

To the Wholesale Dress Buyer!

Initial Fall Showing
Commencing JUNE 2nd

100
New Dress Models

Direct from Our Own Designing Rooms
in Paris

THE unquestioned style-leadership which has always caused the better retail shops of America to feature our dresses, has been still further augmented this Fall by an absolutely new and uninterrupted means of becoming more closely identified with Paris as the world's premier source of fashion interpretation.

We refer, more particularly, to the fact that we have located a designing staff in our own Designing Rooms in Paris.

Thus we are able to offer, not only dresses adapted to the Parisian silhouette, correctly transposed to the needs of America, but shown in our New York show rooms almost simultaneously with the presentation of the original Parisian silhouette itself!

In addition to our dresses of Wool Jersey and Tricolette, we are introducing this season three beautiful new fabrics, each of a distinctive weave. They are exclusively ours; we alone can feature them.

Cord de Laine
Tricolaine
Pou de Laine

Crown Embroidery Works

105 MADISON AVENUE
NEW YORK

Maison Haas, Inc., Paris



Stewart & Co.

Correct Apparel for Women & Misses

Fifth Ave., at 37th St.

Cool, dainty and unusually charming.

Summertime Frocks

Very Moderately Priced



571—Gingham Dress. Smart Surplice ends in large bow in back. White Organdie Collar trimmed with Val. lace. Vestee is also of White Organdie. Obtainable in a variety of Pretty Plaids. Size 14 to 20. 9.75

572—Smart frock of embroidered French Voile. Front of Crisp White Organdie, elaborated with Val. laces and pin tucks. Sash of White Organdie ends in large bow in back. Obtainable in Blue, Pink, Orchid or Maize. Size 14 to 20. 25.00

Mail or phone orders given prompt and careful attention.

Send for illustrated style book 22-A

Elgin Streamline Watches
\$30 - \$45 - \$60 - \$85 - \$110



And Now They Are Going To Graduate!

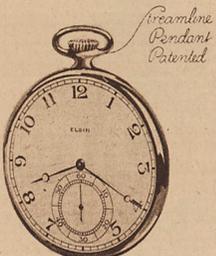
THE little boy in the short trousers, and the little girl in pig-tails have grown-up. One of youth's great moments is close at hand and you plan to record it suitably—substantially—permanently!

A watch, surely. Not just a time-piece that ticks off the seconds and the hours in a mechanical sort of way, but such a watch as you have carried for years and your parents before you.

An Elgin! A watch that is worthy of the fine and lasting sentiment behind your gift. A watch to be proud of. A watch that is a master watch in every sense of the word.

Whether you pay \$30—\$45—\$60—\$85—or \$110 you are assured of life-time service—accuracy—and deep-seated pride of possession that will not change in a hundred years.

Elgin watches have been sold exclusively through the leading jewelers of the country for more than half a century.



One of the famous Streamline models
We illustrate the \$85 LORD ELGIN. The movement is the famous Lord Elgin model, with 19 Jewels and 8 Adjustments. Streamline case of solid gold—every inch the watch of a gentleman. Your jeweler will also be glad to show you Elgin bracelet watches for women.

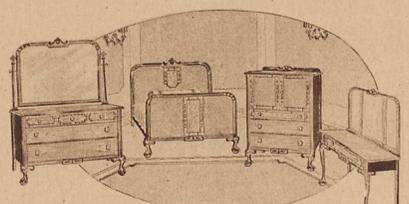
ELGIN NATIONAL WATCH CO., ELGIN, U.S.A.
Designers and Producers



Fine Quality Crepe de Chine Dress \$17.95 Beautiful Voile Dress \$10.95
CHARMING SUMMER CAPES AND DRESSES AT SPECIAL SALE PRICES
Dresses in Georgettes, Satins, Capes, including Satins, Taffetas, Voiles and Crepe de Chines \$6.95 to \$35
Taffetas, Serges and Gabardines \$17.95 to \$35
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Southeast Corner 15th Street and 6th Avenue



Chippendale Bedroom Suite in Antique Mahogany veneer—'Burl' Walnut Panels, 4 pieces. \$335

MAN'S home is a haven of solace and comfort and its furnishing therefore should be more than an incident. It is an event that requires a fine sense of discrimination. Kellner's modest prices and helpful suggestions solve the problem.

You are cordially invited to call and leisurely view "The Twenty-Five Rooms" artistically and practically furnished.

AWNINGS



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