



ERNEST TRUEX, DOROTHY MACKAYE, AND RICHARD BENNETT—A SCENE FROM "THE VERY IDEA," AT THE ASTOR THEATRE. (White Studio.)



LAURA ARNOLD, ROSE WINTER AND PEGGY WOOD IN "MAYTIME," AT THE SHUBERT THEATRE. (Apeida.)

**Fit the Children's Feet All Over.**

**Blyn-Plan Nature Shoe**

**Foot Comfort Is Assured in Blyn-Plan Shoes**

We claim for Blyn-Plan Nature Shoes the extreme of foot comfort, shoe durability and economy.

Proof that this claim is justified is shown in the very large and fast increasing sales of them in Eleven Blyn Stores.

By mail 10c extra. Mail Order Department, 2240 3d Ave.

Red Cross Booklet on Request

**Red Cross Shoe** Exclusive agency for New York, Brooklyn, Newark.

**Combination Shoe**

This shoe was designed for the woman with a slender foot and low instep. Made to fit the normal foot across vamp—cut narrower at heel and instep to give snugness and support.

They save many women the expense of having shoes made to order.

**Blyn Shoes For Fall**

New styles—acceptable novelties illustrative of the development of up-to-the-minute ideas.

The Blyn standard of quality is maintained in the new styles—Blyn methods keep prices moderate.

**Eleven Big Family Stores. Newest Styles Always.**

West Side Stores: 222-224 West 125th St., West of 7th Ave. and 122d St. 6th Ave. and 27th St. 8th Ave., 39th & 40th Sts.

East Side Stores: 341 Ave. and 122d St. 34 Ave., 86th & 87th Sts. 36 Ave., 109th & 111st Sts. 39-42 Bowler St. near Broome Street.

**J. Blyn & Sons** Factory 511-519 East 72d St.

Brooklyn Stores: 412-444 Fulton St., Opp. Bridge St., near Hoyt St. 529-533 Broadway, between Park Ave. & Ellery St. 1263-1293 Broadway, near Greene Ave. Newark Store—589 Broad St., Opposite Military Park.

Glazed kid with kid or patent colt tips; Military heels and the famous Red Cross flexible soles. Lace and button. **6.00**

**VACUUM CLEANERS AT BIG REDUCTIONS**

We are very large dealers in vacuum cleaners—sell every kind of cleaner on the market—about 65 different kinds. Note the following prices:

Franz Premier	Regular Price \$35.00	Our Price \$28.00
Cadillac	32.50	26.00
Hot Point	27.50	22.00
Baby Hoover	47.50	38.00
Ohio	40.00	32.00
Reliable	25.00	20.00
Pittsburgh	25.00	20.00

**HAND POWER CLEANERS**

Duntley Combination Vacuum Cleaner and Carpet Sweeper	Reg. Price \$7.50	Sale Price \$3.95
Bissell Combination Vacuum Cleaner and Carpet Sweeper	\$9.00	\$6.90
"Twin" Combination Vacuum Cleaner and Carpet Sweeper	\$10.00	\$7.90

Express charges paid anywhere. The above is only a partial list. Send coupon today for complete price list. We allow free trial and cash discount on all cleaners "rated" by us as "two star" and "three star" values, and sell all "three star" cleaners on easy payments.

The above illustrations show the two biggest "hits" of the year. The . . . . . hand power combination Vacuum Cleaner and Carpet Sweeper and the . . . . . electric cleaner (names will be given on request). Our opinion as vacuum cleaner specialists is that these two cleaners are the best that can be obtained at any price for home use.

We will gladly ship either one anywhere on ten days' free trial. No money in advance.

**Our Mail Order Department** enables you to purchase by mail (no matter where you live) just as conveniently as if right in our show rooms.

Solve the problem of deciding which cleaner to buy by calling or sending coupon for our "rating sheet," and free copy of "How to Select a Vacuum Cleaner." Any further advice is also free.

A two-cent stamp or a visit to our sales-rooms may save you a lot of trouble and expense later.

**MAIL THIS COUPON TODAY.**

**MUENZEN SPECIALTY CO.**  
131 West 42nd Street, N. Y. Dept. 13

Send me free of charge, complete price list of (insert word hand or electric) . . . . . power, and "rating sheet," also a copy of "How to Select a Vacuum Cleaner," which you say contains information of great value.

Main Office and Salesrooms  
131 West 42nd Street  
Subway to Times Square

Downtown Branch:  
Booth 55, Hudson Terminal  
30 Church Street

Name: . . . . .

**SERVICE and satisfaction—two essential tests that every piece of Kellner furniture must pass.**

**We believe in beautiful furniture that is also practical—the kind you want to live with.**

**KELLNER prices are always moderate.**

Queen Anne Dining Room Suite, \$500  
American Walnut, 10 pieces. . . . .  
Buffet 72 inches.

You are cordially invited to see the 25 rooms completely furnished on display here. They are interesting and instructive.

**KELLNER BROS.**  
S. E. Cor. 15th St. & 6th Ave.  
SINCE 1891

**When You Order Cold Cream**

tell the dealer you want D. & R. Perfect Cold Cream. "The Kind That Keeps." Insist on getting it because it meets the natural and constant needs of the human skin. To use it daily is to cultivate skin health, to encourage, develop and protect that greatest of charms—a perfect complexion.

**DAGGETT & RAMSDELL'S PERFECT COLD CREAM**  
"The Kind That Keeps"

should be used every day after motoring, shopping or outdoor exercise; after a tiresome day with house affairs or office duties; at night to cleanse, refresh and invigorate the skin; to prevent lines and wrinkles. Keeps hands soft and smooth for sewing, knitting, etc. For safety's sake demand D. & R. Perfect Cold Cream. In tubes and jars; 10c. to \$1.50.

**POUDRE AMOURETTE.** Another D. & R. toilet triumph—a face powder without a fault. You will like it. Very fine, pleasantly perfumed and interlined throughout. Stays on. Flesh, white, brunette, etc. Of your dealer or by mail of us.

**TRY BOTH SAMPLES FREE**

Send postal for free generous trial samples of Perfect Cold Cream and Poudre Amorette.

**DAGGETT & RAMSDELL**  
Department 328  
D. & R. Building, New York

**Salt Mackerel**  
CODFISH, FRESH LOBSTER

FOR THE CONSUMER NOT THE DEALER

FOR YOUR OWN TABLE

FAMILIES who are fond of FISH can be supplied DIRECT from GLOUCESTER, MASS., by the FRANK E. DAVIS COMPANY, with newly caught, KEEPABLE QUICK FISH. Orders for any inland dealer could possibly furnish.

We sell ONLY TO THE CONSUMER DIRECT, sending by EXPRESS RIGHT TO YOUR HOME. We PREPARE and pack on all orders east of Kansas. Our fish are pure, appetizing and economical and we want YOU to try some, payment subject to your approval.

**SALT MACKEREL**, fat, meaty, juicy fish, are delicious for breakfast. They are freshly packed in brine and will not spoil on your hands.

**LOBSTER**, as we sell it, is white, boneless and ready for instant use. It makes a substantial meal, a fine change from meat, at a much lower cost.

**FRESH LOBSTER** is the best thing known for salads. Right fresh from the water, our lobsters are boiled and packed in PARCHEMENT-LINED CANS. They come to you as the purest and safest lobsters you can buy and the meat is as crisp and natural as if you took it from the shell yourself.

**FRIED CLAMS** is a reliable, hearty dish, that your whole family will enjoy. No other flavor is just like that of clams, whether fried or in a chowder.

**FRESH MACKEREL**, perfect for frying, SHRIMP to cream on toast, CRABMEAT for Newburg, deviled, SALMON ready to serve, SARDINES of all kinds, TUNNY for salad, SANDWICH FILLINGS and every good thing packed here or abroad you can get direct from us and keep right on your pantry shelf for regular or emergency use.

With every order we send BOOK OF RECIPES for preparing all our products. Write for it. Our list tells how each kind of fish is put up, with the delivered price, so you can choose just what you will enjoy most. Send the coupon for it now.

**FRANK E. DAVIS CO.**  
233 Central Wharf, Gloucester, Mass.

Please send me your latest Fish Price List.

Name: . . . . .  
Street: . . . . .  
City: . . . . . State: . . . . .

**THIN ANGORA SWEATER**

This thin and lacy Angora Sweater is soft as a bit of thistle-down, and just warm enough to offset the chill of the cool Fall days. It comes in white, red, green, peach, French Gray and other attractive colors. Price \$25.50 each.

The long scarf is light weight pure Angora in white with Tartan border and fringe. Also plain white. Price \$6.50 each.

Peck & Peck's illustrated catalogue of hosiery, sweaters and scarfs will be sent upon request.

**PECK & PECK EXCLUSIVE HOSIERY**  
388 Fifth Avenue at 48th St.  
501 Fifth Avenue at 42nd St.  
New York City

Chicago Palm Beach Newport

**GENUINE JAPANESE KIMONOS**

No. 200—Japanese hand-embroidered SILK Kahe Crepe Kimono, with wide sash, silk lined and interlined throughout. Deftly embroidered in natural colors, in rose and hyacinthum designs in black, copanagen blue, lavender, light blue, navy blue, old rose and pink. Price, \$35.00 Prepaid Parcel Post. Beautiful hand-embroidered fine Japanese SILK Crepe Kimono, same as No. 200, in beautiful floral designs, heavily embroidered.

No. 201 . . . . . \$27.50  
No. 202 . . . . . \$22.50  
No. 203 . . . . . \$19.50  
No. 204 . . . . . \$15.00

No. 212—Genuine Japanese Cotton Crepe Kimono, daintily stenciled in chrysanthemum designs in pink and light blue. Special price \$1.65. Prepaid Parcel Post. Send for booklet free.

**NIPPON TRADING CO.**  
A. 225—5th Avenue, New York

**For Instance**

Here's how we save you money on FURNITURE OF REFINEMENT

Our \$128.00 entire set here. Judge the extra ordinary value by this 74-inch Clip-pendule Buffet at \$100.00

**COMPARISON CONVINCES**

**Berman Furniture Co.**  
Showrooms: 863 Eighth Ave., 1662 B'way, N. Y. 1 block from Subway, "L" and all car lines.

**"LIGHTING FIXTURES OF MERIT"**  
Manufactured by The R.C. HEATHER CO.

An inexpensive fixture may be so well designed that it excels a far more costly one.

Lighting fixtures are seventy-five per cent. of the decoration.

**VISIT OUR SHOWROOMS**  
Convenient location. Hundreds of samples. Write for Booklet "B."

**The R.C. HEATHER CO.**  
99-101 7th Street, New York  
Telephone: Greeley 3700-3701 - NEW YORK

**Gray Hair on Young**

People, Preventable Without Dyeing. Only and dry hair treated efficiently. Consultation free. Simple instruction supplied individually to those who cannot call in person.

Shampoo and Treatment Combined, \$1. Permanent Waving, Large Wave.

**FRANCIS French Hair Specialists,**  
8 West 37th St., N. Y.

**Knitting Yarns**

Knit for our Soldier Boys Good Shepherd & Columbia new Sweater Coats. Free demonstration. French Tapestry, Angora & Tapestry Yarns. Art Embroidery Materials. Decorative Art Linens.

**HENRY HESSE**  
399 Sixth Ave., 24-25 St., N. Y.

**Acousticon For Ten Days' FREE TRIAL**  
No Deposit—No Expense

All we ask is that you give it a fair trial, in your own home and among familiar surroundings. Then there can be no doubt of whether it improves your hearing. If it does not do so, we want it back without a cent of expense to you for the trial, because we know it is good business policy to have none but satisfied and enthusiastic customers—"That's the only kind we now have."

Write for your FREE TRIAL today.  
GENERAL ACQUISITION, 1349 Candler Bld., N. Y.

**The New After Dinner Cordial. (NON-ALCOHOLIC.)**

**SALUTARIS**  
PEPPERMINT  
Creme de Menthe

Made of the finest cold-cream mint from the Alps. Salutaris Creme de Menthe is not an imitation—it possesses flavor, aroma, and color with the alcohol taken away. A child may drink it. Try a Salutaris Creme de Menthe from our headquarters at the Washington.

\$1.25 per bottle. Square end of the 5th Dealers Supply Co., 58 Washington Sq., South, N. Y.

**SALE—Oriental Rugs—SALE**

Our entire stock of Orientals reduced for this week only. Next week all prices go up again.

A lot of HAMADANS about 3.6x2.6, were \$17.50; now \$14.50  
A lot of GANES and KARABAGHS about 5.3x4, were \$24; now \$17.75  
A lot of MOGOLS about 6.4x4, were \$32 to \$35; now \$24.50  
A lot of CHINESE RUGS about 12x8, were \$100 to \$200; now \$130 to \$146  
One KORA-SAY, size 10.6x7.6, was \$145; now \$98  
One HAMADAN, size 6.8x7.6, was \$145; now \$112  
One CASHMIR, size 12.1x9.6, was \$185; now \$132  
One MUSTAZA, size 12.4x9.2, was \$250; now \$190

This is but a partial list of the reductions we are offering for the coming week. Every rug is exquisitely patterned and faultlessly executed.

**YOU CAN BUY NOW FOR LATER DELIVERY IF YOU WISH.**  
Low operating expense and wholesale connections make prices lower here than elsewhere. A comparison will convince you.

**SHEPPARD KNAPP SON CO.**  
CARPETS INC. RUGS  
RETAIL  
39-41 WEST 23rd ST.

**SHOE CRAFT**

27 W. 38th St. New York

**Fitting The Narrow Foot**

Widths AAAA, AAA, AA & A  
All sizes including 8 1/2, 9, 9 1/2 & 10

UNLIKE ordinary narrow-width shoes, ShoeCraft footwear is especially designed to fit a slender foot snugly at the heel. This affords a measure of support which safeguards the ankle from turning when walking, dancing or descending steps.

"Tycho" Restaurant Boot  
A perfect foundation for the smartest of toletes at the dinnert or restaurant dinner. 2-inch Louis Quinze heel. Welted sole.

599—Patent leather, heel 1 1/2 inch top, 781 Pearl gray kid, pearl suede top, 899—Havana brown kid, brown suede top. Many other attractive combinations. Price \$15

Send for Catalog A-23

Quality—Service—Price

**DALE**

BUY Direct from FACTORY AND SAVE MONEY

A visit to our display rooms will pay you.  
109 West 13th St., New York  
11 Door West of 6th Ave.  
**Dale Lighting Fixture Co.**

**Barto Day Beds**

BARTO SOFA—A favorite for small apartments. Mahogany or painted. Box springs and mattress. Specialists in Interior Furnishing and Draperies. Immediate delivery. Write for Full folder.

**EDW. R. BARTO & CO.,**  
Specialists in Interior Furnishings.  
45 West 39th Street, N. Y.

**Lane Bryant**  
is the largest maker and retailer in the world of maternity apparel, and Lane Bryant MATERNITY CORSET is built for the true maternity figure.

**Retains Stylish Figure Preserves Health Relieves Fatigue**  
Supports abdomen and vital organs; preventing injury to mother and babe, will be sent free out of town. Write Dept. L-3. Phone 6419  
Lane Bryant 21 W. 38th St., N. Y.