



BABCOCK'S BUTTERFLY TALC

TWENTY FIVE CENTS

LUXURIOUS in fineness and softness, rich in the fragrance Butterfly, the new Babcock creation, so charming, so memorable, so enduring!

The harmonious lines and color of the tall, rich blue Butterfly can please the eye wherever seen—and Butterfly is everywhere.

The A. P. BABCOCK COMPANY
NEW YORK CITY TORONTO

Manufactured by EXTRA-FINE and TOILET POWDER, 50 CENTS



Something you have been looking for
A New Temperance Beverage and a New Flavor

OLD VIRGINIA FRUITTI-PUNCH

EASY to prepare and always ready for any occasion as a beverage, served with plain or carbonated water. A base for fruit punch, blends with any fruit or can be combined with Sauer's Pure Strawberry, Raspberry or Pineapple Flavors for sherbets, water ices, milk shakes, etc.

A flavor which is adaptable for any use
A 35c 2 oz. Bottle Makes 40 Glasses of Punch
Also offered in syrup form, ready for use. Convenient for Auto trips, picnics and all outings.

For sale by all good grocers. If you cannot get it at your grocer's, send us 10c together with the name of your grocer, and we will send you sample bottle—enough for a pint of syrup to make 10 glasses, also recipe booklet.

QUALITY HAS MADE SAUER'S THE LARGEST SELLING BRAND IN THE U. S.
QUALITY HAS WON FOR SAUER'S SEVENTEEN HIGHEST AWARDS FOR Purity, Strength and Fine Flavor

including four conferred at exhibitions held in countries now allied with us. Manufacturers of 32 other flavors, including Vanilla, Lemon and Spice Flavors.
The C. F. SAUER CO., RICHMOND, VA.



Tetlow's Pussywillow Talc de luxe

TO be frank, this isn't an ordinary grade of talcum. It is distinctly a talc de luxe for those who want superior quality combined with a charming odor.

Those who know Pussywillow Face Powder will welcome this companion preparation—the same odor is used with a most pleasing result. In a handy box, 35 cents.

Other Pussywillow preparations for you are:

Face Powder 50 cts. Toilette Cream 50 cts.
Face Powder Tablets 50c. Rouge 50 cts.

HENRY TETLOW CO., Est. 1849
Philadelphia, Pa.



HAMILTON'S New Fall Dresses Now Ready

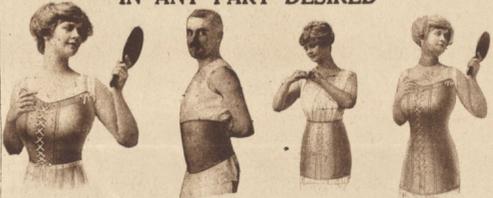


Model illustrated—
Fine Georgette and Serge
Combination
Specially \$25.95
Priced at

500 Wash Dresses,
including Organdies,
Ginghams, Voiles and
Linenes, formerly as
high as \$12.50. Now
\$4.50

HAMILTON
GARMENT CO.
307 FIFTH AVENUE
Near 31st St.

To Reduce Your Flesh IN ANY PART DESIRED



Try the simple, safe method used successfully by thousands of men and women for 15 years to reduce superfluous flesh.

Dr. Walter's famous medicated reducing

Rubber Garments For Men and Women

Cover Entire Body or Any Part

Endorsed by leading physicians and worn by society everywhere. Send for Free Illustrated Booklet.
Dr. JEANNE A. B. WALTER,
(BILLINGS BLDG.), 4th Floor,
353 Fifth Ave., New York (Entrance on 34th St., 3rd Door East.)

La-may Face Powder Is Harmless to the Most Delicate Skin

A specialist has at last perfected a pure face powder that positively will not cause enlarged pores, blackheads and irritations. In fact, while it is considered the best face powder, it is also a remedy for complexion troubles. It is guaranteed pure and harmless to the most delicate baby skin. It beautifies wonderfully because it helps to clear and lighten the skin and protect the complexion from blemishes. This new kind of face powder is made largely of an ingredient that skin specialists use in the treatment of the complexion. And it really stays on better than any other face powder. Of course, saying this, every one knows we mean the famous La-may Powder (French, Poudre L'Amé). This is the powder that does not contain starchy rice powder or dangerous white lead to make it adhere. White lead is a deadly poison and rice powder turns into a gluey paste that makes enlarged pores, blackheads and rice powder irritations. Because La-may is so pure and because it stays on so well it is now used by over a million American women. All dealers carry the large box, and many dealers also carry the small trial size. Be sure to try La-may. Then you will really know a perfect face powder. You will be sorry if you take a substitute. When you use this harmless powder and see how beautifully it improves your complexion, you will understand why La-may so quickly became the most popular beauty powder sold in America. Save this notice.



DALE

Fixtures purchased from samples connected are always satisfactory. Fixtures sold from illustrations may not be. We do not issue Catalogs or pamphlets. Visit our Showrooms. We mount Vases and Ornaments for Electric Light. Beautiful Assortment of Silk Shades.
109 West 13th St., New York
DALE Lighting Fixture Co

CRÈME MÉALYS

JARS \$1.35 TUBES 75c
Grand Prix 1900
REMEMBER THAT SOMETIMES "JUST AS GOOD FOR LESS MONEY" MEANS A RUINED COMPLEXION
Crème Méaly's is the Highest Quality and made only by VIOLET (Ve-o-lay) PARIS
BEWARE OF SUBSTITUTION
Sold in the best shops all over the world.

Maternity

Lane Bryant specially designed clothes make the maternity period a happy time. Conceal the condition. Prevent embarrassment. Expand as required. May be worn after confinement, therefore, not an extra expense.
Dresses—Suits—Coats
Waists—Skirts
Corsets and Underwear
Everything for Baby, Too.
If unable to visit our store, write to Dept. T-2 for free Sate Book.
Lane Bryant
21-23 W. 58th St., New York

RUSSEK'S FIFTH AVENUE NEW YORK



New Russek Model
A Tricotine Dress
Embroidered in Silk and Soutache. Made in Natty, but can be ordered in any shade or material.

"LIGHTING FIXTURES OF MERIT" HEATHER

NOTE THE CONVENIENT LOCATION OF OUR SHOWROOMS
Where you can see hundreds of samples properly displayed and connected as they would be in your home. To serve our out-of-town clients we have issued a new and valuable Catalogue B. Sent on receipt of 10c in stamps.
The R. C. HEATHER COMPANY
19 WEST 36th STREET near Fifth Avenue NEW YORK

ARMAND'S COMPLEXION POWDER

THE LITTLE PINK & WHITE BOXES
Marvelously fragrant and truly invisible, Armand's Complexion Powder clings insistently. Even when perspiring, you are kept dainty and fresh by Armand's.
In all shades—50c, \$1
A tiny bit of cold cream in Armand's Cold Cream Powder protects the skin from sun and wind burn.

Allen's Foot-Ease

The Antiseptic Powder to Shake Into Your Shoes
And sprinkle in the Foot-Bath. It takes the sting out of corns and bunions, the friction from the shoe and gives rest and comfort to tired, aching, swollen feet.
The Plattsburg Camp Manual advises all men in training to shake Foot-Ease in their shoes every morning.
More than a million Powder for the Feet were used by the American Expeditionary Forces.
If you want genuine relief, Allen's Foot-Ease will give it, as proved by 30,000 testimonials from all over the world.

Period Furniture

GRAND RAPIDS FURNITURE (Direct from the Factory)
Colonial Chest of Drawers
Mahogany
Size 37 inches wide by 27 inches deep
Special at \$49.50
REG. \$85.
DISCONTINUED PATTERNS at 50% of Regular Prices.
Sheraton, Tudor, Adam, Heppelwhite, Chippendale, Colonial, etc., Dining Room Suites, \$190 to \$600, regularly \$300 to \$1,200. Queen Anne, Louis XV., Louis XVI., Sheraton, etc., Bedroom Suites, Mahogany and Walnut, \$110 to \$650, regularly \$150 to \$1,300. Assortment of living room and upholstered furniture.
ODD PERIOD PIECES, \$4 up.
Send for Illustrated Folder.
668 to 672 Sixth Ave., cor. 39th St.
MANGES BROS., N.Y.C.

PIERRE TRANSFORMATIONS

make a well-groomed head possible to every woman and are invaluable to those whose locks are straight or straggling, or who have little time to spend on their toilet. So made as to defy detection; extremely light and comfortable; well ventilated. Pierre is the originator of the modern Transformation and specializes exclusively in accessories de coiffure. His work is beyond comparison. Booklet on request.
5 East 53d St., New York City

LAUNDRYETTE

ELECTRIC WASHING MACHINE, WASH AND DRY CLOTHES in the Same Tub WITHOUT A WRINGER
An entire day's wash done in an hour. 11c. per hour to run.
All Copper. No Rust. Demonstrations.
Send for Book T.
INSIST ON A "LAUN-DRY-ETTE"
LAUN-DRY-ETTE SALES CO.
34 W. 37th St. N.Y.C. Tel. 465-0200
GRIFFIN

OVINGTON'S

800—Crystal Candy Jar \$3.50
NAME
THERE are a few names which stand out even in the brilliance of Fifth Avenue shops. Ovington's is such a name—renowned for charm and good taste, and with a jealousy guarded reputation for fine wares at reasonable prices.
OVINGTON'S
"The Gift Shop of Fifth Avenue"
314 Fifth Av., near 32d St.

CORRECT UNIFORMS

Parlor Maid (left)—Imported English mohair uniform, in gray or black, \$15; in navy or brown, \$18. In imported Irish poplin, any color, \$7; black French sateen, \$5. Headpiece of ribbon and organdy, \$7. Apron, collar and cuffs, \$4.50.
Personal Maid (center)—English mohair uniform, black or gray, \$15. Apron, collar and cuffs, \$4.
Nurse (right)—Coat of English serge; navy, gray or black, \$45; \$10.50. Collar and cuffs, 70c.
Send for Catalog T-10
Joseph
CAPS-APPROXS-UNIFORMS
129 East 34th St., New York

THE WITTON KENNELS

15 Tagwell Road
Droitwich, England.
Owner, Miss Turner-Hackwood
Beautiful Pekingese Dogs, champion strains, for sale. For prices address as above.
Witton Stud dog. Mother big prize winner.

J. GLASSBERG'S SHORT VAMP SHOE

In Suede, Satin, Patent, Glaze or Dull Kid—Pumps, Oxfords & Boots.
A shoe that combines gracefulness of line and supreme comfort.
Send for Catalog T. Mail orders filled.
511 6th Ave., near 31st St.
58 3rd Ave., near 10th St.

TROUT'S JEWELRY SHOP

Wedding Rings
Hand Carved Orange Blossom Design Platinum, \$31.25; White Gold, \$9.50; Yellow Gold, \$9.50; Green Gold, \$9.50.
Wedding Gifts
Write for Catalog of Wedding, Groom and Bridesmaid's Gifts. At wholesale prices you save one-third. No middlemen. Buy from the factory. Silverware, Watches, Diamonds, Jewelry, Ivory, Ebony. Ask for free Catalog and compare prices.
Charles L. Trout Co., Second Floor
170 B'way, 2 Maiden Lane, N. Y.

UNICUM Real Human HAIR NETS

2 for 25¢ and up
Theo. H. Gary Co.
69 Irving Place, New York
at all good shops

Pond's Vanishing Cream

See what an improvement one application makes

VAN RAALTE Veils

Look for the little White ticket
VAN RAALTE MAKE

Kayser Silk Gloves

Perfect fit and finish
CUTEX
The new way to manicure

WALKING DOLL

Walks with firm, soldierly stride when led by hand. Can bow, kneel, walk stairs. Boundless joy for children and grown-ups. Sensational entertainment for parties, plays, theatricals. 28" tall, beautifully dressed.
Complete without wig \$8.75
With long curls as pictured \$10.00
With exquisite silk dress \$15.00
Dressed as soldier, sailor or boy, sensational imitation of athletic walking man \$12.50
Add 50c. for postage or express.
MANHATTAN DOLL CO., 741 5th Av., N. Y.

ACFIELD'S METAPAD

IT SUPPORTS & BINDS THE FRONT ARCH
For All Metatarsal Arch Affections. Morton Toe, cramping of toes, enlarged little toe joints, sole callouses and spreading of toes. Worn in the Shoe.
Any other foot troubles? Write or call.
C. R. ACFIELD, Foot Specialties,
Marbridge Building,
Dept. 26, 1,328 B'way (at 35th St.), N. Y.