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# The Nestlé Permanent Hair Wave



Before Waving

THIS discovery is becoming more and more popular. Even our London records of permanent waving were broken by the New York establishment which is summer. And we had to select our public. We discouraged every client who desired the well-known "frizz," which is made by twisting the hair in rope fashion over hair curlers much too thin for human hair not to be injured by them in time. The "frizz" is, of course, most effective, but it means this to human hair:



Nestlé Waved

When you rub a smooth piece of paper between the palms of your hands you get visible creases. These creases weaken the paper and similarly "frizzy" hair has its cortex creased. It is weakened and in many instances breaks off some time after. The "frizz" is done by people, generally hairdressers who own and speak of "waving machines." It is the result of machine work, and not of brain and knowledge. The Nestlé method never gives a single crease to the hair cortex.

The transformation of straight hair into wavy character is absolutely on scientific lines which must be beneficial to every hair no matter how often such hair is waved. Does the reader know why there is such a thing as naturally curly or wavy hair? Don't guess, but read the solution in Mr. Nestlé's booklet on this subject, supplied free of charge. Mr. Nestlé, the original discoverer of the permanent waving principle and the principle of the curly hair growth on children, is the first scientist to give a definition and to prove it. At our London and New York establishments the straightest and longest hair is transformed into naturally wavy within two hours. It can then be washed; neither sea-water, hair lotions, steam of the bath, or any other application of humidity influences it. Indeed, if human hair did not grow away from the head, one application of Nestlé Permanent Waving would be the waving of a lifetime. It is only owing to the fact that our hair grows about one-half an inch per month that this waving has to be repeated again from time to time. Over 50,000 heads have now been treated by the inventor and his staff since permanent waving first became public in 1905 in London. It is the only waving applied to most of the crowned heads of Europe. It may, in fact, be called the solution of the straight hair problem for those who are able to avail themselves of it. The cost for permanent waving is according to the quantity waved. It can be had from \$12.00 upwards.



## The Nestlé Waving Home Outfit

Ladies desiring to wave their own hair are offered our Home Outfit. This contains the replica of our own method and implements. The heating agent required is taken from any electric lamp and the heat that reaches the hair is actually less than that required for ordinary iron waving.

Mr. Nestlé who is in attendance personally in New York, sees to each sale of a Home Outfit and gives exact directions, as a pattern curler is given, showing how the hair for which the Outfit is purchased should be wound. The guarantee which goes with this Outfit is that any hair for which the Home Outfit has been sold can be successfully waved by the means of the Home Outfit. Over 2,000 of these are in actual use throughout the United States and Canada. Its price is \$15.00. This article is not sent on approval and money cannot be returned on any ground except where it can be shown that the article could not answer the purpose for which it was sold. Intending purchasers should apply for our coupon on which particulars must be given for our experts' guidance, and also a sample of the hair should be supplied. The Home Outfit is guaranteed to be absolutely harmless.

## The Nestlé Treatment for Children

Every mother knows that baby's hair can be made to grow naturally curly if she only knows how to go about it. She knows that others have done it. Mr. Nestlé in his booklet will tell you how. Any baby's hair will grow curly if it is helped to grow on the lines given by Mr. Nestlé. More than 10,000 mothers are treating their children by the Nestlé Treatment. Illustrated booklet free.

Apply for our illustrated and free explanatory Booklet.

## C. NESTLÉ CO.

657-9 Fifth Avenue, Corner 52nd Street, New York  
Telephone Plaza 6541  
London, 48 South Molton St. and 43 Dover St.  
Pupils of good education between the ages of twenty and thirty-five are now instructed by Mr. Nestlé in permanent hair waving as a profession.

# LILY OF FRANCE CORSET

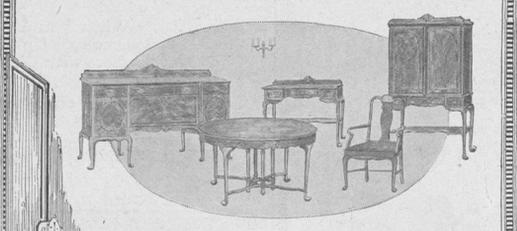


THE BEAUTY OF LILY OF FRANCE CORSETS is not mere surface beauty. They are beautiful, throughout in design, in material, in workmanship, in fit. Their French smartness is very real. They appeal to the eyes through their exquisite artistry. And they appeal to the body through their gracious comfort, durability and supreme style. \$3.50 to \$35.00 at quality stores. Handout booklet showing the new Fall styles sent you on request.

LILY OF FRANCE CORSET CO. INC.  
20 West 22nd St., New York.

THE QUALITY of Kellner furniture, the wide selection afforded by our exceptionally large stock, the courteous attention and advice of experienced furniture men are part of the service rendered our customers.

Plus—the very important factor of MODERATE PRICE



Queen Anne Dining Room Suite in \$475  
American Walnut—Buffet 72 inches.

The 25 rooms completely furnished will prove interesting and instructive.

## KELLNER BROS.

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

## 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 OCEAN FISH, choicer than any inland dealer could possibly furnish.

WE sell ONLY TO THE CONSUMER DIRECT sending by EXPRESS RIGHT TO YOUR HOME. We PREPAY express 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.

FRESH LOBSTER is the best thing known for salads. Right fresh from the water, our lobsters simply are boiled and packed in PARCHMENT-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 clamchowder.

FRESH MACKEREL, perfect for frying, SHRIMP to cream on toast, CRABMEAT for Newburg or 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.  
109 Central Wharf  
Gloucester, Mass.  
Please send me your latest Fish Price List.

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

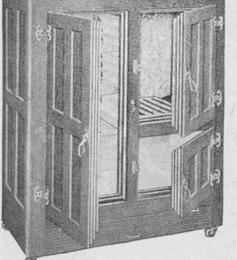
## Season-End Clearance

of the world-famous

## BOHN

Syphon and Sanitor

## REFRIGERATORS



Rather than carry our present stock through the Fall and Winter months, we have decided to offer every model at a price radically reduced from the list.

35% to 50% REDUCTIONS

Bohn Syphon Refrigerators start at \$25.00 (list \$50.00) and range up to \$110.00 (list \$220.00); ice capacity 75 to 325 lbs.

Bohn Sanitor Refrigerators start at \$34.80 (list \$55.55) and range up to \$185.50 (list \$390.00) ice capacity 100 to 475 lbs.

Bohn refrigerators are recognized the world over as the standard of scientific refrigerator construction. The Bohn Refrigerating System is used in the refrigerator and dining cars of practically every railroad in the land. A chance to secure one of these superb refrigerators at such discounts as we are now offering is a rare opportunity, and one of which you should take advantage!

DELIVERY AT YOUR CONVENIENCE. A small deposit with your order will ensure delivery any time that suits your convenience. If you cannot call, write or telephone for our handsome catalog. Remember, we are the manufacturers, not middlemen.

White Enamel Refrigerator Co. of N. Y.  
53 West 43d St. (Phone Bryant 7817).

# VACUUM CLEANERS

Our Annual Sale of  
at BIG REDUCTIONS is now on  
THIS IS THE GREATEST SALE EVER KNOWN IN THE HISTORY OF THE VACUUM CLEANER BUSINESS  
Largest assortment in the world to select from. The sensational reductions apply to seventy-five different kinds of brand new hand power and electric vacuum cleaners, latest models. Every known make of cleaner is on our price lists. NOTHING RESERVED.

**HAND POWER CLEANERS**

Duntley Combination Vacuum Cleaner and Carpet Sweeper	REGULAR SALE PRICE \$7.50	PRICE \$3.95
Bissell Combination Vacuum Cleaner and Carpet Sweeper	9.00	6.90
Gem Long Tube Style	10.00	6.90

**NOTICE**  
Lack of space prevents advertising all cleaners. If the cleaner you want is not mentioned, send for our complete price list of sale prices. (Use coupon below.)  
We Pay Express Charges to Any Part of the U. S.  
Any Cleaner that we recommend we will sell on installments, and allow 10 days' FREE TRIAL

**ELECTRIC POWER CLEANERS**

Hot Point	REGULAR PRICE \$25.00	SALE PRICE \$19.75
Frantz Premier	30.00	23.75
Western Electric No. 11	32.50	26.75
Magic	38.00	29.50
Baby Hoover	47.50	39.75
Royal	32.50	26.75
Cadillac	30.00	24.75
Ohio	32.50	25.75

## Here are the two biggest "hits" of the year:

"Twin" Hand Power Cleaner.  
Sale Price \$6.90  
Regular Price \$10.00

The "Imperial" Model C Electric  
Sale Price \$24.75  
Regular Price \$32.50



If you have not already decided to purchase some other make of cleaner we would strongly advise you to try one of these two cleaners. Our opinion as Vacuum Cleaner specialists is that these two cleaners are the best that can be obtained at any price for home use, and we ought to know.  
FREE TRIAL We will gladly ship either of these 2 cleaners express paid on 10 days' free trial, no money in advance. Please mention this advertisement.

In connection with above sale of new Cleaners we are having a sale on agents' samples, shop-worn and used Cleaners.  
Arnold Electric was \$31, now \$7.  
Richmond Electric was \$35, now \$10.  
Europa Electric was \$35, now \$15.  
Frantz Premier Electric was \$25, now \$12.  
These Cleaners positively will be sold only to customers calling at our 42d St. office. We Rent and Repair All Makes of Cleaners.

Send coupon to-day for free copy of "How to Select a Vacuum Cleaner." You also can have the benefit of our many years' experience handling all kinds of Vacuum Cleaners. Ask all the questions you wish.

## Muenzen Specialty Co.

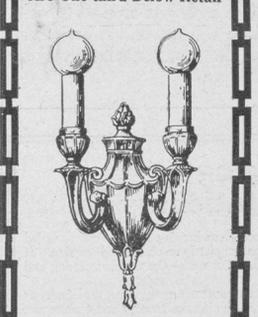
131 W. 42d St., One Flight Up, Between Broadway and Sixth Ave., Phone 6310-6311 Bryant.  
Downtown Branch, Booth 53, Hudson Terminal Concourse, 30 Church St.  
Take Subway to Times Square. Mail this Coupon NOW lest you forget.

**FREE COUPON NO. 13.**  
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.

## Dale Prices

Are One-third Below Retail



The low prices of Dale Fixtures are possible because we sell direct from our own factory. The talent of our designers and the skill of our craftsmen assure you of exclusive designs superbly executed. Our lighting engineers are prepared to assist you with expert advice free of charge. Complete line of Portable Desk, Table and Floor Lamps. Write for New Catalogue No. 20, or, better still, call at our showrooms.

109 West 13th St., New York, 1 Door West of 6th Ave.  
Dale Lighting Fixture Co.



Pebeco Tooth Paste drives out lingering sleep-tastes, purifies the breath and stimulates the blood-flow in the gums. The use of Pebeco is a morning-and-evening delight. It is so different.

## PREPARE!

Plant in bowls and pots, in water or in fibre. Paperwhite Narcissus, the sweet white for Thanksgiving! Golden Sun Narcissus, the sweet yellow for Christmas! Roman Narcissus, sweet, white double gardenia-like, with yellow for New Year! New stock from France is excellent! Of the Herrmann Standard "None Better." Mammoth Bulbs of any of the three varieties, separate or mixed. 6 for 30c., 12 for 50c., postpaid; one quart of fibre free. We believe in our fibre, to produce healthy large flowering plants. CASH WITH ORDER. HERRMANN'S, 140 E. 34th St., New York. Near Lexington Ave.

## FACE POWDER

de Luxe

It imparts a transparent radiance  
The World Renowned House of L. T. PIVER, PARIS, France  
Send for "Surprise Box" containing 25c charming miniature package of "AZUREA" Face Powder, Sachet and Perfumes. CHAS. BAEZ, Sole Agent for U. S. & Can. Dept. W. 24 E. 23d St., New York City

## THE SHEFFIELD SILVER SHOP

SHEFFIELD PLATE IN EXCLUSIVE PERIOD DESIGNS FOR BIRTHDAY, WEDDING AND ANNIVERSARY GIFTS.  
ROBERT FITCH, 295 Fifth Avenue, Bet. 30th and 31st Sts., NEW YORK.

ARTISTIC DENTISTRY  
In All Its Perfect Details. Porcelain work a specialty. Restoration of shade, shape and general appearance of natural teeth accomplished. Pyorrhea treated; new scientific method.  
DRS. M. & H. SCHLESINGER, 1208 Times Bldg., 42d St. & B'way. Phone Bryant 572.

## PARKER'S HAIR TREATMENT

and HERBIC HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair and Scalp Conditions.

They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes. Forty years' test for demonstrative efficacy; many thousand patrons testify to their beneficial value. Healthy hair needs attention. Incipient hair and scalp disorders grow worse by neglect.

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.

Send description of your hair and scalp condition, general physical health and age, and I will suggest proper treatment and Tonics. Booklet "Healthy Hair," free on request.

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

## Seth Thomas Colonial Clock

\$5 Prepaid



This clock is an exact copy of the old Grandmother's Clock and makes a fine addition to the sitting-room. Mahogany Case, with reliable Seth Thomas movement. It has hour strike, 16" high, 17" deep, and 5 1/2" dial. Order now, as we have only a limited number. Sent prepaid for \$5.00. See our exhibition of clocks or write for Catalog 10.

Mail orders receive special attention  
Wm. H. Enhaus & Son  
Jewelers since 1847  
31 John St., New York City  
Agents for Seth Thomas Clock Co.

## Singer Glasses

\$1.50 to \$6.50

## m. Singer

Optometrists & Opticians  
Madison Av., cor. 100th St. 114 Fulton St.  
981 Prospect Av., Bronx. 604 W. 181st St.

## Perfume Set, \$1.

ARTISTIC Japanese lacquered Cabinet, decorated in gold. 12x4x7

pered bottles of Vaniline's famous Oriental perfumes—one each of Wistaria and Flowery Kingdom; Cabinet plus lined, with separate compartment for each bottle. Makes a most unique ink stand when perfume has been emptied. On sale in our Perfumery Section, or mailed postpaid upon receipt of \$1.

## She Who is Constantly Thinking of Self

the possession of Smartly Dressed Hair reveals that beauty which lingers. Hairdressing has become an art. Our knowledge of dressing and treating hair has been acquired through 40 years of experience. Those with straight, thin, gray or faded hair can be assisted by our Transformation or Permanent Wave, which is guaranteed for 6 months. We are originators and manufacturers of light weight Hair Pieces, Wigs, etc.

SPIRO'S EYEBROW & Eyelash Coloura imparts charm and expression. Darkens, lasts 2 to 4 weeks. Unaffected by washing or creams. \$1 per box. Eyebrows perfected. 50c per treatment.  
SPIRO'S HAIR SHOPS, 26 West 38th Street, and 132 West 34th Street, N. Y. Phone Greeley 454.

## Reduce Your Flesh

Wear my famous Rubber Garments and your superfluous flesh will positively disappear.

DR. JEANNE WALTER'S RUBBER GARMENTS For Men and Women  
Chin Reducer \$2.00  
Neck and Chin Reducer 3.00  
Bust Reducer 4.00  
Abdominal Reducer 5.00

Also Union Suits, Stockings, Jackets, etc. Send for free Illus. Booklet. Dr. Jeanne A. B. Walter Inventor and Patentee  
Billsing Bldg., (4th Floor) Cor. 34th St. & 5th Ave., New York City.

## ENGLISH SOFA

Best quality Penn Cushions. Luxurious Upholstery.  
Very Special in Demand. \$90.00  
NATHAN GREENBERG, Inc., 10 East 9th Street. Elevators to 2nd and 3rd floors.

## TRANSFORMATION SIMPLEX

A ready coiffure with a perpetual loose wave that may be worn in any style; most attractive for evening and dress wear. The artistic conception of a Parisian expert, not an old concern spang youth, but a young progressive house with youthful coiffures that cannot be duplicated. Consultation free.

B. CLEMENT, French Hair Shop, 5 East 35th St., N. Y.

## GLASSBERG SHORT VAMP SHOES

We Show Only the Latest Styles  
In Gray Suede, White Calf, Gray Kid and Purple Kid

Here's a shoe that makes your foot look smaller. You can wear it and be sure it's the latest style. Send for Catalog T.

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