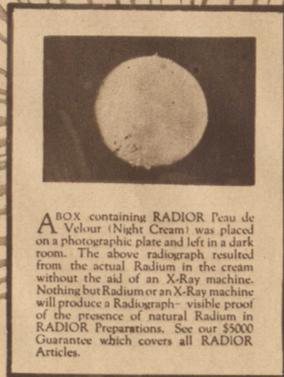




Modern housekeeping conveniences can't compare with Mother Nature's arrangements in Yellowstone Park. You catch your fish and swing it into the boiling spring—once a spouting geyser—to cook. Underwood & Underwood.

Radium and Beauty



A BOX containing RADIOR Peau de Velour (Night Cream) was placed on a photographic plate and left in a dark room. The above radiograph resulted from the actual Radium in the cream without the aid of an X-Ray machine. Nothing but Radium or an X-Ray machine will produce a Radiograph—visible proof of the presence of natural Radium in RADIOR Preparations. See our \$5000 Guarantee which covers all RADIOR Articles.



REVOLUTIONARY beauty secret was revealed when Scientists discovered Radium. With its power to rejuvenate and vitalize all living tissue, Radium has proved of inestimable value to the skin and complexion.

By the use of Radior Toilet Requisites any woman can now avail herself of this new aid to beauty. An expert discovered the way to embody Radium in these preparations despite its cost. All Radior articles carry a \$5000 Guarantee that they contain Actual Radium.

Radior beauty aids are the daintiest and most luxurious of toilet preparations. There are Radior Face Creams as soft as velvet—Powders as smooth as satin. There is Radior Hair Tonic, delightfully invigorating to scalp and hair—a healthful Skin Soap—a dainty Rouge—an Under Chin Pad for sagging muscles, and Forehead Pad for wrinkles. All are distinguished by a mysterious fragrance—an exclusive Radior Perfume.

To this perfection add the wizardry of Radium with its power for betterment, and Radior Toilet Requisites stand unrivalled as your aids to beauty.

The Radior idea is new only in the United States. Radior Preparations are a success of long standing in England where they are used by delighted thousands and are the vogue in leading shops.

Try Radior in comparison with any other preparations. You will use Radior always.

Write for this Interesting Booklet

"What is Radium—what does it do for you—why is it embodied in the finest toilet preparations?" These are some of the questions answered in our booklet—"Radium and Beauty"—a booklet every modern woman will read with vital interest.

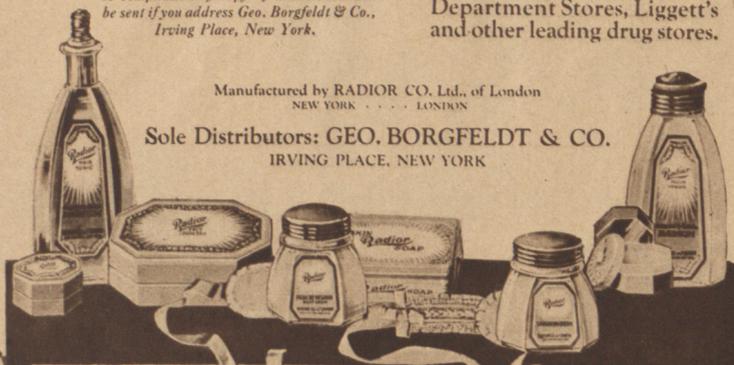
A complimentary copy of this booklet will be sent if you address Geo. Borgfeldt & Co., Irving Place, New York.

Radior Toilet Requisites

are sold by the foremost Department Stores, Liggett's and other leading drug stores.

Manufactured by RADIOR CO. Ltd., of London
NEW YORK . . . LONDON

Sole Distributors: GEO. BORGFELDT & CO.
IRVING PLACE, NEW YORK



Radior Preparations are **GUARANTEED** (under \$5000, penalty) to be prepared from the purest pharmaceutical ingredients to contain a definite quantity of Actual Natural Radium, and to retain their Radio-activity for at least 20 years.



"J. C." Ribbons are an intimate part of Gertrude Vanderbilt's stunning dresses in "Listen Lester"—adding to them new beauties and pleasures. And her gowns are as essential as her smiles. Women of discrimination invariably prefer a "J. C." to any other ribbon. There's one for every possible need and purpose. Buy them by name.

Gertrude Vanderbilt in "Listen Lester" wearing frock trimmed with "J. C." Lady Fair Ribbon



- LADY FAIR**
A new double-faced satin ribbon. There is only one genuine Lady Fair Ribbon—"J. C." LADY FAIR. Be sure the name appears on every bolt you buy.
- SATIN DE LUXE**
Best satin and taffeta ribbon.
- VIOLET**
Ideal lingerie ribbon in pink, blue and white.
- TROUSSEAU**
Rosebud and polka dot lingerie ribbon.
- SANKANAC**
Popularly priced satin and taffeta ribbon.
- DEMOCRACY**
A grosgrain ribbon "For the people."
All registered trade mark names.

Johnson, Cowdin & Co.
40 East 30th Street, New York

HIGH **INSTEPS** **MEDIUM** **LOW**
A HIGH, well curved instep is a natural form of beauty for a woman's foot. Our high arched, short vamp shoes, built on shag lasts, will preserve the high instep. Comfort and style combined.
J. GLASSBERG
225 W. 42d St., New York
Mail Order—Sole Mail Box
Telephone Bryant 3044
SHOES

TALC 25¢
FACE POWDER 50¢
Chinwah
PERFUME \$1.50
TOILET WATER \$1.50

ALBODON

If Teeth Were Always Kept Clean!

GEORGE WASHINGTON was toothless at 40. In his day teeth were expected to decay and be pulled. We know better now. Sensible people are faithful in their visits to the dentist and in their daily use of a reliable, safe dentifrice. Cautious parents are watchful of their children's teeth.

A clean tooth will not readily decay. Nor harbor germs or tartar and stain. Properly brushed gums will not recede or bleed or become spongy.

ALBODON DENTAL CREAM is the safe-and-sane family dentifrice. The purity and quantity of its cleansing and polishing ingredients keep the teeth at maximum whiteness and cleanliness. The essential oils and antiseptics keep the mouth sanitary and germ-free. Used daily from youth on there need be no serious dental trouble. The danger is in starting late.

People find ALBODON beneficial and pleasant. It never hardens in the tube no matter what the weather.

BRUSH YOUR TEETH RIGHT For 5c in coin or stamps we will send you a trial size tube of ALBODON DENTAL CREAM sufficient to last one person a week, so that all the family may have a chance to prove its merits to their personal satisfaction.

Most gum trouble is due to brushing the teeth the wrong way. Around every tube of ALBODON that you buy is wrapped a booklet, written by a well-known dentist, explaining the right way and giving other valuable advice.

At all dealers **25c**

THE ALBODON COMPANY, Dept. 52, 7 W. 45th St., New York

Bench Made SUEDE PUMPS

Hand Turned \$8
Soles, Louis
Heels.....

All the most advanced Spring Styles Priced Especially Low!

Also hand-turned pumps, Louis XV. heels, in Patent Leather and Dull Kid; at.. \$7.50

L.M. HIRSCH SHOE COMPANY
Sixth Ave. at 39th Street
Our ONLY Store

DEAF?

Hear clearly and distinctly with a **Little Gem Ear Phone**
Simplest and smallest hearing device.

The absolute superiority of the Little Gem was recognized at the Panama-Pacific Exposition, where it received the Gold Medal, highest award for ear phones, in competition with the world.

Try our Auto Ear Massage; used to stop head noises and improve hearing. Call at our office for a free, private demonstration. Expert advice without charge. Ask or write for booklet.

GEM EAR PHONE CO., Inc.
809-T, Marbridge Bldg., 41 W. 34th St. at B'way, N. Y. C. Phone Greeley 3744.
Canadian Office—Royal Bank Bldg., Toronto.

SELMA'S RUSSIAN SKIN BEAUTIFIER

Contains rare Oriental oils famous for keeping the skin smooth and velvety and preventing lines and wrinkles. **THREE IS NO CREAM LIKE IT!** Used many years by ladies of refinement here and abroad—\$5c, \$1.10, \$1.50. Also Strawberry Astringent Face Lotion, Face Powder, etc. Sold by Macy and Leading Stores or mailed direct.

Made and Guaranteed by **SELMA J. SOTHERLUND (of Russia)**
25 West 45th Street, New York

Chauffeurs' Outfits Special Now

At \$67.50

Suit, Overcoat and Cap to Match

With good fabrics scarcer than ever, there is now but one Royal road to Economy in Motor Apparel, and that is Quality. In this Chauffeur's outfit, consisting of suit, overcoat and cap of fine dark grey, all wool whipcord, we offer, considering conditions, an outfit which is remarkable for both quality and value. The outfit complete \$67.50, or as follows:

Suit \$29.50 Cap \$3 Overcoat \$35

Brill Brothers
BROADWAY AT 49th ST.

NEW SPRING FURNITURE AND RUGS IN THE SMARTEST OF STYLES.

A very complete showing of Dining Room, Bedroom and Living Room furniture, including Willow, Fibre and Ivory Enameled Sets.

- 5 pieces, complete with cretonne cushions, \$41.95
- Settee, 42 inches, \$15.95
- Box Cushions in cretonne, \$4.50
- Rocker, \$5.95
- Box Cushions in cretonne for chair or rocker, \$1.65
- Armchair, \$4.95
- Capstan Stool, \$3.45
- 24-inch Table, \$4.75

Add \$1.00 for chair, \$2.00 for settee in colors.

LENNON & COMPANY 153-157 West 23d Street
Near 7th Avenue Subway.