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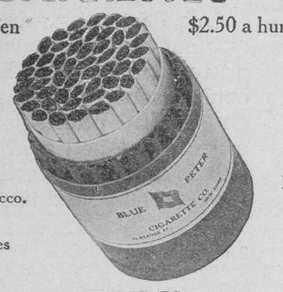
BLUE PETER
CIGARETTES

25 cts for ten — $2.50 a hundred



QUALITY NEVER VARIES

FLAVOR NEVER CHANGES

Made of the Finest Turkish Tobacco.

Mild but Rich Aroma.

Monogram Cigarettes a Specialty.

Plain or Cork Tip.

50 BLUE PETERS packed in our patented paraffine box. Condition perfect in any climate.
PRICE $1.25 POSTPAID.
BLUE PETER CIGARETTE CO., 74 Beaver St., N. Y.

Sheraton Dresser

Special at $79.50 Regularly $103.

The grace and delicacy of its lines, the richness of the figuring in the selected solid mahogany, the exquisite inlay of satinwood, unite to lend to this Dresser an unusual distinction. It is a most desirable piece at any time, but particularly so in view of the extremely low price at which we are now offering it. Top, 50 inches long. Plate, 30x40 inches. Complete suite to match.

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

Jantzen's Reduced Prices

Absolutely every pair of shoes reduced. Our lines for Men, Women, Misses, Boys and Girls in High Shoes, Oxfords and Slippers, all reduced to clear for Spring Stocks. Reductions average 33⅓ per cent. to close. Many broken lots at 50 per cent. off.

Women's Shoes now.....$3.85, $4.85, $5.85
Men's Shoes now.....$3.85, $4.85, $5.85
Children's Shoes now.....$1.75, $2.75, $3.50

Ask for our book, "The Abuse of the Big Toe."

660 Sixth Ave., above 38th St.
Custom Bootmakers Over 50 Years.

H. Jantzen Shoe Co. N. Y.

Hoisting Lift Van on Board Steamer.

New Fireproof Storage

For Household Furniture
Clean, Separate, Locked Rooms.
248, 250, 252 West 65th St.
Local, Domestic and Foreign Removals in Wheel and Lift Vans.
BOWLING GREEN STORAGE & VAN CO.
18 Broadway, New York
Telephone Broad 3450.

Phong-Fat Co.

25 W. 36th St., N. Y. C.,
DIRECT IMPORTERS OF
Chinese and Japanese Goods.

鴻發

Our Annual Extraordinary Clearance sale begins to-morrow, and will continue for a period of 15 days. All linen and silk hand embroideries, porcelains, and Chinese carvings are materially reduced. Tableware of every description is reduced to a minimum. The Royal gold medallion, Canton Blue, and Sedji wares are not excepted. Big bargains on every article. Come early and avoid the rush.

LE PAPILLON CORSET CO.

MME. GARDNER, Mgr.
26 West 38th Street, N. Y.
Our goods are universally admitted to be of superior style, fit, finish, and workmanship. Booklet T mailed on request.

FROSTBITTEN FEET

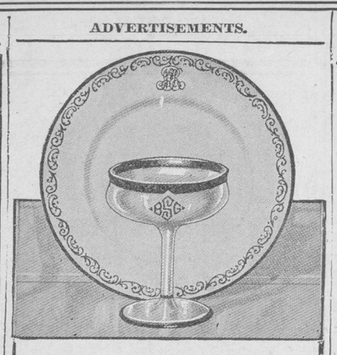
cured by new electrical treatment. The only effective, permanent method for relief.
Dr. Levy will thoroughly examine your feet and advise the best method of curing your foot troubles, **without charge.** Call or write for booklet.
DR. ALFRED CHARLES LEVY
CHIROPODIST
1576 Broadway, above 47th St.

PACH BROTHERS

The pleasing features of our photo-portraits make satisfied patrons.
570 FIFTH AVE.
PHOTOGRAPHERS

Luscious! Try Them

SALTO-NUTS, $1.25 Lb.
ITALIAN CHOCOLATES, 80c.
He Pays the Parcels Post. Write for free Hatch-Booklet "T."
2 B'WAY STORES:
30th St. & 45th St.



Beauty and Quality In Imported China and Table Crystal

The exclusive designs, richness of color treatment and incomparable beauty of our imported French, Bavarian and English China and Table Crystal have created an insistent demand for them by those who prize beautiful table service.

We have a wide variety of original shapes and designs to be decorated to order in pure coin gold and silver or meissen colors at

Special Reductions of 10%

Gold Encrusted Sets

6 Service Plates.....$18.00
12 " " 36.00

Silver Encrusted Sets

6 Service Plates.....$15.00
12 " " 30.00

Monogram Sets

7 Piece Limoges Salad Set....$9.45
14 " " Coffee Set....15.95
14 " " Chocolate Set.21.95
34 " Breakfast Set.....25.50
33 " 5 o'Clock Tea Set...24.75
50 " Luncheon Set.....41.50
100 " Dinner Service.....67.50

Monogrammed Crystal Sets

12 Piece Sherbet Set.....$13.75
12 " Cocktail Set..... 16.50
24 " Grape Fruit Set..... 36.00
36 " Complete Service.... 34.50

Our exceptional workmanship and close attention to detail insure marked distinction in every set and unexcelled wearing qualities.

ART CHINA IMPORT COMPANY
Dept. P, 47 W. 36th St., New York,
(Bet. 5th and 6th Avenues.)

Annette

EXCLUSIVE STYLES
FORMERLY AT
27 West 38th Street, New York
Has removed her shop to
20 West 57th Street
with an extensive line for
Southern and Spring Wear

Smart Frock Developed in Printed Tuscan

Kimono cut bodice in coatee effect. Yoke and frill of dainty shadow lace outlined with novelty buttons. Double bouffant tunic edged with piping of white crepe. White crepe skirt finished with buttons of Tuscan.

Broad belt of velvet ribbon emphasizes a slightly raised waist-line.

Colors: — Rose, Blue, Tuscan, Black-and-White, and Tuscan.

SPECIAL $23.75

Cotton Frocks . . $8.75
Silk Afternoon Dresses 25.00 } Up
Evening Gowns . . 25.00
Suits 25.00

Telephone 112 Plaza

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Secretaries are efficiently equipped for business life. Thru their associations with executives, they gain a valuable knowledge of the broader field in commercial practices.
The Knickerbocker Secretarial Course is complete in every way, embracing all the important branches of the profession, viz:—Stenography, Touch Typewriting, English, Social Amenities, Office Practice, Secretarial Accounts, Etc.
Write or call for further information
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D. McCLELLAN SMITH, Director,
489 Fifth Avenue, N. Y.
Commercial, Literary, and Social Secretaries furnished.

WOMEN'S RIGHTS: A portrait of the man, made by a man, for the woman.

PIRIE MACDONALD
Photographer-of-Men
Fifth Ave at Forty-seventh St

Begin a Woodbury treatment tonight.

Have You Ever Used a Soap Prepared by a Skin Specialist?

If not, you do not know how beneficial a soap can be.

For thirty years, John H. Woodbury made a constant study of the skin and its needs. He treated thousands of obstinate skin diseases, made countless skin tests, until he evolved the formula for Woodbury's Facial Soap.

In the 12-page wrapper around every cake of this soap the causes for all common skin troubles are given—conspicuous nose pores, sallow skins, blackheads, etc.—and the proper treatment to relieve them.

If there is any condition of your skin that you want to improve, get a cake of Woodbury's today and follow carefully the directions given in this wrapper. In ten days or two weeks your skin will show a marked improvement—a promise of that lovelier complexion which the *steady* use of Woodbury's always gives.

Woodbury's Facial Soap costs 25c a cake. No one hesitates at the price after the first cake.

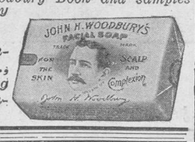
Woodbury's Facial Soap

For sale by dealers throughout the United States and Canada

Write today for samples

For 4c we will send a sample cake. For 10c, samples of Woodbury's Facial Soap, Facial Cream and Facial Powder. For 50c, copy of the Woodbury Book and samples of the Woodbury preparations.

Address The Andrew Jergens Co., Dept. 21 E., Spring Grove Av., Cincinnati, Ohio.



Blyn-Plan Nature Shoe

Patent Colt and Gun Metal For Children
Sizes
5 to 8 ... 1.75
8½ to 11.. 2.00
11½ to 2.. 2.50

Tan Russia Calf
Sizes
5 to 11.. 2.00
11½ to 2.. 2.50

Button and Blucher Styles

10c extra by mail anywhere in the United States.

BLYN PLAN SHOES for aggressive, progressive, alert children. Foot discomforts retard progression and take from the child's natural alertness. **BLYN PLAN SHOES** mean perfect feet, natural activity, and bodily health.

Red Cross Shoe

"Bends with your foot." For Women

The shoe that follows every movement of the foot. It has a medium weight sole as flexible as a thin sole. Smart style is combined with absolute foot ease—a comfort condition possible only in Red Cross Shoes.

In Greater New York at Blyn Stores only.

"It bends with the foot."

Fashionable New Models $4.00

J. Blyn & Sons GUARANTEE SHOE CO.
Mail Order Dept. 2240 3d Av.

West Side Stores: 222-224 W. 125th St. | 6th Av. & 27th St. | 8th Av. & 39th St.
East Side Stores: 3d Av. & 122d St. | 3d Av. & 86th St. | 3d Av. & 150th St. | 162 Bowery, nr. Broome
Brooklyn Stores: B'way, bet. Park & Ellery Sts. | 485 Fulton St., opp. A. & S. | Broadway, near Greene Ave.
Factory: 511-519 East 72d St.

E. CHARLES

READY-TO-WEAR DEPARTMENT
The Dainty Dress & Suit Co.
(Miss Marguerite, Mgr.)

EXCLUSIVE FROCKS
For Women & Misses
Either
Made-to-Order
or
Ready-to-Wear
Fashionable Gowns
From $7.50 to $12.50, $18.50 up to $45.00
Smart Tailored SUITS
From $16.50 to $22.50, $24.50 up to $45.00
Including
Maternity Styles

No. 1127, (as Illustrated.) Fashionable AFTERNOON GOWN of Blue Chiffon Taffeta, with lace draped front, short sleeves, trimmed with lace, pretty belt of taffeta to match gown; skirt charmingly draped; all colors..... *12.50*

P.O. Money Order must accompany Mail Orders
E. CHARLES BUILDING
62 West 47th St. N. Y. CITY Dept. M.

Price $9.00

A BOON To Sufferers From Foot Troubles
Jack's Improved Pedic Arch Shoes
495 Sixth Ave.,
Bet. 29th and 30th Sts.
JACK'S

MEXICAN CURIO SHOP and TEA ROOM

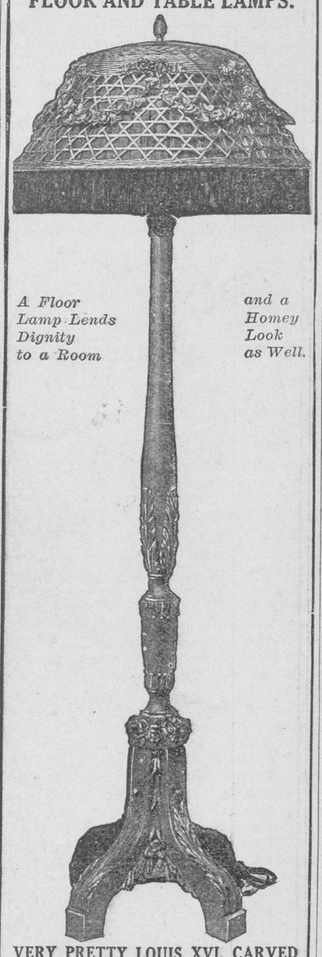
A delightful place to shop and dine.
3 W. 39th St., N. Y.

A SIX-DAY SPECIAL SALE

Beginning Tomorrow, Feb. 2nd,
OF HIGH CLASS PERIOD, FLOOR AND TABLE LAMPS.

A Floor Lamp Lends Dignity to a Room

and a Homey Look as Well.



VERY PRETTY LOUIS XVI. CARVED ELECTRIC FLOOR LAMP—IN ANTIQUE GOLD.
SALE PRICE, $45.00 COMPLETE
Reg. Price $63.00.
(As shown or with Plain Silk Shade.)
Similar Reduction in all Our Lamps for This Week.
J. MAURAD CO.,
32 W. 45 St.

Ovida Reducing Brassiere

When Worn Reductions Range
2 to 4 Inches

36 bust to 34 — 44 bust to 41
38 bust to 36 — 46 bust to 42
40 bust to 37 — 48 bust to 44
42 bust to 39 — 50 bust to 46

Constructed of **Elastricot**, a specially woven elastic fabric of exceptional softness and flexibility and scientifically contoured to Nature's model, **the Ovida** is the acme of Style, Comfort and Hygiene.

Made in all styles for all figures and all occasions, with or without shoulder straps. The Trade Mark **OVIDA** is a guarantee of style, quality and fit. INSIST upon the **OVIDA.**

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Ask YOUR OWN DEALER to order an OVIDA for YOUR approval. You will realize the very first minute you put it on that it is the most ideal FIGURE SHAPING and HEALTH MAKING GARMENT ever Invented.

Illustrated Style Book G—Mailed FREE

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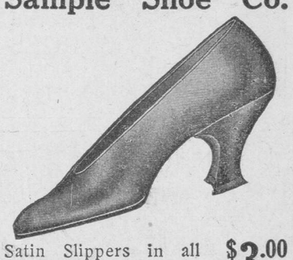
15-17 West 38th Street New York

L. M. HIRSCH Sample Shoe Co.



Satin Slippers in all staple and new colors, **$3.00**

We carry in stock a complete line of the above in Black, Blue, Pink, White, Silver Gray, Gold, Emerald Green, Nile Green, Lavender, Yellow and American Beauty.

Silk Hosiery to match, 95c. and $1.50

404-406 Sixth Av., N. Y., Bet. 24th & 25th Sts.

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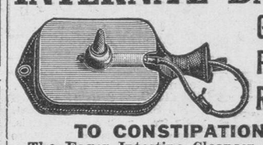

Gives Prompt Relief
TO CONSTIPATION

The Eager Intestine Cleanser (a syringe operated by weight of the body) gives immediate relief without medicine, washing your intestines clean. You want the best. WE HAVE IT. Investigate before buying any other.

Complete outfit, $5; the combination, $3, fits All water bags. Send to Dept. T for FREE Booklet.

EAGER COLON CLEANSER CO.,
737 Washington Avenue, BROOKLYN, N. Y.

NADINE RUBENS

School of
DANCING
34 West 56th St.
Studios for Parties and Teas.
Telephone Plaza 7330.

Peck & Peck

Sale of Stockings

Regular Half-Yearly Sale Beginning
MONDAY, FEBRUARY 2nd
20% DISCOUNT

Will be deducted from sales slip of every purchase on *all* hosiery in stock, except those listed below, which will be closed out at net prices—no discount, but

at far greater reductions

At **39c** — $4.50 the Dozen
For **WOMEN:** Medium and light weight lisle stockings, black and colors, double sole and top, and excellent wearing. Former prices 50c, 69c and 75c the pair.
For **MEN:** Lisle socks with silk clocks in black, tan, gray and navy. Also medium weight; excellent wearing black silk lisle socks, and many other odd lots in black and colors. Former prices 50c, 69c, and 75c the pair.

At **45c** — $5.00 the Dozen
For **MEN:** Odd lot—300 dozen imported clocked and fancy lisle socks. Black and colors. Were $1.00 and $1.25 a pair.

At **79c** — $4.50 the ½ Dozen
For **WOMEN:** Our excellent $1.00 silk stockings with lisle tops and soles, in black and 53 colors.
For **MEN:** Good weight; regular $1.00 silk socks, black and all colors; and a fine assortment of $1.00 and $1.50 lisle socks, plain and fancy.

At **$1.35** — $8.00 the ½ Dozen
For **WOMEN:** Heavy weight, pure silk stockings in black, white, and all colors, with cotton soles and tops. All silk also, if desired. Regular $2.00 quality.
For **MEN:** Heavy weight silk socks, black and all colors. Regular $2.00 quality.

EXTRA SPECIAL FOR MEN

At $1.65 the pair or $19.00 the dozen.
Discontinuation of a good weight black silk sock, with or without cotton soles. Regular price $2.50 the pair.

MEN'S SILK NECKWEAR

All of our scarfs, plain and fancy. Formerly $1.50, at 85c each, or $5.00 ½ dozen.

Complete stock of hand-knit and English Spitalfields Silk Scarfs. Were $2.50 and $3.00, at $1.50 each.

These are regular qualities—at reduced prices.
You can economize by buying now for future use.
Prompt attention to mail orders.

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588 Fifth Ave., at 48th St. — 448 Fifth Ave., at 39th St.
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New York

TINDALE MUSIC CABINETS

This Cabinet (Style E) is decidedly an ornament to the music room; built on simple lines, not over ornate. Capacity of 700 pieces of music. Every copy instantly at hand when wanted. Mahogany, $29; Fumed or Early English Oak, $25.

Useful for filing sheet music, manuscripts, photographs, sketches, curios, engravings, etc., etc.

There are a dozen styles and sizes of Tindale Cabinets, from $15 to $95.

Call and see these Cabinets, or ask us to send you Folio or Designs of No. 4.

TINDALE CABINET COMPANY,
Salesrooms: No. 1 West 34th St., New York.

PEARLS

IN ROPES, COLLARS, RINGS, BAR PINS, SCARF PINS, BROOCHES, PENDANTS, Etc., ON SALE AT GREATLY REDUCED PRICES,

owing to removal and merging of our 34th Street and Fifth Avenue Stores to our new building on Fifth Avenue.

SALE AT BOTH STORES.

Frederics
Jeweler and Pearl Maker
Stores at
479 Fifth Av., at 41st St.
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Opp. Waldorf-Astoria.
New York.

For the Woman who Cares

The only GUARANTEED SANITARY POWDER PUFF

HYGIENOL GUARANTEED STERILIZED **POWDER PUFF** IN SANITARY ENVELOPE

4 SIZES—10c—15c—25c—35c

The **Hygienol** *(guaranteed sterilized)* **Powder Puffs** are French made, of the finest lamb's wool, thoroughly sterilized by special process and sealed in sanitary envelope in our own laboratory. No woman who values her complexion can afford to risk the infection of dangerous skin diseases, which the use of unsterilized powder puffs makes possible. The **Hygienol** *(guaranteed sterilized)* **Powder Puff** costs no more than the usual factory made product. For your own protection insist upon your dealer giving you **Hygienol**—the guaranteed sterilized **Powder Puff.**

If not at your dealer's, we will send direct. Enclose 3c extra for postage.

MAURICE LEVY
(Importer of the famous "CREME SIMON," sample of which will be sent for 10 cents.)
15 West 38th Street, New York City.

BERTHE MAY'S Maternity CORSET

The only corset of this kind made for its own purpose—can be worn at any time, allows one to dress as usual and preserve a normal appearance.

Prices from $5 to $18

Mail orders filled with complete satisfaction. Call at my parlors or write for **Booklet No. 21,** which is sent free in plain envelope.

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10 East 46th St., New York
(Opposite the Ritz-Carlton)

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FACE SPECIALIST
381 5th Ave.
Facial Treatment as Used in Most Exclusive Circles in France.
Mme. HELENE
is now located at the Alice Maynard Store, 381 5th Ave.
Here she demonstrates what purely scientific method does toward restoring the contours of youth and improving the facial expression.
References from families of highest standing, proclaiming her work the most skillful of the day.
ONE TREATMENT WITHOUT CHARGE

PRETTY HANDS and MYSTIC CREAM

go hand in hand. You can not have one without the other.
Wonderful for Chaps and Roughness.
Write for free trial box today
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LADIES' FRENCH SHOP.
Artistic Hair Goods every description. Transformations our specialty. Hairdressing, Shampooing, Manicuring, Facial and Scalp Treatments. For Gray Hair use my ORIENTAL POWDER; contains no harmful ingredients.

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