

# The WEST Beach & Motor HAIR NET

For all Occasions

"TWICE STERILIZED ALL SHADES"

WOMEN in every walk of life are learning to give preference to the West Hair Net. The West Beach and Motor brand is gaining favor for every wear, everywhere.

Its durability makes it ideal for Beach and Motor wear, while its liberal size, its shape and invisibility make it the choice net for social and business wear. The name West that has been made renowned by West Electric Hair Curlers is your guarantee of absolute satisfaction or money back.

The West is the largest net produced and designed to properly cover every style of coiffure.

### Cap and Fringe Shapes

More than 5 million women daily wave their hair with West Electric Hair Curlers and countless children use them as Barrettes. The West Curler is a simple little device which produces a most beautiful and lasting wave without heat and without the slightest injury to the hair.

Simply dampen the hair slightly and wind loosely around the curler,



Card of 2, 10c.  
Card of 5, 25c.

**WEST Beach and Motor Hair Net, 15c**  
Gray and White Double Price



### WEST Softex

The Shampoo Exquisite

Softex preserves the natural oils and will make your hair look thicker, softer and lovelier. Softex is absolutely safe. You will be happily surprised to find how easy it is to dress your hair after shampooing with Softex.



Prepared with just enough Egyptian Henna to produce those shimmering tints so much desired. Also prepared natural (without henna) and especially adapted for gray and white hair and for children's.

One Size Only—10c a Package

### SPECIAL COUPON OFFER

If you are not already using these three requisites for dressing your hair, fill out the attached coupon and take it to your druggist or notion dealer and receive the three articles mentioned together with our interesting and instructive booklet, "Guide to Hair Dressing at Home."

If your dealer cannot supply you, mail coupon to us and articles will be sent direct to you.

NOTICE TO DEALERS We redeem coupons at 10c each when properly filled out. We suggest that for convenience you accumulate a quantity of them before sending to us for exchange. If you do not have a stock of West Hair Curlers, West Beach and Motor Hair Nets and Softex Shampoo, order from your jobber.

### This Coupon and 25c Entitles Bearer to

- 1 WEST Beach & Motor Hair Net
- 1 CARD (2) WEST Electric Hair Curlers
- 1 PACKAGE WEST Softex Shampoo

**Important:** Be sure to state shade of your hair and whether cap or fringe shape is wanted; also if Softex is desired with or without Henna. WEST ELECTRIC HAIR CURLER CO., PHILADELPHIA, PA.

WRITE NAME AND ADDRESS PLAINLY. TR

NAME .....

ADDRESS .....

Street & Number City State

Dealer's Name .....

Address .....

## Red Cross Shoe

### Hot Weather Comfort and Midsummer Style

Particularly in summer, when one suffers from foot discomforts, the ease, flexibility and suppleness of Red Cross Shoes are gratefully soothing. Yet they may be obtained in daintiest fashion shapes, as well as comfort styles.



Style 4608

### Red Cross Tan Russia Call Wing Tip Biogue Oxfords

Low military heel, Red Cross flexible welted sole. 8.50

We are sole agents for Red Cross Shoes in Greater New York and Newark.

Write for Illustrated Booklet

**J. Blum & Sons**

Mail Order Dept., 55 Warren St., Send P. O. Order or New York Draft Only. Delivery free all over the world.

West Side Stores East Side Stores:  
222-224 W. 125 St. 3d Av. & 122d St.  
(west of 7th Av.) 3d Av. near 86th St.  
6th Av. & 27th St. 3d Av. 150 & 151 Sts.  
8th Av. nr. 39th St. 162 Bow'ry, Br'm  
55 Warren St. 102 3d Av. nr. 13 St.

Brooklyn 442-444 Fulton St., opposite Bridge St., near Hoyt St. bet. Park Av. & Ellery St. Broadway, nr. Greene Av.  
Newark 689 Broad St., op. Mil. Pk. Stores: 100 Market Street  
Factory: 511-519 East 72d St., N.Y.

### JULY CLEARANCE SALE



Solid Mahogany Armchair as illustrated covered in tapestry, spring seat and back.

\$29.50

Full Suites and Odd Pieces for the Bedroom Living Room and Dining Room

at very substantial reductions. The few listed below are among the many offered during this CLEARANCE SALE.

Were	Now
\$188 2-pcs. Walnut Queen Anne	\$120
410 4 " Mahogany Colonial	219
700 5 " Ivory Louis XV	350
<b>LIVING ROOM</b>	
\$285 2-pcs. Tapestry	\$124
325 2 " Cane-Velour	123
537 3 " Overstuffed Velour	325
<b>DINING ROOM</b>	
690 10-pcs. solid Mahogany	\$325
550 10 " Walnut; Queen Anne	234
895 10 " Walnut; Chipendale	485

**LENNON & COMPANY**  
17-19 West 37th Street  
near 5th Avenue  
Formerly on 23d St. (Since 1906)

# Franklin Simon & Co.

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



For Madame and Mademoiselle

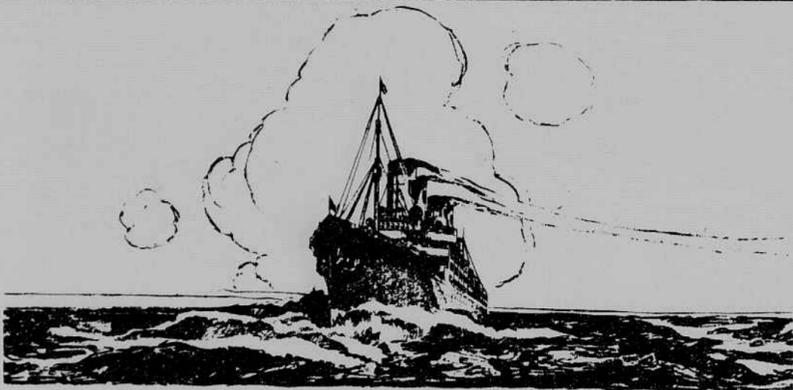
## SPORTS BLOUSES and SKIRTS

New Models at New Prices

- 46—WHITE JACQUARD SILK CRÉPE SKIRT, pleated model. 18.50
- 50—PLEATED WHITE CRÉPE DE CHINE SKIRT, of superior quality. 12.75
- SKIRTS—Waist 24 to 34 in; Length 30 to 40 in. SKIRT SHOP—Fourth Floor.
- 48—SILK CANTON CRÉPE BLOUSE in white, navy, cornflower blue, black or Pall Mall red. 9.75
- 52—BLAZER STRIPED SPORTS BLOUSE OF PUSSY WILLOW SILK, rust with ivory, or black with Copen or gold. 12.75

BLOUSES—Sizes 32 to 44. — BLOUSE SHOP—Third Floor.

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Fitz Roy



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A NEW and higher standard of passenger service to Europe is offered by the U. S. Mail Line. Several of its liners were built exclusively for this service—others are famous pre-war passenger carriers, entirely refurbished and redecorated, so that today they offer the same

luxuries and comforts you get at your club or hotel. Special attention is given the cuisine.

While proud of its Americanism, the U. S. Mail Line asks the public's patronage on the basis of service. It offers the best in the field, yet at moderate rates.

Before making definite plans for your European trip write or consult U. S. Mail Steamship Co., 45 Broadway, New York

### Sailings

**PLYMOUTH—CHERBOURG—BREMEN**  
America July 23—Aug. 24—Sept. 28  
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Hudson July 13—Aug. 30—Oct. 15  
Princess Matlika July 23—Sept. 7  
Potomac (Ex-Antigone) July 28—Sept. 14—Oct. 20

**PLYMOUTH—BOULOGNE—LONDON**  
Old North Star July 12—Aug. 16—Sept. 20  
Panhandle Star Aug. 2—Sept. 6

**NEW YORK—BOSTON—NAPLES—GENOA**  
Pocahontas Aug. 13—Sept. 24

# U.S. MAIL STEAMSHIP COMPANY



OPERATING STEAMSHIPS OF THE U. S. SHIPPING BOARD



THE DINING ROOM HAS INDIVIDUALITY



LUXURIOUS STATEROOMS IN STATE BOAT



THE WIDE GLASS-ENCLOSED PROMENADE



## MATERNITY

Cool Summer Fashions for the expectant mother that differ in no way from prevailing modes. Conceals the condition. May be worn after figure returns to normal.

### Everything for Baby

from simplest slip to most elaborate layette—nursery furniture, etc.

If unable to call, write Dept. A-1 for Free Style Book.

## Lane Bryant

21 West 38th Street, New York

**SHEPPARD KNAPP SON CO. INC.**  
39-41 West 23rd Street, N.Y.  
ESTABLISHED 1852

### SPECIAL For This Week!

**4-PIECE BEDROOM SUITE**  
Queen Anne Period in Walnut or Mahogany  
Bed, Dresser, Toilet Table, Chest of Drawers... \$287.50

High Grade Bedding has been one of our specialties for over 60 years.



442—Crystal pitcher with band of Sterling silver. \$10.00

At Ovington's new home you will find not only crystal ware and china of rare charm, but marvellous mirrors, lamps and shades and the most distinctive suggestions in gifts for what ever the occasion demands.

### OVINGTON'S

The Gift Shop of Fifth Avenue  
Fifth Avenue at 39th Street



### Annual Summer Sale

Electric Irons at \$5.95

Complete with resting stand, plug and six feet of connecting cord

The United Electric Shops.

130 East 15th St.

• 89th St. & B'way • 146th St. & B'way

• Open until 10:30 p.m.

Back Lace or Front Lace

## Bon Ton CORSETS



are the acknowledged Style Leaders of the world! America and all leading foreign countries have long recognized the absolute BON TON Style Supremacy.

Doesn't this mean a great deal to you?

And remember—all BON TON corsets are made with the O-I-C (Oh! I see) non-pinching clasp, and are boned with Wun-da-bohn, the wonder boning that outwears the corset.

Sold By Leading Dealers

Royal Worcester Corset Company  
Worcester, Mass. New York Chicago San Francisco

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13 times within one year.....	55c
25 times within one year.....	53c
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