

Silverbloom



now in its new garb of gaily patterned SPORT STRIPES of DARING COLOR COMBINATIONS is ready for your inspection.

SILVERBLOOM possesses that exclusive appeal that women of distinction demand.

A season of tubbing will take from this glorious cloth nothing of its silvery lustre or dye-fast colors.

For service and beauty choose SILVER-BLOOM.

Ask your nearest retailer, or send to us

LESHER, WHITMAN & CO., INC.
Broadway and 19th Street, New York

Franklin Simon & Co.

PARIS
4 Rue Martel

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

LONDON
29 Jewin Crescent



Girls' Spring Dresses

Exclusive models, of taffeta silk, voile or net

No. 125—Girls' White Net Dress: the lace frilled collar forms a quaint fichu, trimmed with flower clusters and ribbon rosettes; sleeves frilled with lace and tucked; skirt has alternating tucks and lace frills, satin ribbon sash with bow at back. 12 to 16 years. **12.75**

No. 130—Girls' Taffeta Silk Dress, new Russian Blouse model, in navy, Copen or rose with white satin collar. The V-neck is embroidered in self-color and gold, while a band of the embroidery outlines the corded waist and trims the sleeves; skirt attached to waist lining. 12 to 16 years. **16.75**

No. 132—Girls' White Voile Dress: blouse smocked at waist; tunic embroidered in daisies with Copen or rose color centres, matching the smocking on waist and sleeves; neck and sleeves with plaited frills; crochet buttons; skirt attached to net waist lining. 12 to 16 years. **9.75**

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

Spring and Summer Style Book, "CORRECT DRESS"

Illustrating Everything in Ready-to-Wear Apparel for Women, Misses, Girls, Boys, Children and Infants. Mailed out-of-town upon application to Dept. "E."



Georgette models of Yo San and Sportsilk La Jerz—Imported by J. M. Glidding & Co.

YO SAN and Sportsilk LA JERZ

The Perfected Shantung Lustrous and Colorful The Jersey weave that will not stretch

The creators of the mode here and abroad find in Yo San and Sportsilk La Jerz the exclusiveness and distinguished style-note demanded by their fashionable clientele who must have

The Ultra-Smart Sport Silks

By the yard at leading stores. In smartest garments in Ready-to-Wear Departments and fashionable Specialty Shops

Produced by the manufacturers who have always given to every season the Silk Sensation. ROGERS & THOMPSON, Inc., New York, Creators of Yo San, Sairee and La Jerz.

Crowley Neckwear for Women



Wear the Lily* Guimpe Easter Morn

At the best shops Look for this label



Crowley
Designed and introduced by
TIMOTHY F. CROWLEY
Inc.
NEW YORK

*Reg. U. S. Pat. Off.

Madame Mastin of Paris
Announces an Opening of
Imported and Original
Spring Creations in
Suits-Wraps
Afternoon
and Evening Gowns
At Pleasing Prices.



Belle Bryce Gemmel

"The name behind the well-dressed woman."

5 East 47th Street

PARIS NEW YORK BOSTON

NOTICE: Fifteen Models for the Spring, of which copies have been already taken, are offered with a 35% reduction.

The Nestlé Permanent Hair Wave



This is the seventh week of these two "Nestlé-waves." In both cases the hair shows at its best, which is probably due to the fact that the young women get better acquainted with the way wavy hair behaves.

No woman who had a real Nestlé-wave will ever again use hot irons and hair-curlers on her hair. There is no discovery, old or modern, which has offered more benefit to women than the Nestlé-wave. Palm Beach was crowded this winter with

Nestlé Waved



Nestlé Waved

women and children whose hair was Nestlé-waved, and our salons are already crowded with ladies preparing for the summer. If you have your hair waved now it will last until autumn before it has grown out sufficiently to require another treatment.

For our Home Outfit, too, there is an ever-increasing demand, and also for the "Nestlé" treatment for small children—this is now used by thousands of mothers who desire to insure curly hair for their children in the future.

Apply for illustrated and descriptive booklet.

C. NESTLÉ CO.

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

Telephone 6511 Plaza London, 48 South Molton St. and 43 Dover St.

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



We cannot all have perfect teeth, but we can have clean teeth. ALBODON DENTAL CREAM contains the highest percentage of tooth-cleaning and polishing properties of any dentifrice obtainable, so it is certain to clean your teeth best.

Every dentist knows the formula Every dealer sells it

Lane Bryant is the largest maker and retailer in the world of maternity apparel, and Lane Bryant MATERNITY CORSET

is built for the true maternity figure with full knowledge of its requirements. Retains Stylish Figure: Preserves Health: Relieves Fatigue: Supports abdomen and vital organs; preventing injury to mother and child. Phone Greeley 0410 Lane Bryant 21 W. 38th St., N. Y. "Mater Modica" showing photographic illustrations sent free out of town. Write Dept. L I