

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

New York
Brooklyn
Philadelphia

OPPENHEIM, COLLINS & CO

Cleveland
Buffalo
Newark

34th Street—New York

America's Foremost Specialists



158

156

154

Women's Jersey Cloth Dresses

Fashion has named Jersey Cloth as one of her favored new fabrics for Autumn Dresses. The models pictured are exclusively Oppenheim, Collins & Co's.

- No. 154—Women's Jersey Cloth Dress, in Green, Plum, Burgundy, Navy and Brown; collar and cuffs trimmed with fur; satin collar. **29.75**
- No. 156—Women's Jersey Cloth Dress, Redingote model in Plum, Green and Navy; collar, cuffs and border fur trimmed. **35.00**
- No. 158—Women's Jersey Cloth Dress in Navy, Plum, Copen, Taupe and Green; patch pockets and collar trimmed with mole. **37.50**

How Do You Address Your ENVELOPES and SHIPPING TAGS, Head-Up STATEMENTS, LEDGER SHEETS, Etc. Make RENT, DUES and FIXED-AMOUNT BILLS??

THIS MOST EFFICIENT LITTLE "ASSISTANT SECRETARY" will, on any list of 5,000 names or less, uniformly, accurately and neatly serve every purpose of addressing of any \$100.00 motor addressing machine, at

One-tenth Cost and Time of pen or typewriter, and in addition will, on any list of 5,000 names or less, uniformly, accurately and neatly serve every purpose of addressing of any \$100.00 motor addressing machine, at

and brings the invaluable advantage of direct and regular communication with customers, members or prospects by market letter, price sheet or circular within reach of all on small as well as large lists.

PRICE \$30 DELIVERED IN U. S. A. subject to approval after FREE TRIAL in your own service. Embossed Plates 2 to 2 1/2¢ each.



1,500 TYPEWRITTEN ADDRESSES PER HOUR.

RIBBON-PRINT TYPEWRITER TYPE ONE-PIECE BLANKABLE METAL PLATE.

A Montague Addresser is "A MODERN BUSINESS NECESSITY"

Wherever there is a list of one hundred to one million names of accounts, customers, prospects, members, employes, stock, bond or policy-holders. \$20 Hand Addressers For Tags and Small Lists. \$175 Commercial and Public Service Power Addresser for Heavy Service \$1,500

Let us send you photo evidence of what users say. MONTAGUE MAILING MACHINERY CO., Chattanooga, Tenn., or 270 Broadway 14 Federal St. 538 So. Clark St. Cham. Com. Bldg. Wells-Fargo Bldg. NEW YORK BOSTON CHICAGO DENVER SAN FRANCISCO and other principal cities—Pioneers in hand and ribbon-print addressing machines.

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 7. 511 6th Ave., near 31st St. 225 West 42d St., nr. Times Sq. 58 3d Ave., near 10th St. Mail Orders Carefully Filled.

You'll Be Proud of Your Dale Fixtures

Superb designs, masterly executed in choicest materials. Prices 1/2 below retail—and expert advice free. Write for Our New Catalog No. 20 or, better still, call at our showrooms. Also a full line of Portable Desk, Table and Floor Lamps. Dale Lighting Fixture Co., 109 West 13th Street, N. Y. 1 Door West of 8th Ave.

MATERNITY Apparel

DRESSES, COATS, SUITS, SKIRTS, WAISTS, NEGLIGES, CORSETS, with self-adjustable features to expand as required, harmonize figure lines, and conceal condition.



For Fall Fashions, Write Dept. R. 2. Leonard's 24 West 39th St., N. Y.



Special Sale of Dining Room Furniture

for this week only, at great reductions. You will find here an excellent selection of the different styles, woods and finishes. Over 100 to select from. Prices ranging from \$175.00 to \$750.00 for ten pieces complete. Remember our guarantee is on every piece. Geiger & Braverman Furniture Co. 49-51 W. 23d St.

The Good

features of Blyn Plan Shoes are the result of a purpose. The natural tread distributes the wear evenly, and the shoes last longer. The natural shaping assures cool comfort to fireless feet.



Patent Colt For and Gun Metal Sizes 6 to 8... 2.00 8 1/2 to 11... 2.35 11 1/2 to 2... 2.50 10 cents extra by mail anywhere in the United States. Call or write for Catalogue of Children's Shoes.

Red Cross Shoe for Women Feet weakened from overstrain find rest, strength and absolute comfort in Red Cross Arch Support Shoes. Flat feet are relieved from pain and the fallen arches are gradually raised to normal position. Of soft vic kid with the famous Red Cross flexible soles and orthopedic heels.



We are sole agents for Red Cross Shoes in Greater New York and Newark. Red Cross Shoe Booklet on Request. Red Cross Model 805 1/2 \$5.00. Fulton St. (Brooklyn) Store 442-444 Fulton St., opp. Bridge, near Hoyt St. Newark 689 Broad Street Store Opposite Military Park. I. Blyn & Sons GUARANTEE SHOE CO. 34 Av. West Side Stores. East Side Stores. 222-224 W. 125th St. 3d Av. & 123d St. 6th Av. & 27th St. 3d Av. near 86th St. 3d Av. 109 & 111 Sts. 165 Bowery, nr. Broome St. 442-444 Fulton St., opp. Bridge St. Brooklyn Store 689 Broad St., opp. Military Pk. Factory 511-519 East 72d St.



Back to city streets

Just back from vacation! Teeming with surplus health! You step lightly from the train onto hard city pavements—Thump! The rough jolt of that first step is a painful reminder of the discomfort in store for you. The joy of soft, green turf is gone for another weary year. You are back on relentless streets of stone! These hard unyielding pavements will soon begin to tell on that surplus health you've just stored up. Save the benefits of your vacation. Turn city streets to paths of yielding turf. O'Sullivanized shoes with heels of New Live Rubber give pavements and hardwood floors the ease and softness of country paths. These little shock absorbers prolong the benefits of your vacation. They save your nervous system from the jolts and jars that tend to break down health. When you buy your new shoes, buy them O'Sullivanized. Up-to-date shoe dealers now sell latest style shoes with O'Sullivanized Heels already attached. Insist on O'Sullivanized shoes—the new live rubber heels give the greatest wear with the greatest resiliency. Sold in black, white and tan; for men, women and children; at all shoe dealers and shoemakers, 50c attached.



Mme. Fern FRENCH MODEL GOWNS 500 Fifth Avenue



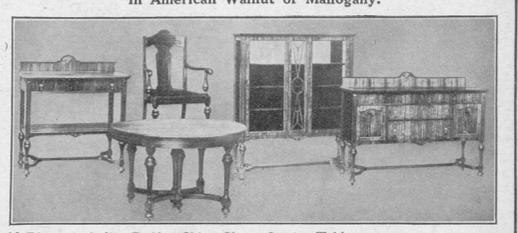
A Charmeuse Fantasy Very Special \$19.75. It's a true facsimile of the original which is creating such favorable comment on the "Rue de la Paix." The fascinating lines lend a most sylph-like appearance to lady's figure. Simple waist-line enhanced by wide, soft giraffe and embroidered motif in front and back. Duplex collar of Georgette. Overskirt drapes in soft alluring lines. Made from a superior quality of all-silk charmeuse. Colors—Black, White, Navy, Brown, Taupe, Purple. Misses' Sizes, 14 to 20 years. Women's Sizes, 32 to 46. Mail Orders Filled.

A Garden Full of Darwin Tulips for \$1.00

In anticipation of placing before our customers a collection of Darwin Tulips we had a sufficient quantity grown so that we can offer 75 Giant Darwin Tulip Bulbs, Finest Mixed, for \$1.00, selected from fifteen named varieties. Few Spring flowering plants rival the Darwin Tulip for brilliance of bloom. With flowers as large as the Oriental Poppy, ranging in color from white through the lighter shades of pink to rich tones of violet, purple, and mazon, borne on strong stems often exceeding three feet, they are a wonderful addition to the Flower Garden. Plant any time before frost and they will bloom during May. Mail this advertisement with check, money order, dollar bill, or stamps, or present at our store, and secure this exceptional collection, sent prepaid to any point in U. S., east of Mississippi. For points west include additional 25c. Our 1916 Fall Bulb Catalog sent on request. Stump & Walter Co. 30-32 Barclay St. New York.

Period Furniture GRAND RAPIDS FURNITURE Direct from Factory.

William & Mary Dining Room Suite in American Walnut or Mahogany.



10 Pieces, including Buffet, China Closet, Serving Table, Extension Table, five Sidechairs and Armchair. Reduced to \$148. 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 wide variety. Reproductions FREE. Manufacturers. MANGES BROS. Established 1852. Main Entrance 115 & 117 WEST 23D ST. and 108 & 110 WEST 24TH ST., N. Y.

"Eciruum" Gowns Entirely Without Fasteners. THE IDEAL GOWN No Fitting Required. Put on in a Moment. Day, Evening, Tea, or Rest Gowns An inestimable boon to traveling and business women. IDEAL HOUSE FROCKS WRITE DEPT. T. O. for Booklet and Prices

THE "QUEEN" the important London Lady's Journal, Nov., 1915, says: "AS A MATERNITY GOWN it is positively perfection, a fact which will be readily understood after a personal examination of the ingenious fashioning." MAURICE & ADAMS 20 West 47th St., New York LONDON 43 South Molton St., W. 76 Rue Taibout



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 patrons testify to their beneficial value. Healthy hair needs attention. Incipient hair and scalp disorders grow worse by neglect. JANE COWL says: "Dear Mr. Parker—Let me thank you for the most beneficial treatment and tonic. Booklet 'Healthy Hair,' free on request. Send description of your hair and scalp condition, general physical health, and age, and will suggest proper treatment and tonic. Booklet 'Healthy Hair,' free on request. FRANK PARKER Hair and Scalp SPECIALIST 51 WEST 37TH ST., N. Y.



It imparts a transparent radiance—AZUREA The FACE POWDER de Luxe. Created by The World Renowned House of L. T. PIVER, PARIS, France AT ALL BEST DEALERS Send for "Surprise Box" containing 25c charming miniature package of "AZUREA" Face Powder, Sachet and Perfumes. CHAS. BAZZ, Sole Agent for U. S. & Can. Dept. W, 24 E. 23d St., New York City.

Permanent Hair Wave \$20 All over the head

Hotel Imperial Ladies' Hair Dressing Parlor. The most up-to-date antiseptic Beauty Parlor in New York. Shampoo 50c Marcel 50c Manicuring 35c The permanent waving is attended to personally by MR. EMILE PERMANENT WAVE SPECIALIST HOTEL IMPERIAL Broadway at 31st St. (1st St. entrance) Phone 2142 Mad. Square.

Trout Jewelry Shop

Perfect Diamonds. Highest Grade. Call, write or phone for free catalogue, the BLUE BOOK of jewelry, diamonds, silverware, watches, cut glass, ivory, novelties, AT WHOLESALE PRICES you save one-third. Thousands of splendid gifts for Anniversaries, Birthdays, Prizes, \$1 to \$10 Graduation gifts. CHAS. L. TROUT CO. 170 E. 10th St., Cor. Maiden Lane, N. Y. 2nd floor. Phone Cortlandt 3586. Open to 6 P. M., Saturdays included.