

THIS jaunty modified continental shape of black panne velvet is immensely smart for Fall wear. The trimming of glycerined ostrich surrounds the entire crown, giving just the needed touch of feathery lightness.

The styles of Arden Hats are infinitely varied, but all are equally charming, whether trimmed or tailored. Specially priced to retail from \$5 to \$10.

Open Orders Promptly Filled  
ARDEN HATS  
E. A. Edelstein  
22 West 38th Street  
New York



Arden Hats

THIRD PRESENTATION OF

## Advance Fall Fashions

IN WOMEN'S READY-TO-WEAR APPAREL

BUYERS coming to market are finding these photographic showings of the new modes a great convenience and assistance. They tell at a glance what is fresh and interesting, and where it may be obtained.

Women readers also appreciate the fashion service. They find their favorite stores more than willing to order the styles they prefer. Try this easy way of doing your fall shopping.

*This entire section designed and prepared by*  
The Fonda-Haupt Co., Inc.  
Advertising Agents

Of Rich Satin  
this charmingly youthful draped frock, lavishly button-trimmed, is characteristic of Mary's new fall dresses. Serges, tricolines, and georgettes are other materials in which they are developed—in sizes 13 to 20.  
Mary's Dresses please!  
Henry Hunvald  
115 West 27th Street, N. Y.



Mary's Dresses



Style 2807—Designed by  
J. & M. Cohn  
6 East 32nd Street  
New York



Style 309—Designed by  
Webster, Aaron & Co.  
33 East 33rd Street  
New York



Style 3706—Designed by  
Claremont Waist Co.  
19 West 36th Street  
New York



Style 5—Designed by  
Lion Waist Co.  
1237 Broadway  
New York



Style 1208  
Designed by  
Selma Waist Co.  
37 W. 27th Street  
New York



Style 2150  
Designed by  
Weil & Weil  
36 E. 31st Street  
New York

Fairyspun  
VOILE

Never before has there been produced a cotton voile of such fairy fineness, such immaculate whiteness, such firm and even weave.

Fairyspun Voile is used only by the very best manufacturers, who choose it for the developing of such graceful little blouses as those photographed for this page.



NADAY & FLEISCHER  
136 Madison Avenue New York