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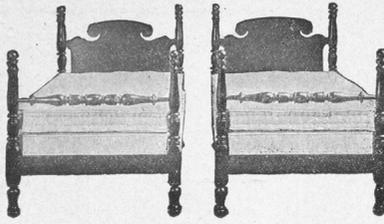
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# The February Sale at Hathaway's

Reductions Are In Effect Beginning Tomorrow, January 24th.



Solid Mahogany \$17.50 each Other bedroom pieces to match. Also a variety of other Four-Post Beds.



\$30.00 in Denim Also several in Velour at \$37.00.



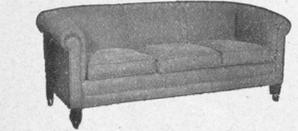
\$59.00



\$55.00



\$11.50



\$65.00

This sale is to be a fitting climax for the most successful Fall and Early Winter Season in our history. As an assurance of this, we are offering a selection of furniture for every room, which for scope and price scale surpasses all our former sale offers.

Twenty Designs in Dining Suites. Thirty Designs in Bed Room Suites. Davenport of Twelve Models. Bookcases, Tables, Desks, Chairs and smaller pieces in equal profusion.

Besides the suites, there are many separate dining and bedroom pieces at particularly low prices. Practically all the Period Patterns are represented, in Mahogany, Walnut, Oak and Enamel. All the illustrated pieces are in Mahogany. They are fair examples of the values that are in evidence throughout.



10-Piece Dining Suite, Adam Design, Solid Mahogany, \$255.00

This includes the 72-inch Sideboard and 54-inch Extension Table. If preferred 84-inch Sideboard and 48-inch Extension Table can be furnished. The individual pieces are priced correspondingly low.



Chair or Rocker, \$22.50 in Tapestry.



\$9.50



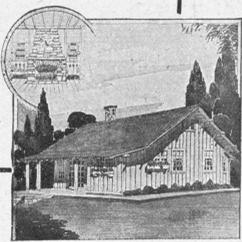
\$26.50



\$14.50

## W.A. Hathaway Company

62 West 45<sup>th</sup> Street, New York.  
"Furniture of the Better Kind."



## THE CHALET

One of the New Designs in Bossert Redibilt Homes  
"Not Even a Nail to Buy."  
At a clear saving of 95% on labor alone, Redibilt Homes are stronger, stancher than any house built by any other method. Withstand storms, rain and wind like a seagoing ship. Built on exactly the same principle.

### The Reason

Redibilt Homes are built of sections—not merely of nailed-together lumber, but sections that are mortised and tenoned, tightly fitting one into the other. Then they are bolted together. Is anything stronger imaginable?  
Each section consists of 2 heavy walls, separated by a 3/8-in. air chamber, which in turn is insulated by a lining of heavy felt paper. Constructed like a hollow tile, with the extra insulation added.  
A vast array of special machinery makes the accuracy of fit and the low cost of Redibilt sections possible. The cost of duplicating a Redibilt Home by hand labor would be prohibitive.  
Full information, construction details, new 1 1/2 and 2 story models, and prices in our new, large catalog just of the press. Write for it today.

LOUIS BOSSERT & SONS  
Builders of Bungalows for 25 years.  
1319 Grand Street Brooklyn, N. Y.



### In anticipation of the convenience of patrons who are visiting PALM BEACH, we have opened there a shop with the following special selections of Silk, Lisle and Wool Hosiery for both Men and Women.

Interesting Importations in Sport Hosiery, for Golf, Tennis, etc.  
Distinctive Novelties in Bathing Stockings, Exquisite Originations in Silk Hosiery for Dancing and Evening Wear. Also Exclusive Neckwear for Men.

With references, we will be glad to open charge accounts, or to send selections on approval to travelers in any part of the world, and any or all selections may be returned at our expense.

PECK & PECK  
EXCLUSIVE HOSIERY  
448 5th Ave., at 39th Street  
586 5th Ave., at 48th Street  
NEW YORK CITY



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.

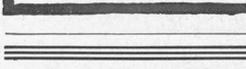
### SPECIAL OFFERS

The following specials are offered to prove to you the high 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) by cutting, you will doubly enjoy No. 4711 Depilatory.  
Salpiglossis—One packet each of Purple King, Pink, Light Blue (reined gold), Golden Yellow, Scarlet, Brown and Gold. (6 packets in all).....50c, prepaid  
Giant Sweet Sultan (Centaura 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 Aster, 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 & Water Co.  
30-32 Barclay Street, New York



## Dame Fashion Decrees

That you shall show those aluring arms—show them simply and exquisitely bare in the evening and with but a filmy lace shield for the daylight hours.  
Which means, of course, a forearm and underarm as smooth and soft as your cheek. 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 doubly enjoy No. 4711 Depilatory.  
Made and guaranteed by the manufacturers 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 drug store or druggist.

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



Reading Chaise Longue  
A comfortable and artistic piece of furniture for your home.  
It is upholstered on the best steel tempered springs to insure durability for mixing and applying, and full directions. A visit to our store would surely impress you.

Covered in Denim or Cretonne \$30 to suit. Price, \$10 additional.

Prior to stock-taking we have made invitingly low-price reductions throughout our entire stock of Bed-room, Dining, Living Room and Odd pieces. A visit to our store would surely impress you.

Geiger & Braverman  
Furniture Company  
49-51 West 23d Street  
Send for our folders

# HOW I AM HELPING THOUSANDS OF WOMEN TO BE MORE ATTRACTIVE

To Show That You Can Surprisingly Improve Your Appearance, I WILL GIVE YOU A 50c BOX OF FACE POWDER and Lead You Awhile My Full Three-Part Course of Instruction on "HOW TO BECOME BEAUTIFUL, FASCINATING AND ATTRACTIVE," as explained below

## FREE

By Mlle. Simone Mareix.

How often have you looked in the mirror and said to yourself, "I wish I knew just how to have a perfect complexion, a smooth, soft skin, an abundance of wavy hair, well arched eyebrows, long, curly lashes, and that fascinating presence which wins such admiration."  
Nature intended every woman to be as beautiful as she can make herself. But success depends in knowing just how to go about it in the Right Way. Of course you want to know the Right Way. Then read—

I should certainly never have been able to win two International Beauty Prizes unless I had known the Right Way, and it is this which I give you in detail in my "Three-Part Course of Instruction." You will find there the "Why" and "How" of the "What to do," and the "How" on every conceivable subject relating to the improvement of your appearance. I will tell you the real secrets which I received from my mother and scores of other such valuable aids to beauty that many who had given up ever looking fresh and youthful again now say they would like to read my Course and avail yourself of my free face powder offer—simply cut out and send me the coupon below. SEND NO MONEY—not even a postage stamp. Keep the Course for three days after you receive it, and if at the end of that time you are convinced that it will wonderfully aid you in making yourself more beautiful, youthful, fascinating, and so that you may select the one best suited to your skin and complexion. Then, if you decide to keep the Course, you can let me know the kind and color you prefer and I will send you a regular 50c box free.

Do not decide as to whether you want my Course or not from the short description given in this paper, but send for it and look it over at my expense, then decide. The information you will receive from reading it and the free six packets of powder which I send you with the Course will certainly far more than compensate you for your trouble in writing. Address Mlle. Simone Mareix, Dept. 9234, 20 West 22d St., New York. Be sure to cut out and mail the free face powder and beauty coupon below today.

### Free Face Powder and Beauty Book Coupon

SEND NO MONEY—merely cut out and mail this coupon with your full name and address to Mlle. Simone Mareix, 20 West 22d St., Dept. 9234, New York. I will then mail you my free six packets of face powder FREE and my course of Beauty Instruction on approval.

Name .....

Address .....

NOTE.—Both Poudre Fascination and Poudre Petalinas are creations of Virgil of Paris whose name is well known throughout France for his remarkable creations for preserving the beauty and youthful appearance of women, and for beautifying their skins and complexions. They are for sale by all leading Drug and Department Stores wherever in the U. S.

### Partial List of What This Course Tells You

How to:

- Make a k e yourself look years younger.
- Whiten, soften, beautify and refine the skin.
- Beautify your eyes, lashes and thereby make your eyes more attractive.
- Make your hair beautiful, soft, and fluffy, and keep it in curl for practically a week at a time.
- Overcome a shiny nose.
- Give your neck a beautiful appearance, tone up a flabby skin.
- Overcome rough, red, chapped hands, and keep them beautiful, soft, and white, even when doing housework.
- Hints to wives in regard to husbands. How to acquire a charming personality; how to dress economically and attractively, etc., etc.

## Period Furniture

GRAND RAPIDS FURNITURE Direct from Factory.

### CLEARANCE SALE

To Close Out at Once  
Our entire stock of the better grade of Fumed Oak

### MISSION FURNITURE

- Side Chairs from \$2.00 to \$6.50—formerly \$3.50 to \$13.00
- Arm Chairs " 4.00 " 8.50 " 7.50 " 18.00
- Rockers " 5.00 " 9.50 " 8.50 " 19.00
- Majority of chairs have genuine goat skin automobile cushion spring seats.
- Library and Living Room Tables from \$4.00 to \$20.00—formerly \$7.50 to \$40.00
- Settees " 8.00 " 16.00 " 16.00 " 32.00
- Magazine Stands " 4.00 " 6.00 " 7.50 " 11.00
- Umbrella Stands " 2.50 " 6.00 " 5.00 " 12.00
- Cellarettes and Humidors " 7.50 " 10.00 " 15.00 " 20.00

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

## "For the Woman who cares"



## PLEXO CREAMS

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 & 50c.

**Greenless Cream** Cleansing Cream  
Protects the skin from chaf and wind burn; imparts to the complexion the velvety bloom of youth.

**PLEXO EVENING WHITE**—Imparts that soft, pearly white tone to arms, throat and shoulders. Unsurpassed for the evening toilette and dancant. DOES NOT RUB OFF and absolutely defies detection. Easily applied with a damp sponge. An absolutely harmless cream. 35c. Per Tube. At Drug and Department Stores.

## VARGA



Platinum and 25 Diamond Scientific Earrings, \$210. Exclusive Workmanship, \$210.

Varga Pearl, 14-k. G. Engraving at side, \$115. In Platinum, with six diamonds, \$52.

Earrings—Highest quality Varga Pearls—Real diamonds, in Platinum, 14-k. G. backs, \$80. Exclusive Workmanship, \$210.

A large selection of finest Varga loose Pearls, in every quality and color—to match genuine necklaces—always on hand.

Scientific Pearl Studs, 14-k. Gold mounting, set, \$10 and Remounting and Remodelling a Specialty. Catalogue sent on request.

VARGA 563 FIFTH AV., Bet. 46 & 47 Sts.

## 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 complacency, with the

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

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 30 STARTED BULBOUS PLANTS, 5 Valleys, 6 Hyacinths, 3 Daff., 3 blue Scillas, 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 the chance. Sent \$1.00 and your address at once to HERRMANN'S, 140 E. 34th St., New York

## Stoilet

Pronounced (VE-O-LAY)  
Paris, France

Toilet and Bath Soaps  
Manufactured and marketed for over one hundred years  
Only the finest grades

## BATH SOAP

Large 8oz. oval square tablet. Most remarkable soap made for the price.

Rose, Verveine, Almond, Lavender, Eau de Cologne 25c. each

Wrapped Toilet Soap in Violette, Rose, Santal, Bitter Almonds 25c. each

ROYAL DE THRIDACE 50c. per cake

No. 51 COLD CREAM (solidified) Finest soap in the world 50c. per cake

AMBRE ROYAL \$1.00 per cake

BOUQUET FARNÈSE \$1.75 per cake

AMOROSA \$2.00 per cake

These soaps are from twelve to eighteen months maturing, and are all SOAP; hence the economy. A smooth, delightful lather, and the satisfaction of using the BEST. Ask for VE-O-LAYS.



## SHUBINE ROYAL

FRANK M. SHUBINE & CO. 110 W. 31st St., N.Y.C.

## SUPERFLUOUS HAIR

cannot be permanently removed. It may be dispelled without irritating the skin and its future growth retarded by the occasional use of

Empress Hair Remover  
A liquid compound of soothing oils, harmless and antiseptic. Bottle 50c & \$1. At leading drug and department stores. Descriptive leaflet on request. Trial Bottle from Mr. E. E. Empress Mfg. Co., 36 W. 20th St., N.Y.

## The Importers of Lindt Chocolate

The Eating Chocolate de Luxe

announce that owing to the European War and the subsequent increased cost of all ingredients they are compelled to advance the retail price of this incomparable confection.

Lindt Chocolate may be had of all good dealers at \$1.20 per pound.

Lindt Chocolate Co., Inc.  
18 West 21st Street, New York.

## HENRY NOCKIN

"The Leading Up-Town Jeweler"  
84th St. at Broadway  
Diamond GUARD RINGS



Six Diamonds Set in Platinum \$22.00

5 Diamonds, \$30.00. 7 Diamonds, \$35.00.

## Strength Need

not be clumsy—grace need not be fragile.

There's more strength and protection in the gracefully shaped Blyn Plan. Nature Shove than in the clumsiest brogan that ever tortured a child's foot.



Patent Colt For Children and Gun Metal

Sizes 5 to 8... 1.75  
8 1/2 to 11... 2.00  
11 1/2 to 2... 2.25

Tan Russia Calf Sizes 5 to 11... 2.00 10c extra by mail

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. Blyn & Sons  
GUARANTEE SHOE CO.  
30 Av.

West Side Stores: 222-224 W. 125th St., 8th Av., at 27th St., 8th Av., at 38th St., Brooklyn Broadway, bet. Park & E. 11th St., 412-414 Fulton St., opp. Bridge St., Stores: Broadway, near Greene Ave.

East Side Stores: 8d Av. & 122d St., 3d Av., near 88th St., 3d Av., 159 & 151 St., 162 Broadway, nr. Broome

Thousands of splendid jewelry gifts for Birthdays, Prizes, Graduations, Weddings. CHAS. L. TROUT CO. \$1 to \$10

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Japanese 2 1/2 in. D. Call, write or phone Rose Gold, 3 Dize for free catalogue of goods. 10c Solid BLUE BOOK of Gold, \$15.25; 14K silverware, watches, Solid Gold, \$19.00 cut glass, ivory, novelties. You save one-third at WHOLESALE PRICES.

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