

MOST IMPORTANT SHOWING OF NEW NEMO WEEK MODELS BEGINNING MAY 4TH



DEAR MADAM:—We have been asked many times: "What is the meaning of Nemo Week? "What is the inducement to buy Nemos at that time, when I can buy them any day in the year?"

These inquiries do not come from the hundreds of thousands of women who have benefited by Nemo Weeks of the past ten years, and who are now more enthusiastic Nemo devotees than ever. For the information of others, we will explain what Nemo Week stands for:

ECONOMY Dealers everywhere prepare for Nemo Week by placing in stock the very latest Nemo models—always the last word in corset style and comfort—and replenishing their stocks of the well-known and popular numbers that are always in universal demand. This gives you your selection from full lines of fresh, new goods, and the very newest fabrics and styles; therefore, the BEST POSSIBLE VALUES. And expert fitting will assure you a corset that will give you lasting satisfaction and long wear—that's another economy.

EDUCATION During this great trade movement, dealers vie with each other to give the best Nemo corset-service. This is highly important, especially this season, when Fashion's requirement is for a fashionable figure rather than a fashionable gown. The keen rivalry between expert fitters in the various stores insures you their most able assistance in the fascinating study of correct style, and in the selection of the corset best adapted to attain that style for each individual figure.

The Rivalry of Nemo Week is that of SERVICE—not PRICE

Nemo Week this year brings you the only complete standardized line of corsets in existence, from the old short models to the extreme of present fashion, including—

- KOPSERVICE**—Four wonderful models—all at \$5.00
- SELF-REDUCING**—Thirty models—\$3.50, \$4, \$5, \$7.50
- LASTIKOPS**—Ten models at \$3.50, \$5.00 and \$10.00

All our former successes will be eclipsed by this Nemo Week. Practically every woman will realize that she cannot afford to miss this opportunity to study the new Nemo models, full assortments of which will be on sale in every leading Corset Department.



All Nemo Corsets represent at least twice as much value, in material and making, as any other corsets sold at the same prices. This is a bold statement, but its truth is known to millions of Nemo wearers. BE A WISE WOMAN! During Nemo Week, get better acquainted with Nemo hygienic comfort and perfect style. BE SURE that you get the RIGHT MODEL in the RIGHT SIZE, and that every corset bears the trademarks NEMO and LASTIKOPS. Please remember—Monday, May 4, to Saturday, May 9—at your favorite store.

All Nemo Corsets are Designed and Manufactured Under the Supervision of the Nemo Hygienic-Fashion Institute, New York

SUMMER OUTING TOGS PRETTIER AND MORE CHARMING THAN EVER

Yellow and Brown Are Favorite Colors for Season, While Fashion Designs Costumes for the Polo, Bathing, and Tennis Girl and Follows Mannish Styles in Clothes for Outdoor Sports.

If there are many dilettantes in the ranks of women athletes, it can only be blamed to the irresistibly attractive sport togs which are put out by the shops. So knowing and so natty are the various tennis and golf costumes, the polo suits, the hunting suits, the yachting suits, and the bathing suits, especially the bathing suits, that every woman, seeing herself in imagination attired in one or more of these costumes, immediately becomes, if not a devotee of the sport in question, at least—as one might say—an associate member, not qualified, as we were to hold office, but privileged to attend the meetings and look the part.

More and more time and thought is spent on outfitting each year. Man may wear his "old clothes" when he goes a-hunting, or a-fishing, or knocks a ball about on links or tennis court; but not so woman. Women must be attired as the lilies of the field for whatever sport she elects, and though her costume be as stern and correct in every detail as the rules of the game demand, it will be none the less perfect of fit and general effect, in relation to her style of prettiness.

Polo Suits Dashing and Striking. This season woman is adventuring upon the polo field, if not along with her brothers, at least in femininely fast and furious games that are quite as dangerous for her as the harder games are for the men who go in for them. Polo ponies are expensive and the dues in polo clubs are high, so only a small proportion of athletes women are devotees of this game. A polo suit differs radically from an ordinary riding costume in that its coat is sleeveless. The loose sleeves of the soft silk riding shirt project through the armholes and leave the arm very free for the active exercise of swinging the polo stick. In place of the ordinary riding hat, also, is worn a closely-fitting polo helmet which is intended to protect the head from an inadvertent blow of an adversary's mallet. The sleeveless coat fits rather snugly around the figure and has riding skirts which fall over high riding boots at the knee.

In the country also a soft silk riding shirt, worn at the throat, may replace the formal high stock which is rife in town. Riding boots are of very fine, soft leather over foot and heels, so that the foot may have perfect control of the stirrup. Above the ankle, to the knee, they are stiff and unyielding. These riding boots are expensive and some women prefer to strap leather puttees over ordinary buttoned street boots. Such boots, however, should have low heels. High heels on horseback are too ridiculous to contemplate.

Togs for the Woods. Fewer women go hunting, even, than play polo, for in America the shooting of wild game is not popularly presumed to be a woman's sport. But many women accompany their men folk into the happy hunting fields and some of them even go so far as to carry rifles over their arms and store cartridges in the pockets of their natty hunting coats. At any rate a becoming hunting suit is perfectly correct for roughing it in the wilds and even if one does not care to burden one's self with a gun, that is no reason in the world why one may not fit the picture with a distractingly becoming khaki suit. The regulation hunting costume has a very short skirt which swings free over laced tramping boots, and a natty coat, fitted at the waistline or a bit below and supplied with the proper number of patch pockets. Khaki, corduroy, wharfed and similar stout materials are used for hunting suits, which must resist brambles and also scramble over rocks and fallen trees. High tramping boots or puttees strapped over ordinary buttoned boots are absolutely essential where briars abound and snakes may lie in ambush.

Clothes for Links and Court. The gentler sports of tennis, golf and canoeing in summer time call for sporty white linen and pique. The golf costume must be heavier than the tennis costume and a stiff shirt worn with a short skirt of plaid worsted, makes an admirable golf regalia. A belted sweater topcoat must be ready to slip on whenever the player pauses on the breezy hills. Tennis costumes may include the silk shirt and buttoned skirt of white flannel or mohair, or may be in the form of a complete frock of linen, pique or even percale. Such a frock should be simple, but well cut and the long sleeves should unbutton at the wrist, so that they may be rolled back. If white buttoned boots are worn to the clubhouse they must be

exchanged before going on the courts for rubber-soled tennis shoes. Particularly smart are tennis frocks with straight skirts, buttoned down the front or side, and loose Norfolk waists, belted low and opening at the throat over a silk tie of gray color. The very smart tennis maid this season will have a silk sweater in burnt onion yellow to don after the game. Yellow and light browns are the fad in sport togs and knitted yellow silk sweaters will look like gorgeous yellow tulips blossoming on beach and coast. The smartest motor coats for sport wear are also in brown tones, of mixed worsted and rough frieze. Such coats flare at the hem and reach just below the hip. They have raglan sleeves, patch pockets and notch collars; and are altogether exceedingly sporty and mannish in style. They have superseded the belted Madras which was the craze two seasons ago.

Bathing Suits Prettier Than Ever. The modern bathing dress is simply a pretty silk frock cut off at the knee. The new models are gay with tunics, sashes and V-necks, some of them even showing frills of net set into the neckline, and thus prove themselves to be merely sand-bathing suits, not intended for a dip in salt water. Mohair and much of the soft, lustrous pussy willow taffeta is used, often in combination with mohair. Scotch plaid and Roman striped silks are used as trimmings on suits of plain, dark blue or black taffeta, and there are fetching silk suits with scalloped ruffles piped with white.

Some of the accessories for new bathing costumes are particularly fetching; for example, corsage flowers made of rubber in imitation of roses, carnations and the like; rubber sashes in Roman striped effect; rubber garters, shirred like ribbon and having perky bows at the side. Bathing caps are innumerable and are more becoming than ever. The new models are a bit smaller, accommodating the smaller collar now fashionable. Most convenient are bathing cases of rubberized silk in envelope style and closed with a snap button. Such a case will contain the bathing dress, silk nightgown, cap, accessories and so on, and will fit nicely when filled, into an ordinary leather traveling bag. The ordinary envelope case keeps the lining of the bag from being stained or injured with salt water and when one reaches home the bathing dress should

MARRIAGE LAW IS MIXED

Legal Husbands Under Statute. HUNGARIAN WOMAN FINDS SHE HAS 2

VIENNA, April 30.—(Special.)—A remarkable complication resulting from the state of the law in Hungary, which insists on two marriage ceremonies, one civil and the other religious, is reported from Maria-Theresopol, in Southern Hungary. A man named Stephen Mislak was to marry Anna Ambrus, but did not arrive at the registry office punctually. The registrar, who had a large number of marriages to get through that morning, called the names of the couple, and on finding that Mislak was not there, ordered the best man, Andreas Arokzallasi, to take his place as "deputy." The best man, somewhat flustered, signed his own name in the register instead of that of his friend, but no one noticed the error. The bridegroom arrived shortly afterwards and, went through the religious ceremony with the bride. Yesterday it was discovered that Frau Mislak has two legal husbands, the best man, Arokzallasi, having the better right from a legal point of view. The peasants themselves only recognize the church ceremony.

POISON BUREAU IS ADDED

Unique Exhibits at Gratz Institute of Criminology.

BUDAPEST, April 30.—A special poison department has been added to the Institute of Criminology at Gratz, of which Professor Gross, of the University of Czernowitz, Prague and Gratz, is the director. This department, new though it is, already contains numerous interesting exhibits. For instance, there is a viper preserved in spirits which was caught by a young girl and placed among the bedclothes of a faithless lover. Brilliant moonshine caused it to crawl out and be captured by the man for whom it was intended. There are poisoned bees on exhibit and dozens of varieties of poisoned food. The manner of preparation of various kinds of poison used by various criminal types, and the methods of administration are all matters for instruction in the lecture hall. Another curious section of the institute is that devoted to recording the criminal acts by which criminals make their wants and achievements known to each other.

Purple Hat and Parasol to Set Off White Costume

Frocks for Little Girls Have Wide Sashes and Collars of Roman Striped Silk—Bronze Slippers Popular.

NEW YORK, May 2.—(Special.)—White promises to be as popular as ever this Summer for beach wear, but all white cannot be pronounced as fashionable as white combined with color. The color, however, must be chosen and rightly placed. With a tailored white linen or white serge suit are worn white gloves and boots, but hat and parasol supply the proper touch of color, and of course match in shade. With a very smart talliser of white mohair and wool weave, just completed for Atlantic City wear, will be worn white buttoned buckskin boots and long-wristed gloves of white embroidered silk. Hat and parasol are of sweet pea purple, the deep purple with a shade of blue through it. A reticule of moire silk matches hat and parasol. Spring school frocks for little girls have wide sashes and collars of Roman striped silk, a knotted tie matching the collar and sash. Such a frock, displayed in a Fifth-avenue window this week, is of dark blue mohair, made in simplest fashion with a low waist line and skirt widened by inset pleats at the sides. A broad sash of striped pussy willow taffeta is knotted around the low waist line and a narrow collar of the same striped silk outlines a V-shaped neck, a striped silk tie emerging from under the collar. In the V in front is set a chemisette of fine white machine embroidery. Bronze slippers are having a vogue with indoor frocks, and flesh pink silk stockings are worn with the bronze shoes. Hat and parasol are much prettier, one must confess. With dancing frocks worn through the street, however, more conventional footwear is favored. Buttoned boots of patent leather with tops of cloth and graceful high heels; or Colonial pumps with the new brocade tops are worn, with stockings of black thread silk, clocked at the side.

NOVEL NEWSPAPER AMUSES

German Sheet of 4 Pages Tries to Give Review of News of World.

BERLIN, April 30.—(Special.)—The much-heralded "Zeitung der Zeitung," which is understood to enjoy the financial as well as the moral support of the German government, has made its appearance. It is issued daily, and

has four pages, two of them filled with advertising. The "news" columns are made up of quotations from newspapers in various countries all over the world, as the editors seek to give an impartial "review of the news" in both hemispheres. So far they have adhered so tenaciously to their ideal that the "Zeitung der Zeitung" is conspicuous for its editor-in-chief craves indulgence from readers and critics until his novel enterprise has found its bearings. Eventually, he asserts, an English edition is to be published in London. On its present lines the "Zeitung der Zeitung" is innocuous to the point of absolute harmlessness. Fears expressed abroad, when the scheme was launched, that public opinion throughout the world was in imminent danger of being Germanized are little justified as yet.

SCHOOL BILLS ARE PASSED

French Chamber Enacts Measure to Aid Educational Work.

PARIS, April 28.—(Special.)—A bill dealing with the enforcement of attendance at elementary "national schools" and with the defense of the "Ecole laique" has been passed by the Chamber of Deputies and will pass the Senate. Among the questions which have been most keenly debated was that of the punishment to be inflicted upon the head of a family who incited his children not to submit to instructions or to use the textbooks of the national schools. The bill substitutes a fine for imprisonment in such cases, and an amendment accepted by the government enacts that these fines are not recoverable by writ of arrest in cases where the person who incites the pen-

alty pays less than \$1.20 of rates and taxes and can produce a certificate of destitution. Another vexed question was that of the authority which should select the school books. The selection will rest with a central body, the Superior Council of Public Instruction. M. Viviani, Minister of Public Instruction, said that the present law must be followed by other important measures if France was not to lag behind the rest of Europe in the matter of national education. There would have to be, above all, a measure dealing with continuation schools. It was a disgrace that every year there should be 24,000 conscripts who were unable to read or write. It was, moreover, important that after leaving the elementary national schools children should not be exposed to other educational influences which tended to eradicate the republican principles which had been instilled into their minds, he said.

AH! HOW "TIZ" HELPS TIRED, ACHING FEET

Nothing Like "TIZ" for Sore, Sweaty, Calloused Feet and Corns.



Ah! what relief. No more tired feet; no more burning feet; no more swollen, bad smelling, sweaty feet. No more soreness in corns, callouses, bunions. No matter what ails your feet, what under the sun you've tried without getting relief, just use "TIZ." "TIZ" is the only remedy that draws out all the poisonous exudations which puff up the feet. "TIZ" cures your foot trouble so you'll never limp or draw up your face in pain. Your shoes wear, seem light and your feet will never, never hurt or get sore and swollen. Think of it! No more foot misery, no more agony from corns, callouses or bunions. Get a 25 cent box at any drug store or department store and get instant relief. Wear smaller shoes. Just once try "TIZ." Get a whole year's foot comfort for only 25 cents. Think of it. —Adv.

FRECKLE-FACE

Sun and Wind Bring Out Ugly Spots. How to Remove Easily.

Here's a chance, Miss Freckle-face, to try a remedy for freckles with the guarantee of a reliable dealer that it will not cost you a penny unless it removes the freckles; while if it does give you a clear complexion the expense is trifling. Simply get an ounce of othine—double strength from any druggist and a few applications should show you how easy it is to rid yourself of the homely freckles and get a beautiful complexion. Rarely is more than one ounce needed for the worst case. Be sure to ask the druggist for the double strength othine, as this is the prescription sold under guarantee of money back if it fails to remove freckles.—Adv.