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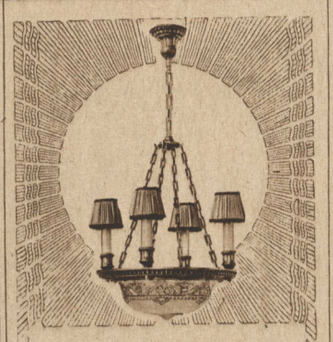
Misses' Frocks

"Locarno"—Tunic frock of navy blue French serge and soft black satin with bead embroidery in Oriental colorings. Collar and cuffs of white Georgette. Size 14 to 18. **57.50**

The hat is a copy of a Maria Guy model—of lisere with brim of plaited Georgette crepe. **17.50**

"Valais"—Coat dress of gabardine with contrasting color collar and pipings. Gray with navy, beige with navy, navy with beige or navy with gray. Size 14 to 18. **35.00**

The hat is a copy of a Lanvin model—of lisere with facing of plaited faille ribbon. **15.00**



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YOU will like the designs because they are true to Period Style.

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2635—Crepe de Chine afternoon dress; the graceful drape of the surplice that forms the girdle makes it a particularly appropriate model for maternity wear. Collar, vestee, and inner cuffs of Georgette Crepe; envelope pockets. Newest style skirt.

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Suits, Gowns, Negligees, Coats, Skirts, Waists, Corsets, Brassieres, Layettes.

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Invisible, strong, self-conforming, cap-shaped or all-over sizes. In sanitary envelopes. 15c each; 2 for 25c. White and Gray, 25c each.

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Made in its entirety, basic piano and player-piano in one factory ¶ The favorite of Mme Destinn and nearly every great Metropolitan Opera Artist ¶ Your piano taken in exchange Convenient terms arranged *Write for Catalog.*

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Write for Style Book, "Veils by Van Raalte."

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Look for this little white ticket on every veil or yard of veiling

VAN RAALTE MAKE

Your spring suit spoiled in the making to save 5 cents!

What will you pay for your suit this spring?

$75.00? Compare that with five cents! For this petty saving the manufacturer cheapens your suit in the making by using cheap thread instead of silk.

Or will you pay $35.00? A seven-hundredth part of that sum would have been more than enough to cover the extra cost of sewing your suit with silk instead of some cheap substitute.

$15.00? A three-hundredth part of that amount would have sewed the seams of your suit with silk and given you the quality to which you are entitled, instead of the quality you actually get!

"Women are easily taken in"

Many a manufacturer uses cheap thread instead of silk to make a petty saving, and why not when there is little likelihood of detection? The manufacturer says, "Women never notice how their ready-to-wear suits are made. They *go by the price.* They never think of looking to see!"

"How dreadfully true!" you say to yourself, and immediately you look to see whether or not the suit you have is sewed with silk. It will be, *if you made it yourself,* or if you had a tailor make it. But if you bought it ready-made, *no matter what price you paid for it,* the probability is that it was sewed with cheap thread and *not* silk!

Many complaints have been received from women protesting against this substitution evil. This is the reason why this educational campaign has been undertaken under the auspices of the Silk Association of America.

"A garment is only as good as its seams"

Its purpose is to warn American women to examine carefully the seams in all the ready-to-wear clothing—suits, dresses, blouses, gloves, silk petticoats—even garments of the most expensive materials—silks, chiffons, velvets, woolens! To your astonishment you will find many are *not* sewed with silk because the manufacturer says, "Women will never know the difference!"

Many stores were ignorant of this deception until we called their attention to it. Now buyers are instructed not only to carefully examine every garment, but to write in their orders to manufacturers, "Sew all seams with silk."

"Spare the seams and spoil the gown"

To correct this substitution evil, women themselves must insist on having "*Silk Sewed Seams*" in all silk and woolen garments.

Does *your* store guarantee silk sewed seams in the garments it offers you?

Before you buy that new suit, dress or waist this season be sure to ask, "Is it sewed with silk?"

The Silk Association of America,
354 Fourth Avenue,
New York City.

CUT THIS OUT AND MAIL IT TO US

The Silk Association of America,
354 Fourth Avenue, New York City.

Please tell me exactly how I can detect substitutes for silk in ready-to-wear clothing, and give me further information about this substitution evil.

Name _____

Address _____

The Nestlé Permanent Hair Wave

Nestlé Waved

These are the tenth weekly photographs taken of the heads Nestlé-Waved the last day of 1916. The hair is beginning to grow somewhat near the roots, but otherwise the waving seems certainly to have improved.

No invention of any period and dealing with our hair has conferred such advantages on straight-haired femininity as the Nestlé Permanent Wave. The simple business girl requires it, while the Royalty of Europe prefers it to any other form of hair waving.

Far from being harmful, the Nestlé Permanent Wave is actually beneficial to our hair. Nestlé's have not had a single case of justified complaint in all their twelve years' history of permanent waving, although during this time over 50,000 heads were waved under Mr. Nestlé's direct responsibility.

Nestlé Waving is less expensive than any other waving. Any kind of nightly hair curlers are cheap, but they ruin the hair, while having your hair kept in waves by the hairdresser's art is *more costly and infinitely less satisfying in every way,* than Nestlé-Waving—AND NESTLE-WAVING IS ALWAYS THERE.

It takes about two hours to wave a head of hair (one sitting). Every head waved is tested before the fee is taken and we make ourselves responsible for its permanency, as long as the present growth of hair remains on the head.

Nestlé Waved

Read our Descriptive Booklet

C. NESTLÉ CO.

657-9 Fifth Avenue, Corner 52d Street, New York

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Pupils of good reputation between the ages of twenty and thirty-five are now instructed by Mr. Nestlé in permanent hair waving as a profession.