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# The Blyn Shoe

## STYLES FOR EASTER 1915

**Style 1344 1/2** The New Spring Styles set a New Standard for Variety, Ornateness and Novelty. Their Originality and Value are even ahead of the usual Blyn Standard. **Style 1376**

**\$3** An Easter Model

Ladies' Patent Colt and Gun Metal Paris Pumps, with cloth tops in the new sand and gray shades, cut jet ornaments, Spanish heels and welted soles. A style that sells in other shops at a dollar more.

**NEWARK STORE**  
689 Broad St.  
Op. Military Park.

The season's choicest productions at Blyn popular prices offer economies that will be particularly appreciated now.

**Red Cross Shoe** For Women

Style 1822 Patent Colt Gun Metal Sizes: 5 to 8 1.75, 8 1/2 to 11 2.00, 11 1/2 to 2 2.50, 2 1/2 to 6 3.00. Tan Russia 5 to 11 2.00, 11 1/2 to 2 2.50, 2 1/2 to 6 3.00. Also in white Nu-Buck at moderate prices.

**MAIL ORDERS FILLED.** Mail Order Department 2240 3d Ave.

**Style 73 English Last**

**\$3.50**

**Red Cross Model 800 1/2**

**\$4**

Children's, Misses', and Growing Girls' Button Shoes. Of choice patent colt, gun metal and tan Russia calf, in all sizes for children, misses and growing girls. Fashionable, comfortable and perfect fitting, thoroughly well made and low priced.

**Big Best Family Stores—Easy to Reach—Easter Shoes for Everybody**

**W.A. Hathaway & Sons**  
GUARANTEE SHOE CO.  
Factory, 511-519 E. 72d St.

WEST SIDE STORES: 223-224 W. 125th St. 8d Ave. and 122d St. 6th Ave. and 27th St. 3d Ave., 159th & 151st Sts. 162 Boverly, nr. Broome St.

EAST SIDE STORES: 8d Ave. and 122d St. 3d Ave., 86th & 87th Sts. 3d Ave., 159th & 151st Sts. 162 Boverly, nr. Broome St.

BROOKLYN STORES: Broadway, nr. Park Ave. 485 Fulton St., opp. A. & S. Broadway, nr. Greene Ave.

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# AMAZING Vacuum Cleaners Offer

By all means read here our wonderful bargain prices on all standard vacuum cleaners. Positively 70 different styles of electric and hand power machines—the products of 46 different factories—now offered at an amazing slash in prices.

The facts are simple these: We buy in large quantities for spot cash. We have eliminated the big profits of the canvasser and agent. We are now selling direct to the consumer at one small profit. We are smashing all fixed retail prices in the great direct selling plan. Here are a few prices for comparison. Look them over.

ELECTRIC		ELECTRIC	
Rapid	Reg. Price \$22.50 Sale Price \$17.75	Magic	Reg. Price \$38.00 Sale Price \$32.75
Liberty	25.00 21.75	Baby Hoover	40.00 34.00
Frantz Premier	25.00 22.75	Monarch	75.00 65.50
Cadillac	30.00 26.75	Santo	125.00 104.00
Ohio	30.00 26.50	Duntley	125.00 111.00
Western Electric	32.50 27.50	Eye A	125.00 117.50

**HAND-POWER CLEANERS**

Hand-power cleaners have been wonderfully improved in the past year. Some of them do just as good work as electric cleaners, except that they are not quite as easy to operate. We have a very large and carefully selected assortment.

HAND-POWER CLEANERS		HAND-POWER CLEANERS	
Combination Carpet Sweeper and Vacuum Cleaners.	Reg. Price \$9.50 Sale Price \$7.50	Duntley	Reg. Price \$12.50 Sale Price \$9.50
Long Tube Style Hand Power.	11.50 8.45	Domestic	11.50 8.45
Everybody	4.50 3.75	Gen	10.00 6.75
"Hydra" Water-Power Vacuum Cleaner.	12.50 10.85		

While we at all times sell at less than regular prices, we occasionally have a particularly good bargain to offer like the following:

**Extra Special This Week**

Type "D" Eureka Electric, latest 1915 model, with large fan and motor; regular price \$40.00 **\$29.50**

A large purchase of a very popular \$7.50 Hand-Power Cleaner enables us to sell them for a limited time at **\$2.95**

Don't think of buying ANY Cleaner until you get our price on it.

Remember when you buy from us you save the agent's commission and the dealer's large profits. You also get absolutely brand new goods. The above is only our partial list. Call and see the largest assortment of vacuum cleaners in the country or send your name and address at once—to-day—for complete free price list No. 13. State whether you have electricity or not. We pay express charges anywhere. Address all mail to main office.

**Muenzen Specialty Co.'s "Vacuum Cleaner Shop"**  
Wholesale and Retail.

Brooklyn Branch, 529 Fulton St. Phone 3937 Main. OPEN MONDAY AND THURSDAY EVENINGS UNTIL 9:30.

Main Office, 131 West 43d St., near B'way. Over French Shrier's Shoe Store. Phone 6310-6311 Bryant.

Downtown Branch, Booth 53, Hudson Terminal Concourse, 30 Church St. Phone 5311.

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# Secret of Many Beautiful Complexions

## AN INDIVIDUAL FACE POWDER

MANY ladies have used totally the wrong color and the wrong kind of face powder for years before discovering why they always have a shiny nose, a slick, greasy-looking skin, or a horrid "made-up" appearance.

With the marvelous silk meshed twin face powder, Poudre Petaliss and Poudre Fascination (six colors) you can obtain an individual face powder suited to every complexion and every texture of skin.

POUDRE PETALISS is a very fine, heavy, adhesive powder, especially for ladies with shiny noses, enlarged skin pores or a greasy, oily or rough skin.

POUDRE FASCINATION is a very fine, light, specially adhesive powder that is absolutely invisible on the skin. For ladies with soft or delicate skins and those who do not want a powder to show.

Many ladies prefer to blend the above powders by mixing them half and half or in other proportions to obtain an individual powder of their own just to suit their kind.

SIX packets containing six different colors of the above powders will be sent to any lady for 10c. stamps or silver. Address TOKALON, Dept. 923B, 20 West 22d Street, New York. Poudre Petaliss and Poudre Fascination are sold everywhere at 50c per box, or sent direct upon receipt of price. Your money will be refunded if they do not at once increase the beauty of your complexion and give you perfect satisfaction. Sold by R. H. Macy & Co., J. B. Greenhut Co., James Drug Stores, Kalish Pharmacy, leading stores in Brooklyn, etc.

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# Period Furniture

## GRAND RAPIDS FURNITURE

Direct from Factory.

### Windsor Arm Chair

Special at **\$7**  
REGULARLY \$15

Solid Mahogany Rocker, \$8

DISCONTINUED PATTERNS at 50% of Regular Prices.

Sheraton, Tudor, Adam, Heppelwhite, Colonial, etc. Dining Room Suites, 10 pieces, \$100 up; regularly \$200 up. Queen Anne, Louis XV, Louis XVI, Sheraton, etc. Bedroom Suites, Mahogany and Walnut, \$75 up; regularly \$150 up.

ODD PERIOD PIECES **\$4** up.

Chairs, Desks, Tables, etc., in wide variety

**COTTAGE FURNITURE A SPECIALTY**

Manufacturers, **MANGES BROS.** Established 1852.  
115 & 117 W. 23D ST. and 108 & 110 WEST 24TH ST., N.Y.

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# W.A. Hathaway Company

62 West 45th Street, New York  
"Furniture of the Better Kind"

**\$89.00**

We have selected several exceptionally handsome dining-room pieces in Solid Mahogany and are offering them this week at prices much below normal.

The Sideboard illustrated is of the very finest construction and richly finished. Its length is 6 feet. The China Closet to match is specially priced at \$57.00; the Serving Table at \$31.50; the Extension Table at \$48.00.

You will find here a great variety of designs in Dining Room Suites, which will deserve your particular attention.

ADVERTISEMENTS.

# Chapeaux de Paris

1 East 53rd Street

Display of French Hats for the Season

Showing the Latest Creations

Under Personal Direction of Lizzie Cummins

ADVERTISEMENTS.

# Hand Played Music Rolls

will prove a revelation to any user of machine-made rolls. For they represent the actual rendition of music by accomplished pianists and are in every sense splendid musical interpretations.

Such rolls and only such rolls are we offering you, in operatic, classical, and popular selections. In addition, we are furnishing an intelligent and courteous service that makes the selection of music rolls at our studio a keen, artistic pleasure.

Drop in or write. Mail orders receive prompt attention.  
Telephone Murray Hill 2645.

**FIFTH AVENUE MUSIC ROLL CO.**  
THE HOME OF HAND PLAYED MUSIC  
505 FIFTH AVE.

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# The Pathoscope

The only safe, simple, perfect Motion Picture Machine for the Home, School or Club. Over 8,000 in Use.

No wiring or electric connection necessary. Turning the handle generates its own (incandescent) electric light. Uses special non-inflammable film. New subjects always available to every owner in Pathoscope Film Exchange, or you can take your own Motion Pictures with a Pathoscope Camera. See them at the Pathoscope Salon, Astoria Hall, New York.

Operators, Machines and Films furnished for Evening Entertainments, etc.

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# NEW SPRING MODELS

Patent Colt or Dull Vamp, with grey buckskin quarter; buttons **\$5.50**

Patent Colt or Dull Vamp, with grey quarter and heel; patent leather inlay on tongue **\$5.00**

Patent Colt or Dull Leather, with sand cloth top; ornament at throat **\$5.00**

White Calf; two buttons; Patent Leather Inlay; black Louis XV. heel **\$5.50**

Silk Hosiery to Match **95c**

An inspection of our large variety of new Spring Models will show wonderful values at remarkably low prices.

404 Sixth Ave., N. Y. Bet. 24th and 25th Sts.

**L. M. HIRSCH Sample Shoe Co.**

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# Clippell Bros

Hair Merchants, Ladies' Hairdressers  
12-14 West 37th Street, New York  
Telephone Greeley-4191-4192.

## Coiffure Nouvelle

A CHARMING coiffure that is exceptionally attractive and exceedingly simple to arrange, combines our Feather-weight Transformation and our Wavy Corsade with ends curled.

In the making of all our transformations we use only superior French Hair.

Our new Booklet "T." just issued, sent on request.

Massaging Hairdressing Hair Dyeing Manicuring Scalp Treatment

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# Ambre Royal

The Powder of Royalty  
Paris France

Six Delicate Tints

Send 15c for Acquaintance Box

NO. 51 COLD CREAM SOAP 50c (Solidifies)

Finest Toilet Soap in the World

Toilet. (Pronounced VE-O-LAY)

Importing Offices: 71 West 35th St., N. Y.

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# COTONET

A Net Belting for Summer Waists & Dresses

## Greenet

INVISIBLE WAIST FOUNDATION

COLLAR SUPPORTS ARE THE BEST

SILK PADDED ENDS SILK PADDED ENDS

For Sale at Notion Dept. of All Good Stores. Write for Catalogue.

Green Dressmaking Specialties  
32-34 West 18th St., N. Y.

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# BERTHE MAY'S Maternity CORSET

The only corset of this kind made for its own purpose—can be worn at any time, allows one to dress as usual and preserve a normal appearance. Call at my parties or write for BOOKLET NO. 21. Sent free under plain envelope. Mail orders filled with complete satisfaction. Similar corsets for ordinary wear for young girls, stout women and for invalids. Berthe May 10 E. 46th St. New York (Opposite the Hts-Carlton).

ADVERTISEMENTS.

# STYLISH GOWNS

Made to your individual order from pretty line of latest Silks, Satins, Crepe de Chines, Poplins, etc.

At **\$20.00**  
Linen, Voile and Cotton Dresses, \$10.  
Above prices include materials. Exceptional Value.

**GRAVES**  
Mail Orders 72 WEST 93D STREET. Phone Riverside 8828.

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# Women "who know" find Poinciana Cerate

the most perfect preparation of its kind extant. "A masterpiece" for the toilet table, and in the true sense of the term "the toilet cream of the complexion." Tubes, 50c, \$1.25 and \$2.50. Tubes, 25c.

At your dealer or by mail. Sample sent upon receipt of stamp to cover postage.

**G. B. MERRIAM**  
Lake Placid, N. Y.

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# IF YOU CAN WEAR A 16, 36 or 38 SIZE—

Buy a Sample Suit at 1/2 the Usual Retail Price.

As wholesalers we have no further use for these samples and we are selling at "sale" prices.

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# SUITS \$9.75 to \$19.75

COATS & DRESSES \$5.00 to \$15.00

## SAMPLE CLOAK & SUIT CO.,

1204 Broadway (only address)  
Near 29th St. Over Shanley's.

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# Peck & Peck

REMOVAL SALE

Prior to Removal of our uptown shop from 688 Fifth Avenue to our new shop at 586 Fifth Avenue at 47th St., we are offering at greatly reduced prices, special lots of Hosiery for Men, Women and Children, and some special lots of Men's Neckwear.

No. 3 of Lot No. 29.  
LOT NO. 29.  
\$2.95 the pair, 3 for \$7.50. Finest French Silk, French Silk and Lisle, and many pairs of best made domestic Silk Stockings. Hand checked, open work, fancy and plain. Many colors and designs. Were \$8.50 to \$4.50 the pair. Many other special lots of select, beautiful goods at from \$3.95 to 20c. the pair. Less by the dozen.

Sale only at 588 Fifth Avenue

**PECK & PECK**  
EXCLUSIVE HOSIERY  
448 Fifth Avenue at 24th Street  
388 Fifth Avenue at 40th Street  
NEW YORK CITY

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# DERMATINE.

An astringent that contracts soft or relaxed parts of the skin and gives to the face a tone of health and color. Nourishes and strengthens tissues.

Send 25c for Sample Bottle.

**HELENE SWIFTS**  
BEAUTY CREATIONS  
168 West 48th St. Phone Bryant 5614 (At Drugists & Dept. Stores.)

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# Modern Dances

Taught Privately One-Step Waltz Hesitation Fox-Trot La Furlina Polka Bresiliene Lu Lu Fado La Russe Maxine Brene Half and Half Tango

The one distinctly expert school that has been selected by New York's Fashionable and well-to-do people.

Terms Reasonable.

**G. Hepburn Wilson, M. B.**  
American Authority on Modern Dancing  
FIFTH AVENUE—NEW YORK  
Thorley Bldg.—N. W. Cor. 46th St.  
Call Tel. Bryant 6321. Write

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# Exquisite Blouses

French Models—No Two Alike.

All the very latest designs—chic and dainty.

Prices range from \$9 to \$22

All these waists have those French finishing touches put there by master hands, which mean so much to well-dressed women noted for their individuality in dress.

**MAXON—Model Gowns**  
1552 Broadway (46th St.) N. Y. City

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# Kellogg's

You never tasted a better flavor or a crispier food than Kellogg's Toasted Corn Flakes.

Look for this Signature:

**K. H. Kellogg**