ERNEST TRUEX, DOROTHY MACKAYE, AND RICHARD BENNETT— A SCENE FROM "THE VERY IDEA," AT THE ASTOR THEATRE. (*White Studio.*)

LAURA ARNOLD, ROSE WINTER AND PEGGY WOOD IN "MAYTIME," AT THE SHUBERT THEATRE. (*Apeda.*)

Fit the Children's Feet All Over.

Catalogue on Request.

Blyn-Plan Nature Shoe

Button and Blucher Styles

Foot Comfort Is Assured in Blyn-Plan Shoes

We claim for *Blyn-Plan Nature Shoes* the extreme of foot comfort, shoe durability and economy.

Proof that this claim is justified is shown in the very large and fast increasing sales of them in *Eleven Blyn Stores.*

Gun Metal Calf and Patent Colt
Sizes 5 to 11, **2.50**
Sizes 11½ to 2, **3.00**

By mail 10c extra. Mail Order Department, 2240 3d Ave.

Red Cross Booklet on Request

Red Cross Shoe

Exclusive agency for New York, Brooklyn, Newark.

Combination Shoe

This shoe was designed for the woman with a slender foot and low instep.

Made to fit the normal foot across vamp—cut narrower at heel and instep to give snugness and support.

They save many women the expense of having shoes made to order.

Style 845½

6.00

Blyn Shoes For Fall

New styles—acceptable novelties illustrative of the development of up-to-the-minute ideas.

The Blyn standard of quality is maintained in the new styles—Blyn methods keep prices moderate.

Glazed kid with kid or patent colt tips; Military heels and the famous Red Cross flexible soles. Lace and button.

Eleven Big Family Stores. **Newest Styles Always.**

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J. Blyn & Sons

Brooklyn Stores { 442-444 Fulton St., Opp. Bridge St., near Hoyt St. 829-833 Broadway, between Park Ave. & Ellery St. 1263-1265 Broadway, near Greene Ave. **Newark Store—689 Broad St., Opposite Military Park.**

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We are very large dealers in vacuum cleaners—sell every kind of cleaner on the market—about 65 different kinds. Note the following prices:

	Regular Price	Our Price
Franz Premier	$35.00	$28.00
Cadillac	32.50	26.00
Hot Point	27.50	22.00
Baby Hoover	47.50	38.00
Ohio	40.00	32.00
Reliable	25.00	20.00
Pittsburgh	25.00	20.00

HAND POWER CLEANERS

	Reg. Price	Sale Price
Duntley Combination Vacuum Cleaner and Carpet Sweeper	$7.50	$3.95
Bissell Combination Vacuum Cleaner and Carpet Sweeper	$9.00	$6.90
"Twin" Combination Vacuum Cleaner and Carpet Sweeper	$10.00	$7.90

Express charges paid anywhere. The above is only a partial list. Send coupon today for complete price list. We allow free trial and cash discount on all cleaners "rated" by us as "two star" and "three star" values, and sell all "three star" cleaners on easy payments.

The above illustrations show the two biggest "hits" of the year. The ..... hand power combination Vacuum Cleaner and Carpet Sweeper and the..... electric cleaner (names will be given on request). Our opinion as vacuum cleaner specialists is that these two cleaners are the best that can be obtained at any price for home use.

We will gladly ship either one anywhere on ten days' free trial. No money in advance.

Our Mail Order Department

enables you to purchase by mail (no matter where you live) just as conveniently as if right in our show rooms.

Solve the problem of deciding which cleaner to buy by calling or sending coupon for our "rating sheet," and free copy of "How to Select a Vacuum Cleaner." Any further advice is also free.

A two-cent stamp or a visit to our salesrooms may save you a lot of trouble and expense later.

Main Office and Salesrooms
131 West 42nd Street
Subway to Times Square

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MAIL THIS COUPON TODAY.
MUENZEN SPECIALTY CO.,
131 West 42nd Street, N. Y. Dept. 13

Send me, free of charge, complete price list of (insert word hand or electric).....power, and "rating sheet," also a copy of "How to Select a Vacuum Cleaner," which you say contains information of great value.

Name.....

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This thin and lacy Angora Sweater is soft as a bit of thistle-down, and just warm enough to offset the chill of the cool Fall days. It comes in white, receda green, peach, French Gray and other attractive colors. Price **$25.50** each.

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Peck & Peck's illustrated catalogue of hosiery, sweaters and scarfs will be sent upon request.

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EXCLUSIVE HOSIERY
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Salt Mackerel

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FOR THE CONSUMER NOT THE DEALER

FOR YOUR OWN TABLE

FAMILIES who are fond of **FISH** can be supplied **DIRECT** from **GLOUCESTER, MASS.,** by the **FRANK E. DAVIS COMPANY,** with newly caught, **KEEPABLE OCEAN FISH,** choicer than any inland dealer could possibly furnish.

We sell **ONLY TO THE CONSUMER DIRECT,** sending by **EXPRESS RIGHT TO YOUR HOME.** We **PREPAY** express on all orders east of Kansas. Our fish are pure, appetizing and economical and we want **YOU** to try some, payment subject to your approval.

SALT MACKEREL, fat, meaty, juicy fish, are delicious for breakfast. They are freshly packed in brine and will not spoil on your hands.

CODFISH, as we salt it, is white, boneless and ready for instant use. It makes a substantial meal, a fine change from meat, at a much lower cost.

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FRESH MACKEREL, perfect for frying, **SHRIMP** to cream on toast, **CRAB-MEAT** for Newburg or deviled, **SALMON** ready to serve, **SARDINES** of all kinds, **TUNNY** for salad, **SANDWICH FILLINGS** and every good thing packed here or abroad you can get direct from us and keep right on your pantry shelf for regular or emergency use.

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Gloucester, Mass.

Please send me your latest **Fish Price List.**

Name .....
Street .....
City..... *State*.....

ESTABLISHED 1857

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Our entire stock of Orientals reduced for this week only. Next week all prices go up again.

A lot of HAMADANS about 3.6x2.6, were $17.50; now $14.50
A lot of GANJES and KARABAGHS about 5x3.4, were $24; now $17.75
A lot of MOSOULS about 6x4, were $32 to $35; now $24.50
A lot of CHINESE RUGS about 12x9, were $190 to $200; now $130 to $146
One KORASAN, size 10.6x7.6, was $145; now $98
One HAMADAN, size 9.6x7.6, was $148; now $112
One CASHMIR, size 12.10x9.6, was $185; now $132
One MUNTAZA, size 12.4x9.2, was $250; now $190

This is but a partial list of the reductions we are offering for the coming week. Every rug is exquisitely patterned and faultlessly executed.

YOU CAN BUY NOW FOR LATER DELIVERY IF YOU WISH.

Low operating expense and wholesale connections make prices lower here than elsewhere. A comparison will convince you.

SHEPPARD KNAPP SON CO.
CARPETS INC. RUGS
RETAIL WHOLESALE
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SERVICE and satisfaction—two essential tests that every piece of Kellner furniture must pass.

¶ We believe in beautiful furniture that is also practical—the kind *you* want to live with.

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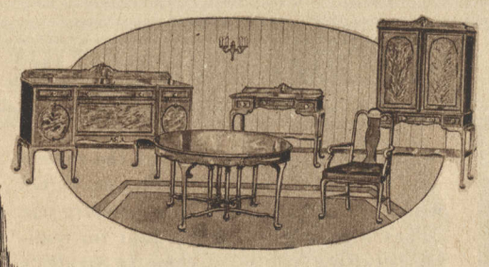

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Buffet 72 inches.

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

KELLNER BROS.
S. E. COR. 15TH ST. & 6TH AVE.
SINCE 1891

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tell the dealer you want D. & R. Perfect Cold Cream, "The Kind That Keeps." Insist on getting it because it meets the natural and constant needs of the human skin. To use it daily is to cultivate skin health, to encourage, develop and protect that greatest of charms—a perfect complexion.

DAGGETT & RAMSDELL'S PERFECT COLD CREAM
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should be used every day after motoring, shopping or outdoor exercise; after a tiresome day with house affairs or office duties; at night to cleanse, refresh and invigorate the skin; to prevent lines and wrinkles. Keeps hands soft and smooth for sewing, knitting, etc. For safety's sake demand D. & R. Perfect Cold Cream. In tubes and jars; 10c. to $1.50.

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Send postal for free generous trial samples of Perfect Cold Cream and Poudre Amourette.

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MASTER Shoe Builders — SHOE CRAFT Shoes

27 W. 38th St. New York

Fitting The Narrow Foot

Widths AAAA, AAA, AA & A
All sizes including 8½, 9, 9½ & 10

UNLIKE ordinary narrow-width shoes, ShoeCraft footwear is especially designed to fit a slender foot snugly at the heel. This affords a measure of support which safeguards the ankle from turning when walking, dancing or descending steps.

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A perfect foundation for the smartest of toilettes at thé dansant or restaurant dinner. 2-inch Louis Quinze heel. Welted sole.

599—Patent leather, pearl suede top. **781**—Pearl gray kid, pearl suede top. **899**—Havana brown kid, brown suede top. Many other attractive combinations. Price, **$15**

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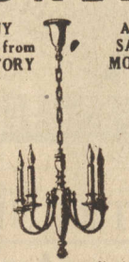

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No. 200—Japanese hand-embroidered Silk Kabe Crepe Kimono, with wide sash, silk lined and interlined throughout. Deftly embroidered in natural colors, in rose and chrysanthemum designs in black, copenhagen blue, lavender, light blue, navy blue, old rose and pink. **Price, $35.00** Prepaid Parcel Post. Beautiful hand-embroidered fine Japanese Silk Crepe Kimono, same as No. 200, in beautiful floral designs, heavily embroidered.

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Acousticon For Ten Days' FREE TRIAL

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All we ask is that you give it a fair trial, in your own home and among familiar surroundings. Then there can be no doubt of whether it improves your hearing.

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SPIROLITE SIDE WAVES

BRING OUT THIS BEAUTIFUL EFFECT. They set in the hair gracefully and are matched so carefully that no one can detect them. $3 per pair at our parlors or by mail. PERMANENT WAVE, guaranteed for 6 mos. or money back. Front waved $10.

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Good Shepherd & Columbia new Sweater Coats. Free demonstration. French Tapestries, Angora & Tapestry Yarns. Art Embroidery Materials. Decorative Art Linens.

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For Instance

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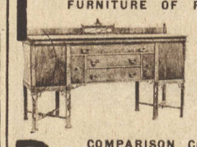

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$128.00

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1 block from Subway, "L" and all car lines.

Gray Hair on Young

People, Preventable Without Dyeing.

Oily and dry hair treated efficiently. Consultation free. Simple instruction supplied individually to those who cannot call in person.

Shampoo and Treatment Combined, $1. Permanent Waving. Large Wave.

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Perfection Toe-Spring, ACHFELDT'S
Worn at night, with auxiliary appliance for day use.
A PERSONAL DEMONSTRATION of this Simple Surgical Splint will convince the most skeptical. Any other foot troubles? Full particulars in plain sealed envelope to "Out of Town" customers. Sent on approval. Money refunded if not as represented.

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Look for the little White ticket

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(NON-ALCOHOLIC.)

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PEPPERMINT
Creme de Menthe
WHITE OR GREEN

Made of the finest cold-grown mint from the Alps. **Salutaris Creme de Menthe** is not an imitation—it possesses flavor, aroma, and color with the alcohol taken away. A child may drink it. Try a Salutaris Creme de Menthe frappe in our headquarters at the Washington Square end of the 5th Ave. Bus line.

$1.25 per bottle. Dealers Supplied.

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The Original mending and remodelling Shop.

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Retains Stylish Figure
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