

VACUUM CLEANERS

At Big Reductions.

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
ELECTRIC CLEANERS

Eureka Electric—Former price, \$40.00.	\$29.50
Sale price	
Magic Electric—Former price, \$38.00.	\$29.50
Sale price	
Frantz Premier—Former price, \$27.50.	\$22.75
Sale price	
Baby Hoover (motor driven brush)—Was \$40.00.	\$32.75
Sale price	
Western Electric No. 11—Was \$32.50.	\$26.75
Now	
Imperial 1916 Model C—Was \$35.00.	\$24.75
Now	

Liberty (also known as Columbia) was \$25, now \$19.75.
Ohio was \$30, now \$25.50.
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 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.
Richmond Electric was \$35, now \$10.
Eureka Electric was \$35, now \$12.
Frantz Premier Electric was \$25, now \$12.
Magic Electric was \$38, now \$13.
Monarch Electric was \$75, now \$23.
Duntley Electric was \$75, now \$35.
And many others, all fully guaranteed.

Muenzen Specialty Co.
131 W. 42d St., One Flight Up. Downtown Branch, Booth 53, Hudson Terminal Concourse, 30 Church St.

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. Was \$10.00. Sale price **\$6.90**

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

FREE COUPON NO. 13G.
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.



Soft, Subtle Plaids in Imported Scotch Wool GOLF SOCKS



Very superior golf hose, hand-loomed in Scotland. Excellent quality. Soft colors. Soft texture.

\$2.50

Order by Mail or Telephone

If references are given, we will be glad to open charge accounts, or to send on approval lines of 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
445 Fifth Avenue at 34th Street
330 Fifth Avenue at 47th Street
NEW YORK CITY



BIEN-JOLIE GRECIAN-TRECO

The Handmaid of Style and of Health

The modern woman, in her manifold activities, demands a corset adapted to her dancing, her tennis, her riding, her golf, her motoring, even her moments of rest. The miss requires a corset which softly and safely guides the figure into womanly contour.

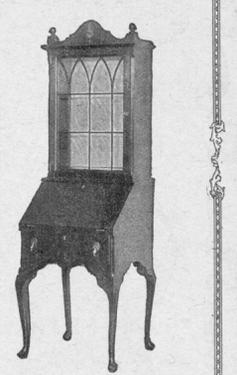
Corseted Without Realizing It
This need is superlatively met by the Bien-Jolie Corsets. The marvelous Grecian-Treco fabric, found exclusively in Bien-Jolie Corsets, moves with the body as if it were a part of it, firmly yet gently holding the figure lines, never losing the beautiful contour of the corset itself.

Bien-Jolie Corsets are designed for sizes from 19 to 36. Qualities from \$3.00 to \$10.00 at the finer stores everywhere.

BENJAMIN & JOHNES, Newark, N. J.

\$3500 Is The Astonishing Price for This Secretary

It is another in the series of extraordinary Hathaway Specials which have attracted so much attention. Now and then, but only at rare intervals, unusual circumstances permit us to announce such an event.



This Secretary is a practical piece and meant for use. Its drawer-space, book-space and writing bed are liberal in size; its interior conveniently arranged. Its style is the quaint Queen Anne. It is Mahogany.

We have fifty ready for delivery at \$35.00 each.

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

"Quality Furniture"



This Beautiful 10-piece Sheraton Period Dining Room Suite in Solid Mahogany with Inlaid Lines
consisting of Buffet 69 inches long, Serving Table 45 inches wide, dustproof throughout; China Closet 48 inches wide, Dining Table 54-inch top, 8-ft. extension.
The backs are carefully finished. 1 Arm Chair and 5 Side Chairs. Seats can be had of Tapestry Hair \$325.00 Cloth or Spanish Leather. As Illustrated.

Compare Dimensions of This Suite with Others Advertised.

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

SPEAR & CO.

Now at
Their New Building
22-24-26 West Thirty-fourth Street,
between Broadway and 5th Avenue.

An establishment devoted to fine Furniture, Rugs, Carpets, Phonographs, etc., at prices which will prove vitally interesting.

The one institution in this city which offers superior grades of Furniture, Rugs, and Carpets on liberal extended payments; a simple method of acquiring the finer home comforts and luxuries.

The most artistic may now secure all the correct appointments for a modern home, through a credit service to best suit the income.

You are cordially invited to
A FURNITURE EXHIBIT
of the Periods now in vogue.

WE INVITE YOU TO BUY DIRECT FROM THE MANUFACTURER. SAVE ALL INTERMEDIATE PROFITS AND EXPENSE CHARGES. JUST LOOK AT THIS WONDERFUL VALUE:



THE I. M. SUIT MFG. CO.,
28-30 West 38th St.
Tel. Greeley 1225.



THE CHILDREN'S SHOP
8 East 46th Street, New York
Girls' Coat, Empire effect, hand scalloped with hand embroidered dots, hand hemmed, hand smoked. Made of linen—Pink, Blue, or Natural. Upper part of coat silk lined; collar and cuffs of linen in contrasting color—Pink, Blue, or Natural. Self color buttons. Sizes up to 4 years, \$6.50.
Hat to match of Lehigh, trimmed with velvet ribbon and flowers, any color, \$2.50.
Same model in Crepe de chine. Silk-lined throughout, \$11.75.

SAVE \$5.00 to \$10.00

On Your Spring Coat, Suit or Dress By Taking Advantage of Our New Method of Merchandising

We eliminate the three greatest expenses of department stores—enormous ground floor rentals, extension of promiscuous credits and huge appropriations for advertising. These savings go to you.

INDIVIDUALITY—The smart dresser appreciates that the garments we sell have few duplicates, if any, in the city. Take advantage of our special department for suits.

Sport Model No. 2643. All-Wool Check. Specially priced at **\$17.75**

Treneau Sweeny
379 Fifth Avenue Opp. Best's.

For Good FURNITURE go to
Worth **GOLDBURG'S** Class
WASHINGTON HEIGHTS
(HEART OF THE BRONX AND YONKERS)

SOLID MAHOGANY SOFA AND ARM CHAIR
2 Pieces. As Illustrated, \$123.75.

Magnificent solid mahogany sofa and arm chair of the Adam Brothers' design; upholstered in moss and hair, over all steel tempered springs. Coverings in choice of best grade of imported Tapestry or Velours. Sofa 8 ft. 6" long; very comfortable; arm chair 3 ft. wide; very roomy and comfortable. Can be purchased separately, if desired. Two pieces as shown, \$123.75.

Open Evenings—Three Big Stores.

LOW RENT PRICES
AMSTERDAM COR. 146th ST.
THIRD AVE. COR. 165th ST.
YONKERS 1610 WASHINGTON

NO EXTRA CHARGE FOR CREDIT

When you go shopping tomorrow ask to see the trim new models of
Dix-Make HOUSE and PORCH DRESSES

\$1.50 to \$4.00 at leading dept. stores. Look for our label. Write for Folder L. HENRY A. DIX & SONS CO., Dix Building, New York

CREME SIMON
The Velvet Complexion Maker
Genuine Beauty
is imparted to Milady's delicate skin by the use of this incomparable face cream—
MADE BY J. SIMON & CO., PARIS, FRANCE
POUDRE SIMON—a genuinely pure rice powder, and **SAVON SIMON**—a distinctively pure toilet soap, are two other delightful members of the Simon Family of pre-eminent toilet accessories.
CREAM, 45c, 75c and \$1.25
POWDER, 40c and 75c
SOAP (one size only), 50c
At All Good Dealers

FREE—A handsome (and practical) **CREME SIMON** diminution mirror sent free for the name of your dealer.

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

FITTED GOWNS SAYS FASHION

The mode decrees a normal waist-line. With Pneu Form you can make perfect-fitting costumes without a single try-on. For your new Spring gowns, follow the fashions by using



Pneu Form
Pneu Form at your dressmaker's enables you to fulfill your social duties. Serves for all feminine members of the family by simply changing the fitted lining. Your Spring gowns will mirror the mode if you use Pneu Form. It lasts a lifetime.

SPECIAL OFFER
It will be to your real advantage to write for details of offer at once. The opportunity is limited. Send for new booklet, "My Figure."

The Pneumatic Dress Form Co.
561 Fifth Avenue—NEW YORK.
(Cor. 46th St.)
Phone 760 Murray Hill.

BALDPATE HAIR TONIC

Registered in U. S. and Canada
HAIR TONIC
NEVER FAILS



Nourishes and strengthens the follicles and thus promotes the growth of the hair. Relieves the scalp of unhealthy accumulations and secretions. Gives a rich gloss, is highly perfumed and free from oil, makes the hair lustrous and fluffy. Send 10c for trial size.

Applications at all first-class barber shops.
BALDPATE CO.,
(Dept. E)
467 W. 34th St., New York
Sold by all druggists, or send \$1.00.

BENJAMIN BENGUIAT ANNOUNCES

an opportunity for a connoisseur or a lover of fine art to add to his collection some very rare and beautiful Antique Oriental and Chinese Rugs.

They hold an important and honored position in the late and well-known Benguiat and Kersey collection of rugs of the 15th and 16th Century periods, which are now being offered at greatly reduced prices.

Item—The largest antique Feraghan Rug in existence, 42 ft. by 22 ft. 6 in. Price \$12,500.
Rug illustrated—One of the oldest Chinese Rugs ever discovered. Size: 5 ft. 5 in. by 9 ft. Price \$1,500. (1/4 of Rug shown.)

Windsor Arcade, 509 5th Ave.

OUR EVER-BLOOMING ROSES are of the true kind, blooming this and every year from June until November. If Planted in March-April, **TEN HARDY YELLOW VARIETIES**, 8 crimson and scarlet, 8 rose and pink, 4 white ones in as many different shades, are offered on pages 76 to 80 of our 1916 seed book. Each one a perfection itself; not all from today—some from yesterday—but superior in the main points: Size, Fullness, Fragrance and Abundance of Flowers. Prices are very low: 35c to 60c for strong stock. Quality the same as of **Herrmann's Seeds, Bulbs, and Plants**. "None Better." Write for descriptions. **HERRMANN'S SEED STORE**, 140 E. 34th St., near Lex. Ave., New York.

TROUT JEWELRY SHOP
Japanese Ring, Call, write or phone for free catalogue. The BLUE BOOK of Jewels, diamonds, 10K Solid Gold, \$15.25; 14K silverware, watches, Solid Gold, \$19.00, cut glass, ivory, novelties. You save one-third AT WHOLESALE PRICES. Birthdays, Prizes, Graduations, Weddings, \$1 to \$10. **CHAS. L. TROUT CO.**, 170 B'way, Cor. Maiden Lane, N. Y. 2nd floor. Phone Corlies 3356. Open to 6 P. M., Saturdays included.

Sectional Double Wall BUNGALOW \$98.50

Write for illustrated catalog of camps for lake, seashore and woods. Above price is for 10 x 12 camp without porch. Built in units on the sectional bungalow idea. Get what you need at first and add to it as requirements demand. Bungalow 14 x 22 can be erected by a couple of men in two or three hours. Can be quickly taken down and moved and set up any number of times without injury. Double walls with air space between insure protection from heat and cold. Inside and outside walls smoothly ceiled with matched lumber. Attractive, comfortable, complete. Looks permanent with no appearance of being portable. **Special Discount for Early Orders.** **W. L. SCOTT LUMBER COMPANY**, Box 105, Norwich, N. Y.

Modish Apparel especially adapted for MATERNITY

Differ in no way from prevailing modes. Conceal condition. No additional expense. Fit when figure is again normal. Dresses... \$45 to 74.50 Suits... 19.75 to 29.50 Skirts... 2.85 to 23.75 Coats... 11.85 to 49.50 Waists... .85 to 21.50 Negliges... 1.85 to 39.50 Corsets, Underwear

Write Dept. L-15 for "Mater Modes," showing photographic illustrations of every item of apparel for the mother-to-be and babe. **Lane Bryant**, 35 W. 38th St., N. Y.

\$65 SUIT TO ORDER \$55

During the week of March 19th to 26th, your choice of any of the Spring Styles made to order at the price of a ready-made suit. We make smart \$125 riding suits for \$75. Let us take your measures during this week of SPECIAL PRICES. **M. SCHATZ**, 142 West 57th St., New York, Bet. 6th & 7th Aves.

Ambre Royal

The Powder of Royalty
Violet (Violet) Paris
Sold in the best shops all over the world and 71 West 35th St., New York.