

ADVERTISEMENTS.

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\$21.00



\$34.00



\$14.50



\$19.50

Time Serves Only to Increase Our Appreciation of Colonial Furniture

Our present high regard for things Colonial is not a passing fancy. Such excellent productions as these will always be favorites.

There is nothing fragile in their beauty. It is the beauty of strength, of quiet dignity, of contours well defined but unobtrusive.

These particular pieces are Mahogany of selected grain. The seats, in denim as priced, can be covered in any fabric you choose.

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

ADVERTISEMENTS.

New Cluster-Striped White Silk Stockings



No. 22.

Very superior quality white silk stockings with six cluster stripes in black, blue, red, purple, green or gold. A medium weight and an admirable wearing quality.

\$5.00

Order by Mail or Telephone.

If references are given, we will be glad to open charge accounts, or to send on 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
448 Fifth Avenue at 50th Street
336 Fifth Avenue at 47th Street
NEW YORK CITY

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Who wears them?

They are worn by everybody who wears shoes—by girls and boys, men and women; by those who sit at desks all day; by those who work in the open; by professional men, business men, trade workers, school boys and school girls; by housewives, society women, in short, O'Sullivan's Heels of New, Live Rubber are worn by men and women, boys and girls in every walk of life.

These little "shock absorbers" give you the buoyant walk that always goes with energy and success in men, and with charm and beauty in women. They save your children's tender feet from breaking down on hard concrete playgrounds and city streets. They protect your nervous system from jolts and jars and are a necessary factor in the preservation of your health.

In black, white or tan; for men, women and children—50c attached. Be sure to get O'Sullivan's; avoid the disappointment of substitutes. Most good shoe dealers now sell latest styles already O'Sullivanized.



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The Nestlé Permanent Hair Wave



Before Waving

There is a difference between efficiency and mediocrity. The reason why Nestlé's are so successful is that they are just specialists in permanent waving and nothing else. If our merits in this respect are mediocre we must fail because we have nothing else to offer.



Nestlé Waved

And we gladly stand by our merits alone. We have done so for the last twelve years. We have no doubtful treatment, there are no problems left unsolved in connection with permanent waving, whether the hair be white, dyed, bleached, poorly or profuse. We offer the Nestlé Permanent-Waving treatment as a hair treatment in first instance.

Nestlé-waving has been accepted at every European Court and has displaced the hairdresser's hot tongs and the nightly hair-curler in New York Society.

Mr. Nestlé, the original inventor of Permanent waving and acknowledged as the best living authority on matters of hair-textures and hair development, is in personal attendance in New York.

We Nestlé-Wave from 20 to 30 heads per day.

Every head waved is tested before the fee is taken. Total time required from one and one-half hours to two and one-half hours, according to quantity.

Apply for further particulars or call at

C. NESTLÉ CO.

657-9 Fifth Avenue, Corner 52nd Street, New York
Tel. 6541 Plaza
London, 48 South Molton St. and 44 Dover St.

Red Cross Shoe

Red Cross Arch Supporting Shoes, with flexible soles and orthopedic heels, relieve foot tire and foot strain. They are wonderfully effective in restoring "flat feet" to normal. Made of soft vicci kid.



\$4

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

Newark Store, 689 Broad Street Opposite Military Park

W. Blum & Sons
GUARANTEED SHOE CO.

West Side Stores: East Side Stores:
222-224 W. 125th St. 34th Av. and 122d St.
6th Av. & 27th St. 3d Av., nr. 86th St.
8th Av., nr. 39th St. 162 Boverly, nr. Broom.

Brooklyn: (Opp. bet. Park and Ely St.)
Stores: 42-44 Fulton St., opp. Bridge St.
Broadway, near Greene Ave.
Newark Store, 689 Broad St.
Factory 511-519 East 72d St.

If You Can Wear a 16, 36 or 38 size, Buy a Sample Suit, Coat or Dress from real wholesalers at an extremely Low Price.



Suits \$10.75 to \$24.75
Dresses \$7.50 to \$19.50
Also Coats

Sample Cloak & Suit Co.
1204 B'way
(Near 29 St.)

For Good FURNITURE go to GOLDBURG'S

Grand Rapids Quality WASHINGTON HEIGHTS HEART OF THE BRONX AND YONKERS

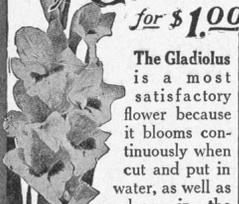


10 Pieces, \$350. Superb William and Mary Dining Room Suit with that stability of appearance that lends an air of aristocratic dignity to the surroundings of observing guests. Consistently constructed only of choicest mahogany (in the antique). 54 in. table, with or without platform; 60 in. buffet. Suit similar to above, in design and workmanship, with 48 in. table, \$300.

New York Stores open every business day evening.

AMSTERDAM AV. COR. 148th ST. THIRD AVE. COR. 163rd ST. YONKERS 16-18 WARBURTON AV.

A Garden Full of Gladioli for \$1.00



The Gladiolus is a most satisfactory flower because it blooms continuously when cut and put in water, as well as when in the ground.

There is no reason why every family cannot enjoy this grand flower—it is as easy to grow as the potato.

Blooms 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.

ORDER YOUR BULBS NOW so as to have them to plant when you begin making your garden.

Simple cultural directions in package.

Cut out this advertisement and enclose with Dollar Bill, Stamps or Money Order, or present at our Store and secure this splendid collection of Gladioli Bulbs for only \$1.00, prepaid to your home anywhere in the United States, with our 1916 Spring Catalogue.

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

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

\$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).

THE INSTRUMENT OF QUALITY

Sonora

Famous for tone The quality of the tone—supremely clear, true and exquisitely beautiful—distinguishes this remarkable instrument from all others.

Hear the Sonora first Nine superb models, from \$35 to \$1,000.

SONORA PHONOGRAPH CORPORATION
George E. Brightson, President
Fifth Av., at 53d St.
50 Broadway
57 Rensselaer St.
Invaluable \$300.

Lane Bryant

is the largest maker and retailer in the world of the maternity apparel and the maternity corset.

MATERNITY CORSET

is the ONLY one built for the true maternity figure with full knowledge of its requirements.

Supports abdomen and vital organs, preventing injury to mother and child.

Shows photographic illustrations of modern apparel for maternity wear; also Baby Needs. Write Dept. L-5.
Phone 6416
Lane Bryant 38th St., N. Y. Greely.

ORIGINAL HAIR PIECES Made to Your Order

Whether it be a transformation, switch, cluster of puffs or any other accessory for the hair, our skilled artisans will make it so that it will match your own hair in both texture and color.

We assure you of absolute satisfaction in style, quality and workmanship. Our establishment offers you the most excellent service in Massaging, Hairdressing, Manicuring, Facial and Scalp Treatment.

We make a specialty of Children's Hair Cutting.

Illustrated Booklet "H" on Request. Write, phone or call for appointments.

Clayton Bros
Hair Merchants Ladies' Hairdressers
12-14 W. 37th St., New York
Telephone Greely—4101-4102

CRÈME SIMON

The Velvet Complexion Maker

Made by J. Simon & Co., Paris, France, is responsible for the beauty you admire. It is ideal in every way.

CRÈME SIMON, 45c, 75c, \$1.25. POUDRE SIMON (Face Powder), 40c and 75c. SAVON SIMON (Toilet Soap), One Size, 50c.

At All Good Dealers. FREE—A handsome and practical CRÈME SIMON diminution mirror sent free for the name of your dealer.

MAURICE LEVY, Sole U. S. Agent, Dept. "H", 15 West 38th St., New York.

VACUUM CLEANERS

At Big Reductions. LARGEST assortment in the world to select from. The sensational reductions apply to 75 different kinds of Brand New Hand-Power and Electric Vacuum Cleaners. Latest Models. Every known make of Vacuum Cleaner is on our price list. Nothing reserved.

Note the Following Partial List

ELECTRIC CLEANERS

Magic Electric—Regular price, \$38. Sale price, \$29.50
Frantz Premier—Regular price, \$30. Sale price, \$22.75
Baby Hoover (motor driven brush)—Regular price, \$40. Sale price, \$32.75
Western Electric No. 11—Regular price, \$32.50. Now, \$26.75
Imperial 1916 Model C—Regular price, \$35. Now, \$24.75

Liberty (also known as Columbia) was \$27.50, now \$21.75
Ohio was \$30, now \$25.50
Royal was \$30, now \$24.75
Cadillac was \$30, now \$24.75
Eureka was \$40, now \$29.50

The above is only a partial list. We sell some makes of cleaners on instalment. Our enormous purchases enable us to buy "right" and our plan of selling DIRECT TO YOU saves you the big commissions usually paid to agents, canvassers and small dealers. In addition to saving you money we give you service, part of which consists of advising you which is best.

SEND NO MONEY NOW! Just send coupon for copy of "How to Select a Vacuum Cleaner." It contains much valuable advice.

FREE TRIAL! We will gladly send any make of Cleaner we can recommend on 10 days' Special attention to out-of-town mail orders and inquiries for information. We pay all Express Charges. Send coupon now.

In connection with above sale of new Cleaners we are having a sale on agents' samples, shop-worn, and used Cleaners. These Cleaners positively will be sold only to customers calling at our 424 St. office. Prices as follows:

Arnold Electric was \$35, now \$7. Magic Electric was \$38, now \$13.
Richmond Electric was \$35, now \$10. Monarch Electric was \$75, now \$29.
Eureka Electric was \$35, now \$13. Dunley Electric was \$75, now \$35.
Frantz Premier Electric was \$25, now \$12. And many others, all fully guaranteed.

We Rent, Repair, and Exchange All Makes of Cleaners.

Muenzen Specialty Co.

131 W. 42d St., One Flight Up. Downtown Branch, Booth 53, Between Broadway and Sixth Ave., Hudson Terminal Concourse, 30 Church St. Phone 6310-6311 Bryant. Take Subway to Times Square.

NOTICE: If you should lose our address, please remember that a letter addressed something like this: "Largest Dealers in Vacuum Cleaners in the World—N. Y. City," will reach us just as safely as though it were properly addressed.

FREE COUPON NO. 13. Muenzen Specialty Co., New York: Without obligation to me send me a pamphlet entitled "How to Select a Vacuum Cleaner" and complete price list of sale prices on Vacuum Cleaners to be operated by.....Power.

Name..... Address.....

NOTICE: "Arrow" indicates space to be filled by the words "Hand" or "Electric," as the case may be.

Vanille's The Oriental Store

Perfume Set, \$1. AN ARTISTIC Japanese lacquered Cabinet, decorated in gold, with two glass-stoppered bottles of Vanille's famous Oriental perfume—one each of Vistaria 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-CO-INC. Fifth Avenue & 39th Street, New York

Last Week of REMOVAL SALE

Here's another Sample of the values we are offering during this Removal Sale. May 1st we open our new shop at 8 East 39th St., two doors off Fifth Ave.

SOLID MAHOGANY SOFA OR DAVENPORT TABLE

Dainty English pattern, a charming type of William and Mary. The finish may be in rich antique brown or regular dull mahogany. Beautifully grained. t.o.p., 22" x 47 1/2" x 38.50 open. In this sale.

NATHAN GREENBERG, 2236 Broadway at 80th Street 4736 Schuyler—8841 Schuyler.