

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

Best's 1916 Catalogue of Spring and Summer Fashions Mailed on Request. Dept. 41.

Fifth Avenue
at Thirty-fifth St.,
New York

Best & Co.

18 Faubourg
Poissoniere,
Paris

Established 1879



Misses' Smart Easter Fashions—4th Floor

- 41-13—Misses' tailored suit of fine gabardine, in Rookie brown, navy or twilight blue. Sizes 14, 16, and 17 years \$35.00
- 41-14—Misses' stunning suit of handsome wool velour check in green-and-black or gold-and-black. Sizes 14, 16, and 17 years \$29.50
- 41-15—Misses' dressy model suit of chiffon taffeta, in navy blue, brown, black or green. Sizes 14, 16, and 17 years \$39.50
- 41-16—Misses' smart tailored suit of fancy brown or blue check worsted or plain navy serge. Sizes 14, 16, and 17 years \$25.00
- 41-17—Misses' jaunty suit of handsome wool poplin: navy with white or black with white hairline stripe. Sizes 14, 16, and 17 years. \$25.00

Mail orders carefully filled. Daily delivery to suburban points.

BUY DIRECT

FROM THE MANUFACTURER
and save from \$5 to \$10

BE CURIOUS! Visit Our Showrooms
You'll find the very suit or dress you want for Easter—at considerably less than you expect to pay.

The money you save here will buy your new "Easter Bonnet."
Suits \$10.50 up. Coats \$5 up.
Dresses \$5 up.

(Models Illustrated)

\$15.75 No. 8164—Nov. No. 5214—Five City Dress of Silk Poplin Suit
Silk Crepe Me- Novelty Silk Lining \$22.50

Catalog mailed out of town upon request.

The HAMILTON GARMENT CO.

Address Dept. K-4 for Free Catalog.
307 FIFTH AVE., 31st St. N. Y.

No. 8164

No. 5214

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York

LONDON
29 Jewin Crescent

Summer Furs—Latest Paris Fashion

Stoles, Capes and Scarfs

At Special Prices



- No. 16—Large Double Fur Animal Scarfs
Poiret Brown Fox Special 48.00
Gray or Taupe Fox Special 59.50
White Fox, Ermine lined Special 59.50

No. 20—Large Double Fur Animal Scarfs
(one solid skin of superior quality) of white, dyed taupe, Poiret brown or Kamichatka blue Fox Special 29.50

Fur Storage

Dry Cold Air

Improved Methods

All articles taken for storage are thoroughly cleaned and insured against damage or loss by moth, theft or fire.

Furs Remodeled
or Repaired

AT MODERATE PRICES

Mail and Telephone Orders
Promptly Filled.
Phone 6900 Greeley.

- No. 12—Fur Collarettes
Real Scotch Mole, with large roll collar of Ermine. Special 58.00
Entire Collarette of Real Ermine Special 87.00
- No. 14—Fur Shoulder Stoles
Real Ermine (Pure White) Special 48.00
Real Scotch Mole Special 29.50
Real Hudson Seal Special 22.50
- No. 18—Real Pure White or Dyed Blue Fox Shoulder Capes Special 48.00



- 1—Gimpe of Georgette crepe, hand embroidered; price, \$4.25.
- 2—Vestee of washable voile, hand hem-stitched; price, \$1.85.
- 3—Vestee of washable organdie, hand embroidered; price, \$2.25.
- 4—Gimpe of Georgette crepe, hand embroidered; price, \$8.00.

EXCEPTIONAL OFFERINGS FROM OUR NECKWEAR DEPARTMENT.

ALICE MAYNARD

546 Fifth Ave., New York.

RUSSEK'S

362 Fifth Ave.
OPPOSITE ALTMAN'S



Smart Spring Suit
DESIGN of exclusiveness.
A remarkably attractive Braided Spring Suit of Fine Quality WORSTED
CHECK or GAB-ARDINE. We have \$37.50 specially priced this suit at
Mail Orders Solicited
WRITE FOR BOOK OF SPRING STYLES

THE HARDMAN FIVE-FOOT GRAND

Infinitely more beautiful than an upright, yet occupying no more space. And Caruso says, "Its TONE is wonderful!"
\$650
Easy terms if desired.



HARDMAN PECK & CO. FOUNDED 1842
433 FIFTH AVENUE NEW YORK CITY
BROOKLYN STORE 524 FULTON STREET

Peg o' My Heart Perfume

PERHAPS you are one of the particular women seeking a perfume of true individuality. A whiff of Peg o' My Heart's loveliness will gladden your heart.

In jars and bottles of artistic design—extract, 75c and \$1.75; toilet water, \$1.50 and \$2.75; cold cream, 50c; talcum, 25c and 50c; sachet, 75c; face powder, 50c, and rouge.

Ask for "Peg" anywhere you shop.

D'ORMO, Inc.
Dept. E.
857 Broadway, New York



VAN RAALTE Veils



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

THIS charming Fancy Border Veil is one of the many exquisite Van Raalte creations which so greatly delight women who wear their veils to the chin. You will find in the famous Van Raalte collection a wide selection of such beautiful veils. They come in various styles of mesh, and all are becoming and stylish. Write for "Veils," the new Van Raalte book, which tells you how to wear and care for your veils. Address Dept. J. Remember Van Raalte Veils wash without wearing (except those applied), stretch without tearing, and outlast three ordinary veils.

E. & Z. VAN RAALTE
5th Avenue at 16th St., New York City
Makers of Van Raalte Nets

For your protection this little white ticket is on every yard. Look for it.



We sell the finest of dining room furniture at much lower than ordinary prices because we are out of the high-rent district. It will pay you to see our great stock. Take Subway or Third Ave. "L" to Canal Street.
Philip Strobel & Sons
Inc., New York,
53-55 Elizabeth St.
(Near Canal)
Phone Franklin 734-735.

Electric Light for Country Homes.
Write for our new booklet "Light" describing our "Mordie" individual electric light plant which costs only about 10c a day to operate. We also supply complete WATER SYSTEMS. Ask for details.
FAIRBANKS, MORSE & COMPANY,
20 Church St., N. Y.