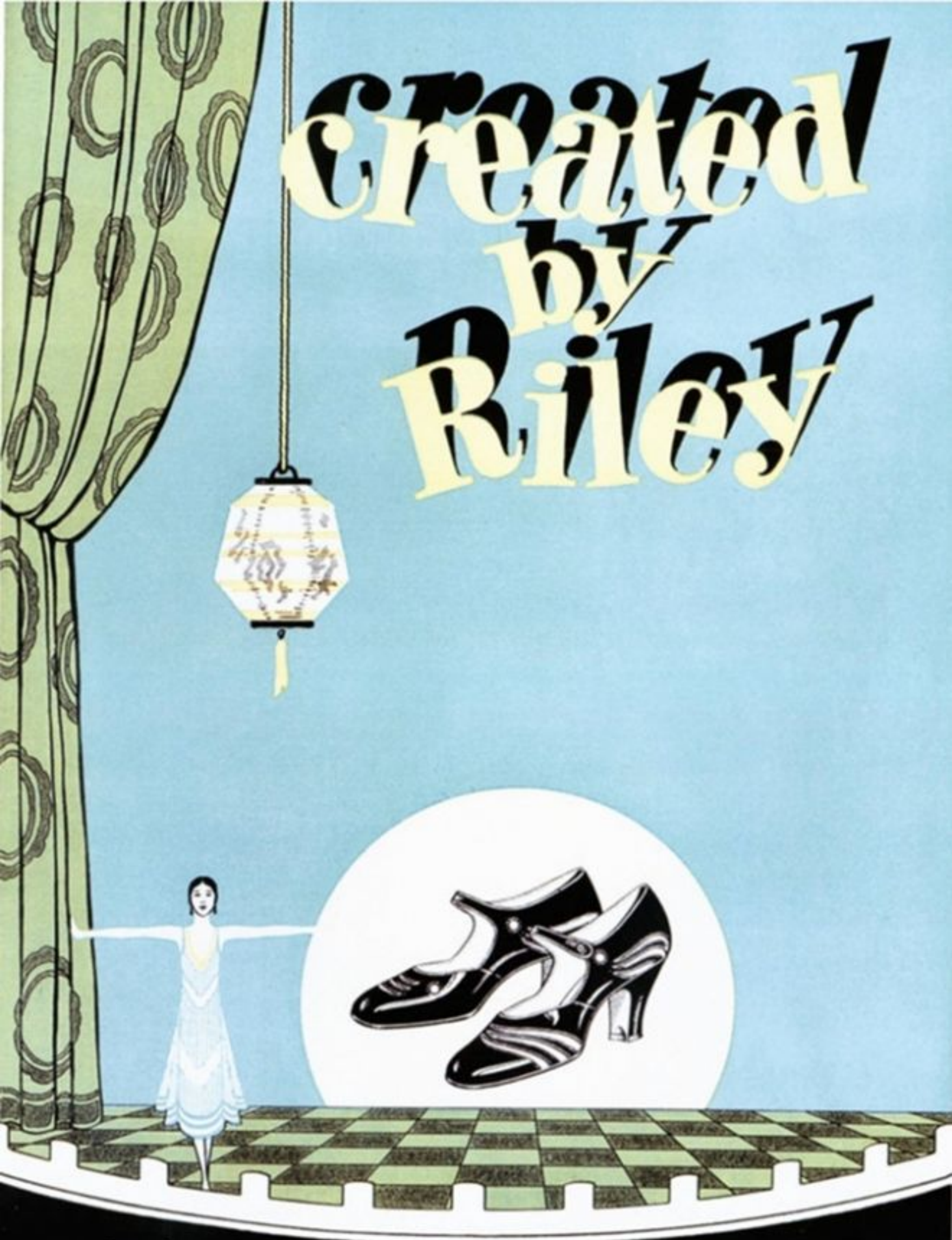
You'll enjoy this fascinating, intimate little book, "Off the Lot." Full of charming photos. Tells all about motion picture stars—how they made good and what they do between pictures. For your copy, write to Hewes & Potter, Inc., 6531 Bedford Street, Boston, Mass.





Le feu

Created by Riley



Order now for after Easter Delivery.



Vanishing Cream gives your skin an exquisite finish.

A FRESH RADIANT COMPLEXION

IN order to look fresh and rested at the end of a busy, trying day, absolutely *the* most important item is a fresh, radiant complexion. But, as you expose your skin to the wind and dust, to fatigue and strain, in its effort to resist it gradually becomes toughened and coarsened.

A protecting cream has become an absolute necessity. Van-

ishing Cream contains a famous skin-softening ingredient which is wonderfully freshening to the skin. An application of Vanishing Cream gives your skin an exquisite finish, a milky tone like a baby's skin. Any skin responds to it quickly, and is easily brought back to the brilliancy and transparent delicacy of youth.

Pond's Extract Company's

VANISHING CREAM

Pond's Extract for Burns, Bruises, Cuts has been used for sixty years for everyday injuries. Most of us can remember many occasions when having it available has saved hours of suffering. Get a bottle today. You will be surprised how frequently you will use it.

Try These Products at our Expense On request, we will mail samples of both Pond's Extract and Vanishing Cream. Upon receipt of 4c in stamps we will send an extra large trial tube of Vanishing Cream. Address the Pond's Extract Company, Dept. F, 131 Hudson St., N.Y.

1911

Pin stripe lises or plain pastels are just as smart for brother as they are for sister. Mothers approve this fashion, too, because lise pull-overs rub so easily. Often they are worn with matching lise socks.

As soon as one is tall enough, one insists on having a checked ging-ham suit. But when one is a very little sister, one must be content to use exactly the same check in a long-sleeved dress for school.



LET'S DOUBLE FOR SMARTNESS IN C O T T O N S

FOR PLAY
•
FOR SCHOOL
•
FOR PARTIES

Our observing Scotty expresses his approval of the new cotton prints for play. Even the patterns for little sister are quite a bit larger, and usually in monotonous. Yokes, of course, are important.



UNDIES FOR PLAY—
Have you noticed that amusing cotton prints make the newest day-time undies?



When one's party dress is a copy of Rouff and when it is of yellow voile, one is sure to be in step at dancing school. Of course, all really smart dancing frocks are handmade of exquisite cotton.



BLUE MOON

Silk Stockings

New Day in Women's Hosiery!

\$1.65 to \$2.15

A NEW silk stocking has been made—so beautiful, so durable, that women are amazed to find that the price is only \$1.65 to \$2.15. Not at any price, however high, can you buy silk stockings that are more lovely or more lasting. And the reason is this:

The Blue Moon Company makes nothing but this one brand of *full-fashioned silk hosiery*. On this one product their entire effort is centered



Patented Triple Garter Strip Prevents Runs.

—their great new factory, the latest improved machinery, the highest textile skill. And inspiring all this, is a conscientious pride in doing a fine thing well.

Every Blue Moon Silk Stocking is made of pure Japanese dipped dye silk, which is the longest-wearing fabric known. Delightfully sheer yet substantial and firm. Shimmering, dainty, exquisite!

Blue Moon Silk Stockings come in every smart new shade—for every taste, every occasion. Be sure to ask for the new Blue Moon Silk Stockings next time you go shopping. Don't accept a substitute.

© 1926, B. M. S. H. Co.

BLUE MOON SILK HOSIERY CO., Philadelphia, Pa.

New York Office: 389 FIFTH AVENUE

"LONGER WEAR IN EVERY PAIR"



Like Putting a New Battery in a Flashlight

PUTTING a Colgate "Refill" Shaving Stick into the "Handy Grip" is very simple, and it is done in a few seconds.

The "Handy Grip" lasts for years. "Refills," threaded to fit it, cost you the price of the soap alone. There is no waste.

In addition to its *handiness*, and the economy it enables you to practice, Colgate's makes a copious lather that softens the beard *at the base*, where the razor's work is done.

It leaves the face smooth, cool and refreshed.

Send us 10c for the "Handy Grip," the metal container, and a trial-size shaving stick. Then buy "Refills" anywhere, as you need them, for the price of the soap alone. Three months' easy shaving in each "Refill," for less than the price of a day's cigars.

COLGATE & CO., Dept. 23 199 Fulton St., New York

COLGATE'S

"HANDY GRIP"
REFILL SHAVING STICK

The Refill Shaving Stick



THIS month the sweet girl graduate steps forth, Mistress of Arts, with all the world at her trim little feet.

Tradition usually determines the cut and color of her cap and gown. But Fashion says . . . "You'll wear silk stockings of course, my dear, and you needn't

buy expensive ones. Let's hope someone will remember this is a good time to give you a box of Ipswich Hosiery."

Verbum sapienti. Ipswich Hosiery can be bought almost anywhere for as little as a dollar a pair, put up in 3-pair boxes, suitable for graduation presents.

IPSWICH *De Luxe* HOSIERY

IPSWICH MILLS, Ipswich, Mass.



LAWRENCE & Co., Sole Selling Agents



WHEN A MAN GOES ON AN OUTING

Wear the double breasted suit at the left in a Scots Greys flannel; or the striped Malacca tan single breasted suit at the right. They're correct in every detail

HART SCHAFFNER & MARX

Smart and Dressy Clothes for The Little Boy!

Twist 9K810 \$1.98



Hat 9K978



Novelty Suit 9K852 \$1.84



All Good Twist Cassimere 9K855 \$4.98



Stylish 3 Piece Novelty Suit 9K829 \$2.49

Novelty Middy Suiting With 2 Pk. of Pants 9K829 \$1.49



Hat 9K982



All Good Crested Scape 9K871 \$6.48



Exported English Broadcloth 9K879 \$1.87



New Stylish Sport Wash Suit 9K875 \$1.49



Hat 9K979

Novelty Middy Suit 9K825 \$1.98



Hat 9K977

The Junior Admiral All Good Scape 9K872 \$7.98



Stylish Harpoon Suiting 9K874 \$1.98



Genuine Broadcloth 9K873 \$1.48



Landscape Jean With 2 Pk. of Pants 9K828 \$1.98



9K820 Genuine Peggy Cloth Middy Suit



9K821 Stylish Over Twist Novelty



9K825 Peggy Sailing Over Twist



9K827 Smart 2 Piece Middy Suit



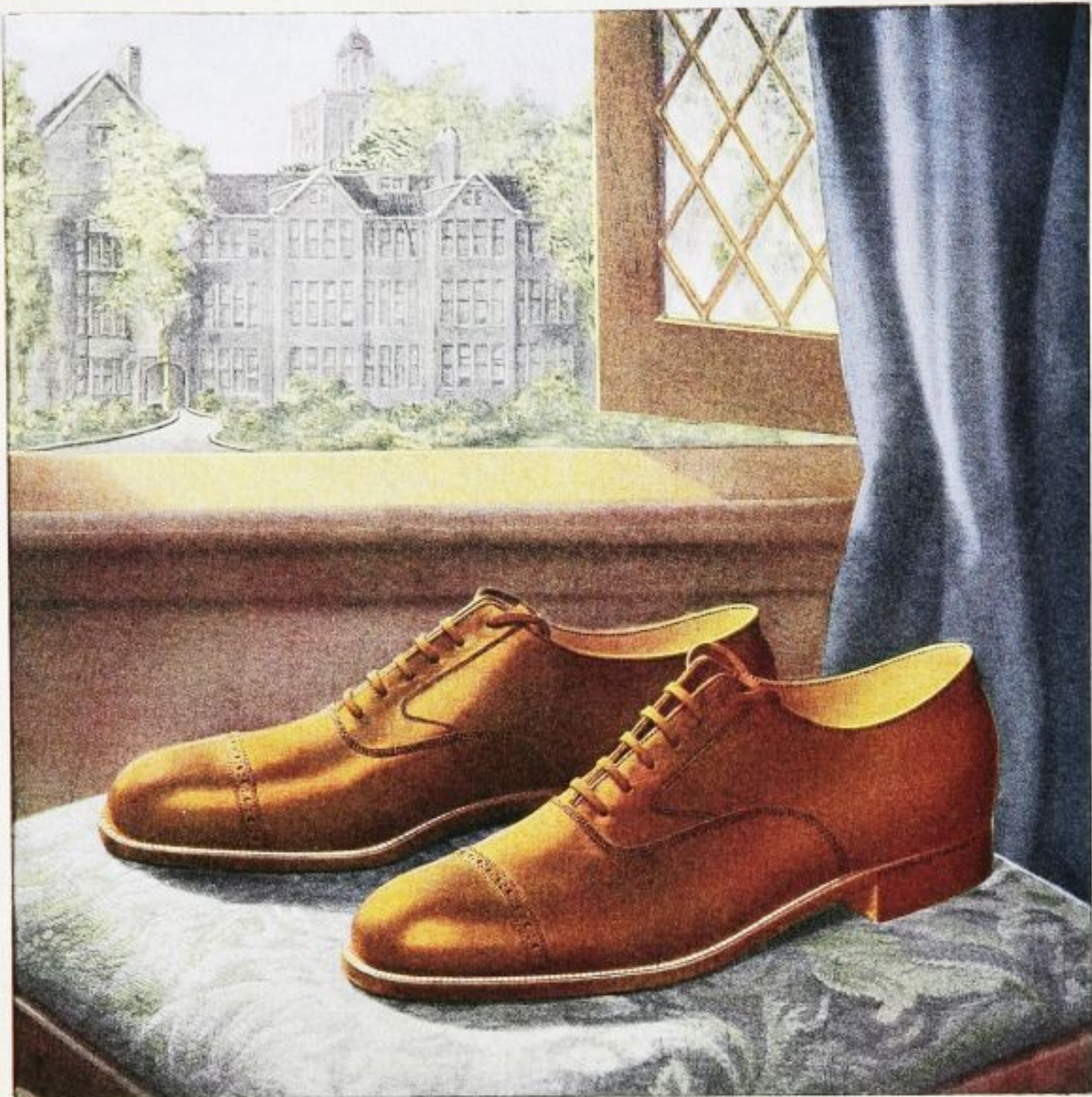
Landscape Jean 9K827 \$1.98



Stylish Over Novelty Suit 9K850 \$1.79

Extraordinary Value! Your Choice Of these 4 Suits!

\$1.00



YOU'LL never know how long a pair of shoes can wear — nor how well a pair of shoes can look, until you've owned a pair of Nettletons.

Nettleton

Gentlemen's Fine Shoes Exclusively, Since 1879

A. E. NETTLETON COMPANY, SYRACUSE, N. Y.

H. W. COOK, PRESIDENT



"Alley-oop!"

When skis glide on air at St. Moritz . . . when bob-sleds race in icy ruts at Lake Placid . . . when toboggans fly in old Quebec . . . four out of five are riding to a fall.

Sooner or later the breathless rush ends in damp catastrophe. But dismay lasts only an instant when a man is dressed as well and as warmly as this: colorful mufflers of wool from Scotland, and very heavy Swiss silk knits . . . shirts for sport with collars attached

. . . worsted underwear with Chalet or Glacier ribs . . . woolen gloves and mittens, quaintly patterned by McGeorge of Scotland . . . neckwear in Mayfair stripes, moires, prints, and reps . . . imported sport hose, long and short, in hues brilliant or softly subtle.

Hard to find such fine things at moderate price? Not at all! In every city and town, there are good stores that have them—the haberdashers who display Wilson Brothers label.



WILSON BROTHERS
Haberdashery

CHICAGO, NEW YORK, LONDON, PARIS

Shirts • Neckwear • Hosiery • Scarfs • Handkerchiefs • Underwear
Nightwear • Belts • Suspenders • Garters • Novelties

MODERN
COLOR

MODERN
DESIGN



Now

Pajamas are Alive with Color

The tempo of the times decrees color —jade kitchen cabinets, royal blue pots and pans, bathrooms in a blend of mauve, and pastel tinted typewriters. Gone the prosaic. Behold the prismatic! Glover Pajamas have led in the parade of color in LIBERTY because LIBERTY affords a harmonious setting—an alert, responsive audience always on the scent for the smart and the new. ¶Excellent four-color printing, so essential in realistic portrayal of

products in color, is a factor in the choice of LIBERTY by the H. B. Glover Company. ¶The advertiser's original plates, used in a recent advertisement in LIBERTY, have been used again for this reproduction. The paper is of the same grade, made solely for LIBERTY—11 pounds heavier than the paper used by the Saturday Evening Post in four-color printing. Heavy-stock paper does make a difference. . . . Compare the printing!

Liberty

A Weekly for Everybody

LIBERTY'S Pledge for 1929
A bigger and better magazine
A much larger circulation
No increase in advertising rates

Now over 1,500,000 average
net paid circulation
guaranteed

GLOVER PAJAMAS

Mitchell-Faust Advertising Company prepares the advertising of the H. B. Glover Company



PROPER SHAMPOOING is what makes your hair beautiful. It brings out all the real life, lustre, natural wave and color, and makes it soft, fresh and luxuriant.

Your hair simply needs frequent and regular washing to keep it beautiful, but it cannot stand the harsh effect of ordinary soap. The free alkali, in ordinary soaps, soon dries the scalp, makes the hair brittle and ruins it. This is why discriminating women use

WATKINS MULSIFIED COCOANUT OIL FOR SHAMPOOING

This clear, pure and entirely greaseless product cannot possibly injure, and does not dry the scalp nor make the hair brittle, no matter how often you use it.

Two or three teaspoonfuls will cleanse the hair and scalp thoroughly. Simply moisten the hair with water and rub it in. It makes an abundance of rich, creamy lather, which rinses out easily, removing every particle of dust, dirt, dandruff and excess oil. The hair dries quickly and evenly, and has the appearance of being much thicker and heavier than it is. It leaves the scalp soft and the hair fine and silky, bright, fresh-looking and fluffy, wavy and easy to do up.

You can get MULSIFIED COCOANUT OIL at any drug store, and a 50-cent bottle should last for months.

If your druggist does not have it, an original bottle will be mailed direct upon receipt of the price.

Splendid for Children

THE R. L. WATKINS CO.
Cleveland, Ohio

GET THE GENUINE
LOOK FOR THIS SIGNATURE
R. L. Watkins
ON EVERY ORIGINAL BOTTLE



There's a shoe store in your neighborhood specializing in Athletic Footwear- Look for the oval sign



From the Daily Dozen
to World's Championships

The HOOD Hyscore

— the right shoe helps!

*Announcing
the W.R. Type last*

We have had designed by Mr. L. F. Haight, founder of the Walk Strength Club, and noted foot specialist, a last of a type of last upon which we will make the W. R. line of HOOD Athletic Shoes.

These shoes will be similar to those in manufacture for the Walk Strength Club and may be obtained through our regular dealers in the W. R. Type.

W. R. shoes are very fitting, allow the correct use of the foot muscles, and tend to develop a greater length of stride. They are particularly comfortable.

We have also arranged with Mr. Haight, to send his personally developed series of foot exercises to those who send us orders in return to him, at the address, Mr. L. F. Haight, Anthon Street, St. Boston, Mass.



Health maintenance in the winter months is receiving nation-wide recognition. Few remain today who are not making some plans to keep vacation fitness throughout the entire year.

From the setting up exercises of the school children, through the period of gymnasium work, to the "keeping fit" exercises of the adult; and from "gym" hand or volley ball to expert basketball, squash or tennis, there is a HOOD Athletic Shoe, properly designed for the work.

It is particularly important for the beginner to start with the shoe which will give him confidence, add to his comfort, and save his strength. It is for these reasons that we have suggested that you go to the store where you will find expert advice and complete stocks to meet your exact needs.

The HOOD Hyscore *The HOOD Vantage* *The HOOD Bayside*

A professional basketball shoe. Sole grips and releases instantly. Helps a sure, fast game. Will last through a full playing schedule. Strongly reinforced.

A fine all-around indoor athletic shoe for men or women. Kevlar inside and heavy cushion mid sole absorb the shocks. Tough rubber outsole for wear.

Made for all, but recommended for women and children, where the amount and nature of the floor work does not demand a stronger shoe.

HOOD RUBBER PRODUCTS COMPANY, Inc.
Watertown, Massachusetts



Let us send you the Hood Athletic Footwear Buying Guide



The HOOD Vantage

Look for this oval sign it identifies the shoe store in your neighborhood specializing in Athletic Footwear



The HOOD Bayside



PERCY
EDWARD
ANDERSON

THE
Lincoln
\$10.00

KNAPP-FELT

THE NEW C&K HAT FOR THE MONTH

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



"Here's The Best Advice I Can Give You -"

—Brush your teeth twice a day with S. S. White Tooth Paste.

There is only one thing that a dentifrice can do—or should be expected to do—and that is keep the teeth thoroughly clean. If that is done you need have no fear of germs.

It is neither necessary nor desirable to apply powerful germicides to the teeth and mouth for their proper care. If your teeth require such treatment see your dentist—have them treated by one who knows the how and the why.

Why I recommend S. S. White Tooth Paste

You may think a tooth brush alone will keep your teeth clean. But it will not—any more than water alone will cleanse your hands. Brush your teeth with an efficient, absolutely safe dentifrice, and the cleansing will be complete and delightfully refreshing.

There is a best in everything and a reason for it—the reason I recommend S. S. White Tooth Paste is this—I know it gives everyone who uses it the joy of a clean, wholesome mouth—and a wholesome mouth means safety from decay.



THEN—in *Good War* days—and until very recently—S. S. White Tooth Powder and Paste could be obtained ONLY from dentists



NOW—you can also get your supply of both S. S. White Tooth Paste and Powder at the nearest drug store

S. S. White dentifrice has been recommended by the dentists to their patients since the early 60's—long before my time. In fact, it was at the request of my profession in 1862 that the *first* S. S. White dentifrice was made.

There is nothing in either the Paste or Powder that can possibly injure the teeth. The Paste is simply the more convenient form. It performs the service required of it faithfully and quickly—it keeps the teeth clean and satin-smooth. That is all that *any* dentifrice can do.

You may safely use S. S. White Tooth Paste

Made by a house that for more than two generations has set the standard of quality in dentists' supplies. Its slogan—"The Best is the Cheapest"—is known in every nook and corner of the world where dentistry is practiced—its trade-mark recognized as the hall-mark of superiority. S. S. White Tooth Paste upholds the traditions of the house.

Send 6c in stamps for a generous sample of S. S. White Tooth Paste

THE S. S. WHITE DENTAL MANUFACTURING CO., PHILADELPHIA, PA.
 Standard since 1862



There Is a Best In Everything And a Reason For It



The Style GREYLOCK in
ARROW COLLARS

*An introduction designed to please the younger men:
something in a small collar that reflects unerringly
the trend of fashion. Cluett, Peabody & Co., Inc. Troy, N.Y.*



Healthy children must play in *comfort!*
SLIPOVA Play-clothes are the *ideal*
clothes for play-time.

Standard fabrics—fast colors—double
seams—strongly sewed buttons.

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



SLIPOVA Middy Blouses have a distinction that can only come from finest tailoring.

Standard fabrics, cut full, double seams. Fit companions of SLIPOVA Play-clothes.

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, all sizes and styles.

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

SLIPOVA
CLOTHES FOR CHILDREN

KALBURNIE GINGHAM

Fast Color, 32 inches wide



Her First School Dresses

Mother makes them of Kalburnie Gingham because she knows this fast-color gingham to be the right weight and weave for wear in steam-heated schoolrooms. The fall patterns offer a pleasing change from those chosen for summer dresses. School frocks soil almost as quickly as play dresses, and Kalburnie Gingham launders to look like new.

Kalburnie Gingham continues to be one of the most fashionable wash fabrics for all-the-year wear. Its fall patterns are darker and richer in tone than those woven for spring and summer. Its colors stand fast even when the cloth freezes on the line. Its weight makes it satisfactory for home and school wear, both from the health standpoint and from that of comfort.

Kalburnie Gingham is woven at Lancaster Mills, the oldest gingham mills in the country. It is sold at most dry goods stores, priced at thirty cents a yard. Samples on request.

Amory, Browne & Co. Department 210
Box 129, Boston, Mass.

Norfolk Blanket Colored Gingham Indian Head Cloth
Parish Gingham

Copyright, Amory, Browne & Co., Boston and New York

FALL GINGHAM WEEK

September 6-10

Dust poisons your skin

Your constant aim in the care of your skin should be to *avoid irritation*.

Never expose it to the grit and grime of dust.

Dust gets down into the pores and acts as a poison.

Always protect your skin with Vanishing Cream before motoring, driving, traveling, etc. It makes a perfect guard. You will find Vanishing Cream especially fitted for this use, *because it contains no grease* and may be applied freely without injury to gloves, veil or clothing. Its base is one of the most valuable skin-softening ingredients that modern chemistry has placed at the service of woman. For this and every occasion an application of Vanishing Cream has a wonderful effect upon your skin, making it fair, soft and velvety. It is most effective in

keeping your skin clear, transparent and delicate.

The use of it will not promote the growth of hair, in the slightest.

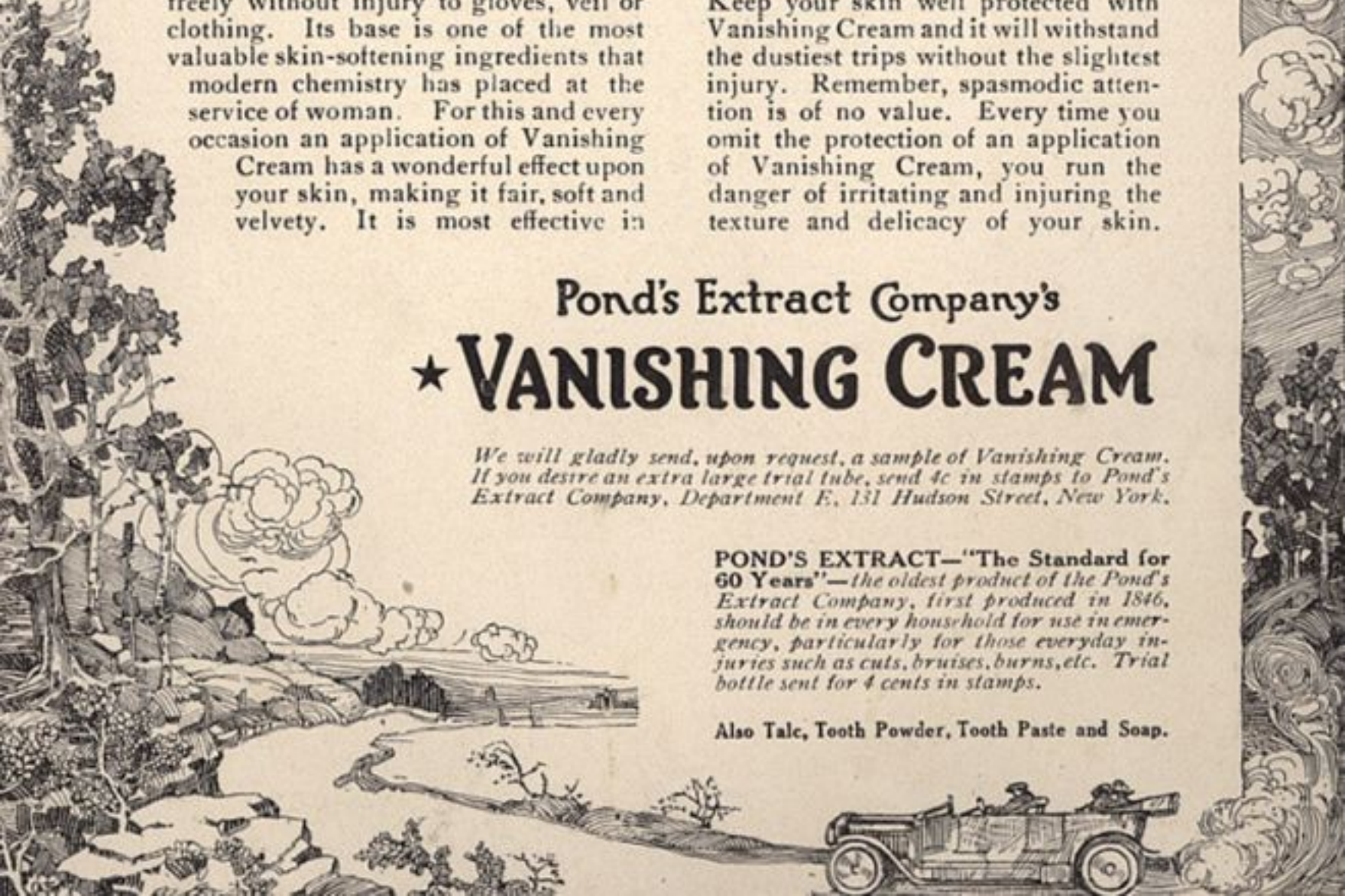
Keep your skin well protected with Vanishing Cream and it will withstand the dustiest trips without the slightest injury. Remember, spasmodic attention is of no value. Every time you omit the protection of an application of Vanishing Cream, you run the danger of irritating and injuring the texture and delicacy of your skin.

Pond's Extract Company's ★ VANISHING CREAM

We will gladly send, upon request, a sample of Vanishing Cream. If you desire an extra large trial tube, send 4c in stamps to Pond's Extract Company, Department F, 131 Hudson Street, New York.

POND'S EXTRACT—"The Standard for 60 Years"—the oldest product of the Pond's Extract Company, first produced in 1846, should be in every household for use in emergency, particularly for those everyday injuries such as cuts, bruises, burns, etc. Trial bottle sent for 4 cents in stamps.

Also Talc, Tooth Powder, Tooth Paste and Soap.





FASHIONS

*The Summer Evening Frocks
Are Soft and Light in
Fabric and Color*

By Helen Koues



The three basics of this frock of filmy mousseline, palest rose in color, are posed one over the other so that there are three thicknesses of the material



Beige lace over a beige crepe slip fashions the Gormaine frock. Accent is given to it by a band of cornflower blue ribbon on the slip, topped with gold beads

soft coat, generally unlined, reaching to the top of the skirt hem, and worn over a frock that either matches exactly or else contrasts in some details which connect it to the coat. In short, a suit with a long, soft coat is newer than the stiff tailor-made, although there will always be women who definitely prefer one to the other and who remain loyal to their favorite.

The Ubiquitous Scarf

As regularly as spring comes around do figured materials appear en masse. It is as though the human figure bided with the trees, but it is a charming revival, and almost all of us accept it. This year scarves are one of the main exponents of pattern. They are seen everywhere and on all kinds of gowns, yet in spite of this wide distribution, women should give much thought to choosing them if they are to avoid the epithet of "common." Just the right scarf with just the right suit makes up a perfect whole, but the wrong scarf with last year's suit, for instance, is wasted effort. And the scarf worn just because it is the vogue is also a miserable makeshift, for unless a scarf completes something—a neck-line, or a color scheme, we will say—it becomes a superfluous accessory and is better left at home.

High Lines and Low Lines

We have little to say about line other than what we said last month. It remains conservatively straight, at least for the time being, although the Directoire tendency is eventually going to make itself felt. There is just the barest intimation of a higher waist-line on the newest models. There is a new little flare to the upper part

of some of the evening frocks in the shape of a short, sleeveless coat which reaches just to the hips. It is well illustrated by the sketch on the following page in the next issue. It is a grateful little touch to give, but only for the slim!

Another definite note is the actual position of clothes in the evening, reaching to the knee. This is a welcome relief with its soft, clinging lines. And, of course, it is the new complement of the long-coated, semi-fitting suit.

NO SOONER does the trim tailored mode become firmly established than we have to announce a new feeling in clothes for the street. In all probability it is just because the short-coated, almost square-lined, tailored suit has become a uniform, that the new softer combinations are making themselves felt. The well-gowned woman is conservative, but she does not care for uniformity, as it detracts so much from all individuality to see oneself reproduced on every side. Therefore the adoption of the new

Selected for men of good taste!
Beautifully made shirts, sweaters and a sport jacket,



Satin Striped English Broadcloth \$1.98 Each

English Broadcloth Extra Fine Rayon Stripes 15K365 \$1.98

Worsted 2 stripe \$1.19 Each

Time Quality Crepe de Chine \$5.98 Each

Imported English Broadcloth \$1.69 Each

Well Made Dressy Ties

- 15K174 45c
- 15K175 50c
- 15K176 89c Regular 1st Quality
- 15K173 49c

Sweater and Hose Set All Teased 15K323 \$6.75

All Wool Overplaid Gaiters Golf Knickers 49K690 \$4.25

Silky English Satoon 15K377 \$2.25



15K368

The thrill of a smart-fitting gown



Pattern 2510—45c.
Sizes 34-46

Pattern 2530—45c.
Sizes 14-18, 34-46

Pattern 2516—45c.
Sizes 34-44
Some Model also
Designed for Women
of Slender Hips
Pattern 2517—45c.
Sizes 42 up to 54 bust

Pattern 2563, 45c.
Sizes 16-20, 34-44

Features in the
February
**PICTORIAL
REVIEW**
Now on Sale

The real inside story of the
life of a motion-picture actress
is revealed in
"The Rise and Fall
of Minnie Flynn"

Introduce to Pictorial Review
for February, Frances Marion,
the author, is one of the high-
est paid screen writers in the
world. Her vivid descriptions
of a certain phase of Hollywood
life are unforgettable. Also, in-
cluded in the February issue, a
magnificent landscape picture
in beautiful colors, "The Fox
Thru."



Pattern 2522—45c.
Sizes 34-42

What woman does not thrill to it—that look of critical inspection which says, "What a stunning gown! I wonder who made it!"

Every woman can make her own clothes and know that their style is correct—the fit perfect.

Pictorial Review Patterns for years have been the choice of women who demand chic and smartness—whether in a simple frock or an elaborate gown.

Millions of women did not know they could look slender until they used Pictorial Review Patterns.

The most beautiful and complete collection of advance Spring styles will be found in the
Pictorial Review Fashion Book for Spring

From the simplest apron frock to the most elaborate ball dress every design in the book expresses smart style. 25 cents a copy at any Pictorial Review Pattern Agency.

No other patterns are so easy to use.

The famous Pictograf is included free with each pattern. This shows you exactly how to begin making your garment—how to proceed step by step to completion.

You'll want to see the many advance fashions illustrated in the February issue of Pictorial Review. Now on sale.

Pictorial Review Patterns are sold at all leading stores

PICTORIAL REVIEW PATTERNS

Create Youthful and Slender Lines



Tweedie

BOOT-TOPS

Pat.
5-7-18
9-21-15



“More than a Spat”

TWO types of Tweedies, each in the finest fabrics and the season's colors: First—button-line swinging toward toe, as illustrated; Second—side-button model after the conventional English pattern.

Tweedie Boot Tops fit—need no buckle, and are easily identified by the Tweedie label in every pair.

At most good shops—write us if yours cannot supply you.

Tweedie Boot Top Co.
St. Louis, Missouri





PERCY
EDWARD
ANDERSON

OUT TODAY!

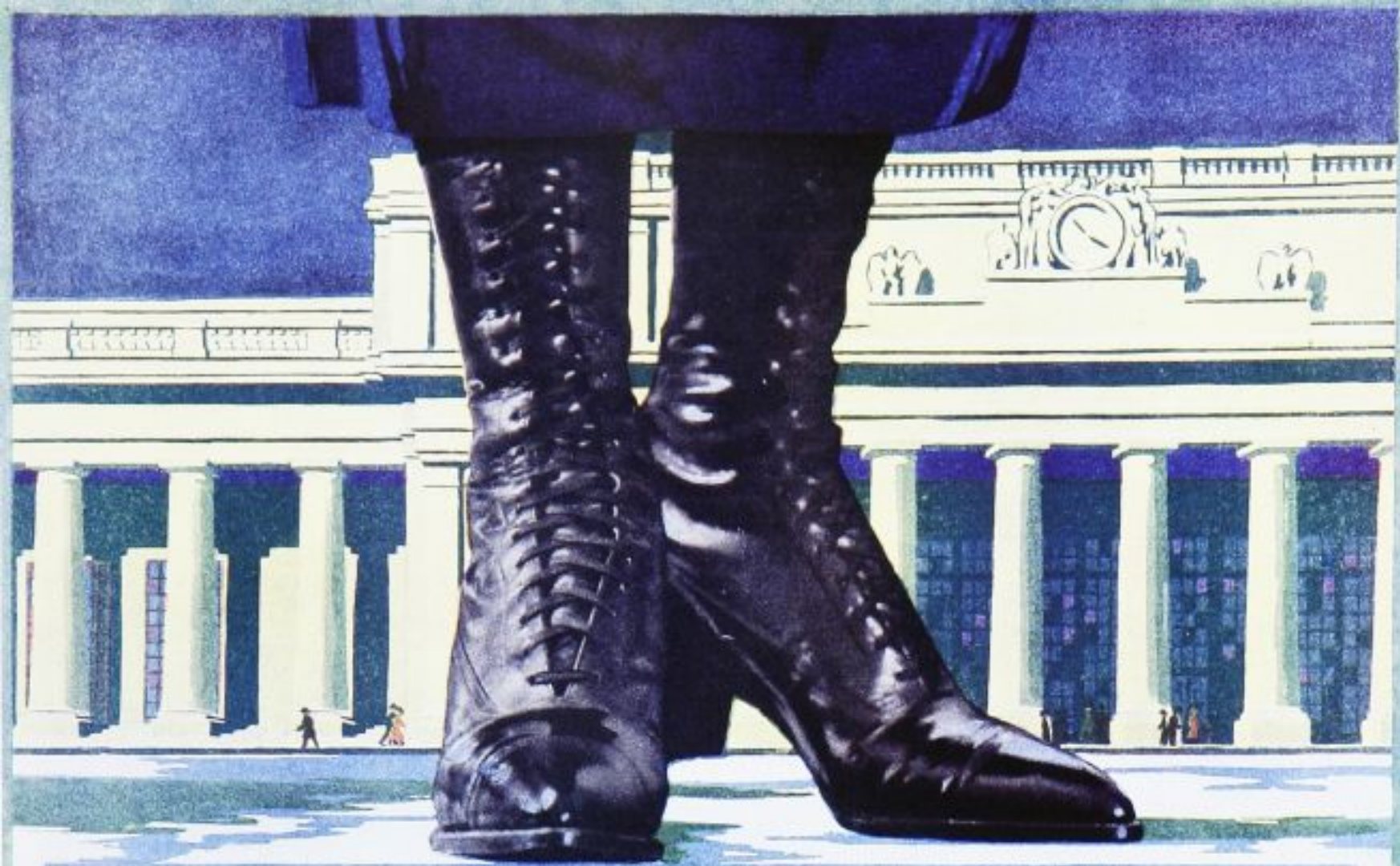
The New

KNAPP-FELT

✓ HAT FOR THE MONTH ✓

The RUDSWICK

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



2 IN 1

SHOE POLISHES

Keep your shoes neat

PASTES AND LIQUIDS

For Black, White, Tan, Ox-
Blood and Brown Shoes.

F.F. DALLEY COMPANY of NEW YORK, Inc.
BUFFALO, N.Y. HAMILTON, CAN.

*H*IGH of heel, slender of line, light as a fairy sandal, vivaciously chic — these are the modish charms of Tru-Poise Shoes. And now you can wear these intriguing styles that make your feet and ankles look so trim and slender. For the exquisite Tru-Poise Shoes have patented features that tend to hold the foot in its correct position and give you — for the first time — graceful poise and complete assurance in the airiest, highest-heeled models. Tru-Poise is the only shoe with these exclusive features that make smart footwear so pleasing to active feet.

THE SELBY SHOE COMPANY, 218 Seventh St., Portsmouth, Ohio

Write for name of your nearest Tru-Poise dealer and folder of latest Paris and New York styles.

Selby
**TRU-POISE
SHOE**



OLIVIA — Brown genuine lizard sandal; brown kid quarter, three eyelet laces.



MODERNE — Brown kid patent pump; beige kid trim.



CASCADE — Brown kid one-strap button; brown genuine lizard trim.



ILSA — Brown kid center strap with beaded girth; shagreen suede trim.



ROWENA — Dark blue kid pump and trim, one strap buckle; dark blue suede quarter.

Fashion

Conducted by
FLORENCE EDGAR

The Fall calls for a new wardrobe, especially after the fumes, softening clothes of the recent hot summer. Beautiful colored tunics and luscious designs of printed velvets are among the new surprises of the season.



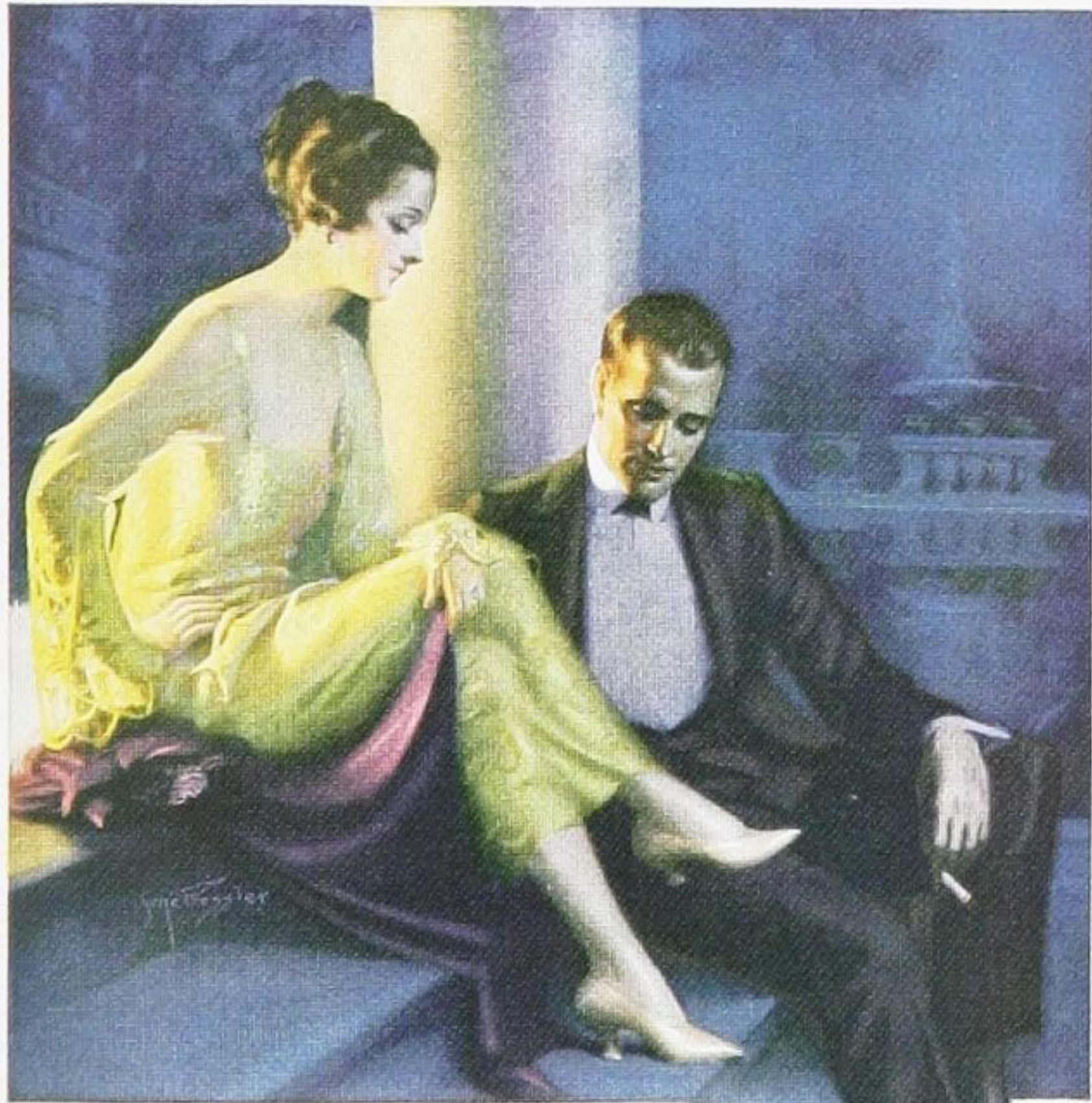
Marion Mitchell, appearing in Channing Pollock's *Mr. Moresmore*, is here shown wearing an imported Talbot tweed ensemble, especially smart because of its one-eighty length coat and utilitarian skirt. A large, colored hand-gloves matching the scarf adds dash to the costume.

Clothes from *Lois & Texaco*

A luxurious multi-layered tunic evening wrap of white and gold, with subtle colors, and lined in white transparent velvet. The combination of white and brown is a high fashion note in fall wraps. The black cut posing so dramatically on a pedestal is one of the objects *Lois & Texaco* Modern Collectors.



Vintage Ad Service
Security Mark



*For the TRIM FOOT
of FASHION*

Vode KID

*The Leather
for Fine Shoes*

ONE puts her best foot forward, so to speak, when she wears shoes made of Vode Kid. The lightness of Vode makes the foot look smaller; its soft snugness wraps the slender line of your foot and ankle.

From the variety of smart shades—Camel, Grey, Chippendale, Tan, Blue, Black, White—you can select shoes of Vode Kid to harmonize exquisitely with your gown. And, as discriminating manufacturers are making a wide variety of shoes of Vode, you can enjoy this leather in every style of shoe, from evening slipper to walking boot.

Light and pliable as it is, Vode has wearing qualities that equal its comfort—one of the reasons for its growing popularity in men's and children's shoes.

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

STANDARD KID MANUFACTURING CO., BOSTON 14, MASS.

*Write us for booklet
illustrated in colors*

FASHIONS

The Summer Mode Brings Soft
Fabrics, Straight Lines
and Bright Colors

Edited by
Helen Kouss

conspicuous only by its absence. Drecoll and Martial et Armand show a slight Directoire tendency, which means, of course, a higher waistline, but it is not a significant influence even with these houses because they also show the longer lines.

Masculinity again asserts itself in sports clothes. Much flannel and English broadcloth are being worn, with higher necks, greater severity of cut, and sleeves either quite long or non-existent. This trend in sleeves holds good for all types of frocks, as even in the afternoon gown they are long and clinging, or in one piece with the corsage and cut off just below the shoulder line. Sports coats



Beige tasha trimmed with brown bands
suit and for this sports frock; white mou-
lin and narrow lace for the Chanel blouse



Smocking forms the girdle and adds
gracefulness to the smart crêpe de Chine
frock above, with its tiny plaited ruffles

NOW that we know the straight silhouette with variations will continue to dominate the mode, a great calm has settled on our souls. We have already predicted the popularity of the tailored suit, and it is here in all its slimmness and trimness, fortified by many perfections of detail in the way of accessories. The coat must be hip length and semi-fitting, the skirt about ten inches from the ground, narrow and plain. To go with this, hats are naturally small and blouses can no more be termed anything but shirts. Their severity carries all the earmarks of masculine tailoring, and collars, cuffs, bosoms, and materials resemble those worn by the other sex.

Sunny Surfaces for Afternoon

Satin, also, is returning in a slightly different form. Tube frocks of satin, alpaca and crêpe satin are much worn for afternoon. Charlotte, Fremet, and Rendé show simple, straight models of these materials, the shiny surfaces predominating. Patou advocates plaits and again plaits, and they are always charming for summer wear. Printed crêpe is smart for these sheer, flounced frocks and is used a great deal in rather dull colors. The waistline for this type of formal afternoon frock is perhaps suggested somewhere between hips and normal waist, but more often it is



are slim affairs of three-quarter length with narrow collars and scant lines. There are many white ones, some trimmed with fur, others with bright-colored wool embroidery. White is particularly good this year. It will be seen in gleaming, shiny materials and in dull, transparent crêpes, but it will be simply fashioned and fall into soft flounces or plaits.

Lace Evening Frocks

Lace frocks for evening are smart. They seem to be a vogue that returns to us with a certain degree of regularity, and truly they are welcome, for there is nothing more graceful. Rendé shows some lovely ones of simple chiffon slips with lace applied in points, and gowns entirely of metal lace are seen for more formal wear. Black lace frocks over flesh-colored or brightly-colored slips are very popular. Tan and rust-colored lace over flesh pink is a popular combination, as is black over royal blue and other equally striking contrasts.

Blacks, whites, greens and blues seem to be the colors most popular for evening wear and beiges, which have shown predominance in the past for street and sports. Evening frocks in the smart trimmings, but beaded and jeweled, although still shown more or less in the formal collections, are not quite so popular as they were.



Street car COLDS!

Protect yourself with Listerine
Kills germs in 15 seconds

WHERE do you contract colds and sore throats? Probably in street cars, where millions already infected ride daily.

Gargle when you get home with full strength Listerine.

It is powerful against germs, and colds and sore throat are caused by germs.

Though full strength Listerine kills even the typhoid germ in 15 seconds, it is perfectly safe to use, as it soothes and heals tender tissues.

Our helpful free book, *Personal Hygiene*, is yours for the asking. Simply write Dept. S. 92, Lambert Pharmacal Company, St. Louis, Mo., U. S. A.

Checks **SORE THROAT**



Listerine built its reputation on its ability to quickly check sore throat, which is also caused by germs. At the first symptom of trouble, gargle with it full strength. Repeat the treatment frequently.

LISTERINE

THE SAFE ANTISEPTIC



*The Health
Doctor says-*

Anything soiled by contact with many hands is a menace to health. There is protection—constant use of a Health Soap which really purifies the skin.



"If they could always be safe from dirt"

Freshly tubbed, the soft flush of slumber glowing against snowy linen—wouldn't it be wonderful if your babies were always as safe—never exposed to the menace of dirt?

Yet tomorrow they will touch and tousele a hundred dangerously dirty things—stray animals, unclean playmates, the fruit of peddlers. Dirty hands carry these dangers to nose, mouth and food. Germ laden street dust will grind into chubby knees and palms.

How can you—the mother—the "Health Doctor"—guard these precious lives?

In just one way—by keeping them clean—scientifically clean.

Lifebuoy Purifies

And please don't mistake mere perfumed daintiness for the honest, wholesome, pore cleansing purity that results from vigorous use of Lifebuoy Health Soap. Lifebuoy does more than remove surface grime. Its rich, creamy lather releases a wonderful antiseptic ingredient which is carried down deep into every pore, combating the health foes ever present in dirt.

The pungent odor of Lifebuoy tells you that it is more than soap—that it is a genuine health protector—a skin purifier. *The odor vanishes but the protection remains.*

Soothing to Tender Skin

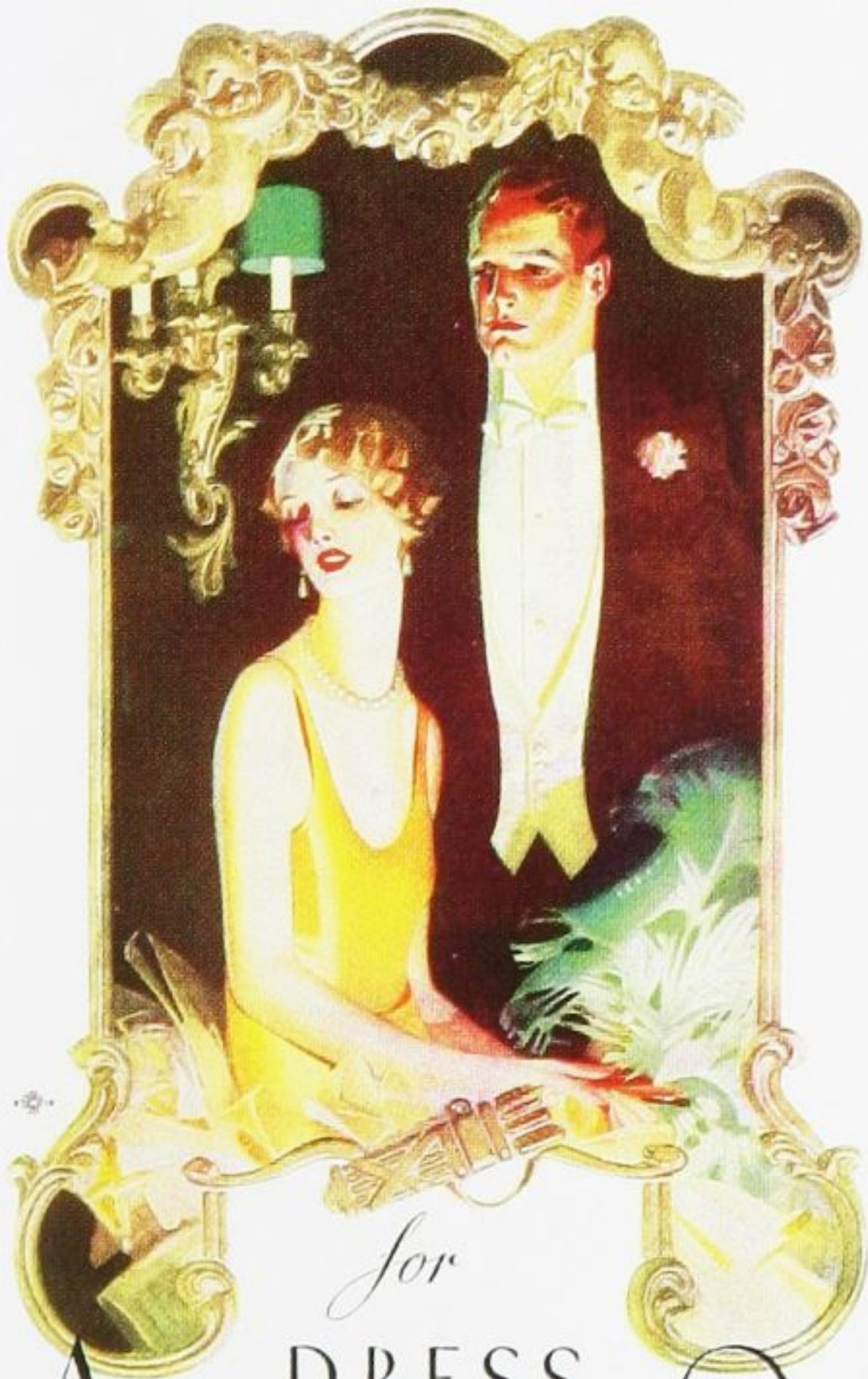
Yet Lifebuoy is as pure and bland and skin beautifying as any soap ever made. Its pure oil of palm fruit and cocoonut oil are soothing and healing, especially to a baby's petal skin.

Lifebuoy is wonderful to use during housework when you wash your hands so constantly to avoid getting germs on food or dishes. It not only purifies the hands but keeps them delightfully soft and smooth.

Palm fruit oil is red, so Lifebuoy is red.

For the protection of your children and husband, place a cake of Lifebuoy wherever there is running water—and see that it is used frequently. Lever Bros. Co., Cambridge, Mass.





Don



YOU will see this immaculately interesting new dress shirt after dark in every fashionable corner of a well-dressed country this winter. It is of a rare, fine white fabric with a self-pattern of tiny bird's-eye screen. It is tailored for a single stud (Don 1) or for two (Don 2)—both models have the smooth non-bulging bosom that Arrow alone makes. The price is \$3.50.

for

DRESS

ARROW SHIRTS

The Promenades of Angelina

Sketches by Charles LeMaire



"SPRING is in the air, Tubby," I said, sniffing, as we walked up Fifth Avenue, several weeks ago. Isn't it delicious! It smells like Spring clothes, if you get what I mean. . . Like Spring clothes and traveling. . . I am filled with *Wanderlust*. . ."

Tubby cut me short. "*Wanderlust* indeed!" he jeered. "How you talk. . . you and *Wanderlust*? Why you couldn't be pried out of New York short of a dynamite bomb. . . Look at the opportunities you pass up to go to Europe. . . Look at . . ."

"Well, just because I don't go away is no reason for saying that I might not want to," I said. "Plenty of people have *Wanderlust* who stay at home all their lives."

"Yes, but only those who have to. . . you don't," returned Tubby.

"Oh, yes I do," I said. "I never find the moment when I can break away. . . too many things are happening all the time. . . But I insist that I *Wanderlust* in spirit. . ."

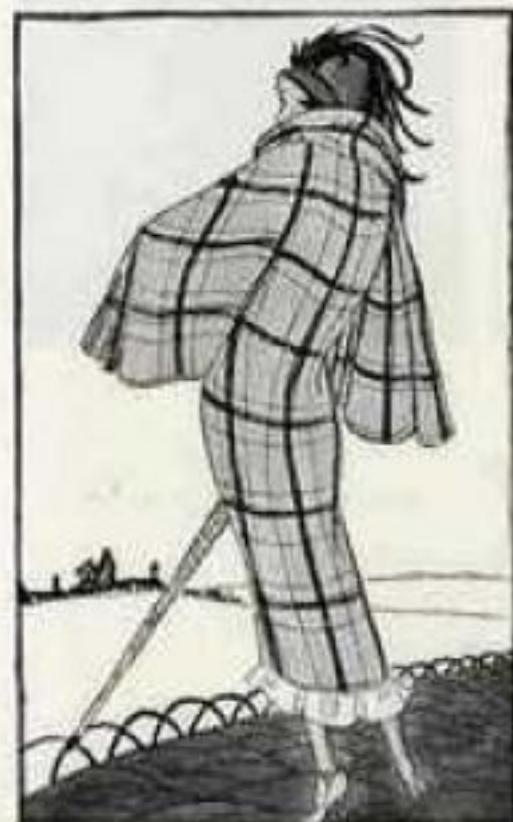
"Have it your own way," said Tubby. "And in the next few weeks," I continued, "I'm going to travel vicariously in helping several people get ready for different trips, beginning with Fanny. . . Did you know Fanny is going to Europe for the first time? Oh to Paris for the loose chestnuts," she keeps saying as we go round. . . I'm helping to outfit her. . ."

I was in fact on my way at the moment to meet Fanny at a well-known shop, where we were to choose a coat, if not, "of many colors," at least for many purposes. Not so easy, you'll say. . . I'll say so too. . . But this place I thought would do us well. . . it was my suggestion we go there, and Fanny was perfectly amenable, since she had confidence in my being in the know. . .

I looked Tubby and met Fanny as planned. . . We were shown an array of good-looking coats at the shop, and Fanny's imagination was much taken with one of the black and white combinations we have been wearing recently, black silk and wool

material with borders of white coney. . . But I pointed out that such a coat would not be exactly serviceable for her purposes, and anyway why not have the very new, so she deferred to my judgment, and reluctantly abandoned it. . . Then she waddled between a copy of a Lanvin model, such as we had seen Midge Kennedy wearing, and a simple, but frightfully chic cape-sleeve model, which would be splendid for the steamer. . . and finally, since the price of each was so really reasonable, she decided to scoop in both of them.

"I need the dressier coat, as well as the practical one," she said. "I shall be 'very off' and loud, in the first, and wear the other going over. . ."



An extraordinarily smart expedition coat for traveling or touring in of a practical woven material in wool-tweed, plaided with reams



Silena Riehl of Reno, met on Fifth Avenue, was wearing one of the new "goose" colored fur wafle



This Lanvin "poker" and the new style Hyde fabric, lined with a light deeper toned rayon, will be widely popular

MCCALL QUARTERLY

PRICE 25¢
1/-
IN
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Styles of
BELLAS HESS & CO.
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35W282



Our New
Fall Styles Await
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The Bellas Hess Fall and Winter Fashion Catalogue just issued contains the latest, newest, and most interesting styles in women's wear. It is a real treat for you to see the styles of the season. The price is only \$1.00. If you ask for it, we will send you a copy FREE of any charge. It is a real treat for you to see the styles of the season. The price is only \$1.00. If you ask for it, we will send you a copy FREE of any charge.

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35W286



35W288



Our Fall and Winter Fashion Catalogue Is Now Ready!
 The price of every article in this beautiful book has been reduced. Send for your free copy today.

Descriptions of the New Styles on This Page

35W280	Dark, fur-trimmed coat with large collar and matching fur bag. \$14.95
35W282	Dark brown, high-collared, button-up dress with matching skirt. \$18.95
35W284	Purple and blue striped long-sleeved top and matching purple skirt. \$12.95
35W286	Green long-sleeved top and patterned skirt. \$12.95
35W288	Purple dress with dark fur collar and matching purple skirt. \$18.95
35W288	Blue dress with green hat and purple flower. \$18.95



Mulberry Trees Walking Boots
 35W280 \$14.95
 35W282 \$18.95
 35W284 \$12.95

We Offer You Smart Styles, Reliable Quality and Good Value for Your Money

BELLAS HESS



& CO. NEW YORK CITY, N.Y.

We Guarantee Our Customers Complete Satisfaction, or Money Promptly Refunded

Coopers

REG. U.S. PAT. OFF.

Underwear Hosiery Nightwear



MODERN Multi-Color Trim is the new style creation originated by Coopers.

Knit into the collar and down the front, these clever designs give true style-supremacy to Coopers Knitsuits.

New models and new fabrics, in all sizes and weights, invite your inspection and selection.

At Good Stores — Everywhere
Coopers Knitsuits - \$1.00 to \$10
Coopers Pajamas - \$2.50 to \$10
Coopers Hosiery - 50c to \$2.50

Cooper Underwear Company, Kenosha, Wis.





Bandeau Type



Close Fitting Type



Outsize Type



Bust Girdle Type



Bandeau Type



Outsize Type



Bust Supporter Type

De Bevoise Brassieres that Beautify

Do justice to your figure and gowns—wear a DeBevoise. It adds a charm and beauty to your appearance that nothing else can supply. For smartness of line, perfection of fit, excellence of materials and beauty of workmanship—for durability, comfort, health and all-around satisfaction—the DeBevoise insures you the utmost possible brassiere-value for your money.

There are DeBevoise types scientifically designed to beautify your figure. Each type comes in a wide variety of styles and prices, to suit every purse and preference. Write for our free illustrated booklet. It will help you select your brassiere type. The DeBevoise is made, labeled and guaranteed by Chas. R. DeBevoise Co., Newark, N.J., world's oldest and largest brassiere specialists.



Dress Shield Type



Underbody Type

Original

50¢ up
Ask your
merchant for
the 'debb-e-voise'

DeBevoise
Brassiere

INSIST always
on this Label
of Highest
Quality

Best



Surplice Back Type



Bandette Type



Outsize Type



Bandeau Type



Clothes and Summer Fun

THE best times of all are tramps through the woods, a wonderful sail, a clam bake on the beach, or a day at the Army Camp. The girl who has to be too careful of her clothes spoils the fun and is not invited a second time.

The one who dresses in sport clothes of Indian Head looks charming all day, yet can enter into everything without fear of looking crumpled or mused.

Indian Head is the ideal cloth for white clothes for the whole family. Economical in price and easy to work on, it appeals to the purse and the needle of the woman who does her own sewing. Besides, it launders wonderfully.

INDIAN HEAD

REG. U. S. PAT. OFF.

CLOTH

Use it instead of Linen

All good stores carry Indian Head in one of their white goods departments. Made in 27, 33, 36, 44, and 54 inch widths, name always appears on selvage. Indian Head is sold the world over.

Ready-to-wear clothes of Indian Head are now shown in the smart shops. Identify them by the Indian Head Label sewn in the garment.

Our interesting booklet "The Wash-Fabric for Your Whole Family," sent free upon request.

Amory, Browne & Co. Dept. 48, Box 1206, Boston, Mass.



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.

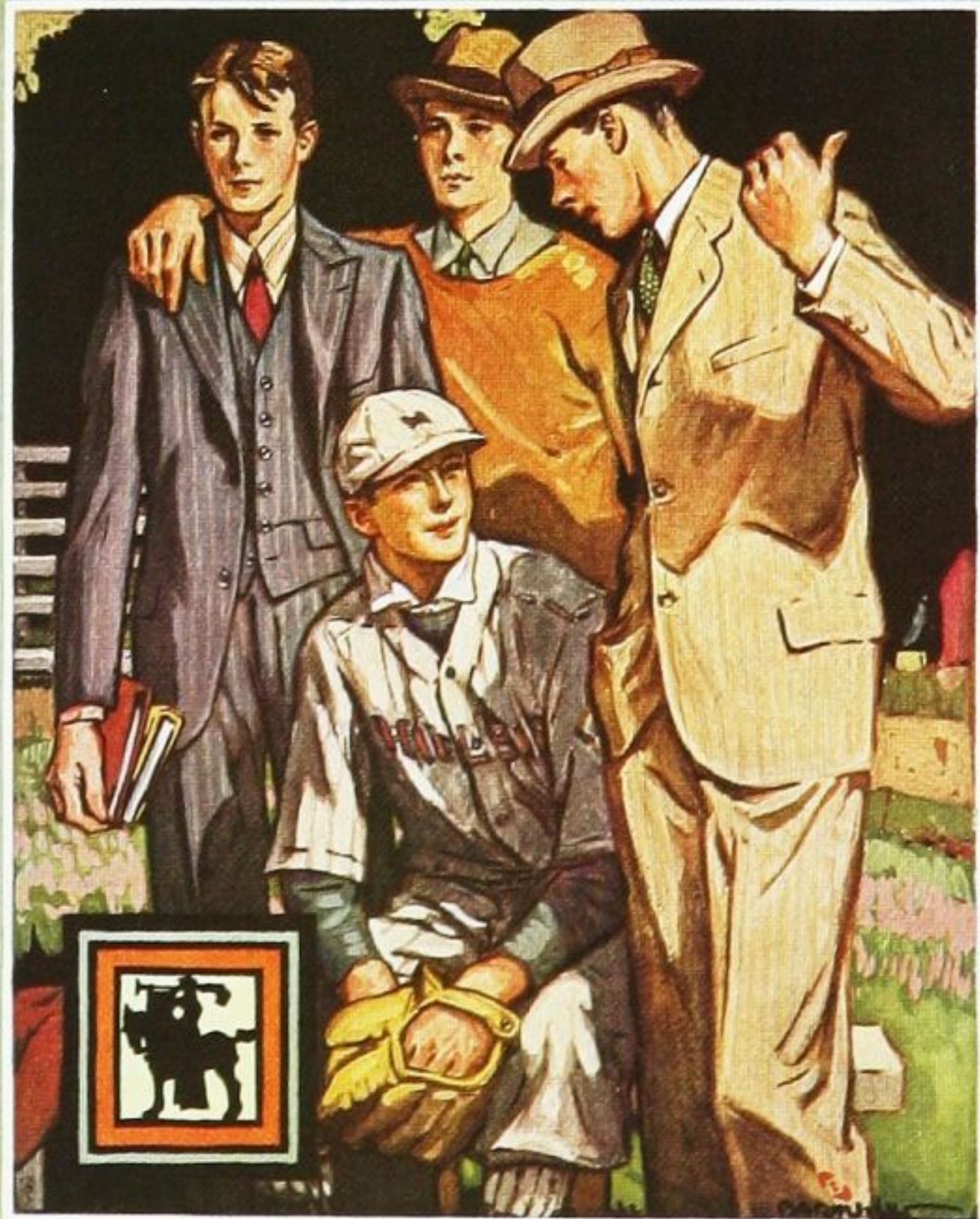
The attractive dance frock illustrated here is quickly and effectively embroidered with Clark's "Scintilla," a brilliant thread of artificial silk, made in a range of



for every kind of Stitch

over seventy lovely colours. It is also ideal for making fringes and tassels, because it hangs well and does not tangle.

A free paper pattern of the dance frock is given in issue No. 49 of "The Needlewoman"; also instructions for making and embroidering many other lovely things with Clark's Threads. Ask for "The Needlewoman" at your needlework shop to-day, or send 4d. in stamps to the Publishers, TILLOTSONS, LTD. (Dept. C.M.21), Bolton.



A NEW ACHIEVEMENT—HART SCHAFFNER & MARX "PREP" SUITS
TO FIT EVERY PURSE—AND EVERY GROWING FIGURE

Mothers and fathers will like the economy; young men will like the authentic University styles, colors and fabrics. Hart Schaffner & Marx quality for no more than you'd pay for any other kind



MISS TOKIO

HOSIERY



*the
discerning
teeth!*

*it has been said that nine-
tenths of the world is blind
to beauty—*

*if this is so perhaps it is
foolish for a store as large
as this to cater to the re-
maining tenth—*

but it's so much more fun—

greater than any fashion---
or season of fashion---is
that inner feeling for fash-
ion you recognize in every
authentic fashion from

saks-fifth avenue

fashions
new york





The Girl Women Envy and Men Admire

Some girls seem to have all the good times while others look on and wonder how they do it. Yet these popular girls are often not especially endowed with beauty. Why do they inspire so much masculine admiration?

The principal attraction is often the alluring fresh smoothness of skin which all men admire. Did you ever see a girl with a poor complexion receive much attention?

Be the envied girl yourself

There is no reason why you should be content with anything less than a perfect skin. You can make your complexion smooth and fresh—you can free it from blemishes. You can keep it fine in texture and develop a charming natural color.

How necessary it is to wash your face is proved by the statements of leading skin specialists. You risk serious skin disorders when you fail to protect your skin by daily cleansing. Your one big problem is the choice of soap.

Select the mildest

If you feel afraid of soap it is because you have been using the wrong kind. You will have no further anxiety after you try Palmolive. The formula has been perfected to give the women the mildest, balmiest facial soap it is possible to produce.

Palm and Olive oils—nothing else—give nature's green color to Palmolive Soap



Blended from the palm and olive oils Cleopatra used as cleansers, its smooth, bland, creamy lather cleanses without the slightest hint of harshness.

What Palmolive does

Softly massaged into your skin with your two hands, the fragrant lather enters every tiny pore and skin cell, dissolving the accumulations of dirt, oil secretions and perspiration which otherwise clog and enlarge them. (When this dirt carries infection, blemishes result.)

This thorough cleansing keeps your skin clear and fine in texture. Healthful stimulation of circulation gives you that inimitable and becoming natural color.

After thorough rinsing apply a touch of cold cream. If your skin is unusually dry, rub in cold cream before washing.

10 cents—and the reason

While palm and olive oils are the most expensive soap ingredients, the enormous demand for Palmolive allows us to import them in such enormous quantity that it reduces cost.

This same demand keeps the Palmolive factories working day and night. This is another price-reducing factor which gives you this luxurious cleanser at the price of ordinary soap.

Mail the coupon for free trial cake and let the creamy Palmolive lather tell its own story.

THE PALMOLIVE COMPANY, Milwaukee, U. S. A.

The Palmolive Company of Canada, Limited, Toronto, Ont.

Also makers of Palmolive Shaving Cream and Palmolive Shampoo

Volume and efficiency produce 25-cent quality for

10c

Copyright 1922—The Palmolive Co. 1204



A queen's cosmetics

Palm and olive oils were reserved for royalty and riches in ancient Egypt. Cleopatra used them both as cleanser and cosmetics. And whatever elaborate aids to beauty she employed, her toilet began with ceremonial bathing. To this the ruins of her elaborate marble baths are silent testimony. Now we employ her favorite beautifiers in a toilet luxury all can enjoy at a price all can afford.

TRIAL CAKE FREE

Fill out and mail to
THE PALMOLIVE COMPANY
 Dept. No. B-375, Milwaukee, U. S. A.

Name _____

Address _____



“Three times to the cleaners
and you've paid for it all over again”

HAVE you seen Louise's dear little georgette blouse?

“She came in wearing it one afternoon. I admired it and showed her my new crêpe de Chine.

“But isn't it wicked,” I said, “to have to send it to the cleaner's? By the time you have had it cleaned three times, you have paid for it all over again.”

“You don't mean to say you send it to the cleaner's!” she said.

“Yes!” I answered, “you wouldn't trust crêpe de Chine to soap and water, would you?”

“Of course not,” she said, “I use Lux.”

That is the way the story of Lux is carried from one woman to another. As a matter of fact, Lux is the most modern form of soap—but it is so different from

anything you have ever known as soap that you think of it as something in a class entirely by itself.

And that is precisely what Lux is. *There is “nothing like it”* you hear whenever Lux is mentioned.

The miracle of Lux is that it comes in delicate, transparent, pure flakes which dissolve the moment you drop them into hot water. Immediately you whisk them into a foamy, bubbling lather, then add cold water

until lukewarm. Into the rich suds you drop your most delicate blouse.

Afraid? Not for a second!

Lux never hurt anything that pure water alone would not injure.

Then let your blouse soak for a few minutes. *Never a bit of rubbing.* You simply dip your blouse up and down and press the gentle cleansing suds again and again through the precious fabric. Every speck of dirt melts away into the suds without a

bit of injury to a single delicate thread. Your blouse comes out just as new and fresh as the day you bought it.

It isn't washing that hurts sheer fabrics. It's rubbing soap on them, and rubbing them again to get out the soap and dirt that wears and tears them—takes away their finish with the first washing.

Every woman who tries Lux wonders how she ever could have rubbed cake soap on anything she valued.

Now she buys the dainty things she loves to have and wears them often. They are not a bit of care or expense to her. She keeps them fresh and new the Lux way with no rubbing.

Try Lux in your home. Get it today from your grocer, druggist or department store.—Lever Bros. Co., Cambridge, Mass.

Cleanse these things yourself with Lux

Silk Curtains	Sweaters	Cossets
Lace Curtains	Blankets	Fine Table Linens
Lace Collars	Baby's Woolsens	Georgette Blouses
Lace Jabots	Silk Underwear	Washable Satin Blouses and Petticoats
Washable Satin Collars and Cuffs	Silk Stockings	Crêpe de Chine Blouses
	Washable Gloves	
	Washable Satin Skirts	

LUX

Even in hard water,
Lux makes wonderful suds



The children's things like new
“I washed a child's white corduroy coat with Lux, and it looked as good as new. It was very dirty, and I didn't have to rub it at all.”—Mrs. F. W. Gordon, Portland, Me.

Sweaters soft and unshrunken!
“I have a white sweater which has been washed several times with Lux, and it is still white, soft and unshrunken.”—Mrs. F. W. B. Pratt, Reading, Penn.





LONDON is again wearing its "season" smile . . . and gorgeous Covent Garden opens its doors for the first opera of the year. Lady Muriel Lance*, looking remarkably lovely, can be found in her box on the first tier. She wears a gown from Callot and exquisite jewels. Her appearance is enhanced, as always, with one priceless possession that is hers, a complexion as clear and fair as the summer sky. ♦ ♦ Lady Muriel knows but one toilet soap, Yardley's Old English Lavender. From the beginning this soap has proved so pure, so soothing and stimulating to her skin that it seemed needless to use another. Yardley's sheer face powder protects her complexion from all types of weather. ♦ ♦ Many English women use Yardley products exclusively. Many of these exquisite toiletries carry the fragrance of lavender. England's best, obtainable anywhere in America, Old English Lavender Soap, "The Luxury Soap of the World," box of three cakes \$1, or 35c the cake; "Old English Lavender," in sprinkler bottles from \$12 to \$1; Face Powder, \$1; Compact, \$1.25; Talc, 50c; Sachet Tablets, 25c; Shampoo, 15c the cartridge; Bath Salts, \$1; Dusting Powder, \$1.50. Yardley, 8 New Bond Street, London; 452 Fifth Avenue at Fortieth Street, New York City; also Toronto and Paris. *Out of deference to our clientele we have refrained from using actual names.

Yardley's Old English Lavender Soap



Established 1770



T'S



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"John! Just try on these new

Comfy Slip-ons

—they fairly coax your feet to rest.

"They're so soft and light and airy. So easy to slip on and off.

"You'll enjoy shaving in Comfy Slippers, too. They make cold floors seem warm."

Scores of styles—for every member of the family from Grandad to Tiny Tad.

"BOB AND BOG"—a wonderful story-book for children, sent on request.

Look for the Comfy trade-mark on the slipper. It identifies the genuine.

Daniel Green Felt Shoe Company
107 East 13th Street, New York

*"The evening rest is doubly sweet
With COMFY SLIPPERS on your feet."*

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Comfy
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nuances mode, marine ou noir,
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The low Jodhpur and the high Riding Boot in tan calfskin. Superior J & M shoes are sold by a leading shop, near you.

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Pure Thread
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Pure Silk
Extends
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**All
Silk,
Top
to
Toe**

*Full
Fashioned
Ankle, Leg
and Foot*

Blonde



**Satisfaction
Guaranteed**



**Pure
Thread**
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\$1.19
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Contrasting
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Grinnell Gloves

"Best for every purpose"



Grinnell Driving Gloves Mean Wear and Comfort

The Grinnell Driving Glove illustrated is a favorite because it is cool, comfortable and durable. It is an extremely handsome glove, splendidly made, perfect in every detail.

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These gloves are made of Grinnell velvet coltskin—soft and pliable, yet wearing like iron.

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This is only one of the 900 styles in Grinnell Gloves. If the Grinnell dealer in your community does not have the style you want write us for our special style book.

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Hosiery

“Onyx” mercerized lisle hosiery is an exact counterpart of the famous “Onyx” silk—in lisle. Its lustrous sturdiness is an assurance of lasting wear. The captivating “Pointex” feature—so universally popular in “Onyx” silk—comes also in the mercerized lisle.



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S. S. WHITE



Nine Out of Ten Children Have Defective Teeth — Is Yours One of the Nine?



INVESTIGATION has proved that nine children out of ten in the United States have defective teeth. Without good teeth, perfect health is not possible.

Teach your children to realize the value of their teeth. Make them know that each little tooth is a precious gift which they must guard carefully all their lives.

Poor teeth not only cause intense suffering—they not only spoil good looks—but they are also the obscure cause of many very serious ailments which appear in later life.

Take your children regularly to your dentist to make sure that all is well with their teeth. It is better judgment and real economy—to employ regular dental care from the beginning than to have the work done expensively in the end.

And night and morning and after meals, see that they use a *pure, safe* dentifrice—one free from dangerous drugs and chemicals—one so smooth and velvety that it cleanses the teeth thoroughly without scratching the delicate enamel.

—Such a dentifrice is S. S. White Tooth Paste—originally made in 1862 at the request of members of the dental profession. It *does the only thing a good dentifrice can do or should be expected to do*—keeps the teeth so thoroughly clean that decay has little chance to attack them.

You owe your child the good-health basis of sound teeth. Begin now to establish it by the regular use of S. S. White Tooth Paste. Deliciously flavored and delightful to use. Get a tube today and see how different it is from all others.

THE S. S. WHITE DENTAL MFG. CO.

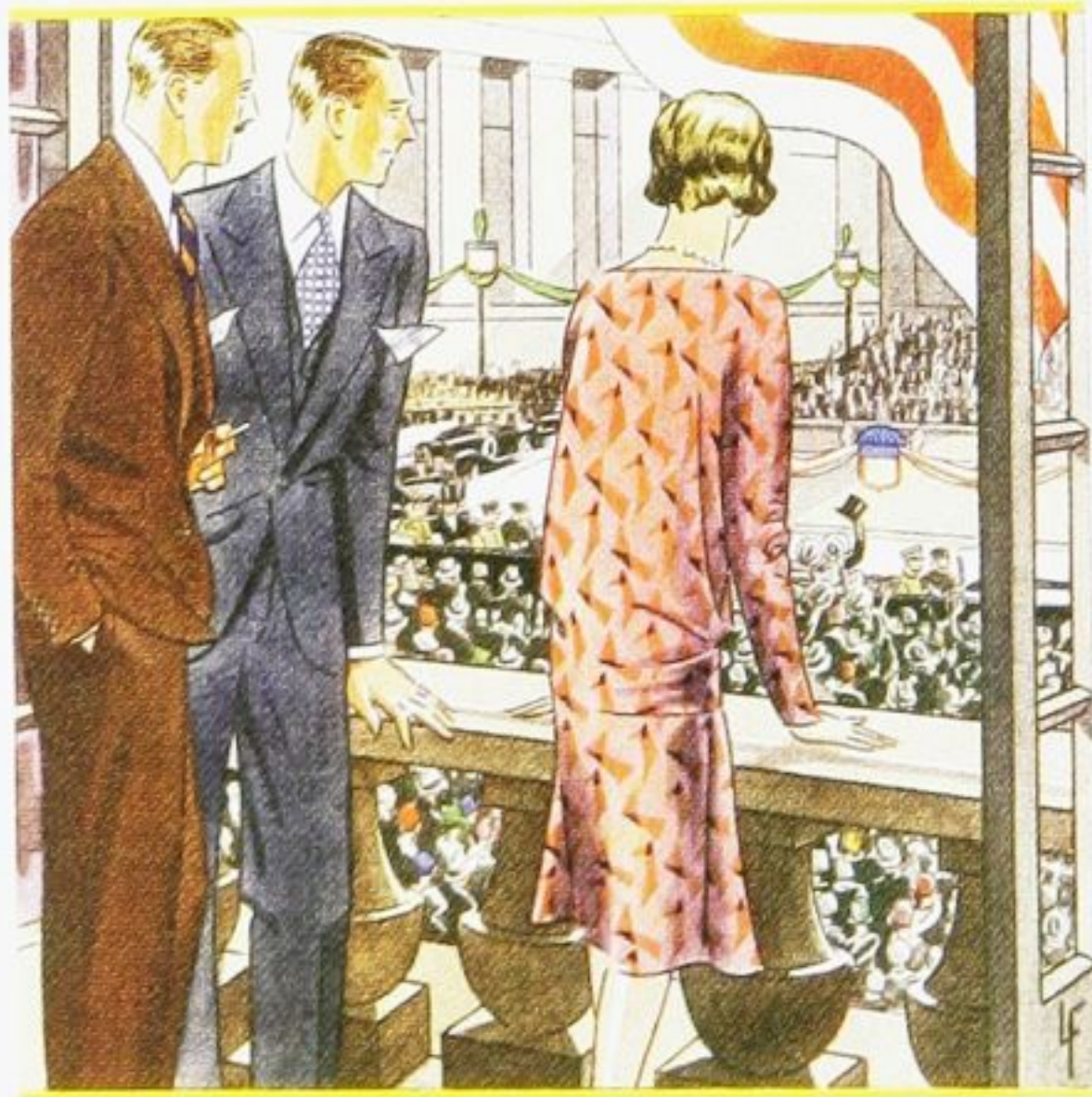
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The S.S. White Dental Mfg. Co.

Buy by the blend . . . the accepted idea in haberdashery . . . inaugurated by Wilson

Brothers! They design every accessory of man's attire in color families. So that entire ensembles, blending in perfect harmony, are easily selected for function, business, or play . . . at good stores.



In the crowds at the inauguration, as at every prominent function, harmonizing haberdashery prevails in the attire of well dressed men.



A blend for sportwear by Wilson Brothers. The green of the jersey-cloth polo shirt is repeated in the golf hose. The belt contrasts effectively.



A shirt and short set, blending in jade green, the season's new color. The shirt is of rayon, shorts of broadcloth. Both by Wilson Brothers.



A Wilson Brothers impromptu blend in blue: Starched collar attached shirt; hand-tailored silk tie; roll-edge handkerchief; silk hose.

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WILSON BROTHERS

Haberdashery

CHICAGO - NEW YORK - SAN FRANCISCO - LONDON - PARIS

Read what it means to other women

So many women have written us of their wonderful success with Lux that we print these letters to show you just what Lux means to thousands and thousands of women.



Brings back to lace curtains all the beauty of their original newness
 "Wonder how I ever got along without Lux. We use it always for finest of laundry work. Cannot recommend it too highly, especially for lace curtains."
 Mrs. T. C. Brewster
 Granville, Mass.



Use Lux always for fine laundering
 "I consider your product, Lux, one of the best things I have ever used. It surpasses—soap, and I consider that very good. I have two daughters, and I use it constantly for their delicate dresses, and it is fine."
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 109 Vanderbilt Ave., Brooklyn, N. Y.



The safe way to wash delicate silk waists
 "I am so very much pleased with Lux. I had a chance to try it on two very delicate silk waists, which came out beautifully. I shall never be without it."
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 456 Broadway, Winter Hill, Somerville, Mass.



Unequaled for corduroy and chinchilla coats
 "Have tried your Lux with great success. Washed a white corduroy coat and it looked as good as new—it was a child's coat and very dirty, and didn't have to rub it at all."
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Use Lux for your sweaters and sportcoats
 "I have used a number of packages of Lux. It is the best thing I know for sweaters and white corduroy skirts."
 Mrs. W. A. Howe, Ipswich, Mass.

Unlike anything you have ever seen

Lux is the modern form of soap—not a soap powder, not a chipped soap, not a cake soap, but wonderful, pure essence of soap in flakes.

You should never rub soap directly on a fine fabric. The thin, transparent Lux flakes dissolve instantly and entirely in hot water.

How to use it

Just pour boiling or very hot water over the flakes. Whisk into a lather. Instantly you get a creamy lather which dissolves dirt immediately *without rubbing*.

Dip the clothes up and down in this heavy lather—*do not rub*—and rinse in three waters of the same temperature as that in which you washed them. For silks use lukewarm water.

Try Lux just once

Your dealer has been instructed to return your money if you are not satisfied. But it never happens—every woman who tries Lux, is soon telling other women that she has at last found the ideal soap product for all fine laundering.

Use Lux for anything that pure water won't injure

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 ten cents and we will see that he is prepared to supply you hereafter. Lever Brothers Co., Dept. F., Cambridge, Mass.

LUX 10¢



Lux is just what you should use for fine lace
 "I used your Lux soap for some very fine laces with better results than I could get with other preparations, using less soap, time, and energy."
 Mrs. P. Dwyer
 832 East 89th Street, New York City



No rubbing to spoil your linens
 "I like Lux better than anything else for dollies and fine linens. It is rubbing that ruins embroidery and lace—that takes the beauty from the damask, and with Lux, there is absolutely no rubbing."
 Anita Gomez, New York City




How to keep your silk underwear lovely
 "I don't trust my silk underwear in with the general laundry, so do it myself with Lux. Really, Lux is perfectly wonderful. All I have to do is to dip the garments up and down in the lather and they clean perfectly."
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The best thing you can use for silk and chamois gloves
 "Find Lux most satisfactory for silk and chamois gloves, because no rubbing is required. My white silk gloves do not turn yellow, and both my silk and chamois gloves wear much longer than they ever did before."
 Elizabeth De Noyelles, New York City



Lux makes your delicate things wear longer
 "Your Lux is everything you claim for it. I never saw such a perfect soap for fine laundry work, or for woollens. I cannot afford to be without it."
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 4533 S. Aldrich Ave., Minneapolis, Minn.



For Sunburn,
Windburn, for
Protection against
Dust and other
Skin irritants
Use

POND'S Extract
Company's
VANISHING CREAM

Send 4c for large trial tube—2 weeks' supply. Made by the makers of Pond's Extract—the family standby for over 70 years. Address Pond's Extract Co., 170 Hudson Street, New York.



In the dairy barn—anywhere the farm job takes you—these "U.S." Blue Ribbon boots will keep you dry—and comfortable. And they are as hard as they look!

Farm tested..

"U.S." Blue Ribbon Boots

stand the hardest wear



Five times its length it stretches!

That's where a strip of rubber cut from any "U.S." Blue Ribbon boot or overshoe will do. This rubber resists cracking—stands water proof!

75 YEARS of experience in boot-making by the largest rubber manufacturer in the world—that goes into every "U.S." Blue Ribbon boot. This boot is built to stand every farm test.

You can't kick through that thick, over-size sole—it's as tough as the tread of a tire. And the uppers are made of the finest rubber. No wonder, where inferior rubber splits and cracks, "U.S." Blue Ribbon boots stand up!

And at every vital point where wear is hardest, from 4 to 11 separate layers of tough rubber and fabric are anchored in—to give extra strength. Only "U.S." Blue Ribbon boots and overshoes have so many!

They fit better, look better, wear better. Get a pair and notice the difference.

United States Rubber Company

"U.S." Blue Ribbon
BOOTS · WALRUS ·
ARCTICS · RUBBERS

"U. S."

Blue Ribbon Boots

come in red or black—gray tops—two to six lengths

The "U.S." Blue Ribbon Walnut slip fits on over your shoes. Its smooth, hard rubber sole has 11 layers of built-in strength. Made either red or black—4 or 2 inches.

Trade Mark



Changing the Ideas of a Nation
Advertisement No. 3



Doing what never was done before

NOT one year ago it was said that the business shoe could be manufactured across the country without loss and the maker still in.

But it has been with many of the modern conveniences of house-keeping and the comforts of travel. It was not expected that a stylish shoe could be beautiful and useful. And then the Arch Preserver Shoe demonstrated on the feet of millions of women, that comfort, health and style could be combined in the same shoe.

The Arch Preserver Shoe offers these seemingly opposite advantages because of an exclusive patented construction that supports the entire weight resting just of the fore foot and heel and prevents sagging and struts, yet permits of the greatest flex and automatic turn.

This patented construction includes not only a reinforced built in arch bridge, but a distinctive moulding of the inner sole and an exact system of lining that makes the bridge come at just the position where support is needed, while the heel of the shoe bends freely with the heel of the foot—the only place the foot bends.

Only the Arch Preserver Shoe gives Arch Preserver Shoe results because the combination of distinctive features is manufacturing is absolutely exclusive. Smart style for all occasions. Women feet for all occasions. Enjoy both in the Arch Preserver Shoe.



KEEPS THE FOOT WELL!

Arch Preserver Shoe Co., 125 Broadway, New York, N.Y. Sole and Heel Makers. Patent Pending. Made in U.S.A. Price \$12.50. Retail \$15.00. Arch Preserver Shoe Co. is a member of the American Footwear Manufacturers Association.



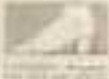
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Arch Preserver Shoe Co. Patent Pending. Made in U.S.A. Price \$12.50. Retail \$15.00. Arch Preserver Shoe Co. is a member of the American Footwear Manufacturers Association.



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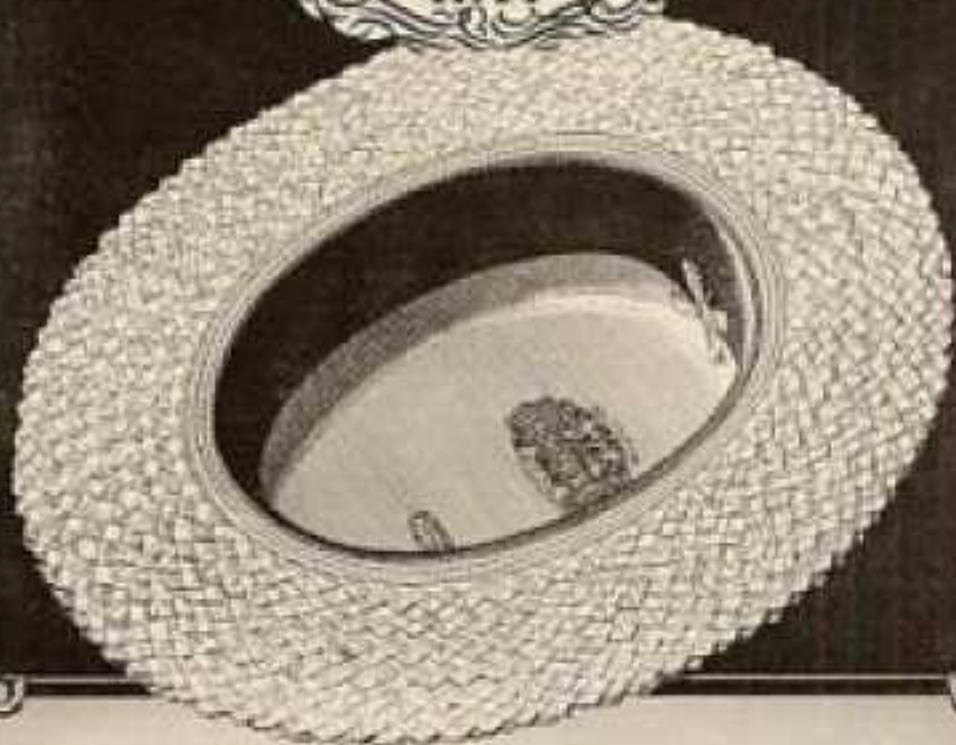
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My name is I live at
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 I am a woman a man
 My size is
 My color is
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THE ARCH PRESERVER SHOE

Wholesale orders subject to credit—
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The Dunlap "Metropolitan" straw hat is made of soft and pliant straw and is the most comfortable straw hat of the season.

THE Dunlap "Metropolitan" straw hat is the first word in style and the last word in luxurious head ease. A patented comfort feature is the insertion of fine soft pliant braid into the brim of the hat where it comes in contact with the head.



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Authorized Agent for all principal cities throughout the fashionable world





Lion Hats

LION HATS

The Right Hat for Real Men

It's a good thing to get started with Lion Hats. It takes time to give you better personal service. For instance, when you come in for a new Lion Hat you might mention to our gift you prefer the Lion. If I tell him that again then you get more than the convenience of such, from

the confidence of the salesman that you have the benefit of having that the hat you want with your individuality. If he will be interested in how your opinion, and I'll be honest to tell you that, he'll be so sure and you'll find it better to get together with him and you'll see you step to

Lionshead Hat Co., 37 LEXINGTON, U.S.A.
 Established 1887

Made in U.S.A. — Lion Hats, Lion and Lion



Look for
HOOGLASS
on the
pull

On the Shore—or in the Mountains. You see it on fine luggage arriving at the fashionable resorts. You see it at the shore—on smart new bathing suits, on modish shoes, on gaily colored bathing bags. Just glance around the gull links or the tennis court and note the sport clothes, gull bags, trunks, cover-neatly and securely fastened with the Talon Fastener! . . . Salt water, rain, damp weather cannot rust it. It always opens with an easy pull and always closes quickly, snugly and securely.



How many uses has the Talon Fastener? You liked the speed, the smartness, the convenience of the Talon Fastener on overshoes and youngsters' leggings. Now it's available to you on play suits, riding boots and purses—tents, sleeping bags and lumberjacks—countless items of apparel and equipment. . . . Before you buy, be sure to ask "Can I get that fitted with a Talon Fastener?" Then, to make certain that you get the Talon, the original slide-fastener—that always works, never rusts, ladders perfectly—look for "Hookless" or "Talon" on the pull.

Write us, the original manufacturers, for the names of companies making goods fitted with the Talon Fastener.
HOOGLASS FASTENER COMPANY, MEADVILLE, PENNSYLVANIA
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Bathing Suits and bathing caps, T-shirt, shorts, and youth jackets illustrating the application of the most convenient Talon Fastener.

THE **TALON**
SLIDE FASTENER
FASTENER



Spur Tie

All tied for you

50¢ - 75¢ - \$1.00



WOMAN WIFE
and
MOTHER MOTHER

Two women in wife's
glance pointed to the
glowing blue, star-spangled
"Spur Tie."

Let's find some cool shade.*
"You have in that smart
blue tie."

Cool shade? Spur Tie has them all.
Blue, green, gray—in cool colors that
never wrinkle, get hot. All guaranteed to
stand up for the days heating all and low.
The tie you give was smart, convenient,
comfort cool, durable. Cool solid blacks
or white, too, for dressing evening wear.
All in display at haberdashery, costume
departments. *Spur Tie man. Spur Tie boy.*



Spur Tie is made of
100% cotton, 100%
guaranteed to stand up
for the days heating all
and low.

SPUR TIE

Wash and wear. Wash
at 100° F.

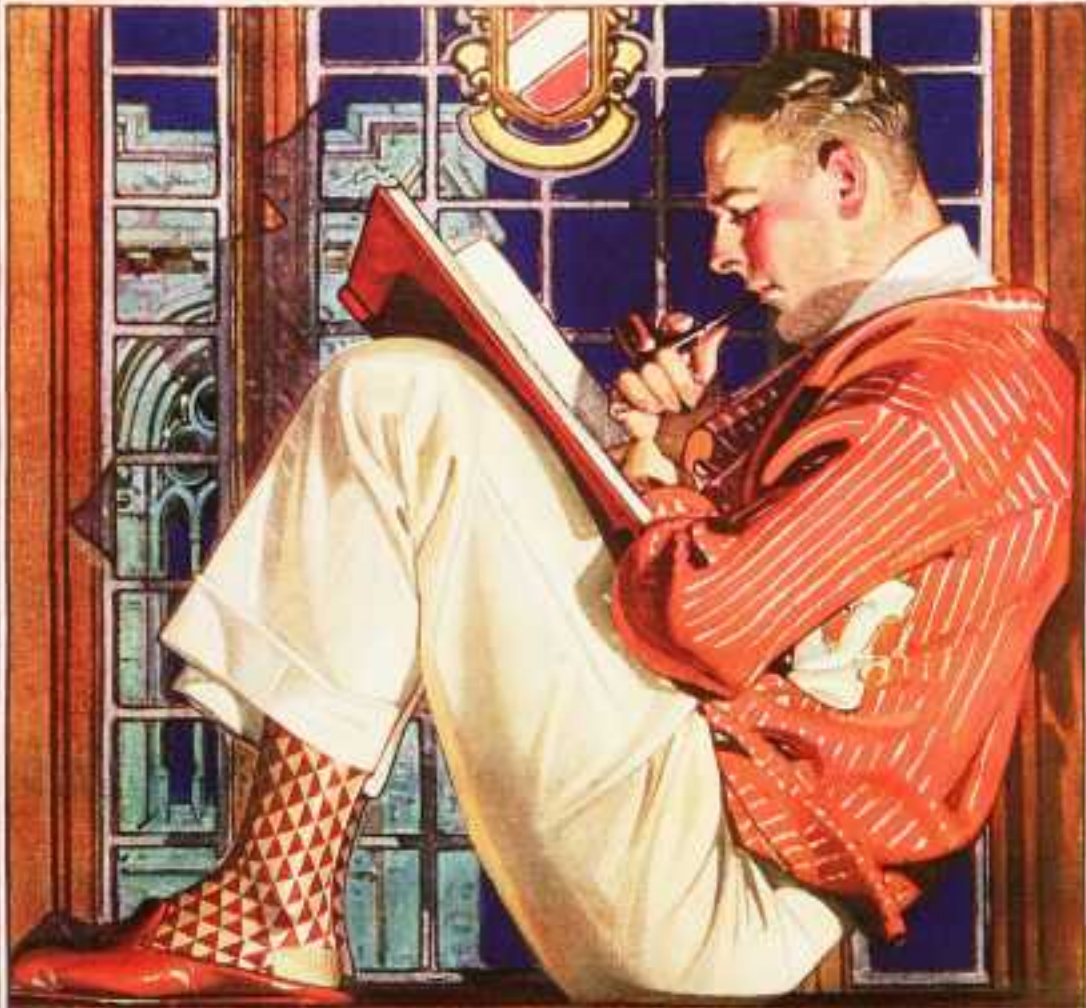
Spur Tie is made of
100% cotton, 100%
guaranteed to stand up
for the days heating all
and low.

The Spur Tie was made in an honest country. The Spur Tie stands up for
you in the same pattern. *Wash and wear. Wash at 100° F.
Spur Tie is made of 100% cotton, 100% guaranteed to stand up for the days heating all and low.

Spur Tie is made of 100% cotton, 100% guaranteed to stand up for the days heating all and low.
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SPUR'S GARBAGE, SPUR'S CUSHIONS, SPUR'S BUILT-QUALITY HIGH AND SMART AT 1970





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Interwoven

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Practical and stylish—this 1934-35 National Style Book offers you the latest fashions in women's and children's clothing. It is a complete guide to the latest styles in coats, suits, dresses, and accessories. We have also included a special chapter on the latest designs in hats and shoes for men, women, and children.

Get your copy now! "National" Style Book offers you the latest fashions in women's and children's clothing. It is a complete guide to the latest styles in coats, suits, dresses, and accessories. We have also included a special chapter on the latest designs in hats and shoes for men, women, and children.

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"The Furs That Heighten Woman's Charm"



CHARACTERISTIC DESIGNS OF
ARTISTIC AND INTRINSIC VALUE

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Between 35th-36th Sts.
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For Boys For Girls of 2 to 16

BUSTER BROWN SHOES



The Buster Brown Staying Laces are the only laces in America that never come untied. They are made of the finest material and are of perfect fit.

Boy's No. 2222



Consider your child's health first—when buying shoes

SCIENTISTS and physicians agree that the normal functioning of both a child's body and bones depends upon the unobstructed efficiency of his feet.

The bones of the growing feet are plastic—their tendons are tender. Massage-matted shoes will force the bones out of place—will strain and weaken the muscles.

Highly shaped shoes will give needed support to bones and muscles, without pinching or binding—they keep the feet steady and unobstructed—keep them strong and sure.

Buster Brown Shoes are the only shoes made upon the Brown Staying Laces, which provide the most secure and the proper functioning of each foot and muscle.

Buster Brown Shoes will carefully prevent corns, bunions, ingrown toes, lockers, warts, weak ankles—and will keep the growing feet steady and certain.

In addition to their health features, Buster Brown Shoes are a quality of workmanship and material. Good shoes everywhere sell them at \$3, \$4, \$5 and up according to size and style.

The names of Buster Brown Shoes for Boys are in 24's and 25's; for girls in 24's, 25's, 26's, 27's, 28's, 29's, 30's, 31's, 32's, 33's, 34's, 35's, 36's, 37's, 38's, 39's, 40's, 41's, 42's, 43's, 44's, 45's, 46's, 47's, 48's, 49's, 50's, 51's, 52's, 53's, 54's, 55's, 56's, 57's, 58's, 59's, 60's, 61's, 62's, 63's, 64's, 65's, 66's, 67's, 68's, 69's, 70's, 71's, 72's, 73's, 74's, 75's, 76's, 77's, 78's, 79's, 80's, 81's, 82's, 83's, 84's, 85's, 86's, 87's, 88's, 89's, 90's, 91's, 92's, 93's, 94's, 95's, 96's, 97's, 98's, 99's, 100's.

Manufactured exclusively by the Brown Shoe Company, Saint Louis, Mo.



14 D 215
Printed
Silk Mixed
Crepe
\$7⁹⁸

For Misses and Small Women

Sizes
14 to 20 Years

Bust Measure
32 to 38

14 D 221
Gingham
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PRINTED IN SWITZERLAND

14 D 227
Dotted Swiss
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14 D 233
All Silk
Crepe de Chine
\$15⁰⁰

14 D 239
Woven Ratine
and
Washable Crepe
\$6⁷⁵

14 D 245
Printed All Silk
Crepe de Chine
\$12⁹⁸



14 D 239

Spur Tie

all tied for you
50¢ - 75¢ - \$1.00



And in all-around, it's the most popular of all. It's the tie that's worn by the most men in the world. It's the tie that's worn by the most men in the world.

It's the tie that's worn by the most men in the world. It's the tie that's worn by the most men in the world. It's the tie that's worn by the most men in the world.

*"I adore smart-looking boys."
"Referring to me, or my tie?"
"Both."*

Whichever you wear it, Spur Tie is always smart on you. There's no man who gets more love and better luck so well as Spur Tie.

Spur Tie and necktie are the responsible because the two are fashioned together in the making. And the profession will treat you right. Spur Tie and necktie give the best work of popularity.

Such bright patterns for sport and business are well advised in what the business men are doing in the business world. Spur Tie and necktie are the best work of popularity.



THE FOOT ARISTOCRATIC



Satisfaction - in footwear

There are three distinct pleasures that come with the purchase of a satisfactory pair of shoes. There is the satisfaction of knowing your shoes must every year of service hold. There is the further enjoyment of finding a shoe that also relieves a foot sore or inflexible to its great measure. And there is the added delight that comes with the wearing of perfectly fitting footwear.

For more than thirty years shoes of Vici kid have been the embodiment of beauty, the utmost expression of workability and the best assurance of pleasure.

Ask your dealer for shoes of Vici kid. He will explain the reasons. All the advantages of Vici kid.

"Weather" - a one of the best Vici kid shoes because of its leather which will be made to stand the test of time and use in the hardest.

ROBERT H. FOERDERER, Inc.
PHILADELPHIA

Making Superior SHOES OF RUBBER & LEATHER
SOLE Makers of U. S. A. & CANADA



This is the
trademark of
VICI kid

VICI kid

THERE IS ONLY ONE VICI KID --- THERE NEVER HAS BEEN ANY OTHER





W. L. Douglas

\$7⁰⁰ and \$8⁰⁰ Shoes

Have Good Shoes at Home and Abroad
 They'll Stand For Years by Use and Fire

A **W**ILL make shoes properly fitted, keep on shape and good looks for months. Good materials are necessary for these. Lasts made in shape, patterns well cut and selected, use the W. L. Douglas Makers. That they use well made and of good materials is the reason for their prominence in all parts of the world on nearly half a century.

Because of our large production and because of the hard year's price, W. L. Douglas shoes at \$7 and \$8 have the quality and value of many shoes which are priced much higher.

Women's Youth Walking Shoes, Slippers, Dress and Dress Oxfords are made in a production of 2,000,000.

See W. L. Douglas Shoes in the
 Retail Stores in all your States

W. L. DOUGLAS
 110 N. 1st St. Boston
 110 N. 1st St. Boston
 110 N. 1st St. Boston
 110 N. 1st St. Boston
 110 N. 1st St. Boston



The good work you
 do in your shoes
 is the reason for
 their long life.
 They are made
 in the best way
 possible and are
 the best you can
 get for your
 money.

Send for catalog of 1912 and will send when you like

W. L. DOUGLAS SHOE COMPANY
 110 North Street, Boston, Mass.

W. L. Douglas



Change from wrong to right posture—and be a new woman

"Would you ever imagine that I'm the strongest woman in the world when I have so much to make me happy? A devoted husband and two darling children should make me perfectly happy, yet I lack two things that every woman wants—beauty and that something which, for want of a better word, we call 'style.' I've tried hard to be patient—but oh, I do so resent the 'jeep' and smart appearance of some of the attractive women you see nowadays. Any real woman in any other time or country, I rather a great deal than headlines and headlines. My talks and books are always in the latest style, and yet I never seem to have that 'smart' appearance that we all long for. What would I give for healthful and correct wearing clothes, which even the best shops can't sell us?"

This is what one woman said to a Spence Corseteer a few months ago. She had gone to the attention of the recommendation of a physician who told her that she had a serious disease, but a habit of wrong posture was what she had fallen on a job. He said that she was out of her wits and had faulty posture.

You will be interested in part of a letter received from the woman regarding the result. She said, "I was at once that this... had 'poise.' My own naturally good figure had been spoiled by years of improper standing. Although she has been wearing the Spence Supporting Corset for three days, she looks today like a new woman. She keeps 'in the go' all the time, and her action and gait are things of the past. Actually, she looks like a new woman."

It shall be glad to hear from you with results, and we will be glad to help you. This advice is given to you in the Spence System of Dressing. Spence Corsets is a profitable investment in which you have the satisfaction of wearing correct clothes.



Especially nice and the best dressed woman in town. Really, I can't believe my eyes at the change in this woman."

"Poise" means a rigidity of the abdominal muscles. It affects the entire spine, causing humpback, lankness, poor complexion, indigestion and other nerve-ridden ills. But often this faulty posture caused by an improper corset.

The measurements in one line of more than 200,000 American women show that nine out of ten have faulty posture. This has corrected it will lead to three to four additional years. Faulty posture can be corrected only by a corset designed especially for the woman who is to wear it. A corset made in "fitting" for various figures—tall, short, stout, thin, etc.—cannot fit the body, although it costs of a given "model" are usually sold, are two figures that will wear these corsets are really able. A Spence Supporting Corset will correct faulty posture because it is designed solely to meet the requirements of average figures.

As in two figures are usually able, such figures must require to wear postures in accordance with the style of the day. Therefore, each Spence is a special design, suited especially for

the woman who is to wear it. To correct her posture, to give her better health, greater comfort and better style. This is why Spence Corsets are never sold in stores or found in catalogs.

The Spence Corset is sold in your town and takes complete measurements and an accurate description of your figure. Even then our designers create a corset especially designed to give you correct posture, good style and comfort.

Today over 10,000 physicians are prescribing Spence Corsets for their patients.

With your Spence Corset you receive a guarantee that it is not better than a corset by the manufacturer. This guarantee is especially designed for you. And every measurement and a description of your figure are actually used in designing your corset.

A Spence Corset is most economical. Not only is it the latest possible style, because designed after you order it, but it will save you money on bills and dress by holding its shape with wear and your expenditure will keep the original amount of expense and last longer.

Ask the Spence Corseteer in your locality to call and explain the change a Spence will make in you.

Medical Department

The Spence in our Medical Department has an extensive reputation in the world for its treatment of a medical ailment of the day. It is a new method of support and correction of posture, and is particularly adapted to the treatment of "poise" and every patient for whom additional support may be required.

SPENCER Rejuveno CORSETS

Never sold in stores

Spence Corsets are made by The Spence Fashion Company, 121 Delta Street, New York, Connecticut. If you do not find our representative in your locality, call under the name "Spence Corsets," write direct to us for the address.



Kuppenheimer

GOOD
CLOTHES



Youth - the alert brain, the
joyous heart, the athletic figure
are *faithfully expressed* in
Kuppenheimer good Clothes



Here is a "summer weight" shoe

What a difference it makes in summer comfort to have light-weight shoes! And how the man who cares about his appearance will appreciate a shoe such as this which is a fitting touch to the season's clothes. ~ It takes good material to make a worthy light-weight shoe that will carry its owner gracefully and keep its good looks. ~ And only a Banister Shoe would have just this aristocracy of style combined with value and practical comfort. ~ There is something even in the portrait of this shoe that tells you that no man young in his craft could have made it. Banister Shoes have been made for eighty-one years and through all this time have been worn by men who appreciated the best in all things.

*Made of finest leather and
with leather upper inserts.*

JAMES A. BANISTER COMPANY
NEWARK, NEW JERSEY

BANISTER
Shoes

SINCE 1840 THE CHOICE OF GENTLEMEN



Every Woman Loves Beautiful Things



244
\$1.25

250
30c.

254
\$2.75

253
\$1.25

255
\$1.50

276
\$1.00

240
30c

283
\$1.25

260
\$1.75

SPRING LINE ON
SALE JANUARY 3rd

ROYAL  SOCIETY

WRITE FOR
SPECIAL PAMPHLET



35 Years of Fine Tailoring

THIRTY-FIVE YEARS ago the Kahn Tailoring Company had a reputation for giving quality *made-to-measure* clothes—*and* a reputation for *making* quality *made-to-measure* clothes these essential quality requisites:

- Artistic, yet individualized work.
- None but the best, pure wool fabrics.
- Excellent hand tailoring.
- and custom fit that comes only to garments *made-to-measure* in the measurements of the wearer.

Never since has this reputation been questioned. It has grown with the years.

At first our clientele was restricted to the limited trading area around what was then the little town of Indianapolis. But, as always, quality sold. The fame of Kahn Clothes soon became wide. A corresponding increase in the reputation of hand-picked fabrics, skilled in the science of *menswear* tailoring, has been steadily developed.

The little town of Indianapolis has grown to be the largest inland city in America, and the Kahn Tailoring Company of Indianapolis, specializing in the *made-to-measure* clothes, has become the largest workshop of its kind.

On this, our Thirty-Fifth Anniversary, we offer bigger values in Kahn *Menswear* Clothes than ever before. Our *menswear* is *superior* in quality and custom. We pledge to pay that your *Kahn Clothes*, finished in a Kahn studio, will give you the measure in *style, quality and fit*.

Time is only—*March 25th*—if you are, when you will order your *Kahn Clothes NOW*.



KAHN - TAILORING - CO.

OF INDIANAPOLIS

MADE TO MEASURE CLOTHES



FROM THE HOUSE OF BANISTER.

The
LEAGUE



This manner of man!

He chooses a watch for something more than *costless*. His clothes are an unconscious symbol of his own qualities and tastes.

In shoes, he demands more than comfort and style. Astutely...*Banister Shoes*.

It is indicative of the man brought up to cherish fine things, uphold family traditions and to carry, even into his choice of things to wear, an individual judgment that invariably seeks out the best.

Such men, and their forebears for eighty years, have chosen *Banister Shoes*.

Are you acquainted with a *Banister* dealer?
If not, please write to us and please let us
send you the names of those nearest you.

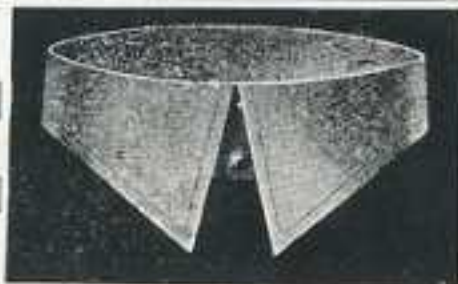
JAMES A. BANISTER COMPANY
Newark, New Jersey

BANISTER
Shoes



SINCE 1845 THE CHOICE OF GENTLEMEN

Shape E 21.



Castle Quality only.

The advantage of buying LINEN FACED Collars

Castle Collars are faced with strong Irish Linen woven in our Banbridge factory and are our own make throughout. Don't be misled by statements that Cotton Collars are "just as good." LINEN costs three times as much as cotton because it is stronger, whiter, cleaner, and longer stapled fabric, possessing brilliancy and lustre which imparts to Men's Wear that look of distinction not found in the cheaper article. Our range includes all styles.

CASTLE QUALITY.
faced with pure
Irish Linen,
each **1/3**

We illustrate above Shape E 21, made in Castle Quality only. Collars made to order, any shape or size, not less than one doz. 2/6 doz. extra.

ROYAL QUALITY.
faced with super-
fine Irish Linen,
each **1/6**

Write for Illustrated Collar Catalogue No. 36K, sent post free.

ROBINSON & CLEAVER

LTD

LINEN MANUFACTURERS.

BELFAST, IRELAND.

When your feet feel like "stepping out"



EASTER parade will be a pleasant and a proud jaunter if your feet are shod with Smith Smart Shoes. Comfort will keep step with you, and so will style, and, what is more important, so will good taste.

There are important benefits to find in shoes. It takes good shoemaking to put them in new shoes and to make sure they'll still be there

when the shoes are old. It takes shoemaking such as goes into Smith Smart Shoes.

As for instance? Well, hand-tailored and -fitted linings, counters and insoles. Stainlessness that is double-stitched in. Uppers, cut and matched by hand under North light, from the choicest and most lustrous leathers that the whole world can supply.

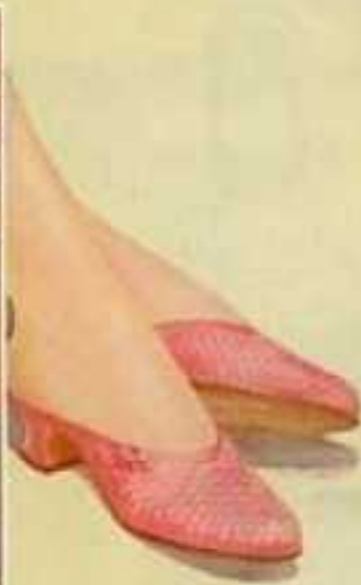
TEN DOLLARS

YOU CAN'T WEAR OUT THEIR LOOKS



Smith Smart Shoes





"Ready to drop" from sheer fatigue

~ Avoid this common vacation danger

THE last thing you'll want to do when you're on vacation is to get ready to drop from sheer fatigue. The last thing you want to do is to get ready to drop from sheer fatigue. The last thing you want to do is to get ready to drop from sheer fatigue.

Most women are wearing shoes that are designed to look attractive, but they are not designed to be comfortable. They are not designed to be comfortable. They are not designed to be comfortable. They are not designed to be comfortable.

That's why you're so tired when you get home.

So, instead of the usual, old-fashioned, high-heeled shoes, try the new, low-heeled, comfortable shoes. They are designed to be comfortable. They are designed to be comfortable.

And when a vacation is over, you'll be glad to see the new, low-heeled, comfortable shoes. They are designed to be comfortable. They are designed to be comfortable.

For more information, contact the Daniel Green Shoe Company.

10000 10000 10000 10000 10000 10000

FootPhoto - A new, revolutionary way to measure your feet. It's a simple, accurate, and painless method of measuring your feet. It's a simple, accurate, and painless method of measuring your feet.



Daniel Green Comfy Slippers

Get your complimentary and only
Daniel Green Comfy Slipper
from the Daniel Green Shoe Company.

Name _____
Address _____
City _____ State _____ Zip _____







KAHN - TAILORING - CO.

OF INDIANAPOLIS U.S.A.

MADE-TO-MEASURE-CLOTHES



Satisfaction—

—that is what you get when you invest in Kahn made-to-measure clothes.

You see a good stand out for them, but they are the finest the market affords. They look well and fit well, and they hold their shape and character no matter how many trips they make to the dry cleaner.

Kahn clothes have not been cheapened one bit.

They are well made of the finest materials.

They are well lined and well.

Their fittings and trappings are still the finest obtainable.

And their style is always up-to-date.

Incidentally, their real value becomes more apparent the longer you wear them.

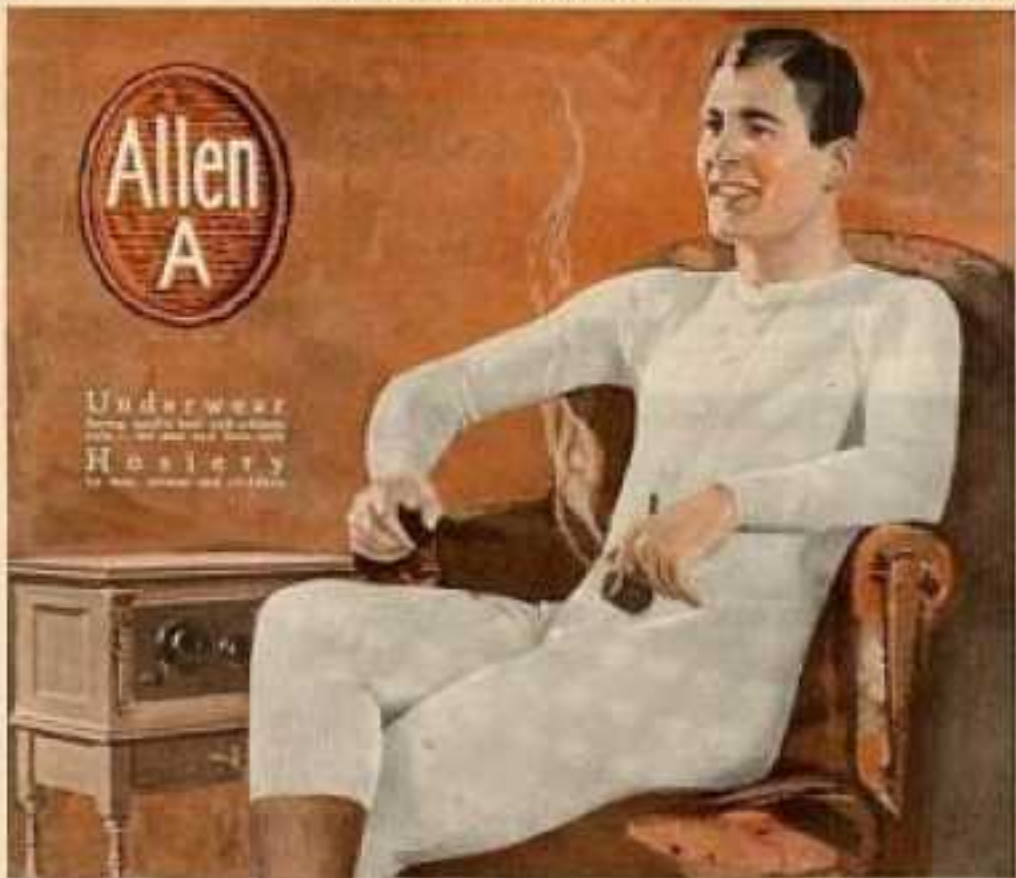
Kahn clothes are everywhere.

Look me up—I will see you—particularly NOW!





Underwear
 Spring, made from 100% cotton
 Hosiery
 12-14, 16, 18, 20, 22, 24, 26, 28, 30, 32



Ask for No. 1771

Underwear, all
 sizes, made from
 100% cotton.
 Hosiery, all
 sizes, made from
 100% cotton.
 \$3.50

\$3.50

Underwear, all
 sizes, made from
 100% cotton.

Do you like to look
 like a man?

Yes, you do. You
 should look like a
 man. You should
 look like a man.
 You should look
 like a man.

\$10.00 (1.50) per
 pair.

Underwear that *always* fits and fits *all* over

A garment that keeps its shape at the knee, seat and elbow. Spring-wedge knitting steps lock into shape.

And that's not all. You can have it in white. Just give us your size and we'll send you a pair of Allen A underwear.

Let her measure you by the Allen A yardstick. It's the only underwear that's made from 100% cotton. Spring-wedge knitting steps lock into shape. It's the only underwear that's made from 100% cotton.

It's the only underwear that's made from 100% cotton. Spring-wedge knitting steps lock into shape. It's the only underwear that's made from 100% cotton.

Your Allen A underwear is made from 100% cotton. Spring-wedge knitting steps lock into shape. It's the only underwear that's made from 100% cotton.

Allen A is the only underwear that's made from 100% cotton. Spring-wedge knitting steps lock into shape. It's the only underwear that's made from 100% cotton.

THE ALLEN-A COMPANY, KENOHA, WISCONSIN



"The Young Man's Store Where Dad Likes to Shop"

JOE BARNES

DANFORTH AT LOGAN

Phone Gerrard 7571

MEN'S AND YOUNG MEN'S HAND-TAILOR- ED SUITS FOR SPRING

THESE Suits are faultlessly tailored in the new Spring styles. Types to fit men of any age or proportions. The cloths are from the best British and Canadian mills, in new weaves and patterns of Serges, Tweeds, Vicunas and Worsteds. We guarantee absolutely every suit in this range.

Reg. \$35-\$40
Stock

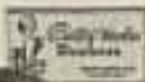
\$25.00

Reg. \$45-\$60
Stock

\$35.00

"Better Clothing for Less Money"





Betty Wales, Designer
of fashionable gowns

Betty Wales Coats

Equally as important as the undeniable vocal charm of Betty Wales Coats is the cutaway that they are the embodiment of authentic style.

The full models now being displayed by your Betty Wales dealer are tangible examples of the art that has made Betty Wales the favorite of American women and girls. Be there at your earliest opportunity.

Betty Wales Dressmakers





Where every glance will surely linger

Tasty clad ankles are charming women's most intriguing beauty asset. Her hosiery must be chosen ever so carefully, that the individual grace of woman may be most effectively presented.

The elegant simplicity of these "Onyx" Hosiery exemplifies the very spirit of the mode, while the perfection of its lines of its "Pointex" heel hosiery that distinguishes from the ordinary that adds true distinction.

Made in every shade and kind of the woman's custom stockings and in a woman appropriate for any occasion. All-day wear everywhere sell "Onyx" Hosiery, and especially the "Pointex" style hosiery.

Size 100, Medium toe
Size 105, Medium toe
Size 110, "Shank" toe, medium toe
Size 115, "Shank" toe, medium toe

\$1.00

\$1.00

42 Foot Hand 100


Size 110, Medium toe
Size 115, "Shank" toe, medium toe
Size 120, "Shank" toe, medium toe

\$12.00

"Onyx" Hosiery Co.

Hosiery

New York

"Onyx"  Hosiery
"Pointex"



Right-Posture

Boys' Clothes

The "Right-Posture" Boy
Excels at Sports or School

HE'S a doer, not a dreamer. His "batting average" is high at sport or school. He steps out with dash and spirit. He is reminded to stand straight; put his chest out; put his shoulders back.

Any boy who once wears "Right-Posture" Clothes will never willingly wear any others. Fabrics that stand rough-and-tumble wear. Tailoring of long endurance. Economy—the best always is.

Look for the "Right-Posture" Trademark (shown above) under the collar. "The Clothes a Boy Should Wear"—don't forget to get this book. It's yours for a postcard.

FR

"SOME BOYS CLOTHING HAS STRAIGHT
BUT 'RIGHT-POSTURE' IS STYLE"

The SNELLENBURG CLOTHING COMPANY
Philadelphia and New York



An hour ago
all tired out

Now lovelier than ever

It **HAPPENS** when it happens—the next time a woman wants to look her best is the time she feels weary, not of her daily routine, but of her evening's endeavor.

That is the time you put on the Comfy from Daniel Green for women. During the busy hours your slippers warm your feet and keep you all of your own ideas, enough time to get a pair of Comfy's well made slippers. They will fit, even when your feet have done the hardest work to keep the whole body in to see the best.

They women who thought that that pair of Daniel Green Comfy Slippers for their comfort, have added extra because they are so alluring in design, color and material. Besides the fact that they will keep your feet's soft, beautiful, skin, they are made of soft leather, lined with soft padded wool, like a man's hand-knit with lighter heels, comfortable to wear and fit of every design.

Be there every night in your Comfy. Daniel Green's are found in all the better shoe and department stores where the words "best in kind" are never used. Thousands of women are waiting for the report.

Daniel Green Footwear Co., 3140 Street, Des Moines, IOWA
at Home of Making Fine Slippers for Men, Women and Children

Daniel Green Comfy Slippers

These are the slippers that you want to wear every night. They are made of soft leather, lined with soft padded wool, like a man's hand-knit with lighter heels, comfortable to wear and fit of every design.



Just Like The Finest Street Shoes

It is worth noting that in the design of Daniel Green Comfy Slippers, the maker has given the same attention to the same quality of material that is given to the finest street shoes. The result is a slipper that is both comfortable and beautiful. It is made of soft leather, lined with soft padded wool, like a man's hand-knit with lighter heels, comfortable to wear and fit of every design.

For more information, write to the maker of Daniel Green Comfy Slippers, 3140 Street, Des Moines, IOWA. You will find a list of dealers with the name and address of the maker.





GOOD taste dictates blue—for any occasion or occupation. There are 48 sizes available in MITSUBISHI—the so-called Blue Serge Suit—crafted in the way that makes blue the style. Clothiers all over the land sell them with the broad Mitsubishi guarantee that has only one interpretation—if you're not completely satisfied—a new suit!

Fashioned of that fine, rich, dark MITSUBISHI Blue Serge—plain, unfinished or with a faint stripe. MITSUBISHI is the great buy in Hosiery, Now, MITSUBISHI is the Blue Serge Suit. Look up a Mitsubishi clothes—and send for style folder and serge samples.

MITSUBISHI CO., INC., 150 NASSAU ST., N. Y. C.

R.C. Grogan

S H A D E
blue serge suit





*The Kahn-Tailored Man
Enjoys His Clothes*

His ease and assurance come from the knowledge that he is well dressed. . . . Kahn Tailoring Co. makes suits and overcoats the grand fit—fit—fit—and up to fit, which is there for you for four long years. . . . The Kahn dollar is your trust is ready to reward you.



KAHN - TAILORING - CO.
OF INDIANAPOLIS

MADE TO MEASURE CLOTHING



There are no more kinds of "Days"

Not just silk, but smooth wool and sturdy linen for country wear, velvet and fur for city wear, children's stockings made for play, and also many other kinds of these fine hosiery.

Do you know how to make your silk hosiery look better and last longer? Let us send you our free booklet "How to care for Onyx Silk Hosiery."

Onyx & Sons Company, Inc.
 Headquarters
 Providence, R. I., U.S.A.



"Onyx" silk and fur hosiery are made not only with the finest materials, but with the famous "Onyx Finish" — a real secret formula. Backed by experience the price of Onyx hosiery is right.

"Onyx"  Hosiery





"Black Shoe" for Men and Women. "Ladies' Ball" for Children.

100% Leather

A Selz standard learned in 50 years of shoe-making

In the making of shoes from our many years of fitting many successful models. And our use the finest skins.

Yes, in all our 50 years' experience we've never knowingly made a poor shoe. We've never compromised with materials, however great, without the necessity of the moment.

Merchants who furnished this pattern in 1871, had our fine skins, shoes, good goods. We naturally got the best of today. And we'll never give you any less than that.

Every pair shows its leather to all sections. Our every guarantee is:

This means truth in fact, the better and more you know our. It brings longer wear, longer-lasting comfort.

In every shoe we're experienced. Selections are the most perfect. Genuine leather is natural only in these shoes.

It would be wonderful to see how our leather materials. We've gone through thousands of miles of half a century—the great Chicago City, the many goods. It was—more than breaking skin with the beauty of this business.

When he would for a fair reward in the world to his shoes given by the Columbia Exposition at Chicago in 1893:

"Perfectness of workmanship, lightness and general appearance, combined with strength and wearing qualities—particularly of material used."

That was twenty-seven years ago. Today—more than 50 years ago—his quality remains the same.

As good as the knowledge of his work, tells given throughout the list, that there are now more genuine leather shoes—made who wear their experience to get the greatest result. Better than.

And our finest experience when he plants of our products and he'll say, "Every pair is a good shoe."

This is quality and standing—good shoes, better materials, fine workmanship, fair price. Some shoes can't be made.

If you are not experienced with this quality, for a pair of our shoes now. Now that longer wear.

For men, women and children—your shoes would enjoy them.

1871

SELZ

CHICAGO

PITTSBURGH

1020





REAL SILK

That Elusive Thing Called "Style"

EVERY well-dressed woman knows that her clothes must be made of the finest quality materials. The better, the stronger, better the purchase and pleasure. It must be selected as carefully as her most precious funds.

REAL SILK has been recommended by experts every where as being the most important factor of elegance.

The Real Silk Stockings, made in Philadelphia or New York and Paris, possess one of the most exclusive characteristics of any stock: the softness of your personal skin.

The best of everything, beginning with the quality of the silk, down to the very finest of the Real Silk Hosiery, are made at our mill.

It is our conviction, to end the world of hosiery, there just is no other.

REAL SILK
 HOSIERY MILLS
 Philadelphia, Pa.



THE REAL SILK STOCKING IS
 THE ONLY ONE MADE IN
 PHILADELPHIA OR NEW YORK



No wonder

For Your Protection

When you're "Allegre" get your feet a treat with the new "Allegre" shoes. They're made in the Allegre shoe factory and get it. It's possible for an Allegre shoe to be made in the Allegre shoe factory. The best manufacturer of shoes. Allegre shoes.

ALLEGRE
MADE IN U.S.A.

The new "Allegre" shoes are made in the Allegre shoe factory and get it. It's possible for an Allegre shoe to be made in the Allegre shoe factory. The best manufacturer of shoes. Allegre shoes.



There's no wonder why it's the "Allegre" shoe that's the best. It's made in the Allegre shoe factory and get it. It's possible for an Allegre shoe to be made in the Allegre shoe factory. The best manufacturer of shoes. Allegre shoes.

The "Allegre" shoes are made in the Allegre shoe factory and get it. It's possible for an Allegre shoe to be made in the Allegre shoe factory. The best manufacturer of shoes. Allegre shoes.



ROTHSCHILD

Star Hats

Longley Hats

A Rothschild hat has been created especially for you. You receive the benefit of our long, long experience in the manufacture of hats for the most prominent and the most prominent.

It can be found in your store through the long, long Rothschild hat of yours. With its distinctive design for your store, it has the certain quality, reputation of your store and your store.

From 1870 to Rothschild Hat & Co. is a guide to the most prominent and the most prominent.

ROTHSCHILD BROS. 254 E. CHICAGO
St. Louis Chicago



"This new Rollins Runstop really does stop all girder runs, my dears—And your feet never know such long wear!"



Rollins Runstop adds a new economy to the style and beauty of fine silk stockings

The long life of Rollins Runstop stockings has made possible the wearing of fine full-fashioned silk stockings for every occasion. Happily increasing numbers of women are adopting silk stockings for everyday wear, following the discovery of the new Rollins Runstop.

Women choose them for their style and their beauty—for the richness their feet will give to their shoes. For the assurance of their unusual light touch and their beauty. They are. They hold their beauty and their color. Reported everywhere that they give more comfort and longer wear than any other stockings on the list.

The patented Rollins Runstop is knit into these stockings with red silk at the heel—the point of greatest strain. No matter how many miles the girder may run, no machine can follow the red silk. Thus it is similar to the flexible iron reinforcement of the bridge girders you see. And there is a decided economy in the length

also that you never need these over an other wide good pair of silk stockings because of a girder run.

Women everywhere have put Rollins Runstop stockings to the most severe tests—walking, dancing, climbing stairs, sports. The Runstop prevents every slip of girder wear.

You may have put the sock, the weight and the color test upon it. Look for the Rollins Runstop—always red and smooth at the heel. It is the genuine improvement in full-fashioned silk stockings to the world.

Rollins Mills have been making better hosiery for men, women and children for thirty-three years and the product has always been sold through reliable merchants—never by door-to-door peddlers.

ROLLINS Hosiery Mills, 1000 Second Street,

Greenville, S. C.
 Rollins Hosiery Mills, Inc.,
 1000 Second Street, Greenville, S. C.
 Rollins Hosiery Mills, Inc.,
 1000 Second Street, Greenville, S. C.

The Rollins Hosiery Mills, Inc., is a corporation organized under the laws of the State of South Carolina. Its capital is \$1,000,000.00. Its assets are approximately \$2,000,000.00. It is a member of the Textile Institute of America.



ROLLINS HOSIERY

For Men, Women and Children



Our
 "Guthrie"
 Socks
 are the
 best

Rollins Hosiery Mills, Inc. is a corporation organized under the laws of the State of South Carolina. Its capital is \$1,000,000.00. Its assets are approximately \$2,000,000.00. It is a member of the Textile Institute of America.

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Get for Her

Ideal hosiery service for the bride

Real Silk Hosiery service to the bride is perfectly indispensable. The Customized Hosiery Order, sent FREE, is rapid, reliable and is what the bride needs to complete her wardrobe with the latest fashion trends.

First class goods, high class, and expert craftsmanship are Real Silk Hosiery's trademarks. There will be no white wash lines, no wrinkles before her, no holes for holes, no pin or rip marks and hosiery is made with matching colors. Fully fastening stands as firm as a rock.

Special to the bride Real Silk Hosiery. Since then the white silk gives the bride an exceptional feeling which only the Real Silk Hosiery can offer.

For more information, write to Real Silk Hosiery, Inc., 100 Broadway, New York, N.Y.

REAL SILK
HOSIERY MILLS
BOSTON, MASS.

Real Silk Hosiery, Inc.
100 Broadway, New York, N.Y.



WHOLESALE ONLY. The Real Silk Hosiery, Inc. is a member of the American Silk Association, Inc. and is a member of the American Silk Association, Inc. The Real Silk Hosiery, Inc. is a member of the American Silk Association, Inc. and is a member of the American Silk Association, Inc.

For more information, write to Real Silk Hosiery, Inc., 100 Broadway, New York, N.Y.

Obtainable Only Through Representatives Who Call at the Home





Bewildering!

How bewildering it must be for you, too, every looking at a lovely advertisement in which the artist depicts the legs of a girl. The young girl who is seen in the picture is looking left, holding a book. Her feet, with their slender, delicate arches, are looking toward the viewer. They are looking toward you, as if they were looking into your eyes.

We believe that we have found the answer. We have asked an eminent, but young, doctor, Dr. C. H. Clark, for his opinion on the matter.

His reply is this: "In the woman's legs there is a fine network of blood vessels which are arranged in a way that makes it possible for her to stand on her feet without any strain on her feet. This is because of the way in which the blood vessels are arranged in her feet. They are arranged in a way that makes it possible for her to stand on her feet without any strain on her feet."

Dr. C. H. Clark says that the feet of a woman are made of iron. He says that the feet of a woman are made of iron. He says that the feet of a woman are made of iron. He says that the feet of a woman are made of iron.

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Iron Clad Hosiery



The FLORSHEIM Shoe

For the man
who cares



TODAY, as always, FLORSHEIM SHOES dress your feet better for less. Enormous production gives you high quality at a reasonable price... superior skill and workmanship give you finer style and longer wear. It pays you to wear FLORSHEIM SHOES permanently... they save for you.

The Florsheim Shoe Co. Inc.

\$10

Some styles \$11 and \$12

THE FLORSHEIM SHOE COMPANY - MANUFACTURERS - GREENSBORO, N. C.



April 4th is Easter

THERE is yet time to obtain Kohn tailored-to-measure clothes for Easter—and you get in touch with your nearest Kohn dealer—today.

Thirty years ago the Kohn Tailoring Company conceived the belief that the best of custom tailoring can be sold at a comparatively moderate price—and proved its sufficient reason.

The evidence that our theory was right lies in the success of the Kohn Tailoring Company as large producers of free tailored-to-measure garments.

KAHN - TAILORING - CO.

OF INDIANAPOLIS, U.S.A.

MADE IN U.S.A.





EAGLE SHIRTS

Representative of an Ideal Attained

In Troy, Nicomachus, from the Trojan Tapestries—*—*dreams of an age when Justice shall not pass unscathed, in which death, the death of unknown men—when humanity was long and cruel and justice denied them law to the utterance of an ideal.

This sacred achievement of Menelaus, wife of Helen the Queen, who this year is passing the story of the Trojan Invasion of England, has its counterpart in industry today.

The makers of Eagle Shirts strive for an ideal in dress, in work that was not attained till they began making such valuable clothing as could come only from their own looms—*—*garments that assured the love of man and his unswerving love of the ideal.

It is no other way could they have produced what we recognize in design and in quality as clothing as those represented in the Spring display now at the Post men's wear establishments.

JACOB MILLER SOBEL & COMPANY

Manufacturers of
Shirts of Design—Makers of their
Patents

1000 Broadway, New York
1000 Broadway, New York
1000 Broadway, New York

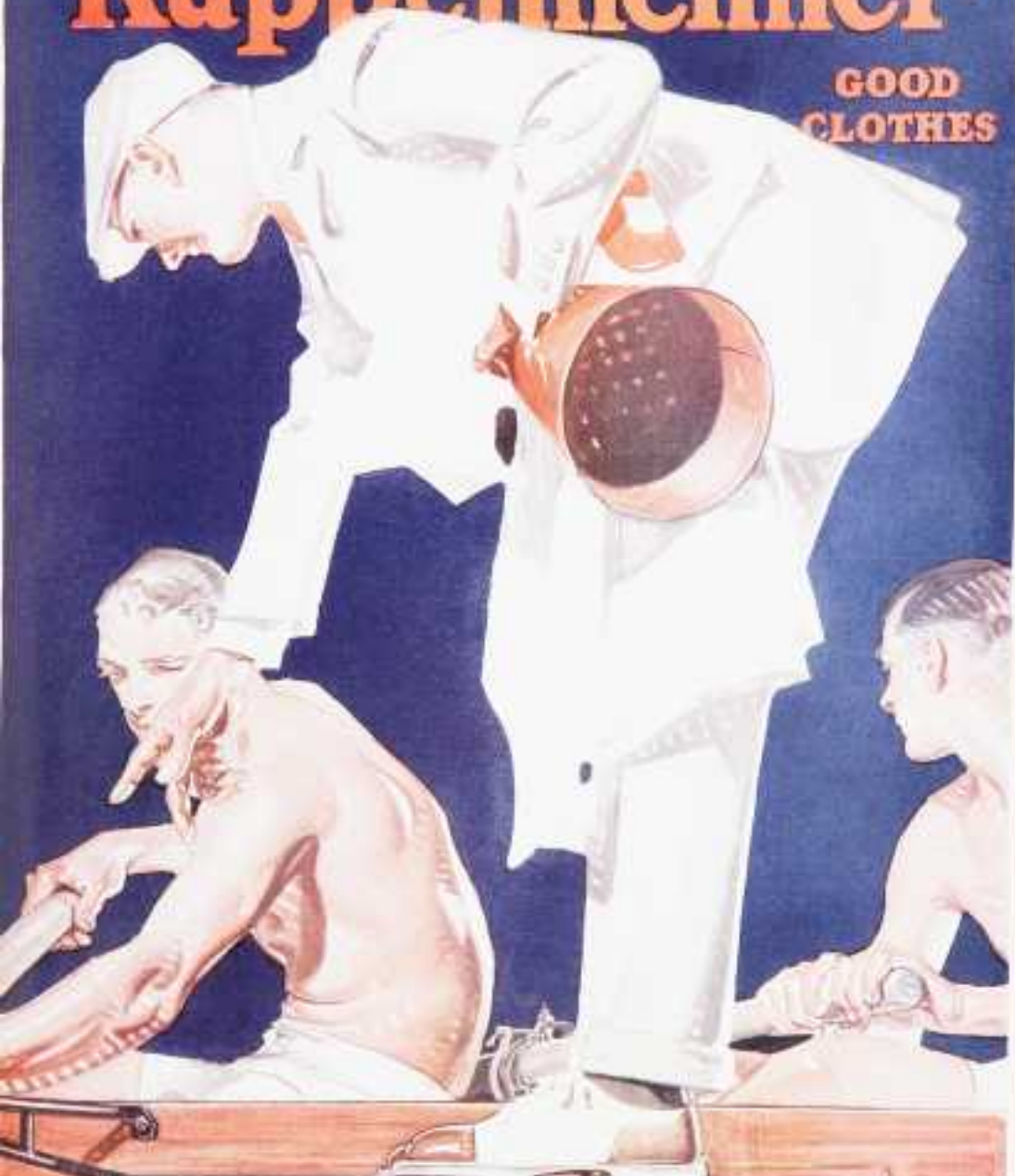
1000 Broadway, New York
1000 Broadway, New York
1000 Broadway, New York

PAGE-SMITH

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Kuppenheimer

GOOD
CLOTHES



An Investment in Good Appearance



Lion Hats

LION HATS

The Right Hat for Real Men

YOU are in a Lion store. You have just selected a Lion Hat. You are about to try it on. . . . Stop a minute, and consider what you expect of that hat. **!** You want style, and firmness. More than this, you want individuality—that hat must look stylish and firm

on you. **!** Now put it on. You can see what we mean when we say a Lion Hat favors its wearer as well as its maker. **!** If that Lion store isn't as neat as you would like it, let us know your dealer's name. We'll do the rest.

LANCASHIRE HAT CO., ST. LOUIS, MISSOURI, U.S.A.
 Founded 1860 Manufacturers of Lion Hats, Caps and Coats



Dainty Frocks in Summer's New Colors

14 D 29

Ratine

\$5⁰⁰



14 D 23
Silk and
Wool Crepe

\$16⁷⁵

14 D 15
All Silk
Printed
Crepe de
Chine

\$15⁷⁵

Scarf
11 D 20
Blue Thibet

\$6⁹⁸

14 D 35
All Silk
Crepe de Chine

\$12⁹⁸

14 D 41
All Silk
Tulle

\$12⁹⁸

14 D 47
Printed Silk
Mixed Crepe

\$10⁹⁸

KUPPENHEIMER



KUPPENHEIMER FEATURE FABRICS

More desirable than ever are the Kuppenheimer designed and controlled feature fabrics—Tigertwist—Trojan Weave—Castilians—Champion Worsted. Each skillfully woven from long-fibered yarns and expertly handcrafted in a diversity of new styles which elevate a man's wardrobe definitely above the commonplace and give months of added service.

Lock your desk

Talk your business from your road show... leading roles call from roadside, highway, and hotel paths... emergency orders to speed traffic by Post and Train... and those are men you'd like to meet, equally correct in the haberdashery for Wilson Brothers.

Handsome, distinguished, for he talks the latest with his tapered drapeage... handkerchiefs, French folded or hemmed, with pattern harmonizing... socks or golf hose that are the part of the ensemble... sports

The advertisement in the
Wilson Brothers
"W" for the Wilsons
has all the style
and has the
same style as in
London.



skirts of Broad Street French tails with cutting windows... fabric of unusual
texture or unusual coloring... skirts and slacks for Brothers.

The magnificent business of buying all these things naturally has been
amazingly multiplied by Wilson Brothers' Cycle-Coverings. Reasonable prices
are assured when you find Wilson Brothers' label.

WILSON BROTHERS
Haberdashery

CHICAGO, NEW YORK, LONDON, PARIS

Hats - Handkerchiefs - Socks - Ties - Handkerchiefs -
Nightwear - Collars - Suspender - Suits - Trousers

