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VACUUM CLEANERS

Our Annual February Sale of Vacuum Cleaners Is Now On.

LARGEST assortment in the world to select from. The sensational reductions apply to 75 different kinds of Hand Power and Electric Vacuum Cleaners. Every known make of Cleaner is on our price lists.

NOTHING RESERVED

Note the Following Partial List

HAND-POWER CLEANERS

P. & W. Hand-power Long Tube Style Suction Cleaners; guaranteed for 2 years. Former price, \$6.00. Sale **\$2.75** price

Duntley Combination Pneumatic Vacuum Cleaner and Carpet Sweepers; very popular. Former price, \$8.00. Sale **\$3.95** price

Bissel Combination. Was \$9.00. Now **\$6.90**

Premier Combination, considered by us to be the best Combination Carpet Sweeper and Vacuum Cleaner sold today. **\$6.90** Was \$10.00. Sale price

Twenty Other Kinds of Hand-Power Cleaners at Big Reductions. Send coupon for complete price list.

ELECTRIC CLEANERS

Eureka Electric—Former price, \$40.00. Sale price **\$29.50**

Magic Electric—Former price, \$38.00. Sale price **\$29.50**

Frantz Premier—Former price, \$27.50. Sale price **\$22.75**

Baby Hoover (motor driven brush)—Was \$40.00. Sale price **\$32.75**

Western Electric No. 11—Was \$32.50. Now **\$26.75**

Liberty (also known as Columbia) was \$25, now **\$19.75**. Ohio was \$30, now **\$25.50**.

Royal was \$30, now **\$24.75**. Cadillac was \$30, now **\$24.75**. Monarch was \$75.00, now **\$65.00**.

Send today for complete price list. Our enormous purchases from manufacturers 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

FREE TRIAL OFFER Just send coupon for copy of "How to Select a Vacuum Cleaner." It contains much valuable advice. When we send it we will tell you about our

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 will be sold only to customers calling at our 42d St. offices. 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 \$35.
Eureka Electric was \$35, now \$13. Duntley Electric was \$75, now \$35.
Frantz Premier 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, Between Broadway and Sixth Ave., Phone 6310-6311 Bryant.



"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 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. Per Tube.

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

Cleansing Cream Incomparable for ridding the pores of all impurities; will give the pure, clear complexion of perfect beauty.

PLEXO EVENING WHITE Imparts that soft, pearly white tone to arms, throat and shoulders. Unsurpassed for the evening toilette and daintiness. DOES NOT RUB OFF and absolutely defies detection. Easily applied with a damp sponge. An absolutely harmless cream. 50c. Per Tube. At Drug and Department Stores.

Period Furniture

GRAND RAPIDS FURNITURE, Direct from Factory.

DISCONTINUED PATTERNS AT 50% of Regular Prices. PURITAN CHAIR For Hall or Living Room Mahogany Finish

Special at **\$5.50** REGULARLY \$10.

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 and Walnut, \$75 up, regularly \$150 up.

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

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



Model 715

"A. P. BRASSIERE" Pat. June 19, 1906 Reg. U. S. Pat. Office

THIS model illustrates one of our handsome white linen brassieres, embroidered in little bouquets of blue flowers, trimmed with linen torchon lace and satin baby ribbon. Front opening, hooks and eyes, a dainty bust confiner. Women who appreciate the best in dress accessories wear the A. P. Brassiere Directoire

It improves any figure, style, fit and finish unsurpassed. Priced to suit every demand, at leading Department Stores, from 50c up. Illustrated descriptive style book No. 15 on request. If your dealer cannot supply you with A. P. Brassieres, write to us direct.

G. M. POIX, Inc. Dressing Specialists' Office and Factory 50-52-54 Columbia Heights, Brooklyn, N.Y. Salesroom, 200 Fifth Ave., New York

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

TRANSFORMATION SIMPLEX

A revelation to women with straight or thin hair. Transformation Simplex is light and airy, with a perpetual loose wave, and cannot be detected. It provides a charming coiffure that is never disarranged or stringy.

CLÉMENT'S HENNA GLOREAL My new discovery for coloring gray hair with powdered herbs, made in all shades. Price \$1.00.

B. CLÉMENT, French Hair Shop, 17 East 35th Street, N. Y. Opposite Altman's. Phone 959 Murray Hill

THE SHEFFIELD SILVER SHOP SHEFFIELD PLATE IN EXCLUSIVE PERIOD DESIGNS FOR BIRTHDAY, WEDDING AND ANNIVERSARY GIFTS.

ROBERT FITCH, 295 Fifth Avenue, GURNEYS. Bet. 34th and 35th Sts., JUG **\$3.50** NEW YORK.

BERTHE MAY'S Maternity CORSET The only corset of this kind made for its own purpose—can be worn at any time, and used to dress as usual and preserve a normal figure.

Call at my parlors or write for BROKET No. 21. Sent free under plain envelope. Made and fitted with complete satisfaction.

Similar corsets for ordinary wear for young girls, stout women and for invalids. (Opposite the 10-Cartoon.)

To dispose of surplus stock and to get a chance to devote all our time to the approaching Spring season, we offer AS LONG AS THE STOCK LASTS, a collection of 20 STARTED BULBOS PLANTS.

3 Yellow, 6 Hyacinth, 3 Col., 3 Jonq., 3 Daff., 3 Blue Bell, and enough Fibre for planting, at the low price of \$1.00 postpaid. All are of the Herrmann standard; sure to bloom in your window during Jan.-Feb. Don't miss this chance.

Send \$1.00 and your address at once to **HERRMANN'S, 140 E. 34th St., New York**

HERE in our own building our overhead charge is a fraction of the sales cost of the average uptown shop.

This makes quite a difference in the price YOU PAY.

Kellner service means—not only price saving—but the individual, intimate service of men who have spent a lifetime in furnishing beautiful and comfortable homes.

Chippendale Bedroom Suite, 4 pieces, \$185 In American Walnut, Old Ivory Enamel or Antique Mahogany. With Twin Beds, if desired.

KELLNER BROS.

S. E. COR. 15TH ST. & 6TH AVE. NEW YORK.

SPRING 1916 SEEDS

Stump & Walter Co. SOLE IMPORTERS NEW YORK

Our 1916 Catalogue has 148 pages brimful of useful information for Farm—Garden—Lawn.

It contains description of the latest Novelties and Specialties in flowers and vegetables, as well as Standards, which can be grown in your own garden.

SPECIAL OFFERS

The following specialties are offered to you at the highest quality of our seeds:

The King Aster—One packet each of Lavender King, Pink King, Violet King, White King and Rose King. (5 packets in all) 50c. prepaid

Salpiglossis—One packet each of Purple King, Golden Yellow, Scarlet, Brown and Gold. (6 packets in all) 50c. prepaid

Giant Sweet Sultan (Centauria Imperialis)—One packet each of White, Pink, Purple, Lilac and Rose. (5 packets in all) 50c. prepaid

COMBINATION OFFER, \$1.00

The above collection of Asters, Salpiglossis and Giant Sweet Sultans, which if purchased separately would cost \$1.50, sent prepaid anywhere in the U. S. for \$1.00. Catalogue free on request.

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

Red Cross Shoe

for Women

Red Cross Arch Support Shoes preserve the strength of healthy feet—relieve the strain on weak feet and gradually raise the arches of flat feet.

They are essentially the shoes for women whose feet are subjected to strain. Of soft vic kid with the famous Red Cross flexible soles for comfort and orthopedic heels for additional arch support.

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

Red Cross Model 805 1/2

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 689 Broad Street Store Opposite Military Park.

J. Blum & Sons GUARANTEE SHOE CO. Mail Order Dept. 2540 3d Ave.

West Side Stores: 232-234 W. 125th St. 2d St. & 122d St. 34 Av., near 86th St. 3d Av., 150 & 151 Sts. 8th Av., nr. 39th St. Brooklyn Broadway, bet. Park & Elyria Sts. Stores: 442-444 Fulton St., opp. Bridge St. Broadway, near Greene Ave.

Factory: 511-519 East 72d St.

Leonard's

24 WEST 39TH ST., N. Y. Distinctive apparel—very moderate prices—personal attention. Dresses, Coats, Suits, Blouses, Skirts, Negligees (Also attire for stout and hard-to-fit figures.)

As illustrated, stunning afternoon gown of finest chiffon tulle. Has chic bolero effect over bodice of heavy Georgette crepe. Skirt made with the new bouffant tunic, draped at sides. Silver thread ball buttons. All sizes, all colors. Very special, **\$18.50**

Mme. Leonard also specializes in Self-Adjustable Maternity Wear, inconspicuously smart and of exclusive interpretations of the mode, as well as original designs to meet every need of the mother-to-be. Write Dept. F-15 for fashion book.

Are You Deaf?

You can hear perfectly with the new hearing instrument, the "Lorgnette" phone, and not make your deafness conspicuous. No troublesome coils, plugs, no headphones—made in one piece with battery in the handle. Used for mixing and applying, and full directions. The price per bottle is 75c at your favorite dry goods store or druggist.

Free trial at our office. **GLOBE EAR-PHONE CO.** 455-7 Marbury Bldg., 1328 Broadway, Bet. 34th & 35th Sts., New York. Use 8th Av. entrance, nr. 35th St.

I RE-BUILD YOUR FIGURE

FAT is not good flesh—why carry it? Get back to normal—enjoy a graceful, comfortable, healthy figure, free from corpulence. Use with the

MME. AMLE IN EXCLUSIVE REBUILDING TREATMENT used under the direct supervision of the wife of a physician. No medicine, no dieting—only a scientific reduction of flesh from 20 to 40 pounds in 6 weeks with modern methods and appliances. Charges moderate. Write for particulars, or telephone 928-Flzsa.

Madam AMLE 30 West 51st St., N. Y., near 5th Ave.

Dame Fashion Decrees

That you shall show those alluring arms—show them simply and exquisitely bare in the evening and so forth, but a filmy lace shield for the daylight hours.

Which means, of course, a forearm and underarm as smooth and soft as your cheek.

For decades famous beauties have been using No. 4711 Depilatory as the easiest and safest method for removing superfluous hair—just as you, too, will find it eminently satisfactory for attaining a skin clear and smooth and free from hair.

If you, or your friends, have been vainly endeavoring to eliminate hair growth by cutting, you will doubtly enjoy No. 4711 Depilatory. Made and guaranteed by the manufacturer of the other world-famous

Toilet Preparations.

No. 4711 Depilatory comes in one size only—an attractive 3-inch bottle, complete with orange-wood spatula for mixing and applying, and full directions. The price per bottle is 75c at your favorite dry goods store or druggist.

Mulhens & Kropff, 25 WEST 45TH STREET, NEW YORK.

TROUT JEWELRY SHOP

Japanese Ring, Call, write or phone Rose Gold, 3 Dtd. For free catalogue, months. 10K Solid the BLUE BOONS, Gold, \$15.25; 14K jewelry, diamonds, Solid Gold, \$19.00, cut glass, ivory, novelties. You save one-third AT WHOLESALE PRICES. Thousands of splendid jewelry gifts for Birthdays, Prices, Grad. **\$1 to \$10**

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Quality Furniture

This Graceful William and Mary 10-Piece Dining Room Suite in Solid Mahogany

Beautifully carved, consisting of Buffet 66 inches long, Serving Table 48 inches wide, dust-proof throughout; China Closet, 44 inches wide; Dining Table, 54-inch top, 8-ft. extension. The back of every piece carefully finished. 1 Arm and 5 Side Chairs with cane backs. Seats can be had of Tapestry Hair Cloth or Spanish Leather. As illustrated.

COMPARE DIMENSIONS OF THIS SUITE WITH OTHERS ADVERTISED.

Established 1862 **Joseph L. Herschmann** Established 1862

Bet. 36th & 37th Sts. 625-627 Sixth Avenue, N. Y. Phone 444 Greeley

LOOK FOR THIS LABEL ENGLANDER WIT-EDGE BED SPRING

The Only Bed Spring That Keeps the Mattress and Bed Clothes in Place and Shape

THE ONLY SPRING MADE WITH SIDE GUARDS

KEEPS MATTRESS IN PLACE AND SHAPE

Cannot Sag. Absolutely Sanitary.

Englanders' Divans, Couch Beds.

Englander Spring Bed Co. BROOKLYN CHICAGO SAN FRANCISCO

Sold by All Leading Department and Furniture Stores—Under the Englander Guarantee. If your dealer does not sell the Englander Wit-Edge Spring, write for booklet and names of nearest dealers.

English Tea Wagon

May be had in Antique Mahogany or Oak—any finish.

Has removable glass tray; brass handles; wooden spoke wheels and rubber tires.

For the month of February our entire stock of furniture—Bedroom, Dining room, Living room and odd pieces—has been greatly reduced in price.

Geiger & Braverman Furniture Company 49-51 W. 23d St. Send for our folders.

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 "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.

You Can Have Luxuriant Hair! By Proper Stimulation and Nourishment to the scalp and especially the hair. HERBEX accomplishes this; it has done it for 39 years. Send description of your hair trouble. I will advise what tonic to use, and how.

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

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Can you beat it? No? Then it is not fresh. TRY OURS. A telephone call to Eliza 5940-5941 will bring them to you. Large or small orders.

SPRINGSIDE FARMS 639 Madison Ave., at 59th St., N. Y.

EXQUISITE NAILS GRAF'S "HYGLO" NAIL POLISH

Reg. U. S. Pat. Off. GIVES your nails a brilliant, transparent, lasting luster, delicately perfumed, daintily tinted, and absolutely waterproof. Send your name and your dealer's and get generous FREE sample of HYGLO powder. Powder-form retails at 25c. Cake-form retails at 50c. On sale everywhere.

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