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Brill Brothers

Shop for Women

Copy of Georgette model, trimmed with black Ostrich bands, moire ribbon bows and faced with black silk.

Coat of Chiffon Taffeta

Copy of Bernard Model

Has military cape of chiffon taffeta and cape collar of velvet. Readily convertible into chin collar (as illustrated.) Tie belt and full flaring skirt. Colors are black and blue.

Special at \$39.50

Tailored Effects and Sport Wear of Individuality

SUITS, COATS, DRESSES, SKIRTS, WAISTS, SHIRTS SWEATERS and MILLINERY

Hat of Black Liserie Straw;

Special at \$12.50

BROADWAY AT 49TH ST.



Before Waving

The Nestle Permanent Hair Wave

For the scientific waving treatment of straight hair you should call at "NESTLE'S." Whether you require your own hair made permanently wavy by his famous process, or your straight-haired baby's hair treated to make it grow naturally



Nestle Waved

curly. The Permanent Wave is applied within two hours from beginning to end, inclusive of shampooing and dressing of the hair, while the NESTOL treatment for babies is a scalp treatment done by the mother at home.

OVER 40,000 ADULT HEADS OF HAIR HAVE BEEN PERMANENTLY WAVED during the last twelve years by the Nestle Firm in London. Over 3,000 heads have been waved by Mr. Nestle and his staff since his arrival in New York, March, 1915.

Mr. Nestle is recognized throughout the world as one of the best authorities on hair, and all his experts are trained by him. He is the original inventor of this Principle (London, 1905), and, thanks to the technical perfection of the implements used, any damage to hair or scalp is out of question.

Every head waved by us is done so at our own responsibility. Every head waved is guaranteed and tested before the fee is taken.

Apply for our illustrated booklet or call at

C. NESTLE CO.

657-9 Fifth Avenue, Corner 52nd Street, New York
Tel. 6541 Plaza
London, 48 South Molton St. and 44 Dover St.

CORRECTLY to design a corset is a matter of knowledge—knowledge of style and health requirements.

The corset is too fundamental an article of dress, too definitely the foundation of everything else, to be otherwise designed.

That is why thousands of women buy by the name

Lily of France

They let no question of style or health correctness concern them. They trust implicitly to the expert knowledge which, for nineteen years, has met their exacting requirements

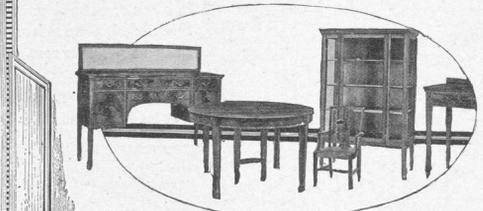
Lily of France Corset Co.
20 W. 22d St., New York



Lily of France Corset

TO judge fairly how the furniture you like will really look in your home, you should see it arranged in rooms.

We have 25 rooms complete on display—showing the newest designs in furniture, as it would appear in YOUR home.



Hoppelwhite Cross-banded
Crotch Mahogany Dining Room
Suite, 10 pieces \$225

Hundreds of other suites and individual pieces at moderate prices.

KELLNER BROS.
S. E. COR. 15TH ST. & 6TH AVE.
SINCE 1891



Lux is the modern form of soap for all fine laundering—the thin, transparent flakes of pure soap make such a thick soapy lather that without rubbing, Lux easily dissolves the dirt!

Notice how different Lux looks from any other soap product you have ever seen; how pure, how transparent each flake is!



Lux positively won't shrink woolsens or flannels. It leaves them beautifully soft and fluffy.

THIS WONDERFUL NEW PRODUCT

Won't shrink woolsens!
Won't turn silks yellow!
Won't injure even chiffons!

Pure soap in flakes—nothing else like it has ever been made. Not a soap powder, not a chipped soap, not a cake of soap, but fine, transparent flakes of pure soap, ready for use. These flakes melt the moment they are thrown into hot water. They dissolve so completely that not the slightest trace of soap is left in the garment to yellow it.

The hardest test of a soap

The hardest test of any soap product is in washing woolsens and flannels, and in the choice of your soap product, lies the secret of complete success in their laundering.

The formula for Lux produces a soap product which will not shrink woolsens, and which leaves them soft and fluffy, just as they were when new. You may find it difficult to believe that Lux really will not shrink woolsens or flannels, but order one package and try it. Think what it means to you to have at last found something which will wash any woolen!

How you can keep your silk blouse as white as when new

It is the combined action of alkali and hot water on silk which makes it acquire a yellow color which cannot be washed out.

With Lux and lukewarm water, you can wash silk fabrics dozens of times and they will not turn yellow. Lux contains no free alkali, and lathers wonderfully, even in lukewarm water! Lux won't harm anything that pure water alone will not injure.

For fine laundering, soap should never be rubbed directly on the article

For fine laundering, never rub soap directly on a fine article. This coarsens and tends to discolor the fabric. Lux cleanses wonderfully without rubbing. The thin, transparent flakes dissolve instantly, and contain more real cleansing value than you would believe possible.

Order a package now, and test it! That is the way to settle for all time the product you will use for all your fine laundering. Lever Bros., Cambridge, Mass.

LUX 10¢ Pure Essence of Soap in Flakes

Save \$5.00 to \$10.00

ON YOUR SPRING COAT, SUIT or DRESS

By taking advantage of our Modern Method of Merchandising

We eliminate Enormous Ground Floor Rentals—Promiscuous Credit—Huge Advertising Appropriations, saving you at least 20%.



Dressy Model in Men's-Wear Serge or Gabardine. Attractively Ornamented with Buttons and Worked Button Holes. Belted Coat, built to Flare at bottom. Faule Silk Collar. Full Flare Skirt. Specially priced for this week at \$17.75

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Largest assortment in the world to select from. The sensational reductions apply to 75 different kinds of Brand New Hand Power and Electric Vacuum Cleaners, Latest Models. Every known make of Cleaners is on our price lists.

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ELECTRIC VACUUM CLEANERS		HAND POWER CLEANERS	
FORMER SALE PRICE	PRICE	FORMER SALE PRICE	PRICE
Imperial 1916 Model C	\$35.00	Duntley Combination	\$8.00
Frantz Premier	30.00	Vacuum Cleaner	\$3.95
Western Electric No. 11	32.50	Carpet Sweeper	9.00
Eureka Electric	40.00	Bissell Combination	6.90
Magic	38.00	Vacuum Cleaner	
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WE SELL SOME MAKES OF CLEANERS ON INSTALLMENTS.
SEND NO MONEY NOW Just send coupon for free copy of "How to Select a Vacuum Cleaner." It contains much valuable advice, and may save you from making a bad mistake. When we send it we will send you COMPLETE Price List and will tell you about our Free Trial Offer. Special attention to out-of-town mail orders and inquiries for information. We pay all express charges. Send coupon now—TO-DAY.

In connection with above sale of new Cleaners we are having a sale on agents' samples, shop-worn, and used Cleaners. These Cleaners will be sold only to customers calling at our 424 St. offices. Prices as follows:
Arnold Electric was \$35, now \$7.
Richmond Electric was \$35, now \$10.
Eureka Electric was \$35, now \$13.
Frantz Premier Electric was \$25, now \$12. Many others, fully guaranteed.

We Rent, Repair, and Exchange All Makes of Cleaners.
No. 13, Muenzen Specialty Co., 131 W. 42nd St.
Send me pamphlet entitled "How to Select a Vacuum Cleaner" and your complete price list of sale prices on Vacuum Cleaners, to be operated by (state whether electric or hand)
Name Power
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Muenzen Specialty Co.
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Chairs, Desks, Tables, etc., in wide variety.
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White Calf Pump..... \$4.50
Same in Patent Leather, Dull Kid, or Bronze..... \$4.00



Champagne, Turn sole, Louis XV heel \$5.00
Same in Gray or African Brown.

An inspection of our large variety of new Spring Models will show wonderful values at remarkably Low Prices.
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L. M. HIRSCH Sample Shoe Co.



La Resistia

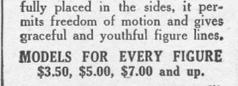
The CORSET OF DISTINCTION

LA RESISTIA Models for Spring are designed from the latest Paris styles, and every new style feature is carefully interpreted in each corset.
Each separate style is fitted on a Perfect Living Model for the type of figure for which that style is designed. Thus a perfect fitting corset is produced which molds the figure of the wearer to the newest figure lines, giving distinctive style and fashionable contour.
Their exclusive Patented Boning, "SPIRABONE," is the best corset boning made—flexible, break-proof, and resilient. Skillfully placed in the sides, it permits freedom of motion and gives graceful and youthful figure lines.
MODELS FOR EVERY FIGURE \$3.50, \$5.00, \$7.00 and up.
Let our expert corseteers fit you to a LA RESISTIA Model that will mold your figure to the new lines. Fittings free.
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Margaretta May

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We sell samples from our wholesale factory for cash at an actual saving to you of \$5.00 to \$10.00.
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Beautiful new models in serges, poplins, gabardines, taffeta and serge combinations,
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