

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

VOGUE

\$2 Invested in Vogue Will Save You \$200

The gown you buy and never wear is the really expensive gown. Gloves, boots, hats, that miss being exactly what you want, are the ones that cost you more than you can afford.

Why take chances again this year when by simply sending in the coupon and at your convenience paying \$2 you can insure the correctness and economy of nearly a whole year's wardrobe.

VOGUE suggests that before you spend a single penny on new clothes, before you even plan your season's wardrobe, you consult its great Autumn and Winter Fashion numbers:

HERE ARE THE **12** NUMBERS OF VOGUE WHICH YOU WILL RECEIVE FOR \$2

★ Paris Openings October 1

A complete story of the Paris openings. The successful creations of each couturier, which, taken collectively, establish the mode. This number includes the best models culled from the best collections.

Smart Fashions for Limited Incomes October 15

First aid to the fashionable woman of not unlimited means. Even a limited dress allowance can be made to turn out a "Vogueish" woman, if she knows what is, and what is not, smart economy.

Winter Fashions November 1

Showing the mode in its Winter culmination—charming models smart couturiers evolve for their private clientele.

Vanity Number November 15

These graceful little touches that make the smart woman smart, where to get them and how to use them.

Christmas Gifts December 1

Vogue's solution of the Christmas gift problem. A new idea.

Holiday Number December 15

More gifts and practical ideas for holiday entertaining.

Lingerie Number January 1

Fine linen for personal use and for the household.

Motor and Southern January 15

The new fashions in motor cars and the new wardrobe for the southern season.

Forecast of Spring Fashions February 1

Earliest authentic news of Spring styles. Fully illustrated.

Spring Millinery February 15

Hats, bonnets and toques from the famous milliners of Paris.

Spring Patterns March 1

Working models for your Spring and Summer wardrobe. New materials.

Paris Spring Openings March 15

The Spring exhibitions of the leading couturiers of Paris.

Spring Fashions April 1

The last word on Spring gowns, waists and accessories.

In the next few months, during the very period in which Vogue's special Fashion Numbers appear, you will be selecting your entire wardrobe for the coming Winter, and spending hundreds of dollars for the suits, hats, gowns and accessories that you select.

Consider, then, that for \$2, a tiny fraction of your loss on one ill-chosen hat or gown, you may secure Vogue for six months—an assurance of valuable and new ideas and an insurance against costly failures.

Don't Send Money

You need not bother to enclose a cheque or even to write a letter. The coupon opposite will do, and is easier and quicker. With one stroke of the pen, you will solve your entire clothes problem.

★ SPECIAL OFFER

If your order is received immediately, we will start your subscription with the current Paris Openings Number—thus giving you thirteen numbers of Vogue instead of twelve without any extra charge.

Since the additional copy must come out of a small supply on hand to meet the demand for this big special number we cannot guarantee being able to send it unless your card is mailed immediately.

Form for ordering Vogue magazine subscription, including fields for name, address, and city.

Quality for Quality

Style for Style—Price Considered. Freneau Sweeney offers the finest clothing values in New York. We save you money by eliminating enormous ground floor rentals—making no approval shipments, and extending no promissory credit. Every possible saving goes into the merchandise. Get the best at prices which you would pay for the ordinary.



La Princesse. One of the cleverest coats of the season, made of imported knitted material, with collar of seal, has the dash and swagger of the most approved sports garment, with the charm of distinctive individuality. Comes in all plain colors and the heathers. One of our best coats. \$19.75



Miss Mary. A charming little dress with a fitted bodice, that has won admiration in the eye of the discriminating Miss who enjoys the reputation of being well dressed. Series of best quality and hand creoled. Colors, Navy serge, creoled in Red, White or Lavender. \$17.75



La Boheme. A most attractive town suit, in Lustrous Broadcloth, trimmed with Seal. Buttons well up at the neck. Copy of one of the latest imports. Made especially for us. All colors. \$25.00

Freneau Sweeney
379 Fifth Av. Elevator 3d Floor
Opp. Best's



Who wears them?

They are worn by everybody who wears shoes—by girls and boys, men and women; by those who sit at desks all day; by those who work in the open; by professional men, business men, trade workers, school boys and school girls; by housewives, society women, in short, O'Sullivanized shoes with Heels or New Live Rubber are worn by men and women, boys and girls in every walk of Life.

These little "shock absorbers" give you the buoyant walk that always goes with energy and success in men, and with charm and beauty in women. They save your children's tender feet from breaking down on hard paved playgrounds and city streets. They protect your nervous system from jolts and jars and are a necessary factor in the preservation of your health.

When you buy your new shoes, buy them O'Sullivanized. Up-to-date shoe dealers now sell latest style shoes with O'Sullivan's Heels already attached.

Insist on O'Sullivanized shoes—the new live rubber heels give the greatest wear with the greatest resiliency. In black, white or tan; for men, women and children; 50c attached.



Copyright O'S. R. Co.—1916

Do the Washing, Rinsing and Wringing by Electricity in Your Stationary Tubs



This wonderful machine—approved by Good Housekeeping Institute and awarded a medal at the Panama Pacific Exposition—has completely revolutionized washing. It fits in any size stationary tub and does all the hard work—the washing, rinsing and wringing—by electricity.

It washes the clothes cleaner, better and in a more sanitary way than the laundry or washwoman. It makes them last five times as long; it saves laundry and washwoman expense; and it stores in the tub, out of the way, when not in use.

MODERN HOME WASHER



Guaranteed for Five Years.



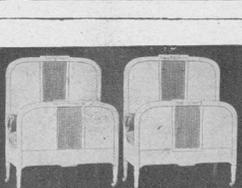
The Modern Home Washer washes dainty laces, lingerie and silk shirts without injury. It will also wash small rugs, bath mats and blankets. Capacity—18 to 20 men's shirts, or the equivalent. It is just the thing for the small kitchen or apartments, as it is used in the stationary tubs and takes up no room—like the bulky, heavy, leaky washing machines with their special tubs which you have to pay for.

The price of the stationary tub electric machine is \$75, complete with motor and wringer. We make a portable electric machine for use where there are no stationary tubs—price \$85. Also a hand machine to fit in any kind of a tub. These machines will be exhibited at the Electrical Show, Grand Central Palace, Oct. 11th to 21st. Space No. 67 on the Main Floor.

Write for Complete Catalog, HOME DEVICES CORPORATION, 109 Bush Terminal, No. 33 Thirty-Fifth St., Brooklyn, N. Y.



B. Bohony
"Hair Gards" "Hair Dressing"
55 East 34th St. between Subway Station and Altman's, Manufacturers of Wigs, Transformations, Sweaters, etc.
Send for Price List. Phone 8745 Broadway.



PLEKO
FACE POWDER
"For the Woman Who Cares"
A delicately perfumed rice powder of superior character. Its effectiveness is unusually pleasing and lasting. Three shades—white, flesh and cream. Each package contains a dainty powder-puff. Large package, 25c at Drug and Department Stores.

The new treatment for tender skins

Many people with tender skins have been misled by the superstition that washing the face is bad for the complexion.

Dr. Pusey in his book on the care of the skin says, "The layer of dirt and fat that such persons accumulate on the skin is a poor substitute for a clean, clear skin, and is a constant invitation to various disorders."

The following Woodbury treatment is just what tender skin needs to keep it attractive and resistant.

Dip a soft washcloth in warm water and hold it to the face. Do this several times. Then make a light warm water lather of Woodbury's Facial Soap and dip your cloth up and down in it until the cloth is "fluffy" with the soft white

lather. Rub this lathered cloth gently over your skin until the pores are thoroughly cleansed. Rinse the face lightly with clear, cool water and dry carefully.

See what a difference this famous facial soap treatment will make in your skin in ten days—a promise of that loveliness which the steady use of Woodbury's brings to a tender, sensitive skin.

Do this today! A 25c cake of Woodbury's Facial Soap is sufficient for a month or six weeks of this treatment. Go to your druggist or toilet counter today and get a cake. Begin at once to get the benefits of this treatment for your skin.

Woodbury's Facial Soap is for sale by every dealer and druggist in greater New York and, in fact, by dealers everywhere throughout the United States and Canada. Made by The Andrew Jergens Co., New York and Cincinnati.

Period Furniture

GRAND RAPIDS FURNITURE

Luxurious and Comfortable
Living Room Arm Chair
With Loose Cushion.
Upholstered in Denim or Cretonne.
Selection of colors.

Special at **\$20**
REGULARLY \$30

DISCONTINUED PATTERNS
at 50% of Regular prices.

Sheraton, Tudor, Adam, Heppelwhite, Colonial, etc. Dining Room Suites, 10 pieces, \$100 up; regularly \$200 up. Queen Anne, Louis XV., Louis XVI., Sheraton, etc. Bedroom Suites, Mahogany & Walnut, \$75 up; reg. \$150 up.

ODD PERIOD PIECES \$4 up. Set of Photographic Reproductions FREE

Chairs, Desks, Tables, etc., in wide variety.

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

PLEKO

FACE POWDER

"For the Woman Who Cares"
A delicately perfumed rice powder of superior character. Its effectiveness is unusually pleasing and lasting. Three shades—white, flesh and cream. Each package contains a dainty powder-puff. Large package, 25c at Drug and Department Stores.

INCOMPARABLE PLEKO CREAMS
Greaseless Cream, to protect the skin. Cleansing Cream, to rid the pores of all impurities.

Two essential creams, scientifically prepared for use in conjunction with each other. They impart the pure, clear complexion of perfect beauty, the velvety bloom of youth, 25c and 50c.

PLEKO EVENING WHITE, that soft, pearly white tone on arms, neck and shoulders. Harmless, easily applied, does not rub off. 35c per tube.

At Drug and Department Stores

A Garden Full of Darwin Tulips for \$1.00

EUROPE PRIDE OF HAMBURG CLARA BUTT

"Yes, indeed! I use it for my finest things!"

"I've cleaned the most delicate things, my finest waists and embroidery, my loveliest laces, with Putnam Dry-Cleaner. I never found it change the color or the shape of anything—cause the slightest wrinkling or shrinking. "And it saves such a lot of time and money doing it myself—particularly gloves. It's so quick, simple and easy—and satisfactory."

Putnam Dry-Cleaner is a soap-like preparation made especially for home use. It works in gasoline just as ordinary soap does in water. Not only cleans, but renovates and freshens everything.

Your druggist sells Putnam Dry-Cleaner—25c and 50c bottles. We will send sample for 4c to cover postage or full size bottle, postpaid, for 25c. Monroe Drug Co., Dept. V Quiney, Ill.

FREE booklet—"The Secret of Dry Cleaning." Tells how easy it is. Explains how to get best results.

PUTNAM DRY-CLEANER
for home use

In anticipation of placing before our customers a collection of Darwin Tulips we had a sufficient quantity grown so that we can offer **75 Giant Darwin Tulip Bulbs, Finest Mixed, for \$1.00.**

Selected from fifteen named varieties. Few Spring flowering plants rival the Darwin Tulip for brilliance of bloom. With flowers as large as the Oriental Poppy, ranging in color from white through the lighter shades of pink to rich scarlet, from pale lavender to rich tones of violet, purple, and maroon, borne on strong stems often exceeding three feet, they are a wonderful addition to the Flower Garden.

Plant any time before frost and they will bloom during May.

Mail this advertisement with check, money order, dollar bill, or stamps, or present at our store, and secure this exceptional collection, sent prepaid to any point in U. S. east of Mississippi. For points west and Canada, include additional 25c.

Our 1916 Fall Bulb Catalog sent on request.

Stump & Walter Co. 30-32 Barclay St., New York City