

To the Wholesale Buyer

Wool Jersey

IN DRESSES SUITS AND SWEATERS

Now the Accepted Fabric of the World of Fashion

BEING the first to introduce garments of this fashionable fabric to America—and the only house to specialize exclusively in them—our showing, by far the most extensive, is now replete with every new style, theme, and silhouette, for Spring and Summer wear.

We are featuring a collection ranging from the moderately priced to the most exclusive.

Our advance purchases of piece goods place us in a position to positively guarantee deliveries.

Crown Embroidery Works

Creators of Distinctive Dresses
20 West 33rd Street, New York
MAISON HAAS—Paris



Lucien Muratore

Leading Tenor of the Chicago Opera Company
Singing Exclusively for Pathe.

"Just such a tenor as New York had begun to think had vanished from the earth."—New York Tribune.

"Not since the days of Jean de Reszke has New York heard such a French tenor."

—New York Evening Telegram.

Pathe Records

Muratore's Pathe records are masterpieces of TRUTH, startlingly vivid in their REALISM.

Hear Muratore sing—today—on Pathe records, at the Pathe Freres Phonograph Company's Sales Rooms, 29 West 38th Street, New York, or at the nearest Pathe dealer's.



THE spaciousness—the broad, restful vistas—that this lawn impresses upon you are not due to a big expanse of ground but to the clever witchery of the landscape strategist.

Similar effects can be brought about on your own lawn, even if it is quite small, if you will give us plenty of time to come and look it over, and give you a sketch and estimate. You will not involve yourself in any charges whatever until you O. K. the estimate—you have nothing to lose—indeed, you will gain a 20% saving if you start negotiations now, even if the order is delayed until everything is finally approved. Beauty—comfort—unending joy, can be brought to your very door—if you but say the word.

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

Vantines INCENSE SET
By Mail Prepaid \$1

THIS dreamy, soothing fragrance of Vantine's Temple Incense brings to mind the rosy dawns, the brilliant sunlight, the purple dusks of the Orient—the enchantment of strange Far Eastern countries.

Set includes oxidized burner and 4-oz. packet of incense, neatly packed in an artistic Oriental case. For sale in our perfumery department or mailed postpaid upon receipt of \$1. (Please order No. 10027.)

A. A. VANTINE & CO., Inc.
Fifth Avenue & 39th Street, New York

SEEDS 1918

Our 1918 Spring Catalog—now ready—is full of useful information which we are sure will help you to make your Vegetable and Flower Garden a success.

It is attractively and conveniently arranged, with pictures and text devoted to everything of interest for the FARM—GARDEN—LAWN.

A copy of this catalog sent free on request. Kindly mention this paper when writing.

Stump & Walker Co.
30-32 Barclay St. New York

SHOE CRAFT
27 W 38th St. New York

Fitting The Narrow Foot
Widths AAAA, AAA, AA & A. All sizes including 8 1/2, 9 1/2, 10

If you require footwear of unusual length, you can be fitted perfectly in ShoeCraft Shoes up to SIZE 10. You will be delighted to see how trim and small your foot looks in them, for they are especially designed to diminish the size in appearance without sacrifice of comfort.

All sizes plainly marked. Parcel post prepaid. Perfect fit guaranteed.

MAJORIO — A Service Boot for Women & Girls

This is but one of 38 attractive ShoeCraft styles now specially priced at a 20% discount. Made on the same last as regulation army boots but more trim-looking. Dark brown grained calf, blucher neck. Regular price, \$10; special, \$8

Send for Sale Circular A-3

Nymco
Crescent Finish Sport and Motor Hats for Women

No. 34 Silk Felt Hat in black, navy, brown, red, rose, Copenhagen, tan, light gray, dark gray, purple, white, salmon, light green, dark green. Made so hat can be adjusted to fit head snugly without the use of hangers.

THE crowning touch of an Out-Door Woman's costume is a "NYMCO" Hat for Sport and Motor Wear. Jaunty and trim at any angle—in any wind. "NYMCO" Hats are created to convey the "doge" effect that women seek in Sport costumes.

"NYMCO" Hats are the only Sport and Motor hats for women protected to a great extent against the damaging effects of moisture by the famous "Crescent Finish".

The style illustrated sells for \$3.50. Other styles \$1.00 to \$5.00. You'll find them at the leading stores or write us for dealers' names.

New York Mfg Co.
600 B'way, New York, N.Y.

Your Great Money-Saving Opportunity to Buy "Furniture of Refinement" in Our REMOVAL SALE

Involving Our Entire Stock of High-Grade Furniture at Extraordinary Reductions

We have already outgrown our Broadway branch. Starting with 2,000 square feet of floor space, we have found it necessary to acquire 14,000 additional square feet.

This necessitates the removal of this branch to a location two blocks below our main store on 8th Ave., where we shall be wonderfully equipped to continue our method of selling high-grade furniture at less than standard prices. In the meanwhile, even our already low prices have been reduced to clear out our stock before removal. We can not show prices in this limited space, excepting to feature one article:

Magnificent Vanity Dresser \$55
In American Walnut or Mahogany. Exactly like illustration.

SALE GOING ON AT BOTH STORES

Berme Furniture Co.
PHILIP BERMAN—Proprietor—GUS REISS
STORE AND OFFICE 863 Eighth Avenue SHOW ROOM—Upstairs 1602 Broadway, near 52d Street
One block from all transit lines.

Ambre Royal
THE POUDE OF ROYALTY
\$2.25 per box. Sample box costs 75c.
FRANK M. PRINDLE & CO.,
71 W. 35th St., N. Y.

The DARSY facial treatments
Exclusive methods; finest French preparations.

Facial treatments, \$2.50. Six for \$12.

With Application de Jeunesse (to remove lines)—\$5.

With special treatment for reducing double chin—\$5.

Call for consultation.

SALON DE JEUNESSE, 630 5th Ave.
Opposite the Cathedral. No connection with any other establishment with name similar to DARSY.

STRAIGHTEN YOUR TOES BANISH THAT BUNION

ACHFELDT'S
Perfection Toe-Spring. Worn nights; with free day appliance. Removes actual cause of Bunions and enlarged joints. Any other foot troubles? Write or call.

M. ACHFELDT, Foot Specialist, MARBRIDGE BUILDING,
Dept. 174, 1328 B'way (at 35th), New York

PARKER'S RATIONAL METHOD OF HAIR TREATMENT

and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair Conditions. They revitalize hair growing processes.

Many thousand patrons testify to their beneficial value. Healthy hair needs attention. Incipient hair and scalp disorders grow worse by neglect. I will suggest proper treatment and tonics. Booklet "Healthy Hair, How to Keep It," free on request.

Frank Parker 42 years Hair & Scalp Specialist

Send description of your hair condition, and I will suggest proper treatment and tonics. Booklet "Healthy Hair, How to Keep It," free on request.

Frank Parker 42 years Hair & Scalp Specialist

51 WEST 37TH STREET, NEW YORK

ESTABLISHED 1857
FEBRUARY SALE FURNITURE

Reductions throughout our entire line of Period Reproductions, including all Dining Room, Living Room and Bed Room Suites.

PRINCESS SEWING TABLE
(As Illustrated) Solid Mahogany, \$5.75

SHEPPARD KNAPP SON Co.
Retail: 30-41 WEST 23rd ST. Wholesale: 100 W. 4th St.

GLASSBERG'S SHORT VAMP SHOE

For Women of Fashion

All Leathers and Newest Shades
Style Book of All Models FREE on Request.
225 W. 42d St. (7th & 8th Aves.), N.Y.
Telephone—Brent 3062.