



**MISSES' SUITS & COATS**

Designed with extraordinary snap and dash—  
Every detail breathing of exclusiveness and originality—  
Harmonious to the last handsome button— /  
The majority luxuriously trimmed with the choicest furs—  
Exquisitely silk lined and artistically finished—

—is it any wonder that the style-critical "younger set" in cities the country over has welcomed Spray-Mark Suits and Coats with enthusiasm?

**SPRAYREGEN & MARKS.**  
158 West 29th Street, New York.  
"Garments of Quality and Distinction"



**Maid Marion Dresses**

Quick to sense the slightest change in the silhouette, Maid Marion Dresses invariably reflect the latest dictates of the style world. Just as an instance, note the model on the left whose ruffled cascade side-draperies were launched at the Paris races and are absolutely new.

The great braided motifs on the charming gown at the right, and the unusual ornamentation on the dress shown in the center are winning great favor.

Buyers who keep in touch with the preferences of smart women know that Maid Marion Dresses are always their first choice.

**Marion Dress Company**

Waldorf Building 2-16 West 33d Street  
New York City



**in SUITS & COATS for Full-Formed Women**

The effect of height and slenderness is now possible for every woman. F. F. Models in suits and coats are scientifically cut to give both smartness and youthfulness to the full formed figure.

The garment illustrated shows their smooth fit and charming lines. It is developed in velour, with highly original braided side panels and luxurious cuff and scarf of beaver.

The Fall styles are shown in all the new fabrics and colorings.

**BERNSTEIN, BAUM, DaCOSTA CO.**  
38 West 32nd Street, 13th Floor, N. Y.



**PRISCILLA COATS for WOMEN MISSES & JUNIORS**

The genuine beauty and quality of Priscilla Coats are evident at a glance.

The coat illustrated, for example, is made of soft, warm Silvertip Bolivia, with a luxurious collar of genuine Raccoon.

Yet all their youthful charm and smartness, all their loveliness of fabric, is offered at prices which are moderate.

Popularly Priced  
**H. Goldwater & Co.**  
40-46 West 25th Street  
New York



**Dear Little Frocks for Dear Little Girls**

The keynote of children's fashions nowadays is just the right combination of simplicity and quaintness.

Mildred Louise dresses are the most charming things a child from 2 to 6 can wear—either for parties or play-time. Each month a "special" dress is selected for illustration in the advertising sections of women's magazines.

They will interest you.

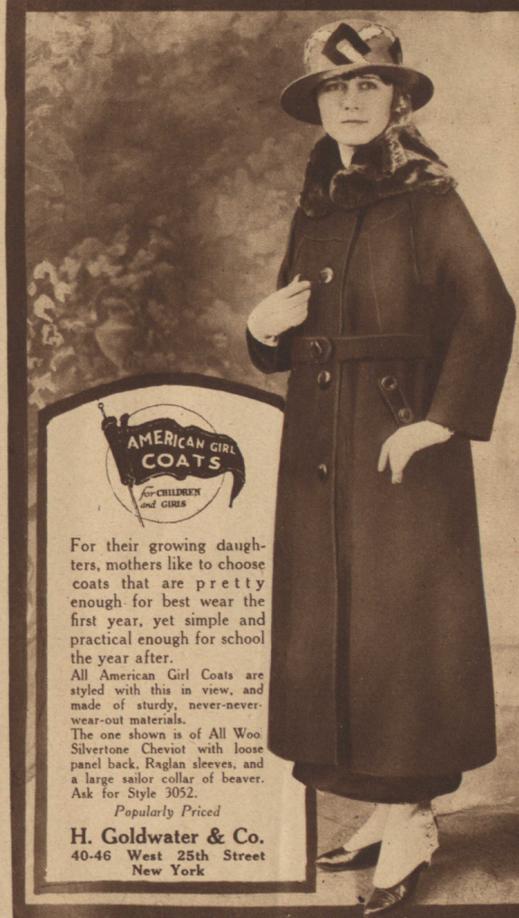
4609 (Left)—Hand-embroidered frock of Renfrew Devonshire Cloth in blue or rose with white trimmings and satin ribbon belt.

4624 (Centre)—Blue, pink or corn Flaxon, with lace-edged white frills and satin ribbon belt. Fancy hand-stitching. Tucked skirt.

4600 (Right)—Finely checked Braelock Zephyr Madras, cross-stitched on waist and pocket. Collar, cuffs and sash of piped white lining.

**W. L. LEAVY**

Broadway and Bedford Avenue, Brooklyn, N. Y. 233 Fifth Avenue, New York City



For their growing daughters, mothers like to choose coats that are pretty enough for best wear the first year, yet simple and practical enough for school the year after.

All American Girl Coats are styled with this in view, and made of sturdy, never-never-wear-out materials. The one shown is of All Wool Silvertone Cheviot with loose panel back, Raglan sleeves, and a large sailor collar of beaver. Ask for Style 3052.

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