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COLONIAL FOUR-POST BED
A favorite model in solid Mahogany. Special at \$82.50

Hathaway's Sale Will End This Week

The pieces illustrated are a few of the many exceptional values we are offering. In every department of our store there are opportunities of a kind to appeal to all who appreciate Furniture of unusual excellence. The variety is very extensive; the quality uniformly high.

We have included in the sale a selection of bedding at prices to correspond with the marked reductions we have made elsewhere.

GATE LEG TABLE
In solid Mahogany. Top, 30x42. Special at \$19.50

FIRESIDE CHAIR
A luxuriously comfortable piece. Mahogany legs, upholstered, covered in tapestry. Regularly \$37.00. Special at \$25.00

YARMOUTH ARM CHAIR
Mahogany legs, deep soft upholstery. Regularly \$35.00. (In denim) \$28.50

W.A. Hathaway Company
62 West 45th Street, New York
"Furniture of the Better Kind."

All That The
name implies. Blyn Plan Nature Shoes afford natural protection and support to the tender feet of children. Their freedom develops foot muscles and foot strength—the foundation of future comfort and health.

Blun-Plan Nature Shoe
Patent Colt and Gun Metal For Children

Sizes 5 to 8... 1.75
8 1/2 to 11... 2.00
11 1/2 to 2... 2.50
Tan Russia Calf
Sizes 5 to 11... 2.00
11 1/2 to 2... 2.50

10c. extra by mail everywhere in the United States.

Red Cross Shoe
For Women

Fashionable
Red Cross Shoes feel easy from first try-on—they need no breaking in. Flexible as a glove, comfortable as a house slipper—they add to the pleasure of the dance or walk.

New York Store: 689 Broad Street, Opposite Military Park.

Blyn & Sons
GUARANTEE SHOE CO.
West Side Stores: East Side Stores:
222-234 W. 125th St., 3d Av., & 125th St.
6th Av. & 27th St., 3d Av., nr. 56th St.
8th Av., near 39th St., 3d Av., 150 & 151 Sts.
Brooklyn: Broadway, bet. Park & Elyria Sts., 435 Fulton St., 122 Bowery, nr. Broome St.
Stores: Broadway, near Greene Ave.
Factory: 511-519 East 73d St., New York

Leonard's

Enormous Reductions On All Womens Apparel

Never have we made reductions quite as sweeping on this class of merchandise. Our entire stock of Fashionable Gowns, Dresses, Coats and Suits is offered at practically 1/2 regular prices.

Mme. Leonard's Self-Adjustable Maternity Apparel
at similar savings

Send for Cat. T and order blanks.
24 West 39th St., Near 5th Av., New York.
Phone Greeley 8322

Soft and Comfortable Sea Island Hosiery
For Men, Women and Children.

Seas Feet

Elastic Lustrous Stockings, made to wear. The longest fibre and finest quality Sea Island Cotton. Heavy, medium or light weight. Black, White, Tan, Navy, and Smoke. Manufactured especially by the Peck & Peck process.

For Women, 85c. the pair, \$5.00 the 1/2 doz.
For Men, 69c. the pair, \$4.00 the 1/2 doz.
For Children, 50c. the pair for size 6, advancing 5c. per size.

PECK & PECK EXCLUSIVE HOSIERY
448 Fifth Avenue at 54th Street
388 Fifth Avenue at 48th Street
NEW YORK CITY

VACUUM CLEANERS

ALMOST AT Wholesale Prices This Week

Any one can now afford a vacuum cleaner. On account of business conditions manufacturers are almost begging us to buy their goods, and we offer you a chance to participate in the bargains. Buy your cleaner NOW. You will never again have such an opportunity.

Note the big reduction.

Electric Cleaners	Regular Price	Sale Price	Electric Cleaners	Regular Price	Sale Price
Rapid	\$22.50	\$17.75	Magic	\$38.00	\$32.75
Frantz Premier	25.00	22.75	Regina	40.00	34.00
Sturtevant	30.00	26.50	Monarch	47.50	39.75
Cadillac	30.00	26.50	Santo	75.00	63.50
Eureka B.	35.00	28.50	Duntley	125.00	99.00
Eureka C.	40.00	29.50	Bee A.	125.00	111.00
			Bee B.	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.

Combination Carpet Sweepers, Duntley... \$9.50 \$5.75
Sovereign... 12.50 7.75
Domestic... 11.50 8.75

Other Hand-Power Cleaners from \$4.00 Up.

One advantage in buying from us is that you are always sure to get absolutely new goods.

The above is only a partial list. Call and see the largest assortment of Vacuum Cleaners in the country, or send for complete price list. State whether you have electricity or not. We pay express charges anywhere.

EUREKA SALES COMPANIES

The "Vacuum Cleaner Shop"

WHOLESALE AND RETAIL
181 West 42d St.
Between B'way and 6th Av.
Phone 6318-6311 Bryant

Booth 53 Hudson Terminal Concourse, 30th Street, N.Y.

We repair all makes of Cleaners. We call for and deliver them.

"For the Woman Who Cares"

The secret of a good complexion is the proper treatment of the skin. The epidermis, or outer layer of the skin, contains the pores through which the impurities reach the surface and which fill up with dirt and dust when not properly protected, causing the impurities to find new outlets, which result in blemishes that are unwelcome reminders of one's carelessness.

Every woman knows that she cannot properly cleanse and at the same time protect the skin unless she uses two creams.

PLEXO CLEANSING CREAM cleanses the skin, removing the sallow, cloudy and lifeless look.

PLEXO GREESELESS CREAM protects the skin against chapping and is an indispensable foundation for face powder. Best results are obtained when these two creams are used in conjunction with each other.

In jars 50c. each.
At drug and department stores or sent prepaid upon receipt of price.

PLEXO PREPARATIONS, INC.
NEW YORK

GLASSBERG'S Stylish SHORT VAMP SHOES

IN THE HEART OF NEW YORK

3 STORES

511 6th Ave., near 31st St.
225 West 42d St., near Times Sq.
58 3d Ave., near 10th St.

Send today for free booklet "Healthy Hair—How to Get and Keep It."

MISS JULIA MARLOWE SAYS
The Frank Parker Method of treating the hair and scalp is the best I have ever known.

You Can Have Luxuriant Hair!
By Proper Stimulation and Nourishment to the scalp and especially the hair. HERBEX accomplishes this; it has done it for 29 years. Send description of your hair trouble. I will advise what tonic to use, and how.

FRANK PARKER,
Hair and Scalp SPECIALIST.
51 WEST 37TH ST., N. Y.

PARKER'S METHOD OF HAIR TREATMENT

Insurance against thin and impoverished hair. Itching, oily and scaly conditions, cause falling hair; incipient grayness and baldness successfully treated. Results simply phenomenal.

Send today for free booklet "Healthy Hair—How to Get and Keep It."

MISS JULIA MARLOWE SAYS
The Frank Parker Method of treating the hair and scalp is the best I have ever known.

You Can Have Luxuriant Hair!
By Proper Stimulation and Nourishment to the scalp and especially the hair. HERBEX accomplishes this; it has done it for 29 years. Send description of your hair trouble. I will advise what tonic to use, and how.

FRANK PARKER,
Hair and Scalp SPECIALIST.
51 WEST 37TH ST., N. Y.

Lane Bryant Maternity Garments

The expectant mother equipped with Lane Bryant Maternity Garments is always dressed in good taste without sacrificing one bit of comfort or freedom.

Dresses 6.95 to 34.75
Suits 15.00 to 49.50
Coats, Skirts, Blouses, Negligees and Corsets

We are the originators of styles for maternity and manufacture for the public in our own workrooms. Call or telephone 6416 Greeley.

Illustrated book of models sent FREE upon request to Dept. L 3.

Lane Bryant, 25 W. 38th St., N. Y.

Now you'll be able to buy furniture for less than wholesale.

We are a veritable clearing house for manufacturer's samples—complete suits as well as odd pieces that have been discontinued by factories.

THIS SECRETARY will give you an idea of the extremely low prices to be found here. Of solid mahogany \$30.00 and graceful design.

64 inches high, 34 inches wide.

Furniture Manufacturers' Sales Company
150 MADISON AV. (at 3rd St.)

Period Furniture

GRAND RAPIDS FURNITURE Direct from Factory.

Queen Anne Special at \$16

Living Room Chair

In Denim Upholstery all hair 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 XIV, Louis XV, Sheraton, etc. Bedroom Suites, Mahogany and Walnut, \$75 up; Regularly \$150 up. Old Period Pieces, Chairs, Tables, Desks, etc., \$10 up.

MANGES BROS. Established 1852
115-117 WEST 23D ST. and 108-110 WEST 24TH ST., N. Y.

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Plays all disc records! Genuine ball-shaped sapphire reproduces sounds by up-and-down wave motion TRUEST TO NATURE. NO NEEDLE-CHANGING—NO BOTHER. Write for Catalogue. Demonstrations at \$175 Model

PATHE FRERES PHONOGRAPH CO.
29-33 W. 38th St.

Geiger & Braverman
Furniture Company
49-51 West 23d Street.

The "Norfolk"
Regularly \$22.50
Now \$14.50

A Chair for Comfort
Upholstered in fine Denim in suitable colors. Has loose cushion seat and button back. May be obtained as a rocker at same price. These chairs will be upholstered in tapestry for \$6.00 additional.

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FOREST HILLS, LONG ISLAND

FEW people realize that such a charming hotel as Forest Hills Inn is located in the City of New York, within fifteen minutes of the Pennsylvania Station, at Seventh Avenue and 33d Street. A family hotel that has established an enviable reputation by its excellent table, good service, and competent management; and the rates are surprisingly low.

An attractive, illustrated booklet, upon request of the Management, or Room 716

74 Electric Trains per Day
Billiard Room Squash Court Golf and Tennis

47 West 34th Street NEW YORK CITY

FINAL DAYS. CLEARANCE SALE
\$3.95 & \$4.95
Values \$5 to \$12.

HIGH AND LOW SHOES
of every description, including New Lace or Button Gaiter Boots with colored tops. Not every size in every style, but an excellent selection still obtainable. **OUR ONLY STORE.** Estab. 1880.

Shoe Sacks Shop
495 6th Av., Bet. 29th & 30th

KEEP DRY DRESS SHIELDS
ABSORBENT MOISTURE-PROOF A NEW DRESS SHIELD With New Merits To appreciate them you must try a pair EVERY PAIR GUARANTEED

For sale by Gimbel Brothers Lord & Taylor Jas. A. Hearn & Son Fred's Lessor & Co. H. C. F. Koch & Co. Rothenberg & Co.

Preserve Your Baby's First Shoes
Cast them in KATHODIAN BRONZE. Our process makes them indestructible and impishable. We cast them in either genuine silver, plate, Etruscan gold \$5.00 finish or staturary bronze for the pair. Send for illustrated leaflet F. Address Baby Shoe Dept., Kathodian Bronze Works, 301 3th Av., New York.

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The 12-page wrapper around every cake of Woodbury's Facial Soap gives a specific treatment for reducing enlarged pores. Get a cake at your dealer and start this beneficial treatment today. For sale by dealers everywhere

Relief for Broken Arches or Flat Feet.

By the use of electrical treatments the broken arch is raised back into place—without the use of cumbersome orthopedic appliances.

Leaflet on request. Retailer Guaranteed.

Robert F. McDonald, M.D.
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NOT MERELY AN ACCURATE TIMEKEEPER but one of the most IMPRESSIVE FURNISHINGS for your HOME.

Mahogany Case with Marqueterie inlay 8 Day Strike. Height, 10 inches. 5-inch Dial

Price \$6.00 DELIVERED PREPAID

W. H. ENHAUS & SON,
JEWELERS, EST. 1847.
31 John Street, N. Y. C.
WRITE FOR CATALOGUE. Complete Line Seth Thomas Clocks.

The "Exceptional" School
Mr. G. Hepburn Wilson, M.B.

The American Authority on the subject of his instruction. Expert nature. 18,000 pupils in 10 seasons means not only a World's record, but it makes a distinct difference from the ordinary school.

Dancing ability is more important than a new dress. Mr. Wilson teaches all the New Modern dances. He gives a practical consideration of each general dancing style, and shows you what you are doing. This is why you improve so much to Mr. Wilson.

Call, write or phone (Bryant 6321) in Manhattan, New York.
"FALL AND WINTER STYLES of Modern Dancing," by Mr. G. Hepburn Wilson, M.B.

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BIG CUT IN PRICES

EUREKA "A" \$14.95
EUREKA "B" \$21.50
EUREKA "C" \$24.85

We Sell all other makes of VACUUM CLEANERS.

NEW YORK ELECTRIC CLEANER CO. McClain & Carr, Props.
Corner 34th Street & Lexington Avenue.
Telephone 2647 Murray Hill.

THE SHEFFIELD SILVER SHOP

SHEFFIELD PLATE IN EXCLUSIVE PERIOD DESIGNS FOR BIRTHDAY, WEDDING, AND CHRISTMAS GIFTS.

GUERNSEY JUG, \$3.50

ROBERT FITCH,
295 Fifth Avenue, Bet. 30th & 31st Sts., NEW YORK.

The Whitcomb Metallic Bedstead Co.
Brass and Enamel Beds and Cribs, Bedding—Mattresses removed 84th & Madison Ave.

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PALE COMPLEXIONS may be greatly improved by just a touch of **ROUGE LIQUIDE RIVIERA**, which gives a natural tint and is harmless and cannot be detected.

35 and 50 cents.

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Spring modes for the South ready; exclusive styles in Milan, Milan-Hemp, and Lisere for hats, Panamas, and fancy braids; reserved, cleaned, and colored into the latest shades. Paris copied samples displayed to try on and select from. Hats trimmed to order. Coats cleaned, colored, and remade into Novelties. Latest Flowers.

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24 East 4th St., near B'way, and Wananaker.

Clayton Bros

Hair Merchant Ladies' Hairdressers
112-14 West 37th Street, New York
Telephone Greeley 4191-4192

A Charming Coiffure will make you more attractive. Our "Feather weight Transformations" are made of Superior, Soft and Wavy French Hair, to match your own hair in both texture and color, and to dress in any fashion as it is worn by your own.

Booklet "77" on request

Massaging Hairdressing Hair Dyeing Manicuring Soap Treatment

L. M. HIRSCH Sample Shoe Co.

Satin Slippers in all staple and new colors. \$3.00

404-406 Sixth Ave., N. Y. Bet. 24th & 25th St.

Useful Mahogany Novelties
Retailed at Manufacturers' Prices.

FOOT STOOL

Solid Mahogany—hand-carved handles. Size 8 1/2 x 9 1/2 in. high. Special at \$4.50

Write for Booklet "77" showing many charming mahogany novelties.

Louis Hessler
630-632 Columbus Ave., N. Y.
Between 90th and 91st Streets.
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ELECTRIC VIBRATOR THIS WEEK

No. 9 Eureka Vibrator Reg. Price \$17.50
Special \$9.85

EUREKA VIBRATOR CO.
131 West 42d St.

New Scientific PEARLS
withstand the most severe wear, can be washed and cleaned without the slightest loss of luster.

The Powder of Royalty Ambre Royal

Incomparable French Face Powder. \$1.75 the box & delicate tints. Send 25c for Acquaintance Box of 5 Toilet products. Frank T. Peled Co., 71 W. 33 St., N. Y.

STYLISH GOWNS

Made to your individual order from pretty satins or crepe de chine or heavier fabrics, if desired.

AT \$20.00
Exceptional Value

GRAVES,
72 WEST 93D STREET.
Phone Riverside 8338.

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 SWIFT'S BEAUTY CREATIONS
168 West 44th St., Near Bryant 5114 (At Drugstores & Dept. Stores).

Transformation "SIMPLEX"

The Most Artistic Adjustable Coiffure Ever Devised

The chic match and quality of my transformations are such that detection is impossible.

B. CLEMENT
French Hair Shop
17 EAST 35TH STREET, N. Y.
Opp. Altman's, Phone 939 Murray Hill.

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The only corset of this kind made for its own purpose—such that detection is impossible at any time, allows one to dress as usual and preserve a normal appearance.

Call at my parlors at weekly intervals. Send free under plain envelope. Mail order guaranteed. Sizing correct for ordinary wear. For invalids and for young girls.

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Ladies, improve your looks.
Facial Massage, Scalp Treatment, Shampooing, Margaret Waving, Hairdressing, 25c. each. Manicuring 25c. Bleaching, Dyeing, Hair Restoring, Reconditioning of old wigs, and hair pieces. Reliable hair work, combs made up. Satisfaction guaranteed. Operators sent to residences. Your patronage solicited. Most sanitary daylight parlors.

MME. HUDSON'S PARLORS, 626 Sixth Ave., Between 36th and 37th Sts., Phone Greeley 3550.

With Kellogg's Toasted Corn Flakes put up in WAXTITE Package there is no excuse for anybody's buying corn flakes that are not crisp, fresh and full of flavor. Look for this Signature:

H. K. Kellogg

PIRIE MACDONALD
Photographer-of-Men.
576 FIFTH AV. COR. 47TH ST.

FOOT COMFORT

FROST-BITTEN FEET relieved and cured by a new scientific method.

FLEX SHOES prevent and correct falling arches; flat foot, corns, bunions, calluses, etc. Arch supports are harmful. Arch supports are harmful.

Consult Dr. Levy without charge re: Foot Troubles. Booklet sent free.

DRS. ALFRED C. LEVY
CHIROPDIST
Strand Theatre Building, Broadway at 47th St.

LONG SANG TI
Chinese Curio Co., Ltd.
Importers of Chinese Works of Art
323 Fifth Avenue, N. Y.
Near 33rd Street
Send for 1915 booklet

Rebuilder of Gowns

If your old suits are slightly worn and out of season, let me alter them for you. At a reasonable expense I can really do wonders with gowns you may consider worthless with gowns you may consider valuable. Also ARTISTIC GOWNS for all occasions made from your own material to suit your individuality.

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113 1/2 W. 37th St., N. Y. Tel. 3263 Greeley.

Velvet
THE SMOOTHEST SMOKING TOBACCO

PATENT LEATHER SLIPPER
Silver Chain Straps. Also in Bronze.

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BRANCH OF LOUIS, 17TH AVE. 3d, 3d, 3d & 36 STS

Highest Prices Paid
For Ladies' & Gentlemen's Discarded Clothing, Furs, Fine Jewelry and Street Costumes. Diamonds, Jewelry, and Silverware.

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Toilet Cream Par Excellence assures a good complexion—satisfaction guaranteed or money back.

\$26, 20c, \$1.25, \$2.50
At Your Dealer or by Mail
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G. B. MERRIAM
Lake Placid, N. Y.

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THE TURKISH BLEND CIGARETTE
"Distinctly Individual"
20 for 15c