"Pretty"—Yes, but so impossible to keep pretty!

"Impossible"—that is, with ordinary soap—cake soap that you have to rub roughly on the fragile material.

Such soap was meant only for plain laundering—it cannot help injuring fine silks and laces for which it was never meant.

Why laundering spoils your silk blouse

Alkali and rubbing are what spoil your prettiest blouse. The alkali makes the silk grow yellower and yellower each time it is laundered. Rubbing coarsens the silk and lace—takes away all the daintiness.

How you can keep your blouse lovely

Lux, the new product for all fine laundering, has absolutely no free alkali, and no rubbing is necessary, because in the transparent Lux flakes is concentrated more real cleansing value than is possible in any other form of soap. It *dissolves* the dirt—so that without the slightest friction the dirt drops out into the foamy Lux suds.

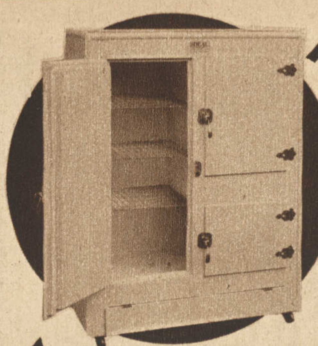
Your filmiest blouse comes from its Lux tubbing white and sheer as when it was new. *Use Lux on anything that pure water alone will not harm.*

Try it at once. Your grocer and all the department stores have it. Lever Bros. Co., Cambridge, Mass.

How to wash silk waists

Whisk a handful of Lux into a thick lather in very hot water. Add cold water till lukewarm. Dip your waist through the foamy lather many times—work it about in the suds—do not rub. Rinse in three waters, the first lukewarm, the second cooler, the last cold. Squeeze the water out—do not wring. Dry in the shade. When nearly dry, press with a warm iron—never a hot one. Georgette crepe waists should be gently pulled into shape as they dry, and also should be shaped as you iron.

LUX For all fine laundering



Don't Miss These Very Low Prices

Introductory Sale of the New All-Metal Refrigerator, Built by the World's Greatest Makers

To meet the damp and humid climatic conditions encountered in West Indian and Central American export trade, the manufacturers of the world-famous Bohn Syphon and Sanitor Refrigerators recently perfected an entirely new type—the

IDEAL REFRIGERATOR

All Metal—Inside and Out

The new metal construction has been a success from the start in the field for which it was designed. Investigation has convinced the makers that the same features which have established its success in the moist Southern climates recommend the IDEAL as a superior type of Refrigerator in a climate such as prevails on our Atlantic Coast.

Specially Low Introductory Prices

A limited number, comprising nine sizes, are offered for a short time at sharp reductions from the list. For example:

Model 23 (Illustrated); 36x20½x49½; 150 lbs. ice-capacity; list price, $69.00; now **$45**

IDEAL REFRIGERATORS have in most respects the same construction as the famous Bohn Syphon Refrigerators—One-piece, round-cornered, fused Porcelain-Steel Lining; Flaxlinum Insulation; Front Drain, etc. Low temperature ensures ice economy. The metal exterior is finished in white enamel—instantly cleaned by wiping with a damp cloth.

Held for future delivery on payment of deposit

White Enamel Refrigerator Co.
of New York *Phone Vanderbilt 1927* 53 W. 42nd Street.

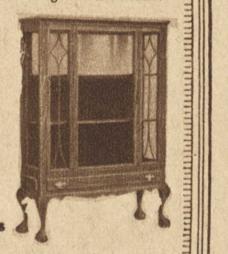
ESTABLISHED 1857

Announcing Our AUGUST **FURNITURE** SALE

The entire stock of Dining Room, Living Room, and Bed Room Furniture, at considerable reductions from the original moderate prices.

An Authentic Chippendale Dining Room Suite

10 pieces. 66 in. Buffet, China Closet, (same as illustration,) Serving Table, 54 in. Extension Table, 5 Side Chairs, and 1 Arm Chair.



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Manufactured by one of America's Foremost Artisans.

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RETAIL CARPETS INC. RUGS WHOLESALE
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Franklin Simon & Co.

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

Advance Fall Fashion

MISSES'

SERGE DRESSES

Combined with black satin.

No. 8—Navy Blue Serge Dress, with front and back of waist soutache braided and embroidered; white Georgette overcollar; sleeves, girdle and skirt of black satin, serge apron panels on skirt with embroidered pockets. 14 to 20 years.

24.50

Advance Fall Fashion

MISSES'

SERGE DRESSES

Trimmed with beige satin.

No. 10—Navy Blue Serge Dress, with roll shawl collar and French bound buttonholes on belt of beige satin; draped skirt, smoke pearl buttons. 14 to 20 years.

16.50

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Prices Upon Application.

FURNITURE may be just wood or leather measured in terms of dollars and cents.

¶ *Here* it is a means of home-making, therefore symmetry and beauty must accompany *moderate price*, so that everyone may know the joy of an artistic home.

Queen Anne Dining Room Suite in American Walnut—10 pieces. Buffet, 72 inches. **$500**

You are cordially invited to see the 25 rooms completely furnished on display here. They are interesting and instructive.

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Stewart & Co.
Correct Apparel for Women & Misses
5TH AVENUE AT 37TH STREET

Smart Blouses
New Midsummer Model

This Summer Blouse No. 518
is made of white batiste, combined with linen.

Sizes 34 to 44 bust measure. SPECIAL PRICE **2.00**

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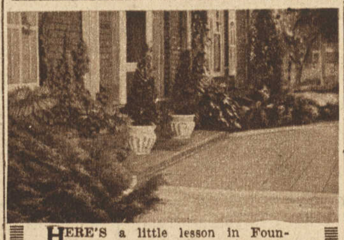
are the only hair nets processed for invisibility and strength. Made of real human hair to match every shade of hair. In self-conforming, cap-shaped or all-over sizes. Outwear several ordinary hair nets. Packed in sanitary envelopes, at 15c each, 2 for 25c. White and Gray, 25c each.

At All Good Stores

Colonial Quality
Samstag's New York
1200 Broadway.

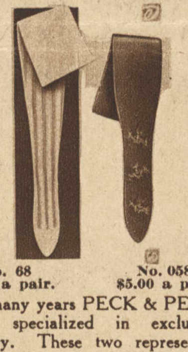


HERE'S a little lesson in Foundation Planting—just to show that there is much wisdom and beauty in planting well, under the supervision of men who know. Simply picking out your favorite evergreens, or banking solidly all the way round so the house stands on a mass of shrubs, may not result very happily. It is well to have low foliage at some points carpeting the ground, then rising up between windows and at the corners. Above all the planting material must *blend*—must harmonize in habit of growth, foliage, and color. This requires chiefly plants that will stay low—develop not vertically but laterally, so that they become mingled or interwoven, and blend. The picture above shows an ideal combination—Juniper in the foreground, Boxwood in vases, Ivy on the wall, Cedar and Flat Japanese Yew at the far corner. We have an infinite variety of evergreens from which to "prescribe" for your particular need. Our advice costs you nothing. Phone us tomorrow or write today.

I. HICKS & SON
"Sixty Years of Knowing How"
WESTBURY, (Phone 68,) L. I.

Peck & Peck

Exquisite Silk Hose



No. 68 $3.75 a pair. No. 0585 $5.00 a pair.

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Send for Catalogue, "Exclusive Hosiery."

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CARUSO *Says:*
"THE HARDMAN IS MY FAVORITE PIANO"
The greatest of tenors endorses the HARDMAN because of its lovely, singing tone. His choice should be yours. A delight to the eye as well as the ear, it will be "A JOY FOREVER" *in your home. It's a decidedly worth while investment and the terms of payment are reasonable*

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This garment can be worn comfortably under the corset—reduces the waist, bust, hips and thighs.

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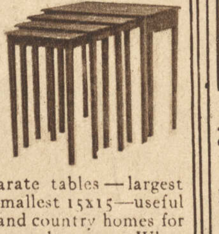

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On account of very low price, out-of-town patrons will please add $1 for packing.

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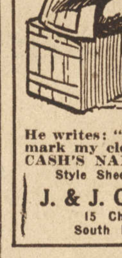

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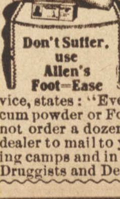
The Antiseptic Powder to Shake Into Your Shoes



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