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To be offered Londonderry is high tribute to your taste

The host who serves Londonderry, either as a table beverage or in a highball, does more than pay a compliment to your keen discrimination.



SPARKLING Londonderry WATER

Sold by Park & Tilford, Charles & Co., Acker, Merrill & Condit Co., and others who supply the critical.

—before you buy another pound of rice—

—heed this fact. Most rice used in the United States is coated with glucose and talc. The proof lies in the fact that it must be thoroughly washed before using.



Comet Rice Unkoted no glucose—no talc

Nothing is put on, so there's nothing to wash off. Comes to you in a neat, clean carton—its contents untouched by human hands.

Something new! Comet Natural Brown (unpolished) Rice. Ask your grocer.

Handy-in-the-Pantry

The finest kind of bread—light, tasty biscuit—flaky pie crust—mouth melting doughnuts.

What a great thing that is for the housewife—saves so much trouble. You can do it with



Hecker's FLOUR

because it is blended. The choicest varieties of hard and soft wheat skillfully blended in just right proportions.

Supremely good flour for all household uses. At All Good Grocers.

HECKERS' CREAM FARINA—DELICIOUS FOR BREAKFAST



Distinctive Wall Pocket for Flowers Complete 9 1/2" high 9" wide \$8.50

Attractive hand-painted Porcelains in full color on hand-carved trellis work in black.

Particularly Smart Novelties for Easter at Moderate Prices

Mastick & Graham

Interior Decorators Eight East Thirty-Seventh St., New York

THE SHEFFIELD SILVER SHOP

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

ROBERT FITCH, 295 FIFTH AVENUE, Between 28th & 31st Sts., NEW YORK.



GUERNSEY JUG, \$3.50

Mr. Copeland

Is showing charming Wash Gowns from \$15 up.

The Cambridge Building, 334 FIFTH AVENUE, Entrance West 33d Street, Opposite Waldorf-Astoria, NEW YORK.

LONG SANG TI Chinese Curio Co., Ltd. Importers of Chinese Works of Art 323 Fifth Avenue, N. Y.

Established 1912

KEEP DRY DRESS SHIELDS For sale by Gimbel Brothers, Jas. A. Hearn & Son, H. G. F. Koch & Co., Lord & Taylor, Fred K. Lerner & Co., Rottenberg & Co.

Every Pair Guaranteed. Manufactured by J. J. BEYERLE MFG. CO., Brooklyn, N. Y.

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, just as well as when in the ground.

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

Simple cultural directions with every 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 1915 Spring Catalogue.

Stump & Walter Co. 30 & 32 Barclay Street New York

Emerson says: Make the most of yourself, for that is all there is of you. Venus Lavender Cream will help you to do so.

Venus Lavender Cream is an ideal skin food which will help retain nature's special gift to woman—a soft, satin-like, transparent skin.

Purity and satisfaction guaranteed or money refunded.

Jars: 75c., \$1.25 and \$2.00 Trial Tubes, 35c.

VENUS COMPANY 494 Third Street Brooklyn, N. Y. Trade Mark Reg.

Whitcomb Couch—Special

Very convenient as a couch or as a bed for the unexpected guest. Regularly \$18.50, now specially priced at \$16.

Covered in denim or ticking—2 ft. 6 in. wide. If to be used for sleeping purposes, hair mattress will be supplied at \$8, felt mattress at \$6.

The Whitcomb Metallic Bedstead Co. 34th & Madison Avenue

Factory, Shelton, Conn. Philadelphia Boston 1710 Chestnut St. 90 Washington St.

Sheffield Plate

As a gift Sheffield Plate is a compliment to the taste of the recipient. As practical silverware for your home it has no equal.

We have the largest display in New York City and at very reasonable prices. Each piece is liberally guaranteed.

DWIGHT R. MacAFEE, Antiques, 7 East 45th Street, New York.

GRAY, FADED HAIR

Given Its Natural Color Be that natural color black, brown, drab or red, by an application of La-GOUTTE-a-GOUTTE

But one application necessary, and no after shampoo is required. Then your hair will be soft and glossy in its naturalness, the color will be fadeless and will not rub off or stain by contact.

SEND me a little LOCK OF YOUR HAIR; I'LL COLOR IT, FREE

L. PIERRE VALLIGNY, Dept. T., 14 East 44th Street, New York.

Comfort Chair "The Norfolk" \$14.50 instead of \$22.50

Essentially a chair for the tired body. Soft, roomy and very comfortable. Upholstered in the finest denim in colors to suit. Loose cushion seat and button back.

Our folder will be sent on request. Geiger & Braverman FURNITURE COMPANY, 49-51 West 23d St.

Scientific Dentistry Our artificial, hand-carved teeth are recognized as being practically perfect in construction and appearance.

DRS. M. & H. SCHLESINGER, 1208 Times Bldg., 42d St., & B'way. Phone Bryant 972.

Special Offer \$1.00 Bronze Plaque Mounted on hardwood, walnut-stain. Kaiser Wilhelm, also famous authors, musicians, etc. Only few left. Former price \$3.00. Kathodion Bronze Works 501 5th Av. (6th fl.), N.Y.

Knabe PIANOS and PLAYER-PIANOS



Pianos Uprights \$500 up Grands \$700 up

Player-Pianos Uprights \$775 up Grands \$1250 up

Knabe Building, 5th Ave. at 39th St.

Useful Mahogany Novelties

You are cordially invited to visit our establishment and see the many charming pieces we have on display.

Louis Hessler 630-632 Columbus Ave., N. Y. Telephone Riverside 312.



GATE-LEG TEA TABLE Closed, 4" x 31". Half-open, 17 1/2" x 31". Made of solid mahogany. \$15.75

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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.

Billiard Room, Golf and Tennis 74 Electric Trains per Day

Room 716, 47 West 34th St., N. Y.

JACK'S IMPROVED PEDIC-ARCH SHOE

The Only Shoe Built in the Latest Fashion for the Relief of Suffering Feet

SPRING DESIGNS include Jack's Exclusive "ARDSLEY" OXFORDS and Jack's Original DEMI-COLONIALS in the new sand and putty color two-tone effects.

OUR ONLY SHOE SHOP 495 Sixth Avenue, Bet. 29th and 30th Streets.

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WHOLESALE PRICES For a Limited Time. No. 9 Eureka Vibrator Reg. Price \$17.50. Special \$9.85

Muenzen Specialty Co., Inc. 131 West 42d St., N. Y. 539 Fulton St., Brooklyn.

PLEXO Greaseless Cream

Remove all dirt from the pores, leaving a skin clean, clear and white.

PLEXO PREPARATIONS INC. 94 N MOORE ST N Y C

Regularly \$68.00 \$51.50

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has a lining of genuine Porcelain fused into steel at intense heat.

Both Sanitor Refrigerators are made by the Manufacturers of the famous Bohn Siphon Refrigerators and maintain the same standard of materials and construction.

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THE NEW PHONOGRAPH

A good phonographic reproduction can be had only through the use of the PATHÉ unwearyable Sapphire.

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COPIES OF THE Best French Models

A close affiliation with the manufacturers allows us to sell you duplicates of the gowns carried by the best houses on the Avenue for 25% less than their price.

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