

Insure Immediate and Permanent Comfort. Call or Write for Catalogue.



Blyn Plan Nature Shoe

"Feel Like Nothing On"

The children get as much toe freedom in Blyn Plan Shoes as if they were barefoot—and they get, in addition, the foot protection of a scientifically constructed shoe.

The hurtful, crowding effects of ordinary shoes are unknown to children who wear Blyn Plan Shoes.

Gun Metal Calf and Patent Colt
 Sizes 5 to 11, 2.50
 Sizes 11½ to 2, 3.00

Red Cross Shoe Exclusive Agency for New York, Brooklyn, Newark By Mail Everywhere

Combination Shoe
 Low Instep, Narrow Heel Model
 Made to fit the normal foot across vamp—cut narrower at heel and instep to give arch snugness and support.
 They save many women the expense and annoyance of having shoes made to order.

Blyn Shoes of White
 New styles in Canvas, Kid and Nu-Buck—the last word in style—the standard of quality and the extreme of value. Blyn methods eliminate all middle profits and every expense that does not increase the value of Blyn Shoes.

Glazed kid with kid or patent colt tips; Military heels and the famous Red Cross flexible soles. Lace and button styles.

Eleven Big Family Stores. Blyn Shoes for Summer.

West Side Stores: 222-224 West 125th St. (West of Seventh Ave.) 8th Ave. and 57th St. 8th Ave. and 39th St. 8th Ave. and 40th St. Brooklyn 142-144 Fulton St., opposite Bridge St. 125-127 Broadway, between Park Ave. & Elmer St. Newark Store—689 Broad St., Opposite Military Park.

East Side Stores: 23 Ave., 56th & 57th Sts. 34 Ave., 150th & 151st Sts. 160-162 Tower, nr. Brounna Factory. 511-519 East 72d



EXCEPTIONAL STOCKINGS.

With drop stitch stripes to the very top, these pure silk stockings are suitable for either sport or evening wear. Colors are black, white, bronze, silver, tan, ivory, rose, navy, yellow, emerald, smoke, cadet, purple, beige, light gray and café au lait.

No. 62—\$3.50 a pair.

MAIL ORDERS.
 PECK & PECK'S new catalog "Exclusive Hosiery" will be sent upon request to those who cannot visit any of our shops. Mail orders receive our most prompt and careful attention.

PECK & PECK EXCLUSIVE HOSE
 586 Fifth Avenue at 48th St. 501 Fifth Avenue at 42nd St. New York City

Chicago Newport Palm Beach

Your Money Is Melting Away!

Every day that you continue to use an inefficient refrigerator you are running up your ice bills needlessly high. Your ice consumption will be reduced from the moment you begin to use a

BOHN SYPHON REFRIGERATOR

The insulation in the Bohn Refrigerator is the most effective ever devised for heat resistance. Besides the wood cases and porcelain steel lining there are 7 heat-resisting layers, including two of "Flaxinum," the exclusive Bohn insulating material.

This wonderfully effective insulation, which holds the temperature so low and effects so great an ice saving, is only one among many points of Bohn superiority. Call and let us tell you about the syphon system, the dryness of the air, the One-Piece Round Cornered Lining of fused Porcelain-Steel. If you cannot call, write for our handsome catalog.

White Enamel Refrigerator Co., of New York 53 W. 42d St. Telephone Vanderbilt 1927.

No. 42½ Size, 26½ x 20½ x 26½ Ice capacity, 160 lbs. List Price, \$79.25. Now Specially Priced at \$62.00

With the greatly increased cost of manufacture, prices have been raised radically by almost all refrigerator makers. In spite of this, we are making, for a short time, special reductions on all models of Bohn Syphon Refrigerators. A small deposit will hold any model for later delivery.

Sanitor Refrigerators
 made in the same factory, side by side with Bohn Syphon Refrigerators, have the same structural excellence except that the syphon feature is omitted. No make other than the Bohn Syphon can compare with them. Prices as low as \$16.00.

LILY OF FRANCE CORSET

The Lily of France is a beautiful corset, worn by beautiful women to make them more beautiful.

\$3.50 to \$35.00 at Quality Stores

Handsome booklet of New Spring Styles sent on request

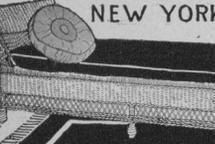
Lily of France Corset Co.
 19th St. at 6th Ave., New York



Minnet Co.
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Makers of Willow Day Beds, Chaise Longues, Chairs, Sofas, Tables, etc.

Largest variety shown anywhere. As makers we are able to assure prompt shipments. Write for catalog.



PARKER'S METHOD OF HAIR TREATMENT

and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair & Scalp Conditions. They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes.

Forty years' test has demonstrated their efficacy; many thousand patrons testify to their beneficial value. Healthy hair needs attention. Incipient hair and scalp disorders grow worse by neglect. Send description of your hair and scalp condition, general physical health, and age, and I will suggest proper treatment and tonics. Booklet "Healthy Hair," free on request.

Frank Parker, Hair & Scalp Specialist
 51 WEST 37TH STREET, NEW YORK

GREENPOINT QUALITY BEDSTEADS

"BIRTH OF A NATION"

Greenpoint Brass Bedsteads

A real achievement—finest lacquers, durable and beautiful. Exclusive Greenpoint designs.

Sold only by the best Furniture and Dept. Stores. Made by **GREENPOINT METALLIC BED CO.** Brooklyn, N. Y.



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In addition to its refreshing fragrance Yandee's Temp. Incense is most effective in driving away mosquitoes, etc., and may be burned on the porch of the Summer Home as easily as indoors. It is also used extensively for inducing sleep and imparts a pleasing perfume to clothes closets, etc., when burned in boudoir. On side in our Perfumery Dept., or send \$1 and we will forward prepaid set illustrated, consisting of burner, four ounce package of our incense and complete instructions for using. (Specify T102.)

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 Fifth Avenue at 39th Street, New York

Reduce Your Flesh

Speedily and safely by perspiration, anywhere desired by using **Dr. Walter's Medicated Seamless Rubber Garments**

For Men and Women

Reducing Brassiere \$6.00 With corset back
 ETON JACKET, With rubber reducing back.
 Stock sizes \$8.50 Made to measure, \$12.00
 Cover Entire Body or Any Part

ABDOMEN & HIP REDUCER. This garment is remarkably effective for reducing the hips and abdomen. Stock sizes \$8.50 Made to measure \$12.00

PANTIES. This garment can be worn comfortably under the corset—reduces the waist, bust, hips and thighs. Frown Eradicator \$2.00 Chin Reducer 2.00 Neck and Chin Reducer 3.00 Bust Reducer 5.00

Send for Free Illustrated Booklet.

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 125 W. 42d St.



If you haven't the blessing of a cool, shady lawn for your family and yourself, it will do you good to know that we can give it to you almost overnight. It will mean not only an extra living room outdoors—the best place to live in the summer—but a cooler house indoors, too—enhanced property value, and prestige in the community. But the children's sake is enough! Write today, or phone tomorrow, for interesting details.

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 "Sixty Years of Knowing How"
 WESTBURY (Phone 68) L. I.



Singer SOFT-LITE Glasses

Are your eyes sensitive to the glare of Summer Sunlight? Soft-Lite Lenses protect your eyes. Colorless. Inconspicuous. Moderate prices.

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 Optometrists & Opticians
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UARDAS Bath of Benzoin

Box of 12 Tablets, 50¢ At Best Shops or Frank M. Prindle & Co. 71 W. 35th St., New York

Mrs. Plowman's Daintier

Pure Jellies and Marmalades

Buy them at the better Grocers, Delicatessens and Fruitlers.

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Permanent Wave \$20

All Over the Head

Nothing that money can buy will give a lady as much comfort as a PERMANENT WAVE

In Our Long Practice We Never Had a Patient That Was Not Pleased With Our Work. We Do Your Hair, If It Can Be Done.

SUCCESSFULLY FREE CONSULTATION SEND FOR CIRCULAR

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Suitable for country or city home. Covered in Denim or Cretonne. Legs in any desired finish.

Chaise Longue \$21.00
 Chair 15.50

Out-of-town patrons will kindly add \$1.00 for packing.

Geiger & Braverman FURNITURE CO.
 49-51 West 23d Street
 Est. since 1892



L. M. HIRSCH Sample Shoe Co.

White Canvas Lace Boot, Turn Sole, Covered Heel, \$3.50

An inspection of our large variety of new Summer Models will show wonderful values at unusually Low Prices.

404 Sixth Ave., N. Y., Bet. 24th & 25th Sts.



SHOE CRAFT
 27 W. 38th St. New York

Fitting The Narrow Foot

Widths AAAA, AAA, AA & A All sizes including 3 1/2, 3 3/4, 4, 4 1/2, 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10, 10 1/2, 11, 11 1/2, 12

Occasionally the woman who wears an 8 1/2, 9, or 9 1/2 shoe can find her size. But can she find her style? Can she find a variety of 20 or more extremely smart styles in her size? Yes, but only at the "ShoeCraft" Shop. Mail orders. Perfect fit guaranteed. Write for catalog 42¢

Black Russia with Low Heel or with 2 Cuban Heel, Marcia



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For its Parisian realism, dainty women adore Revue d'Amour, the achievement par excellence of

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If your hair is not naturally wavy we can make it so (under absolutely clean conditions), and if for six or eight weeks after treatment your hair is not wavy we will refund your money.

Front Waved, \$10

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 Defects of the hair and scalp remedied. For over 40 years we have been successfully engaged in the removal of hair and scalp ailments. **SPRING'S HAIR SHOPS**, 26 W. 28th St. and 132 W. 23d St., N.Y. Phone Greely 45



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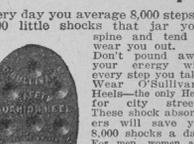
Marmaline Set Sterling Silver Cut Glass \$7.65

Call, write or phone for free catalogue. The BLUE BOOK of Jewelry, diamonds, gemstones, watches, etc., very new, etc. AT WHOLESALE PRICES you save one-third. Thousands of splendid gifts for Weddings, Birthdays, Anniversaries, etc. \$1 to \$50

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 170 Broadway, Cor. Maiden Lane, N.Y. 2nd Floor, Phone Cortlandt 2386. Open to 6 P.M. Saturdays included.

Take the Jar Off Your Spine

Every day you average 8,000 steps—8,000 little shocks that jar your spine and tend to wear you out. Don't sound away your energy with every step you take. Wear O'Sullivan's Heels—the only Heels for city streets. These shock absorbers will save you 8,000 shocks a day. For men, women and children. 50c attached.



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4 Post Colonial Bed

Dull Rubbed, Ivory Enamelled Full Size

Special \$18.75 at

Regularly \$40

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Model illustrated. HORTENSES. Fine quality Jap silk; tailored collar and cuffs; fine pearl buttons. \$3 Send the extra for postage.

Dozens of New Models

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How to reduce them

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White Kid, Gray Kid, or Suede, Champagne Kid, Ivory Kid.

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New York's exclusive and most unique Dressmaking establishment where simply WONDERS are wrought with your passed frocks.

REBUILDING OF GOWNS as carried out by me means a creation from something you may have thought worthless. Prices reasonable.

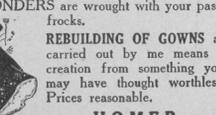
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