



Spray Mark

SUITS & COATS
For Misses

Styles a little different from those everybody is wearing—
Tailoring a little smarter—
Materials a little newer and better—
Trimmings and linings that harmonize a little more perfectly—
—these are the reasons why the style-fastidious younger set, in cities and towns the country over, ask for Spray-Mark Suits and Coats when they select their street apparel.

SPRAYREGAN & MARKS
158 WEST 29TH STREET, NEW YORK
Garments of Quality and Distinction



Maid Marion Dresses

Obtaining Parisian smartness in moderately priced dresses is simply a matter of looking for the shop that sells the Maid Marion line.

Their engaging youthfulness, their loveliness of fabric and color, the fresh invention shown in every detail, invest these frocks with the individuality that every woman craves.

Discerning dress buyers have learned that Maid Marion styles are known, admired and sought by the most exacting American women.

Marion Dress Company
Waldorf Building 2-16 West 33rd Street
New York City



F. F. Models

SUITS AND COATS
Give Long Lines to Full-Formed Women

That full-formed women can be just as stylish, graceful, and easily fitted in ready-to-wear apparel as their slender friends, is proved beyond question by the photograph above.

This garment is made of fine quality tricotine, with a natural squirrel animal scarf, and a vest of silk duvetyne. It is but one of a great variety of beautifully tailored fall suits and coats designed especially for full-formed women by

BERNSTEIN, BAUM, DACOSTA CO.
38 West 32nd Street, 13th Floor, New York



PRISCILLA COATS for WOMEN
MISSSES & JUNIORS

Specially designed, from fabrics to fashioning, to satisfy the style-needs of young women and women who want youthful styles, while keeping well within their price-limits.

The model pictured is of warm, soft silvertone, effectively collared and cuffed with black opossum fur. The pockets combine originality with utility in a distinctive Priscilla way.

Popularly Priced

H. Goldwater & Co.
36-46 West 25th Street
New York



The MILDRED LOUISE DRESS
FOR BABIES

For Little Miss "Two to Six"

The babies haven't been forgotten in planning the fall clothes. Here are three bonny little frocks that will delight both baby and mother.

Progressive stores everywhere are featuring these and other adorable Mildred Louise dresses, for party and play wear. A "Special" frock is illustrated every month in the advertising sections of the women's magazines. Look for them.

W. L. Leavy
B'way & Bedford Ave., Brooklyn, N. Y. 233 Fifth Avenue, New York City

4645. Sturdy little Middy Suit, in Hill Jean, with hand-stitching on pocket and silk linings. Retail \$4.00

4592. Regulation Sailor dress, of Indian Head, with linen finish. To retail \$3.00

4619. Quaint frock in Old English Print effect, hand-smocked. To retail \$2.25

4645 4592 4619



AMERICAN GIRL COATS
FOR CHILDREN and GIRLS

Coats for the school girl must be youthful in style, sturdy in their wearing qualities, and moderately priced.

American Girl Coats for Children and Girls are famous for the way in which they combine these three essentials.

The coat illustrated is made of excellent quality all wool cheviot velour, and shows a broad collar and pleated back very becoming to growing figures.

H. Goldwater & Co.
36-46 West 25th Street
New York