

Chauffeurs' Outfits

Special
AT
\$48.50

Overcoat, Suit and
Cap to Match



Smart, neat, perfect fitting, and durable; the best value in Motor Clothes for Chauffeurs that can be bought. A Double-Breasted Overcoat. A smart Norfolk Jacket, Trousers and a Cap.

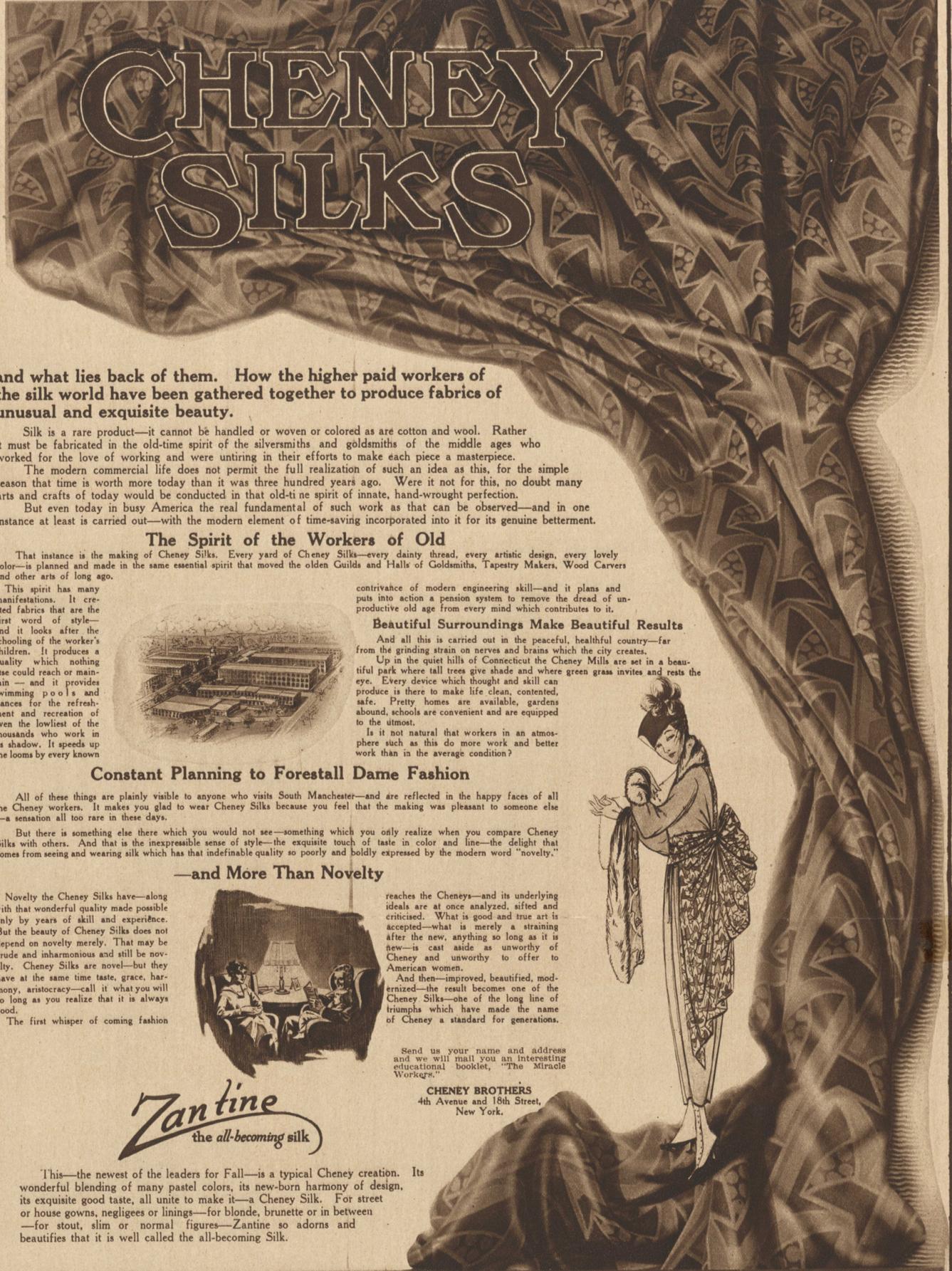
All made of fine quality dark gray worsted whipcord—the outfit complete \$48.50, or, as follows:—

Overcoat . . . \$28.00
Suit . . . \$18.50
Cap . . . \$ 2.00

Other Outfits of Better Grade at \$64.50 and \$78.00. Chauffeurs' Raincoats—Guaranteed Waterproof—\$22.00. Catalogue and Chauffeurs' Apparel Chart on Request.

Brill Brothers

BROADWAY AT 49th ST.
NEW YORK CITY



CHENEY SILKS

and what lies back of them. How the higher paid workers of the silk world have been gathered together to produce fabrics of unusual and exquisite beauty.

Silk is a rare product—it cannot be handled or woven or colored as are cotton and wool. Rather it must be fabricated in the old-time spirit of the silversmiths and goldsmiths of the middle ages who worked for the love of working and were untiring in their efforts to make each piece a masterpiece.

The modern commercial life does not permit the full realization of such an idea as this, for the simple reason that time is worth more today than it was three hundred years ago. Were it not for this, no doubt many arts and crafts of today would be conducted in that old-time spirit of innate, hand-wrought perfection.

But even today in busy America the real fundamental of such work as that can be observed—and in one instance at least is carried out—with the modern element of time-saving incorporated into it for its genuine betterment.

The Spirit of the Workers of Old

That instance is the making of Cheney Silks. Every yard of Cheney Silks—every dainty thread, every artistic design, every lovely color—is planned and made in the same essential spirit that moved the olden Guilds and Halls of Goldsmiths, Tapestry Makers, Wood Carvers and other arts of long ago.

This spirit has many manifestations. It created fabrics that are the first word of style—and it looks after the schooling of the worker's children. It produces a quality which nothing else could reach or maintain—and it provides swimming pools and dances for the refreshment and recreation of even the lowliest of the thousands who work in its shadow. It speeds up the looms by every known

contrivance of modern engineering skill—and it plans and puts into action a pension system to remove the dread of unproductive old age from every mind which contributes to it.

Beautiful Surroundings Make Beautiful Results

And all this is carried out in the peaceful, healthful country—far from the grinding strain on nerves and brains which the city creates.

Up in the quiet hills of Connecticut the Cheney Mills are set in a beautiful park where tall trees give shade and where green grass invites and rests the eye. Every device which thought and skill can produce is there to make life clean, contented, safe. Pretty homes are available, gardens abound, schools are convenient and are equipped to the utmost.

Is it not natural that workers in an atmosphere such as this do more work and better work than in the average condition?



Constant Planning to Forestall Dame Fashion

All of these things are plainly visible to anyone who visits South Manchester—and are reflected in the happy faces of all the Cheney workers. It makes you glad to wear Cheney Silks because you feel that the making was pleasant to someone else—a sensation all too rare in these days.

But there is something else there which you would not see—something which you only realize when you compare Cheney Silks with others. And that is the inexpressible sense of style—the exquisite touch of taste in color and line—the delight that comes from seeing and wearing silk which has that indefinable quality so poorly and boldly expressed by the modern word "novelty."

—and More Than Novelty

Novelty the Cheney Silks have—along with that wonderful quality made possible only by years of skill and experience. But the beauty of Cheney Silks does not depend on novelty merely. That may be crude and inharmonious and still be novelty. Cheney Silks are novel—but they have at the same time taste, grace, harmony, aristocracy—call it what you will so long as you realize that it is always good.



The first whisper of coming fashion reaches the Cheney—and its underlying ideals are at once analyzed, sifted and criticized. What is good and true art is accepted—what is merely a straining after the new, anything so long as it is new—is cast aside as unworthy of Cheney and unworthy to offer to American women.

And then—improved, beautified, modernized—the result becomes one of the Cheney Silks—one of the long line of triumphs which have made the name of Cheney a standard for generations.

Send us your name and address and we will mail you an interesting educational booklet, "The Miracle Workers."

CHENEY BROTHERS
4th Avenue and 18th Street,
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Zantine

the all-becoming silk

This—the newest of the leaders for Fall—is a typical Cheney creation. Its wonderful blending of many pastel colors, its new-born harmony of design, its exquisite good taste, all unite to make it—a Cheney Silk. For street or house gowns, negligees or linings—for blonde, brunette or in between—for stout, slim or normal figures—Zantine so adorns and beautifies that it is well called the all-becoming Silk.

Did you get that tube of PEBECO Tooth Paste? IT COUNTERACTS ACID MOUTH



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The original Day Bed, made in attractive designs suited to all interiors. Hand some couches by day; at night, luxurious beds. Infinitely more decorative than the heavy, old-fashioned davenport, as well as more sanitary.

Colonial 4-Post Bed
Solid mahogany
Special,
\$18



Other designs, \$22 up. Immediate delivery. If out of town, write.

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MATERNITY Apparel



So constructed that it expands as the condition requires (not a hook or eye needs changing), and so designed that it may be worn when the figure returns to normal. No. 2823 (see illustration). Particularly appropriate model for maternity wear, made of crepe de chine. Graceful drapes of surplice forms the skirt. Collar, waist and inner cuffs of tulle or net.

Price 32.50

Suits, Gowns, Coats, Skirts, Waists, Negligees, Corsets, Brassieres, Layettes.

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Invisible, strong, self-conforming, cap-shaped or all-over sizes. In sanitary envelopes, 2 for 25c; white or gray, 25c each. At all good shops.

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THE Krakauer Small Grand Piano brings to the home the musical scope and beauty of the Grand, yet occupies little more space than an Upright. Its size is 5 feet 1 1/2 inches.

When you own a \$700 Terms of Payment Arranged. KRAKAUER SMALL GRAND PIANO

you, too, will experience the pride that always goes with the possession of this supreme instrument. See it, play it, test it at our

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"I'D LIKE to get some handsome furniture for the dining room and bedroom, but I don't want to pay high prices." If that's what you're thinking, see our superb stock. Our prices are extraordinarily low because we secured our stock before prices advanced, and our rent is small!

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A Smart Fall Boot



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Patent or Gun Metal vamp with grey cravenette tops. 9-inch lace boot. Full Louis heel.

You will find among the Queen Quality styles for Fall all the models adopted and approved by women of fashion. Every color in leather and fabric is shown—and correctly blended. Our prices on Fall boots range from \$5 to \$10. Special models up to \$15.

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