



BABCOCK'S BUTTERFLY TALC

TWENTY FIVE CENTS

WITH the charming, new fragrance, exquisite, refreshing, smart. The talc of air-borne lightness, of silken softness.

Mark it by the tall, rich blue Butterfly can. Now at your pleasure everywhere.

The A. P. BABCOCK COMPANY
NEW YORK CITY TORONTO

BUTTERFLY EXTRACT AND TOILET WATER, 2.00. FACE POWDER, 2.00

KRYSTALAK

Pure, Clean, Nourishing Milk in Crystal Form

You can eliminate your hot weather milk troubles by using Krystalak for all cooking purposes. No ice required. Krystalak is dry skimmed milk. The butter fat is taken out so that it will keep indefinitely. These dry flaky crystals are packed in a blue-striped waxed package; positively free from moisture or contaminating influences. Your grocer has Krystalak. If perchance he hasn't, do not accept a substitute, for he will gladly secure it for you thru his jobber. Just insist upon Krystalak in its blue-striped sanitary package. Ask your grocer or write us for a copy of our free cook book—it makes the use of Krystalak easy and economical.

The Dry Milk Company
15 Park Row, New York City

How to Use Krystalak

Each package of Krystalak milk crystals will make 3 quarts; one cup makes one quart and four level tablespoons make one cup of milk. Add the Krystalak to the water and stir—it dissolves immediately.



Sheppard Knapp Son Co., INC



HEPPELWHITE BEDROOM SUITE \$490
9 Pieces Antique Ivory Special
An exceedingly attractive suite, at a remarkably low price. Low sporting expense and wholesale connections make prices lower here than elsewhere. A comparison will convince you.
39-41 West 23d St.

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York
PHONE 6900 GREELEY

Here is the Navy Blue Serge Dress to wear now with a small Fur, and later under a coat.

MISSES'

"Betty Wales" Dress

Made exclusively for Franklin Simon & Co.

THERE are occasional days now with a sparkle and nip in the air that make you want to shrug your shoulders under something woolen. For such a day, nothing is so trim and smart as a serge dress. This "Betty Wales" model is of the long-waisted type, with a girdle of tasseled silk and cord. Shallow chemisette of gold tissue, all-over embroidery in golden threads, and back and front panels caught in at the hem give charm.

Sizes 14 to 20 years

39.50

MISSES' DRESS SHOP
Second Floor

HAT illustrated from our shop. Price upon application.



Prompt Delivery Free, Anywhere in the United States

Tetlow's Pussywillow Talc de luxe

A TALC of infinite softness and assured purity—scented with the charming Pussywillow odor preferred by so many women of discerning taste.

Try a cooling, soothing application of Pussywillow Talc de luxe after your bath. It is a delightful aid to comfort these torrid days.

In a new hand-fitting box that doesn't upset easily; white only, 35 cents, at your dealer's.

HENRY TETLOW CO., Est. 1849, Philadelphia, Pa.
Face Powder 50c Rouge 50c
Powder Tablets 50c Toilette Cream 50c



Delightfully different
Thirty five cents

Chauffeurs' Outfits
and
Motor Apparel
for the Owner
Bill Brothers
Broadway at 49th St.

SEE NEXT SUNDAY'S PAPERS FOR OUR 14TH ANNIVERSARY BARGAINS
SOLID MAHOGANY TILT TABLE \$6.75
LENNON & COMPANY
153-157 West 23d Street
Write for Colonial Chair Booklet

Photographs Copied
Copies of old photographs that are better than the originals. Write for Booklet "I."
Bachrach
PHOTOGRAPHS OF DISTINCTION
507 FIFTH AVE.
Branches in 12 Other Eastern Cities

SHORT VAMP
SHOES and OXFORDS
Best for High Insteps
Latest Models in All Leathers. Built on Comfortable Round and Pointed Toe Lasts. Moderate Prices.
J. GLASSBERG
225 W. 42d St. New York
Mail Orders Catalog B Free

BERTHE MAY'S Maternity
CORSET, BELT AND BRASSIERE
Comfort, abdominal support, protection for mother and child. Dress as usual—normal appearance. Call at my parlors, or write for Booklet No. 23, free in plain sealed envelope. Can be worn by Stout Women and Invalids.
Berthe May, 10 E. 46th St., N. Y.

BOHN SYPHON REFRIGERATOR
Low ice consumption, low temperature and moderate prices are three strong features of the Bohn. Call and see us.
Bohn Refrigerator Shop
53 W. 42d St., N. Y.
913 Broad St., Newark

VIVAUDOU'S MAUIS
TALC-POWDER-CREAM
25¢ 50¢ 50¢

Franklin Simon & Co.

A Store of Individual Shops

Fifth Avenue, 37th and 38th Sts., New York



For Autumn
The Lochspun Sports Suit

SMART AS ITS NAME IS CANNY

ON crisp Autumn days, when the grass begins to brown and crackle underfoot, the golf course holds out more charms than ever. Then a comfortable Autumn sports suit is just as essential to a good game as a good brassie. And by the same token, that it be smart looking is just as essential to the enjoyment of the motor trip beforehand, and the cup of tea afterward.

In "Lochspun" the requirements of both comfort and smartness for golf are met, as well as those of the long tramp along the seashore, the climb among the hills, or the lazy late afternoon on the Country Club veranda.

"Lochspun" combines the virtues of a noncrushable knitted fabric with the sturdy close-woven texture of a homespun. Lochspun is a material originated by, and exclusive with, Franklin Simon & Co.

"Lochspun" suits of brown, Oxford, blue or green heather mixtures, English in cut, impeccably tailored.

THIRTY DOLLARS

FEMININE SPORTS APPAREL SHOP—Fourth Floor

HATS illustrated, are but suggestions of the infinite variety in the Millinery Shops

Prompt Delivery-Free, Anywhere in the United States, Phone 6900 Greeley



CHINA

LONG before you were born Ovington's was well established as a china house where smart designs and reasonable prices went hand in hand.

To-day it is known throughout America as the pre-eminent place to buy smart gifts, but Ovington's china is still equaled by few in variety and beauty and by none in value.

OVINGTON'S
"The Gift Shop of 5th Ave."
314 Fifth Av. near 32d St.

KELLNER BROS.

Twenty-nine years selling Good Furniture
Southeast Corner 15th Street and 6th Avenue



"Newby" Walnut Bedroom Suite—4 pieces \$265

THE Kellner standard of excellence will be maintained regardless of conditions. Kellner furniture can be depended upon to be of beautiful and correct design, substantial in character, at a moderate price.

You will find "The Twenty-Five Rooms" a most delightful guide in making your decisions.