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# SAVE 15% TO 50%

on all kinds of Electric and Hand Power

## VACUUM CLEANERS

We are the largest dealers in vacuum cleaners in the world. We buy for cash from the manufacturers and sell direct to consumers and have no large agents' commissions to pay. Send coupon for our FREE TRIAL OFFER, which explains our policy of MONEY BACK if dissatisfied.

Among the 45 different makes of electric cleaners we carry are the 4 prize winners at the Panama Exposition. Our prices on these are as follows:

Eureka Electric Cleaner, winner of 1st Prize Panama Exposition—Former \$40.00, our Price \$29.50. Vacuna Junior Electric (with Blower), winner of 2d Prize Panama Exposition—Reg. \$95.00, our Price, \$79.00. Magic Electric Cleaner, winner of 3d Prize Panama Exposition—Reg. Price \$38.00, our Price \$29.50. Frantz Premier Electric, winner 4th Prize Panama Exposition—Reg. \$25.00, our Price \$21.75. Our price on all other makes shows a corresponding saving.

### HAND POWER CLEANERS

Duntley combination carpet sweeper with revolving brush—Reg. \$8.00, our Price \$3.95. Bissell combination carpet sweeper with revolving brush—Reg. \$9.00, our Price \$6.90. 20 other styles hand operated cleaners at big reductions. We pay all express.

**Muenzen Specialty Co.,**  
131 West 42d Street, New York City  
Bet. Broadway and Sixth Ave.  
DOWNTOWN BRANCH, BOOTH 33,  
Hudson Terminal Concourse,  
30 Church Street

NO. 18A, MUENZEN SPECIALTY COMPANY. Without obligation, send me pamphlet entitled "How to Select a Vacuum Cleaner" and your complete list of sale prices on Vacuum Cleaners, to be operated by (state whether electric or hand) power. Name ..... Address .....

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## Red Cross Shoe

for Women

Red Cross Arch Support Shoes gradually and painlessly raise the sagging arches of flat feet. They sustain the body weight and develop the arch muscles that have become weakened through overstrain. Of soft vici kid with the famous Red Cross flexible soles.

We are sole agents for Red Cross Shoes in Greater New York and Newark.

Red Cross Model 805 1/2

\$4.00

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

Newark Store { 689 Broad Street Opposite Military Park.

Mail Order Dept. 2240 3d Av.

**W. Blay & Sons**  
GUARANTEE SHOE CO.

West Side Stores: East Side Stores:  
222-224 W. 125th St. 3d Av. & 123d St.  
5th Av. & 27th St. 3d Av. near 56th St.  
8th Av. near 30th St. 122 Bowery nr. Broome.

Brooklyn Stores { 442-444 Fulton St., opp. Bridge St.  
{ Broadway, near Greene Ave.

Factory: 511-519 East 73d St.

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## The Christmas Gift

For Mother, Sister, Wife or Fiancée is

# Lilas de Rigaud

delicately sweet as the early springtime morn. This is the only lilac perfume—like the fresh flowers—the gift of Rigaud (pronounced Ree-go)—creator of the celebrated MARY GARDEN PERFUME.

Lilas de Rigaud Perfume in an artistic cut-glass bottle characteristic of its Parisian origin. 3 sizes: \$1.25, \$2.50, \$3.50.

Lilas de Rigaud Toilet Water \$3.50 Lilas de Rigaud Talc. Powder \$3.50  
Lilas de Rigaud Cold Cream .50 Lilas de Rigaud Face Powder 1.00  
Lilas de Rigaud Sachet... 1.50 Lilas de Rigaud Soap... 1.00

RIGAUD, 16 Rue de la Paix, Paris.  
All Department Stores and Druggists.

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## A Matched Suite for the Living Room

4 pieces, \$115.00

They are shown in Mahogany, but can be furnished in Walnut if preferred. The Table is 28x48 inches, the Bookcase 44 inches wide, the Desk 38 inches wide. Even when the pieces are selected separately the prices are strikingly low. The suite price is really most remarkable for pieces of so much character and such excellence in construction. By itself the Table is \$43.00, the Desk \$30.00, the Chair \$12.00, and the Bookcase \$39.00.

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

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## STROBEL FURNITURE

In dining room furniture tastes differ as in other things. We have several exquisite suites which haven't seemed to "go," but in our judgment are among the choicest of our productions. We are offering these at a real reduction to clean house. It will repay you to come and see us. Though well out of the high-rent district, we are but 15 minutes from 42d Street.

**Philip Strobel & Sons, Inc.,**  
New York  
Est. Since 1852.  
Show Rooms 53-55 Elizabeth St. Take Third Avenue "L" or Subway to Canal St.  
Telephone 734-735 Franklin

Adam Reproduction. Suite No. 229—All carved by hand.

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## Society

should not be abandoned by the mother-to-be. She needs the stimulus of the Opera, the Theatre and other social functions.

Lane Bryant's adaptations of the season's smartest styles for

### Maternity Wear

eliminate the embarrassment of appearing in public, and make it possible to be comfortably and correctly attired for every occasion. Moderate prices.

Dresses, 8.50 to 14.50  
Suits, 24.85 to 143.75  
Skirts, 3.95 to 18.75  
Coats, 9.85 to 149.75  
Waists, .85 to 25.00  
Negligees, 1.95 to 39.75  
Corsets and Underwear.

Phone, Greeley 6416  
Lane Bryant, West 38th St.

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## GOLDBURG'S

162nd Street and Third Avenue  
148TH ST. AND AMSTERDAM AVE.  
Yonkers

THIS DE LUXE ADAM PERIOD 10 PIECE DINING ROOM SUITE IN RICH ANTIQUE BROWN MAHOGANY—FOR THIS WEEK AT A POPULAR PRICE \$189.75

WHETHER BOUGHT FOR CASH OR ON EASY TERMS

The Beauty and Rich Simplicity of This Suite is Apparent in every line. It is one of those through finished products of the Adam Bros. design that are now coming into tremendous popularity. Just as shown in the picture, the set includes china cabinet, buffet extension table, serving table, five leather seated chairs and one arm chair. For those who do not need the entire suite, the pieces may be purchased separately.

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

Open Every Evening.

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## "For the Woman Who Cares"

My Lady knows that intelligent care of the skin means retention of the youthful bloom and charm of a beautiful complexion and dainty hands. For this purpose nothing equals

# PLEXO CREAMS

INCOMPARABLE

**Greaseless Cream** { Protects your skin from chafing and wind burn; will impart to your complexion the velvety bloom of youth.  
**Cleansing Cream** { Incomparable for removing the pores of all impurities; will give the complexion the velvety bloom of perfect beauty.

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

**PLEXO EVENING WHITE**  
Imparts that soft, pearly white tone to arms, throat and shoulders. Unsurpassed for the evening toilette and dansant.

Does Not Rub Off  
Easily applied with a damp sponge. An absolutely harmless cream. 35c Per Tube

At Drug and Department Stores

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## Longest Wear

If that's what you want in silk stockings you must buy

**GOTHAM GOLD STRIPE**  
REG. U.S. PAT. OFF.

Gotham Gold Stripe Silk Stockings

They wear longest because they have twice the usual amount of purest silk, and also because the Gold Stripe stops all garter runs. \$1.00 up to \$65.00 the pair.  
480 Shades and Colors.  
Your sample matched in 24 hours.

**Gotham Hosiery Shops**  
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## L.M. HIRSCH Sample Shoe Co.

BROWN CALF STORM BOOT, Blucher cut, welt double sole, 9 1/2 inches high. \$5.00

Send for Booklet T with illustrations of new Fall and Winter Models. 404 Sixth Ave., N.Y. Bet. 24th and 25th Sts.

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## VARGA Jewelry Specialties

\$5.00 SPECIAL CHRISTMAS BRACELET

Set with real stones, Amethyst, Coral, Topaz, Turquoise, Jade, Amber, Lapislazuli, or Baroque Pearl, etc.

14-Karat Gold, In-Black and White destructible Pearl Pearl in special gift of beautiful Becca Elk, Enamel and lustre, \$7.50 Mounting, \$25 Remounting and Remodeling a Specialty.

Write for Christmas Catalogue. 563 FIFTH AV., Bet. 46 & 47 Sts.

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## A Garden Full of Tulips for \$1.00

75 Tulip Bulbs, all first size, taken from 25 named varieties, for \$1.00.

**PLANT NOW.**

These Tulips have been selected from 25 of the most beautiful varieties, embracing all the colors that are to be found in this splendid class of Spring blooming bulbs.

Plant near your home—in your garden or back yard. The beautiful blossoms in a multitude of brilliant colors and shades will make April a Spring month worth while.

75 Tulip Bulbs, Finest Mixed, \$1.00.

Present this advertisement at your store or mail with dollar bill, stamps or money order and secure this splendid collection of Tulip Bulbs for only \$1.00, prepaid to your home, anywhere in the United States, with our 1915 Fall Catalogue, containing a list of the best bulbs for Fall planting.

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

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## Period Furniture

At Popular Prices

3-Piece Louis XVI. Period Bedroom Suite.

In Antique Ivory or Mahogany. Beautifully carved.

Consisting of Dresser, 44 inches wide, with French plate mirror 28 x 34. Chiffonade, 38 inches wide. Bed can be had with wood or cane panel in any size.

All dust-proof construction. 3 pieces, at \$99.98

**J. MORRIS**  
267 West 125th St.  
Near 8th Ave. Open Saturday Evenings

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## The HARDMAN Five-Foot Grand

Occupies no more space than an upright.

Caruso says, "Its tone is wonderful."

\$650

Easy Terms if desired

**HARDMAN, PECK & COMPANY—Founded 1842**  
Hardman House: 433 Fifth Avenue, Brooklyn Store: 524 Fulton Street (between 38th and 39th Sts.)

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## Clayell Bros

Merchants Hairdressers  
Innovation Coiffure

This attractive coiffure is arranged and completed with the aid of our Feather-weight Transformation and our wavy torsade, with ends curled.

Our Featherweight Transformations supply the needed hair to lengthen the years of your youth. They are skillfully made on a fine net of Superior Soft and Wavy French Hair, and can be dressed in any fashion.

Illustrated Booklet "7" on request. Send for Booklet T with illustrations of new Fall and Winter Models. 404 Sixth Ave., N.Y. Bet. 24th and 25th Sts.

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## Style of Dale Fixtures

is at once evident to lovers of beauty. Those of most refined taste select Dale Lighting Fixtures and consult our lighting engineers freely for expert advice.

Remember that here you can select from the greatest variety of designs and secure our lighting fixtures at prices 20 to 35 per cent. lower than retail.

Write for booklet, "Lighting the Home," or, better still, call at our showrooms.

**Dale Lighting Fixture Co.**  
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## PARKER'S METHOD OF HAIR TREATMENT

is 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 "T," "Healthy Hair—How to Get and Keep It."

**JANE COWL** says: "Dear Mr. Parker—let me thank you for the most beneficial treatment my hair has ever had. All good wishes to you, and love."

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

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## For the Thanksgiving Dinner

Your Thanksgiving Dinner will be prepared with care. Be sure that your maid who serves it is properly attired in one of the trim, smart-looking

**SIX-MAKERS**

Neat and sanitary, without fuss or frills. Beautifully tailored in many models. Sold by leading Department Stores. Mail orders filled through responsible dealers.

Every woman particular about her appearance in the home will find Six-Make House Dresses pleasing in style, good-fitting, and full of comfort. Made of good washable materials. Look for our label.

Send for Blue Book L of new House Dresses or Book R of Uniforms for Nurses & Maids. Specify which book.

**Henry A. Dix & Sons Co.**  
Dix Building, New York.

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## This beautiful Black Forest CUCKOO CLOCK

14x21 in., mosaic inlaid, double beat movement, finest workmanship, best timekeeper. Our leading clock, only \$4.50. Large assortment in cheaper and higher priced prices. Fine carved clocks.

The BRITISH GOVERNMENT granted a permit for importation of ALL OUR GOODS FROM EUROPE. We will be the only importers in our line needing large stock and will be able to sell at OLD REASONABLE PRICES.

**SWISS WOOD HAND CARVINGS.**  
Angel Chimes, Beer Steins, etc. Largest variety, finest in market.

**WEATHER PROOF HOUSES, HYDROMETERS.**

This large house foretells the weather in our zone, only 75c. Repairs of Cuckoo Clocks done promptly and reasonably.

**SWISS CLOCK COMPANY**  
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## TOM WELLS, Inc. GOLF SCHOOL

With eight large courts and putting green, offers the advanced player splendid practice links and putting greens and an ideal opportunity to improve his game and keep up his form during bad weather.

The beginner also is offered the means whereby he may quickly become proficient in the game from drive to putt.

Ladies and children have the personal attention and instruction of Miss Alice Wells, who will teach you the beautiful, graceful, full, easy swing that gets the LONG DRIVE without apparent effort.

Tom Wells, the originator of Golf Schools, assisted by a corps of well-known professionals, is in constant attendance.

Open 8 A. M. to 10 P. M. Sunday forenoons. Everything for the game in our Golf Shop.

Write for our terms and Booklet. Telephone Schuyler 3053.

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## VAN RAALTE Veils

Made in U.S.A. At all good shops

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Photographer-of-Men.  
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## GENUINE Pearl Pendant \$2.98

WITH SOLID GOLD CHAIN

This genuine Pearl Pendant, a special introduction, is only offered and is only good for 30 days. The pendant will be forwarded on receipt of price with the understanding if it does not prove satisfactory it may be returned.

Send for our Illustrated Catalogue de Luxe, No. 21, showing a complete line of Diamond Jewelry.

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## Rebuilder of Gowns

All your last season's frocks can be successfully rebuilt after the fashions of to-day.

REBUILDING OF GOWNS as carried out by me means a creation from something you may have thought worthless. Prices reasonable.

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Soft upholstery, back and arms resting on soft Pillow Springs. 7 feet extreme measurement. Special, \$75.00. In any color Denim.

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Unusually large display for every kind of entertainment. Prices ranging from 5c. to \$4.00.

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Cast them in KATHODION BRONZE. Our process makes them indestructible and imperishable. We cast them in either genuine silver, plate, Etruscan gold finish or stately bronze for \$5.00

Send for Illustrated leaflet T. The Pair

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