

ADVERTISEMENTS.

"For the Woman who cares"

PLEXO

INCOMPARABLE CREAMS



These two essential creams are scientifically prepared to be used in conjunction with each other. They will produce results obtainable in no other way. 25c and 50c.

Greaseless Cream
Protects the skin from chaf and wind burn; imparts to the complexion the velvety bloom of youth.

Cleansing Cream
Purest of Cold Creams. Imparts to the pores of all impurities; will give the pure, clear complexion of perfect beauty.

PLEXO EVENING WHITE
Imparts that soft, evenly white tone to arms, throat and shoulders. Unsurpassed for evening toilette and dancing. DOES NOT RUB OFF and absolutely defies detection. Easily applied with a damp sponge. An absolutely harmless cream—contains no lead, mercury or other dangerous chemicals. 35c. Per Tube.

At Drug and Department Stores.

ADVERTISEMENTS.

No. 51 Cold Cream Soap (Solidifié)

Best Soap in the World



2 MÉDAILLES DE MERITE
AUX EXPOSITIONS UNIVERSELLES 1901 1905
PARIS 1875 LONDRES 1903

SAVON

AUX ÉMULSIONS D'ORIGAN
pour l'usage de la Toilette et des Bains

Inventé par VIOLET, Tarif. Chimiste
No. 29, Boulevard des Italiens
PARIS.

By mail 60 cents
Sold in the best shops all over the world and 71 West 35th St., New York

ADVERTISEMENTS.

Two Attractive Pieces

For Your Library or Living Room



The Table and Bookcase shown here are beautiful Adam Reproductions in Antique Mahogany. Table (Top measures 28x48 in.) \$38 Price unusually low. Bookcase, Height 56 inches, width 43 in. \$32 Price also unusually low.

We would like to have you visit our showrooms. You will find the highest grade of furniture for every room in your house at the lowest prices.

Geiger & Braverman
Furniture Co.
49-51 West 23d Street.
Established 1893

ADVERTISEMENTS.

Freedom of

Movement in Blyn Plan Nature Shoes develops the muscles and strengthens the entire foot structure.

Free at toes—snug at arch and instep, they fit easily but not loosely. Scientifically constructed, they comfort and protect the children's feet.



Blun-Plan
Nature Shoe

Patent Colt For Children and Gun Metal

Sizes 5 to 81.75
8 1/2 to 112.00
11 1/2 to 22.50

Tan Russia Calf
Sizes 5 to 112.00
11 1/2 to 22.50

10c extra by mail anywhere in the United States.

Fulton Street (Brooklyn) Store
442-444 Fulton Street, opp. Bridge, near Hoyt Street. Across the street from our old store.

Newark 689 Broad Street
Store (Opposite Military Park)

ADVERTISEMENTS.

A Garden Full of Gladioli

for \$1.00



The Gladiolus is one of the most satisfactory flowers grown because it blooms continuously when it is cut and put in water, as well as when in the ground. There is no reason why every family cannot enjoy this grand flower, for the simple reason that it is as easy to grow as the potato.

You can have them in bloom from July to frost if you plant a few bulbs each month from April to July. For only ONE DOLLAR we will send 75 Bulbs of our Grand Prize Mixture, which covers every conceivable shade in the Gladiolus kingdom.

Last year we sold thousands of these bulbs and have received numerous testimonials as to their merits.

PLANT YOUR BULBS NOW. Simple complete directions in package. Cut out this advertisement and enclose with Dollar Bill, Stamps or Money Order. Private Batches. References. Opens June 17. Phone 256 Glen Cove.

Send for only \$1.00, prepaid to your home anywhere in the United States, with our 1916 Spring Catalogue.

Stump & Walker Co.
30-32 Barclay Street, New York

ADVERTISEMENTS.

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Nature Shoe

Patent Colt For Children and Gun Metal

Sizes 5 to 81.75
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ADVERTISEMENTS.

GERALDINE Farrar

Writes of

"I am very glad indeed to express my complete satisfaction with the delicious Creme Neral made by Forrest D. Pullen. It has my hearty and sincere recommendation."

Use Creme Neral if you care for beauty—for it will leave your skin with the softness and glow of youth.

Creme Neral is used and recommended by all these and many other famous artists: Olive Fremstad, Rita Fornia, Mma. Trazzini, Frieda Hempel, Gertrude de Pasquale, Margaretta May, Fiske Julia Marlowe, Maxine Elliott, Billie Burke, Frances Starr, Laura Hope Crews, Julie Opp, Constance Collier.

CREME NERAL and **NEROL SKIN FOOD** (\$2) are sold in New York only at the toilet goods department of S. ALTMAN & CO., mailed by Mr. Pullen to any address on receipt of price.

Forrest D. Pullen
Face Specialist, 318 Lewis Ave., Brooklyn, N. Y.

ADVERTISEMENTS.

For Country & City Homes

Seth Thomas Colonial Clock



This clock is an exact copy of the old Grandmother's Clock and makes a fine addition to the sitting room, Mahogany Case, with reliable movement. Seth Thomas 8-day movement. 16" high, 4" square in top size. Order now, as we have only a limited number. Sent prepaid for \$4.50. Call and see our exhibition of clocks or write for Catalog 19.

Mail Orders Receive Special Attention.

WM. H. ENHAUS & SON
Jewelers since 1841
31 John St., New York City

ADVERTISEMENTS.

THE HALL

Glen Cove, L. I.

Commencing distance of New York. Private Beach. No mosquitoes. Tennis, boating, bathing, fishing. Private Baths. References. Opens June 17. Phone 256 Glen Cove.

ADVERTISEMENTS.

GLASSBERG

SHORT VAMP SHOES



We Show Only the Latest Styles

In Gray, Suede, White Calf and Gray Kid

Here's a shoe that makes your foot look smaller. You can wear it and be sure it's the latest style. Send for Catalog T.

511 6th Ave., near 31st St.
225 West 42d St., nr. Times Sq.
553 3d Ave., near 10th St.
Mail Orders Carefully Filled

ADVERTISEMENTS.

Vanities

The Oriental Store

Perfume Set, \$1.

A N ARTISTIC Japanese lacquered Cabinet, decorated in gold, with two glass-toppered bottles of Vanities' famous Oriental perfumes—each of Wistaria and Flowery Kingdom; Cabinet plush lined, with separate compartment for each bottle. Makes a most unique ink stand when perfume has been emptied. On sale in our Perfumery Section, or mailed postpaid upon receipt of \$1.

-A-A-VANTINE-E-CO.-Inc.
Fifth Avenue & 39th Street, New York

ADVERTISEMENTS.

From Manufacturer direct to Wearer

SMART SUITS

Such as Retailers sell at \$32.50—our wholesale price to you \$19.50

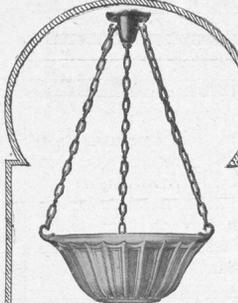
ALSO the choicest styles in many distinctive Models copied from those shown in exclusive Fifth Avenue shops, \$24.50 up

You pay the whole sale price, which is the same as the shopkeeper pays. Save 30 to 50% DRESSES \$10.50 UP Copies of French Models, \$22.50 up Booklet FREE

Horseshoe
Costume Co.
19 W. 38th St.
Few doors west of 19th St. Upstairs—Take Elevator

ADVERTISEMENTS.

Lighting Economy.



THE lighting fixture occupies the central and most conspicuous position in the room, and, as such, should harmonize graciously with its surroundings. S. & A. Lighting fixtures are authentic reproductions of the various Period Designs, and yet are so reasonably priced that all who know value insist on S. & A. products.

Ask your dealer, or VISIT OUR SHOW-ROOMS Write today for Helpful Booklet B. Price on request.

SHAPIRO & ARONSON
20 WARREN ST., NEW YORK CITY
One block west of Brooklyn Bridge.

ADVERTISEMENTS.

Lilies Make Your Garden Beautiful

Six Hardy Lilies of Rare Beauty for \$1.00

L. Auratum Yama-Yuri, immense flowers, a golden band runs through each white petal. 20c
L. Roseum, ruby red spots on white petals. 20c
L. Album, shimmering white, long green anthers, exquisitely fragrant. 20c
L. Transfiguration, Copal Lily, on slender stems nod and swing the fiery scarlet flowers. A vivid flame—a magnificent bright green foliage. Extra size. 20c
L. Gigantum of Japan. Long white trumpets with golden stamens crown in profusion the stout tall stems. The delicious perfume is truly magnificent. Extra size. 20c
Full growing directions sent.

H. H. BERGER & CO.,
70 Warren St., N. Y.

ADVERTISEMENTS.

Waltham

Bracelet \$7.50

Watch Full 7 Jewel Waltham Movement with 20-year Gold Filled Works and case are covered by our full guarantee.

This watch retails throughout the country for \$15.00. No C. O. D. or mail orders filled.

You must see this watch to appreciate the wonderful bargain offered.

ARNOLD & CO.,
JEWELERS, EST. 1890,
448 FIFTH AVE., near 39th St.
SPECIAL VALUES IN DIAMONDS.

ADVERTISEMENTS.

HAZELTON

PIANOS

Direct from the Factory at Factory Price. One of the few really artistic pianos made today. Built for life-time service. Supreme in tone size 46" x 56" \$360 Upward

Send for descriptive booklet and list of used pianos at special price.

Hazleton Brothers
66 University Place
One Block from Wannamaker's

ADVERTISEMENTS.

Transformation Parfait

To dress your hair becomingly for the Spring and Summer you need this smart hair piece, which is as easy to adjust as one's own hair, being made of beautiful wavy natural hair affixed to a light airy skeleton foundation. A necessity to women with straight, thin or permanently gray hair.

Hair Specialist
B. PAUL
38 W. 38th St., N. Y.

ADVERTISEMENTS.

You Do Not Feel "All-Corset"

in a BIEN-JOLIE GRECIAN-TRECO



You experience, instead, a sense of adding comfort and freedom, with the assurance of the perfect style that has given this corset its reputation.

The Grecian-Treco fabric, universally admired as the perfect corset material, distributes the pressure evenly and responds to every movement. With models for every type of figure you can obtain a real fit—not a fit that merely is adjustment of laces, but a fit that is in the corset itself and that beautifully interprets the mode yet secures your comfort absolutely.

WALOHN-BONED
Bien-Jolie Corsets are designed for sizes from 19 to 36. Qualities from \$3.00 to \$7.50. Sold at the finer stores everywhere.

BENJAMIN & JOHNES,
Newark, N. J.

Other Bien-Jolie creations are: La Carosse and Casterol Pink Corsets, and the famous Bien-Jolie Brassieres.

ADVERTISEMENTS.

"I Now Hear Clearly"

You, Too, Can Hear!

Inasmuch as 270,000 users of the ACOUSTICON have had the same results from it as Mr. Garrett Brown, whose photograph appears above, we feel perfectly safe in urging every deaf person, without a penny of expense, solely and entirely at our risk, to accept a thorough trial of the 1916 Acousticon

No Deposit FREE No Expense

All you need to do is to write saying that you are deaf and will try the "ACOUSTICON." This trial will cost you one cent, for we pay the delivery charges.

WARNING! There is no good reason why every one should not try the "ACOUSTICON." It is a trial offer we do, so do not send money for any instrument for the deaf until you have tried the "ACOUSTICON." It has improved and better what you have tried in the past, and we are sure you will be satisfied. Write Dept. L-4, coupon 1916-17—no money to decide. Address:

GENERAL ACOUSTIC CO.,
1349 Candler Building,
220 West 42d St., NEW YORK CITY.

ADVERTISEMENTS.

Lane Bryant

MATERNITY CORSET

is the ONLY one built for the true maternity figure with full knowledge of its requirements. Retains Stylish Figure, Preserves Health, Relieves Fatigue.

Supports abdomen, preventing injury to mother and child.

Suits19.75 to 84.75
Coats11.85 to 62.50
Dresses3.45 to 72.50
Waists95 to 31.50
Skirts2.95 to 22.75
Negligees1.95 to 39.50

Full growing directions sent.

FREE—"Mater Modes"

Showing photographic illustrations of modish Spring and Summer apparel for maternity wear. Write Dept. L-4, 25 West Greely.

Lane Bryant 38th St., N. Y.

ADVERTISEMENTS.

TRANSFORMATION SIMPLEX

My new creation is a revelation to women with straight, thin or faded hair. It has a perpetual loose wave and may be worn in any style of its application. It is different from that others are "just as good."

All My Hair Goods possess that chic and style, always imitated, never equalled, which are characteristically Parisian. Come and see for yourself, or send for booklet.

B. CLEMENT, French Hair Shop,
5 East 35th Street, N. Y.
Opposite Altman's. Phone 959 Murray Hill

ADVERTISEMENTS.

STOP MOUTH BREATHING

Davis Chin Supporter keeps mouth tightly closed during sleep, prevents snoring, strengthens chin muscles and in one month REDUCES YOUR DOUBLE CHIN

Light, durable, washable. Silk \$2.50; Mesh, \$3; Linen, \$2; Cotton, \$1.33 sizes. Free Leaflet.

CORA M. DAVIS,
30 E. 42d St., Dept. 44, N. Y. C.

NEWEST INVENTION!

Your favorite steel pen can be converted instantly into a fountain pen with an M. M. Inkpen. One dip of ink writes 800 words. Simple, durable and practical. Saves time and energy and improves one's writing. PRICE, 25 cents box of 12 pens. Fully guaranteed. Big inducements for quantity buyers. Dealers and Agents. H. MARUI & CO., Dept. M, 33 W. 34th St., N. Y.

ADVERTISEMENTS.

Delightfully Soft New Sport Stockings



No. 1005-S

New Sport Stockings for women. Finest quality Ribbed Scotch Wool for Golf, Tennis or Tramping. A delightfully soft texture. In white or 28 new spring shades.

\$3.00

Order by Mail or Telephone.

If references are given, we will be glad to open charge accounts, or to send an approval these or any other stockings selected. We have special mail order facilities, and all or any selections may be returned at our expense.

PECK & PECK
EXCLUSIVE HOSIERY
536 5th Avenue at 47th Street
NEW YORK CITY

ADVERTISEMENTS.

A. P. BRASSIERE

DIRECTOIRE

Pat. June, 1906—Reg. U. S. Pat. Office. Style No. 767 is a beautiful Cluny Lace and Muslin Brassiere. Opens in front with Hooks and Eyes.

Scientifically modelled by a French designer.

SOLD AT ALL DEPARTMENT STORES Illustrated Style Book on request.

G. M. POIX, Inc.
Main Office and Factory,
50-52-54 Columbia Heights, Brooklyn, N. Y.
Sample Room, 200 Fifth Ave., New York.

ADVERTISEMENTS.

If You Can Wear a 16, 36 or 38 size

Buy Sample Suit, Coat or Dress from real wholesale dealers at an extremely low price.

Suits \$10.75 to \$24.75
Dresses \$5.00 to \$19.50
Also Coats

Sample Cloak & Suit Co.
1204 B'way
(NEAR 29 ST.)

ADVERTISEMENTS.

Waltham

Bracelet \$7.50

Watch Full 7 Jewel Waltham Movement with 20-year Gold Filled Works and case are covered by our full guarantee.

This watch retails throughout the country for \$15.00. No C. O. D. or mail orders filled.

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Light, durable, washable. Silk \$2.50; Mesh, \$3; Linen, \$2; Cotton, \$1.33 sizes. Free Leaflet.

CORA M. DAVIS,
30 E. 42d St., Dept. 44, N. Y. C.

Cammeyer—NEW YORK
381 Fifth Avenue
Exclusive Footwear
For Men, Women & Children
Catalogue on request.

ADVERTISEMENTS.

Chauffeurs' Outfits

Special AT \$43.50

Overcoat, Suit and Cap to Match



Smart, neat, perfect fitting, and durable; the best value in Motor Clothes for Chauffeurs that can be bought. A Double-Breasted Overcoat. A smart Norfolk Jacket, with Trousers or Breeches. A Cap of Regulation Chauffeur's Style.

Made of fine quality worsted whipcord in two shades of gray and in tan—the outfit complete \$43.50, or, as follows:—

Overcoat . . . \$25.00
Suit . . . \$16.50
Cap . . . \$2.00

Suit with two pairs of Trousers or Breeches or one pair of each—\$23.50.

Other Outfits of Better Grade at \$57.50, \$75.00 and \$125.00
Chauffeurs' Raincoats—Guaranteed Waterproof—\$20 and \$22
Motor Apparel Catalogue and Chauffeurs' Correct Apparel Chart Mailed on Request.

Brill Brothers
BROADWAY AT 49th ST.

ADVERTISEMENTS.

Period Furniture

GRAND RAPIDS FURNITURE Direct from Factory.

COLONIAL Gate Leg TABLE With Drop Leaves & Drawers Solid Mahogany Special at 10.50 REGULARLY \$20. 34 In. x 26 In. When Open. Height 27 In. Larger Sizes in Proportion.

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 & Walnut, \$75 up; reg. \$150 up.

ODD PERIOD PIECES \$4 up. Set of Photographic Chairs, Desks, Tables, etc., in solid variety. COTTAGE FURNITURE A SPECIALTY. Reproductions FREE.

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

ADVERTISEMENTS.

\$1,000 an Acre

Actually made growing the latest kinds of Ever-Bearing Strawberries THAT FRUIT SAME YEAR AS PLANTED

Don't buy until you write for my Free Catalogue telling what kinds to grow and how to grow them.

C. S. KEMPTON, Longmeadow, Mass.
Grower of the famous Longmeadow Cantaloupe.
Mr. Kempton was one of the first growers to take up the production of Ever-Bearing Strawberries.—(Ed. FARM AND HOME.)

ADVERTISEMENTS.

Margaretta May

SAMPLE SUITS COATS DRESSES

From Our Own Factory at Less Than Wholesale Prices.

Guaranteed Taffeta and Men's Wear Serge Combination Coat. Can be worn buttoned to neck or with open revers. Colors: Black, Navy, Brown, Green. Formerly \$25.00— \$15.00

Other Coats\$7.50 to \$15.00
Suits12.50 to 25.00
Dresses7.50 to 25.00

47 W. 34th St., at B'way
Marbridge Bldg., Rooms 403-9.
Opp. Hotel McAlpin.

ADVERTISEMENTS.

L. M. HIRSCH

Sample Shoe Co.



Genuine White Buckskin covered heel, white welting \$7.00 Same in Button.

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 & 25th Sts.

ADVERTISEMENTS.

PARKER'S

METHOD OF HAIR TREATMENT

and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair and Scalp Conditions.

They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes. Forty years' test has demonstrated their efficacy; many thousands of patients testify to their beneficial value. Healthy hair needs attention. Incident hair and hair needs attention. Incident hair and hair needs attention.

Send description of your hair and scalp condition, general physical health, and age, and I will suggest proper treatment and tonics. Booklet, "Healthy Hair," free on request.

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

ADVERTISEMENTS.

Sonora

CLEAR AS A BELL

A tone crystal clear, a tone of resonant fullness, a tone of wonderful beauty and accuracy—this marvelous tone is what has made the Sonora world famous.

Before you buy a phonograph, hear the Sonora. Nine superb models, \$35 to \$1,000.

Sonora Phonograph Corporation.
George E. Brightson, President.
5th Av. & 53d St., 50 Broadway.
Main Office and Salesrooms, 17 Beale St., New York City.

SELECTED IN PREFERENCE WHEN USED IN COOKING