

Franklin Simon & Co.

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



PARIS-MADE BEADED SILK BLOUSES

*THE French Blouse Shop Surrounds
French Blouses with Charm, and
Paris Showers Them with Beads.*

16 PARIS MADE BLOUSE OF BEADED CRÊPE 19.75
Georgette in navy blue, black or gray.

18 PARIS MADE BLOUSE OF BEADED CRÊPE 20.50
Georgette in gray, rust, French or navy blue, or black.

FRENCH BLOUSE SHOP Third Floor

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

After Sunset - Lightolier

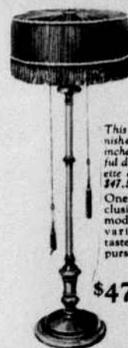


This beautiful Lightolier wall light through-out a home adds an artistic distinction that gives you joy and pride.



\$17.50

This striking table lamp with unusual polychrome base, 18 inches high, drum shade fashioned in rich silk in colorful variety and fringe to match. Complete \$17.50. Sixteen years' study of light and lighting fixtures by LIGHTOLIER designers and craftsmen has produced lamps like this which you may be sure are correct in lighting principles and artistic good taste.



This black and gold burnished chair lamp—50 inches high, with beautiful drum shade in georgette and silk. Complete \$47.50. One of the many exclusive LIGHTOLIER models whose endless variety meets every taste, every need, every purse.

\$47.50



\$12.50

This novel Japanese lamp—exquisite blue and yellow pottery base—Tokio blue and gold shade—A jewel of a bargain at \$12.50. This is a dainty, Oriental expression of LIGHTOLIER'S limitless ability to provide a unique lamp at a unique low price.



\$10.00

This beautiful shield lamp—its exquisite base finished in polychrome—gracefully curved shield, special parchment, with decorative floral design on black background. Exceptional value at \$10.00.

Lightolier COMPANY

LIGHTING
FIXTURE
and LAMP
HEADQUARTERS

569-Broadway at Prince Street, New York

Lightoliers— or just "Fixtures"

LIGHT YOUR HOME as you furnish it—with taste. Choose your lighting fixtures with the same care and respect that you give your carpets, furniture, and decorations. Don't buy just fixtures. Select the right fixtures, artistic fixtures—LIGHTOLIERS. For your choice in one as much as the other, reveals your taste and culture.

Turn to LIGHTOLIER to guide you to what is correct, tasteful, and harmonious in lighting your home. The LIGHTOLIER is more than mere lamp or fixture. It is Artistry in Light—the right light in the right place.

Take the luxurious Corona LIGHTOLIER pictured here, shedding its mellow shower of radiance over dazzling linen and shining silver of the dining table. It focuses good cheer, good feeling, and family spirit at the table. And the friendly reception light. It's like a warm handclasp or a parting smile.

Both are eloquent expressions of LIGHTOLIER'S Artistry of Light. They are but two of thousands of other distinctive lamps and fixtures. We have lamps for every taste and purse. No matter how fastidious your choice or modest your purse, there is a LIGHTOLIER to suit it.

Write for our fascinating booklet—"The Secret of Entrancing Light." Or better, call for it. It will reveal to you what Artistry of Light can do to give beauty and charm to any home. It is sent on request free.

LIGHTOLIERS are sold everywhere in the country by leading dealers; but here in New York you can get them direct from us at our beautiful show-rooms, a conservatory of lighting masterpieces. Come and visit us. It's easy to reach from anywhere in Greater New York, from any railway station just seven minutes from Times Square on the Broadway Subway. Our door right at the Prince Street stop. Come at once.



FRECKLES

Now is the Time to Get Rid of These Ugly Spots

There's no longer the slightest need of feeling ashamed of your freckles, as Othine—double strength—is guaranteed to remove these homely spots.

Simply get an ounce of Othine—double strength—from any drug-gist and apply a little of it night and morning and you should soon see that even the worst freckles have begun to disappear, while the lighter ones have vanished entirely. It is seldom that more than an ounce is needed to completely clear the skin and gain a beautiful clear complexion.

Be sure to ask for the double strength Othine as this is sold under guarantee of money back if it fails to remove freckles.

Your Little Musician Deserves the Best Piano



You ought to provide a Hardman Five Foot Grand for your little Pianist just as you engage the best musical instruction for her or him. Occupies no more room than the average upright. Its rich distinctive tone is officially endorsed by the Metropolitan Opera House.

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WILLIAM RYLEY, the London Specialist, can make your hair so surprisingly wavy and beautiful with his original method of permanent hair wave that it is bound to improve your appearance one hundred per cent. Beautiful, lasting waves are absolutely guaranteed.

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Fitz Roy 4191
WILLIAM RYLEY
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WE ARE NOW SHOWING Our New Spring Assortment of Living Room, Bedroom, Dining Room, Furniture and Rugs

Easy Chairs, Console Tables, End Tables, Davenport Tables and Gate Leg Tables with Windsor Chairs to match. ALL AT LENNON'S LOW PRICES.



Dull mahogany finished Day Bed, illustrated, frame 3 ft. \$23.50
Day Bed Spring and Mattress combined, covered in Art Denim \$24.00
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Several styles in 2 ft. 6 in. size.

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near 9th Avenue
Formerly on 23rd St. (Since 1900)

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which is an exact reproduction of the natural, is the realization of years of specializing. This modern transformation has revolutionized the Hair Industry. A visit to this establishment where more than 100 different styles of transformations are on display will convince you that Manuel is the foremost transformation specialist in America. Booklet on request.

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29 East 46th St., N.Y.

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The California Fruit Shippers will use only Bohn Syphon Refrigerator cars. Call and we will show you why.
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53 W. 42d St., N. Y.

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The Lilly of France is a beautiful and worn by beautiful women. It makes them more beautiful than ever.
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A WONDERFUL FAT REDUCER

BARY-GONE has been called the "fat reducer" in your diet. No diet or exhausting exercises.
A BARY-GONE Bath. Cartridge in your bath tub does the work.
Carton of 12 bath cartridges, \$3.00 postpaid.
Pan-American Pharmaceutical Co.,
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Kunderd's Marvelous Ruffled Gladioli

offer something entirely new and original for your garden. Far removed from the common sorts in type and exquisite coloring, their ruffled petals carry a stamp of beauty as well pronounced as it is undefinable.

Our splendid new catalogue will be sent free on request. It describes ninety-two new sorts introduced this year for the first time, and illustrates many of them, eight in natural colors. In addition it includes valuable cultural information that you should have. 44 pages of Gladioli matter—all of it interesting—send to-day for a free copy.

A. E. KUNDERD
"The originator of the Ruffled Gladioli"
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Three Slices of Basy Bread a day. Help reduce your weight in a natural way. Doctors' Essential Foods Co., Orange, N. J.
Dear Sirs—
"Enlosed please find New York Exchange for which you may send me Basy Bread. Of course, one loaf per week, until you have sent this amount. My wife has reduced thirty pounds, and is very much pleased with the results. Please get this out as soon as possible."
H. K. Murfreesboro, Tenn.
DOCTORS' ESSENTIAL FOODS CO.
81 Oakwood Ave., Orange, New Jersey



Mirrors of many charming designs for various needs from \$7.50 to \$250.

WHEN you pay your next visit to "The Gift Shop of Fifth Avenue," you will find it interesting to observe the uncanny way Ovington things have of picking out places for themselves in your home. And it will be gratifying to learn at what moderate cost they may take their places.

OVINGTON'S "The Gift Shop of Fifth Avenue"

312-314 Fifth Avenue
Nr. 32d Street

There is a wide selection of unique Sheffield ware from \$5 up.

Clocks of many kinds at prices ranging from \$7.50 to \$250.



Tea wagons that combine service and distinction are shown at prices from \$35 to \$150.



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All Over the Head \$20 or \$1 per curl. 6 mo. guaranty if not bleached or dyed.
Ideal Transformation \$20.00
Covers entire head. First Quality Hair.
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Instantly Relieves Metatarsal Arch Affections Morton Toe, cramping of toes, enlarged little toe joints, sole callouses and spreading of foot. Worn in any shoe, under or over stocking. Any other foot troubles?
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