



This Label on the Waistband Identifies the Genuine HEATHERBLOOM PETTICOATS



**1ST in Fashion**—for Heatherbloom flounce and pattern designs originate the vogue of petticoat creations.

**1ST in Beauty** — for Heatherbloom comes of a wonderfully lustrous fabric, the master product of master looms.

**1ST in Economy** — for you can buy three Heatherbloom Petticoats that look and feel like silk, yet wear three times longer, at the price of what one silk one costs.

Heatherbloom is known and worn the world over. It is the standard name that means petticoat quality and style.

See the many new and wonderful Spring creations at all good stores. You can identify a genuine Heatherbloom Petticoat by the full label on the waistband—look for it. It is there for your protection.

**The WATERS-WEISMANN CO., INC.**

Owners and Distributors of Heatherbloom.

Head Office and Mills at Binghamton, N. Y.

New York Salesrooms, Brunswick Building, 225 Fifth Ave., at 26th St.

These stores feature Heatherbloom Petticoats	
Abraham & Straus, Brooklyn.	James McCreery & Co.
L. Bamberger & Co., Newark.	Saks & Company.
Gimbel Brothers.	Stern Brothers.
James A. Hearn & Son.	and other good stores.
Frederick Loeser & Co., Brooklyn.	



**PETTICOATS**