

Bestyette RAIN COATS



Safeguard Your Children's Health!

A BESTYETTE Raingarment is the best prescription to protect your children from colds, grippe, pneumonia, and the deadly "flu."

For fifteen years Bestyette has been the standard raincoat; a trustworthy live-rubber fabric that sheds rain and stays waterproof in the roughest of driving rain or snow storms. The colors always hold fast.

You can depend on Bestyette to keep little bodies dry and warm when you send your children off to school.

Bestyette Raingarments cost a trifle more but it's worth that small difference to know that your child's health is safeguarded.

The liberal Bestyette guarantee is your assurance of a perfectly made raingarment.

Bestyette Raincoats or Capes are made for children from 4 to 15. All good stores carry the Bestyette line. Get your youngsters Bestyette Raingarments and play safe!

The New York Mackintosh Co. (Wholesale only) 39-41 W. 32nd St., New York City

LOOK FOR THIS GUARANTEE

Bestyette Guarantee

NEW YORK MACKINTOSH CO. N.Y.C.



10-Piece Adam Design Dining Room Suite in Mahogany, regularly \$800 **\$645**

AUGUST FURNITURE SALE

There are two reasons why you should be sure to make this your first stop—the QUALITY of the furniture you will find here and the marked PRICE REDUCTIONS that make them Unequaled Values.

Hundreds of Bedroom, Dining Room and Living Room Suites on display. Established 1892

GEIGER & BRAVERMAN

49 WEST 23RD ST. Bet. 5 & 6 Aves.

VACUUM CLEANERS

(Mail Orders Filled Anywhere)

OUR GREAT OFFER

We will deliver right into your hands your choice of any one of the ELECTRIC CLEANERS listed below and let you try the cleaner thoroughly in your own home before you pay a cent.

Only \$3.50 After Trial

Balance on Our Monthly Painless Paying Plan

Our liberal payment plan gives you the privilege of owning and using and paying for a vacuum cleaner at your convenience—and no extra charge for this service.

Write or phone Bryant 6280 at once for details of this great offer.

WE SELL EVERY KIND OF VACUUM CLEANER

All brand new, epic and span, latest models. We pay express charges anywhere.

Apex	Eclipse	Liberty	Royal
Bee Model "D"	Eureka	Little Ben	Sweeper-Vac
Big Ben	Frantz-Premier	Ohio-4	Thor
Cadillac	Hoover	Pittsburg	Torrington
Duntley, S.	Hot-Point	Regina	Western Electric

Included in this "drive" is the very popular and justly famous "Imperial" Electric Vacuum Cleaner. More Imperial Cleaners are being sold in New York than any other kind of cleaner. We are special agents.

Used Cleaner Department

Agents' Samples, Shopworn, Used Cleaners.

Richmond, was \$65.....now \$12
Frantz-Premier, was \$35.....now \$19
Eureka, was \$40.....now \$21
Magic, was \$38.....now \$19
Ohio, was \$35.....now \$21
Hoover, was \$100.....now \$50

And many others at big bargains.

USED CLEANER DEPARTMENT.

\$1.00 PER DAY RENTS

Any High-Class Electric VACUUM CLEANER

For Two Days Ask For Rental Dept.

VACUUM CLEANER SPECIALTY CO., Inc.

Main Office and Salesroom 131 W. 42d St. Between B'dway and 6th Ave. 2nd, 3rd, 4th and 5th Floors.

Down Town Branch Booth 20, Concourse, HUDSON TERMINAL BUILDING 30 Church Street.

COUPON

VACUUM CLEANER SPECIALTY CO., INC.

131 W. 42d St., N. Y. City, Dept. 13.

Without obligation send me complete price list and information of your Painless Paying Plan.

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Address _____



Safety In The Surf

and on the beach will be provided for your complexion—your chief charm—by daily applications of D & R Perfect Cold Cream to protect it from sun-burn and salt-water irritation. The joys of living, either indoors or out, are increased by

DAGGETT & RAMSDELL'S PERFECT COLD CREAM

because of its many delightful uses. You will find it refreshing and cleansing to use before retiring—an aid to a softer, finer, fairer skin, to better looks and added attractiveness. In tubes and jars, 10c. to \$1.50.

Poudre Amourette: A perfect face powder that protects the skin and gives the complexion a captivating charm. Looks natural. Stays on. Flesh, white and brunette, 50c., of your dealer or by mail of us.

TRY BOTH FREE

Send for free trial samples of Perfect Cold Cream and Poudre Amourette.

DAGGETT & RAMSDELL Dept. 485 D & R Building New York

BONWIT TELLER & CO.

The Specialty Shop of Originations

FIFTH AVENUE AT 38TH STREET, NEW YORK

Blouse of

GEORGETTE CREPE

In Advance Fall Mode

14.50



IONE — Georgette Crepe Blouse in flesh, white, navy or brown, with the new plaited plastron jabot of Georgette falling from pointed neck to waistline; a plaited frill encircles neck and trims turn-back cuffs; tucked back.

Tetlow's Pussywillow Talc de luxe

A NEW creation from the house of Henry Tetlow—a talc to harmonize with Pussywillow face powder, rouge and toilette cream.

All have the same subtle but still distinctive fragrance that has made Pussywillow synonymous with charm.

You have used the other Pussywillow preparations, now add the talc de luxe to your toilet table—doesn't upset easily. Your dealer can get it for you if he hasn't got it now.

HENRY TETLOW CO. Established 1849 Philadelphia, Pa.

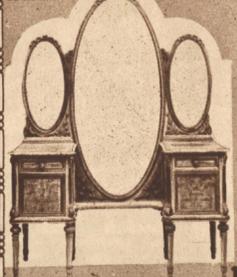


Delightfully Different Thirty five cents

Herschmann Period FURNITURE

OUR collection of Period Bedroom Suites affords the home builder a wonderful range at values from \$200 to \$2,100. Also Period Dining Room Suites of distinction from \$375 to \$2,400. Catalogue Mailed on Request.

JOSEPH L. HERSCHMANN 625-627 Sixth Avenue Just a minute from Herald Square



SAUER'S FRUITTI-PUNCH

Something you have been looking for A New Temperance Beverage and a New Flavor

OLD VIRGINIA FRUITTI-PUNCH

EASY to prepare and always ready for any occasion as a base for fruit punch, blends with any fruit or can be combined with Sauer's Pure Strawberry, Raspberry or Pineapple Flavors for sherbets, water ices, milk shakes, etc.

A flavor which is adaptable for any use

A 35c 2 oz. Bottle Makes 40 Glasses of Punch

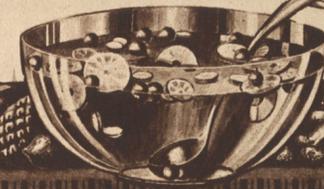
Also offered in syrup form, ready for use. Convenient for Auto trips, picnics and all outings.

For sale by all good grocers. If you cannot get it at your grocer's, send us 10c together with the name of your grocer, and we will send you sample bottle—enough for a pint of syrup to make 10 glasses, also recipe booklet.

QUALITY HAS MADE SAUER'S THE LARGEST SELLING BRAND IN THE U. S. QUALITY HAS WON FOR SAUER'S SEVENTEEN HIGHEST AWARDS FOR Purity, Strength and Fine Flavor

including four conferred at exhibitions held in countries now allied with us. Manufacturers of 32 other flavors, including Vanilla, Lemon and Spice Flavors.

The C. F. SAUER CO., RICHMOND, VA.



RUSSEK'S

FIFTH AVENUE NEW YORK



A New Russek Model

Silk Duvelyn Suit

Heavily trimmed with Golden Brown Beaver—Blue, Brown or Tan, or any other shade harmonizing with Beaver.

How You Can Keep Your Shoes Really Clean

It is a simple enough matter just to "white-wash" your buck or canvas shoes, but usually streaks and spots are left that spoil the appearance. Most any cleaner will cover dirt spots, but Griffin Peuerwhite does more—it really cleans the shoes, at the same time giving an even, velvety whiteness that makes them look new again.

GRIFFIN PEUERWHITE CLEANER-DRESSING

for all white shoes except kid.

—for white kid shoes, GRIFFIN WHITE KIDINE it's leather insurance.



A Grand is always grand

Ingrained distinction and elegance—whether concert-size or like the Hardman Five-Foot Grand, of practically the same floor-space as an upright. These qualities—and the quality of spaciousness—the Hardman bestows upon the small home. And a singing tone of Metropolitan Opera reputation.

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\$975 Convenient terms



The HARDMAN FIVE-FOOT GRAND.

Perfume Your Home With

Vantines The Oriental Store.

Fragrant Incense. Simply place a small quantity in the burner and apply a match. It will immediately smolder and diffuse a dreamy fragrance most pleasing to the senses. When burned in reception hall its perfume will pervade the upper rooms, purifying the air by absorbing and dispersing all odors and when burned near clothes closet or press will impart a most pleasing perfume to all clothing therein.

On sale at your dealer's, or send \$1. (incense only, medium size, 50c.; large size, 90c.) and we will forward, prepaid, the set illustrated with complete instructions for using. Specify T 1002.

A. A. VANTINE & CO., Inc. Fifth Avenue and 39th Street, New York.



The Best Way to use Rouge

The specialist who created the wonderful La-may Face Powder has invented a new rouge. The rouge is inside the puff. All you do is to rub the puff on your face. It comes through the puff just as you need it. It goes on splendidly and stays on the face until you wash it off. The puff is in a dainty metal box. The box cannot break and the rouge will not crumble like the old-fashioned kind. This newly invented rouge is called La-may (French, Rouge L'Amé). It gives a beautiful color that looks natural under the strongest light. There are two colors—medium and dark. The fifty-cent package will last six months, yet the box is small enough to fit your purse. When you use this pure, harmless Rouge and see how much more convenient

it is and how much better it stays on, you will understand why thousands of women say it is the best they have ever used. Because La-may Rouge is so new, your dealer may not have it yet, but he can easily get it. Show this notice to your dealer and if he refuses to get you a package you may order by mail from Herbert Roystone, 18 E. 18th St., New York.



The Rouge is Inside the Puff. The Dainty Metal Box Cannot Break.

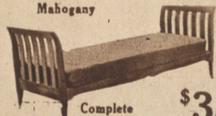
Period Furniture 5

GRAND RAPIDS FURNITURE

(Direct from the Factory)

DAY BED

Mahogany



Complete \$35

With Spring Mattress Denim or Crestone

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at 50% of Regular Prices

Sheraton, Tudor, Adam, Heppelwhite, Chippendale, Colonial, etc., Dining Room Suites, \$190 to \$600, regularly \$300 to \$1,200. Queen Anne, Louis XV., Louis XVI., Sheraton, etc., Bedroom Suites, Mahogany and Walnut, \$110 to \$650, regularly \$150 to \$1,300. Assortment of living room & upholstered furniture. ODD PERIOD PIECES, \$4 up.

Send for illustrated folder.

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SHORT VAMP OXFORDS

\$9-\$10-\$11



Latest Models in All Leathers. Built on Comfortable Round and Pointed Toe Lasts, Welts and Turns

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