OPPENHEIM, COLLINS & Co

34th Street—New York

T-84. T-86.

Custom-Tailored Suits

New braid-bound models of simple, clear-cut lines and unusual tailoring.

T-84. Custom-Tailored Suit of Navy Poiret Twill, also in black and white checks, and in black or navy with pencil stripes. *Special* **37.50**

T-86. Custom-Tailored Suit of Poiret Twill in navy or black; also in navy or black poplin with pencil stripes; or in smart black and white checks. *Special* **45.00**

Other Tailored Suits ..... ***25.00 to 85.00***

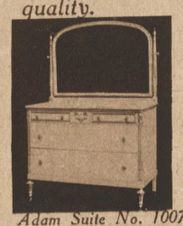
Smart Knitted Wool Jersey. Very exclusive Sports Model. All Colors. Special, $24.75.

Sports Dress in Khaki-Kool and Georgette. Silver Lace Bodice. Embroidered in Wool and Silk.

392 Fifth Avenue
At 38th St. Over Mary Elizabeth's

STROBEL FURNITURE

WE specialize in the highest grade bedroom and dining room suites, and because we are out of the high-rent district *our prices are the lowest in the city for furniture of exceptional quality.*



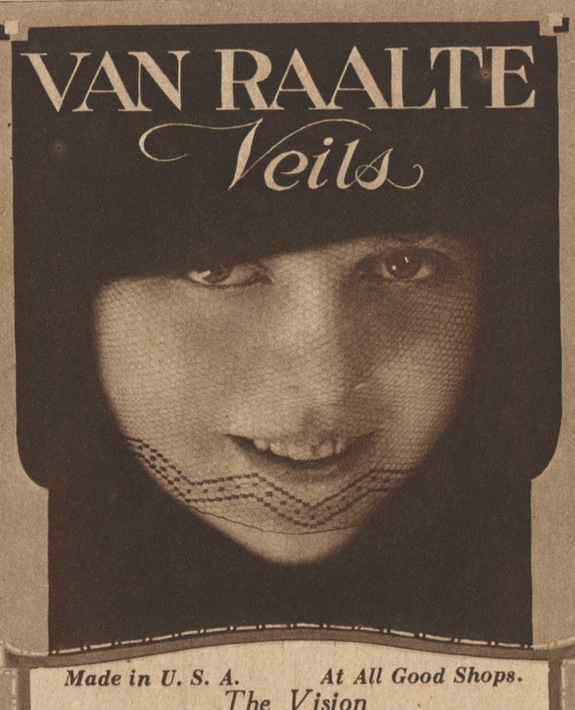
Adam Suite No. 1007

Call here before you buy!

Take 3d Avenue "L" or Subway to Canal Street. Fifteen minutes from 42d Street.

Philip Strobel & Sons, Inc.
Established 1852
53-55 Elizabeth St. (nr. Canal St.)
New York City
Phones: Franklin 734-735
Classic Furniture of Superior Quality

VAN RAALTE Veils



Made in U. S. A. *At All Good Shops.*

The Vision

PERHAPS before bordered veils were in vogue you considered a plain Hexagon most becoming. Today you may buy these Hexagons with the daintiest of borders—the Vision is only one of them.

In buying veils, remember that Van Raalte Veils wash without wearing (except those appliqued), stretch without tearing, outlast three ordinary veils. Write for Style Booklet. Address Dept. "J."

E. & Z. Van Raalte, Fifth Ave. at 16th St., N. Y. C.
Look for the little white ticket.

VAN RAALTE MAKE

"Eciruam"

GOWNS For All Occasions

Entirely Without Fasteners No Fitting Required

FASHIONED in many styles and materials, "Eciruam" Gowns are now accepted by discriminating women in two continents as the ideal country, house, and Summer Gown.

The "Eciruam" maternity gowns are, says "The Queen," London, "the greatest revelation of the 20th century in woman's dress."

Safely ordered by mail. Booklet on application.

Prices, $18 to $150

MAURICE & ADAMS
20 W. 47th St., N. Y. London, Paris
Washington, D. C., 1004 F St.
The Specialty Shop

ANNOUNCEMENT

BETTY—Made of fine Imported Voile; collar, cuffs and frills picot edged; $3 Irish crocheted buttons, 10c extra for mailing

Thousands of women will welcome the news of the opening of the

$3 WAIST SHOP INC

One Price *One Standard*

Our unusual collection of modish blouses includes the season's best styles in

Imported Voile *Fine Batiste* *Georgette Crepe* *Crepe de Chine* *Handkerchief Linen*

Call at our Showrooms or Send for FREE Folder.

425 FIFTH AVE., Cor. 38th St., N. Y.
SECOND FLOOR—Mail Orders Promptly Filled.

The genuine Italian Silk Underwear has the name "Kayser" in every garment.

© Julius Kayser & Co.

A complete selection at all the best stores.

Singer SOFT-LITE Glasses

If your eyes are sensitive to strong light—YOU NEED SOFT-LITE LENSES. *Order a Pair Now.*

M. Singer
Optometrists & Opticians
Madison Av., Cor. 100 St. 114 Fulton St., N.Y.
981 Prospect Av., Bronx. 604 W. 181st St.

LUX 10¢

Won't injure even chiffons

If You Can Wear

Size 14—16—36 or 38

Dresses Coats Suits

You will save about ½ usual retail prices here

Newest Individual Styles. Wonderful Assortment.

Visit our upstairs showroom. It will repay you.

No Catalog.

Bonford
3 West 42nd St.
Near 5th Ave. Upstairs.
Second Floor. Elevator.

Good Nose News

Vol. I., No. 1. Sun. Mar. 25. 1917. FREE.

HEALTH AND HAPPINESS

Infection is prevented by keeping the nose clean. Clear heads and efficiency, besides better health and increased happiness, result from daily treatment of the nose with a mild antiseptic.

Proper care of the inside of the nose is a real preventive of "colds in the head."

Valuable Information on this and related subjects may be had free by sending for our booklet on the nose.

Post card request will do. Send today.

Na-Sol Chemical Co. 235 Fifth Av. New York.

BONWIT TELLER & CO.

The Specialty Shop of Originations
FIFTH AVENUE at 38TH STREET NEW YORK

"MONNA" *"LESA"*

"Bontell" Blouse Originations

"Monna"—*Blouse of flesh or white Georgette crepe with edgings of real Filet lace. Sailor collar with fichu ends.* **15.00**

"Gai"—*Sports blouse of fine handkerchief linen with bandings of rose, Copenhagen blue or orchid linen.* **8.50**

"Lesa"—*Sports blouse of tucked crepe de chine. White, flesh or orchid.* **9.75**

MAIL ORDERS PROMPTLY FILLED. TELEPHONE MURRAY HILL 7300.

Lane Bryant

ESTD 1900

MATERNITY

Dresses, Suits, Coats, Blouses, Skirts, Negligees, Underwear, Corsets

A full assortment of up-to-the-minute exclusive styles for every need or occasion as you would expect to find elsewhere for the normal figure. **Differ in no outward way from prevailing modes;** expand automatically; **conceal condition.** Fit when figure is again normal.

C220047—Charming suit of all-wool black or navy men's wear serge. Rows of silk stitching are used effectively on prettily shaped collar and cuffs. Skirt made with novel shaped yoke that forms button-trimmed pockets at each side. Coat lined with novelty silk.

Price 24.95.

Write to Dept. L-2 for Mater Modes, showing all the latest styles and needs of the baby.

Lane Bryant,
21-23 W. 38th St.,
NEW YORK.

SPRING LIGHTING PLANS

CHOOSE an electrical contractor who sells S. & A. Lighting Fixtures. You will then be sure of efficient, clean and rapid work.

SHAPIRO & ARONSON
LIGHTING FIXTURES

and a good electrical contractor usually go together. Where you find one you find the other. Both give satisfaction. S & A Lighting Fixtures are beautiful in design and are durably constructed. See for yourself.

VISIT OUR SHOWROOMS
SHAPIRO & ARONSON
20 Warren St., New York.
1 *Block West of B'klyn Bridge.*
Write today for Fixture Booklet B.

ARTCRAFT HOMES

Are Architecturally Designed—Not Builder Made.

The skill of experienced architects give them beauty and charm, Terry's improved system of preconstruction—the *first* really *practical* method of its kind—give them durability.

No house of ordinary construction can be built so soundly, so economically or so well.

If you want a perfect home—well proportioned without, livable and convenient within, at an extremely low cost, investigate the ARTCRAFT modern method of building.

There are many exclusive features—time saving—cost saving—labor saving—which make ARTCRAFT construction superior to other methods.

They are all clearly and concisely explained in the ARTCRAFT CATALOGUE of houses, bungalows and garages. This catalogue will be sent you on receipt of ten cents for postage and mailing

BERKSHIRE LUMBER CO., 601 Columbus Ave., Pittsfield, Mass.

BETTERBILT for LESS

The HARDMAN FIVE-FOOT GRAND

Exquisite in tone and occupying no more space than an upright. And Caruso says, "Its *Tone* is wonderful"

$725

Easy terms if desired

HARDMAN, PECK & CO.
433 Fifth Ave., N.Y.City
B'klyn Store: 524 Fulton St.

DOMES OF SILENCE

SLIDES FOR BEDS

Make your beds glide softly, smoothly. Silently. Save your rugs, carpets, floors.

Wood Bed Slide **50c FOR 4** **Metal Bed Slide**

Made of polished nickeled steel. Wood Beds. Fits any wood bed. Pull out your wheel casters, insert this slide.

When ordering for metal beds, if round, measure across inside; if square, measure across corners.

DOMES OF SILENCE CO., 17 State St., N. Y.

NEEDLEWORK

Unique and exclusive Embroideries, French Tapestries, Crewels and Tapestry Yarns Wools of all kinds. All the necessary materials for Art Embroidery Work, Fancy Canvases of every description. D. M. C. Cottons Decorative Art Linens, &c Worsted Knit Goods.

The Specialty House of HENRY HESS,
399 Sixth Av., 24-25 Sts., N.Y.

If You Can Wear a 16, 36 or 38 Size

—Buy a sample suit, coat or dress from real wholesalers at an amazingly low price. Come and see them. Compare the prices. Then you *will* buy.

Coats
$8.75 to $32.50

Suits
$9.75 to $34.75

Dresses $7.50 to $19.75

Dress Illustrated, $16.50.

Hand embroidered taffeta in smart two-tone effects. One sample in apple green and one in blue.

SAMPLE CLOAK & SUIT CO.,
1204 Broadway,
NEAR 29TH ST.
2ND FLOOR, TAKE ELEVATOR.

DALE

QUALITY SERVICE PRICE

MAKER to USER Means Big Saving

Call at our display room or write for our new catalog.
109 West 13th St., New York.
1 Door West of 6th Ave.
Dale Lighting Fixture Co.

BEFORE DISCARDING A GOWN

Consult Mme. Rose. She works wonders with old gowns. Makes them look better than they did when new. Gives them individuality and distinctiveness.

Send your old-fashioned gowns. We will quote prices and particulars for remodeling.

You'll Be Delighted.

MME. ROSE, Inc.
Gowns Reconstructed
AND MADE TO ORDER
13 West 39th St.
Telephone Vanderbilt 2771

The Mending Shop

Trade Mark

The original mending and remodeling Shop.

Gowns, Suits and Dresses REMODELED. Shop Waists and Gowns Refitted. Suits cleaned, pressed and made into latest styles. First-class dry cleaning.

MISS H. REDDING COUGHLIN, NEW ADDRESS: 17 East 48th St.
Phone: Murray Hill 5062.
(formerly 20 W. 31st St.)
We Have No Branches.

WOOD & STEEL GARAGES

KOLB

$82 UP

Why Pay Rent?

HANDSOME, sturdy, artistic garages—12 styles of 32 sizes to choose from—each cost less than you can build for and saves its cost from rent.

Write for booklet and solve your garage problem today.

Kolb Portable Building Company
32 Church St. New York

Portable Buildings for every Purpose