

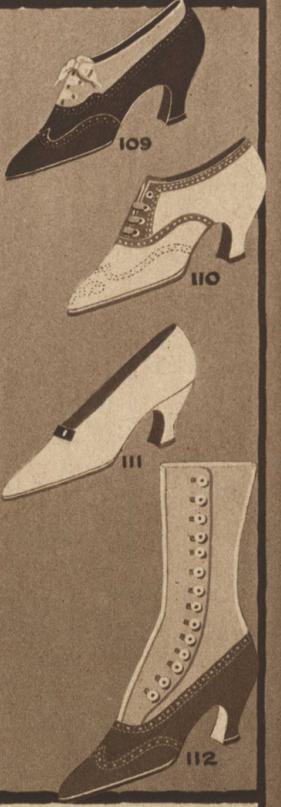
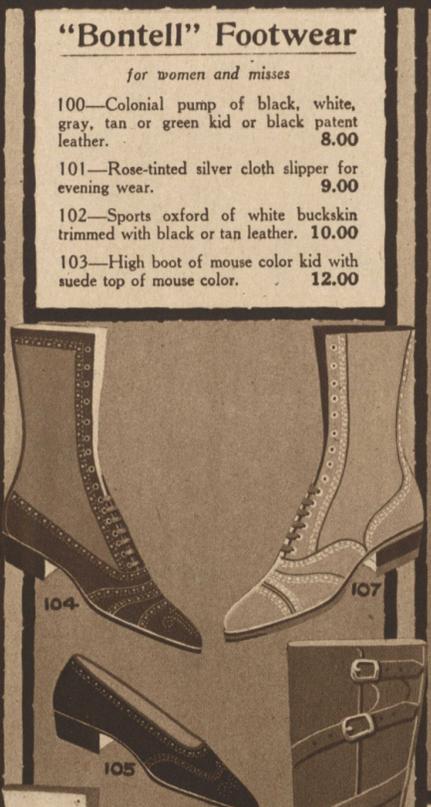
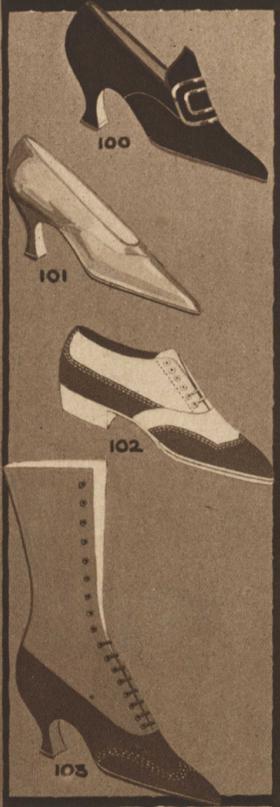
BONWIT TELLER & CO.

The Specialty Shop of Originations
FIFTH AVENUE AT 38TH STREET, NEW YORK.

"Bontell" Footwear

for women and misses

- 100—Colonial pump of black, white, gray, tan or green kid or black patent leather. **8.00**
- 101—Rose-tinted silver cloth slipper for evening wear. **9.00**
- 102—Sports oxford of white buckskin trimmed with black or tan leather. **10.00**
- 103—High boot of mouse color kid with suede top of mouse color. **12.00**



- 104—English type boot of mahogany calf with dark gray cloth top. **12.50**
- 105—English type pump of mahogany or black calf with wing tip. **8.50**
- 106—White buckskin sports boot trimmed with tan leather. **12.00**
- 107—Golf shoe of tan calf. **11.00**

- 108—Puttee riding boot of tan or black calf. **20.00**
- 109—Oxford of black or tan calf trimmed with ivory buckskin. **9.00**
- 110—Oxford of white buckskin trimmed with tan leather. **9.00**
- 111—White buckskin pump with black jet buckle. **11.00**
- 112—Mahogany calf boot with tan suede top. **14.00**



Costumes of "Khaki-Kool"

MALLINSON'S Silks de Luxe

SUNSHINE, gayety, the very spirit of sport seems woven in "Khaki-Kool"—Mallinson's wonderful sport silk. "Khaki-Kool" has the atmosphere, the joyousness, you seek in sport—and imparts it.

By the refinement and distinction of its brilliant colorings and bizarre designs "Khaki-Kool" inspired the Sport Styles and made them the vogue wherever Sport draws Fashion into the great Out-Door.

All Mallinson's Silks are supreme in their expression of the highest taste and they are always new. In Mallinson's Silks you do not look like every other woman—every other woman wants to look like you. The stamp on the selvage marks the genuine.

At Fine Stores and in Fine Garments
H. R. MALLINSON & COMPANY "The New Silks First" New York Paris
Makers of Pussy Willow and Indestructible Voile (All trade marks Reg. in U. S. Pat. Off.)

Stewart & Co.

Correct Apparel for Women & Misses
5TH AVENUE AT 37TH STREET

"TAILLEUR" SUITS
Mannish braid bound models in all the wanted fabrics.



No. 16

This Stylish Braid Bound Suit No. 16
May be had in Poirer Twill in navy, tan and black; also in Gunbarri not braid bound. Colors: Green, tea rose, beige, Copenhagen blue or navy. Special Price
Sizes 14-16-18 years. **39.50**
36 to 46 bust measure.
Mail or phone orders filled promptly. Send for illustrated style book. Charge accounts solicited.

OPPENHEIM, COLLINS & Co

34th Street—New York



T-76

T-78

Smart Tailored Suits

For Women and Misses

The simple, clear-cut lines of our new models for Spring are more distinctive than ever.

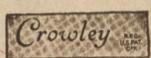
- T-76—Tailored Suit of navy or black serge, trimmed with black tape, over-collar of white broadcloth, fancy silk lining. **29.75**
- T-78—Tailored Suit of serge in navy, black or sand, elaborate trimming of black braid, over-collar of figured pongee silk. **35.00**

Crowley Neckwear for Women



Gives that Dash, Style and touch of Youthfulness

At the best shops
Look for this label



Designed and introduced by
TIMOTHY F. CROWLEY
Inc.
NEW YORK

The Nestlé Permanent Hair Wave



Nestlé Waved

The idea we wish to impress straight-haired women with, is the fact that we can give every one naturally wavy hair, within less than two hours, which will last until that hair has grown out. We want to impress every woman with the fact that the Nestlé Permanent Hair Wave treatment is not a "hit or miss" method, but is absolutely guaranteed in every respect. We wave from ten to twenty heads per day. Mr. Nestlé, the original inventor of permanent waving, is in personal attendance in New York.

The lower of these photographs shows how even the thinnest hair is improved by a Nestlé treatment of permanent waving. The hair was originally waved on December 30th, 1916, and looks this time especially "even" after a "water wave." The fluffiness of her hair as dressed last week really suits the lower face better, because the hair is so extremely fine and scanty; but as we only want to educate the readers we publish whatever headress the models have at the time of photographing.



Nestlé Waved

Read our descriptive booklet (supplied free.)

C. NESTLÉ CO.

657-9 Fifth Avenue, Corner 52d Street, New York
Telephone 6541 Plaza. London, 48 South Molton St. and 43 Dover St.
Pupils of good education between the ages of twenty and thirty-five are now instructed by Mr. Nestlé in permanent hair waving as a profession.

"Ecirum" GOWNS For All Occasions

Entirely Without Fasteners. No Fitting Required

Fashioned in many styles and materials, "Ecirum" Gowns are now accepted by discriminating women in two continents as the ideal country, house and summer gown. The "Ecirum" maternity gowns are, says "The Queen," London, the greatest revelation of the 20th century in woman's dress. Tea Gowns a Specialty.



Safely ordered by mail. Booklet on application.

Prices \$18 to \$150

MAURICE & ADAMS
20 West 47th Street, New York LONDON PARIS
Washington, D. C., The Specialty Shop, 1004 F St.



Exquisite in tone and occupying no more space than an upright. And Caruso says "its tone is wonderful!"

The Hardman Five-Foot Grand

\$725 Easy terms if desired

HARDMAN, PECK & Co., Founded 1842
433 Fifth Avenue, New York City Brooklyn Store: 524 Fulton Street

Florestelle Captivating STYLES
JUST a few doors west of Fifth Avenue, where the rents are not quite so high, you will find a delightful shop selling fashionable gowns and suits at Wholesale Prices **\$12.50** Up Pay Us a Visit
Write for Fashion Folder (Free)
FLORESTELLE COSTUME CO.
19 West 38th Street New York
Few Doors West of Fifth Avenue.

The COLUMBIA GRAFONOLA
The Instrument with the True "Tone of Life."
"Hearing is believing"—that is the final test! Hear it at your Columbia dealer's today.
Buy where you see the Columbia "music-note" trade-mark.

The Mending Shop
The original mending and remodeling shop.
Gowns, Suits and Dresses REMODELED. Skirt 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.