

ADVERTISEMENTS.

Our First Great Coat Sale



We HAVE again made a wonderful purchase in the open market. We have bought the entire stock of one of New York's best coat makers. He had coats built to sell at \$40, \$60, \$85 and up to \$100, yet for spot cash we bought every coat he had at an absurdly low figure. We are going to hold a phenomenal sale, placing this entire lot in with our regular "Coats of Character" stock. This will be the most beautiful assortment of high grade coats ever offered at any one sale in New York. All the coats are exceptionally beautiful—fairly weighted down with luxurious furs—the linings alone in a number of them are worth more than some very good coats. Every fine cloth is represented—every color is shown in every distinctive style. Our sale prices range, \$15, \$22.50, \$35, up to \$49.50. These coats were made to sell for as high as \$100.

Trenewau Sweeney
379 Fifth Ave., opp. Best's

Coat of Bolivia

ADVERTISEMENTS.



Extra Quality Wool & Fur
Peau de Cygne lined throughout.

\$19.75
Value \$29.50.

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HAND WROUGHT SILVER For the Bride

Choose from scores of unique pieces, sets, gift articles, etc., of hand made silver—designed and wrought in our own shops and sold direct at a saving of 10% to 20%.

Lebolt Hand Hammered Silver grows more beautiful with use. It is the true "family silver"—the ideal gift for a bride. Every woman should have our "Book of Hand Wrought Silver." Write for your copy today.

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Holiday Gifts of Lasting Charm



Tea Wagon \$15
Serving Table \$27.50
Nested Tables \$17.50
Fernery \$19.50
Desk \$34
Carved Tip Tables \$19.50
Smoker's Stand \$2.25

THE mahogany pieces shown here are typical of the wide variety of furniture just received in anticipation of your Christmas shopping. They are gifts of lasting value for people of many tastes, and whether you choose a piece of Mahogany, of Walnut, of Lacquer or of smart Painted Design you can be sure that it will be an appropriate gift and that the price is moderate and fair.

W.A. Hathaway Co.
62 West 45th Street New York.

ADVERTISEMENTS.

Chauffeurs' Outfits

Special AT \$47.50
Overcoat, Suit and Cap to Match



Smart, neat, perfect fitting, and durable; the best value in Motor Clothes for Chauffeurs that can be bought. A Double-Breasted Overcoat. A smart Norfolk Jacket, with Trousers or Breeches. A Cap of Regulation Chauffeur's Style.

All made of exactly the same fabric, a fine quality dark gray worsted whipcord—the outfit complete \$47.50, or, as follows:—
Overcoat . . . \$27.00
Suit . . . \$18.50
Cap . . . \$2.00

Suit with two pairs of Trousers or Breeches—\$26.50.
Other Outfits of Better Grade at \$64.50 and \$78.00.
Chauffeurs' Raincoats—Guaranteed Waterproof—\$22.

See Our New "Doubleglove" for Motoring.
An exclusive "Brill Motor Shop" production, and to the best of our knowledge the only motor glove made with a double palm—\$4.00 the pair.

Detachable Fur Collars and Caps to Match.
Collars can be readily attached to any overcoat. To be had here in Persian Lamb, Natural Raccoon, dyed Raccoon, Nutria, Beaver and dyed Nutria.

Motor Apparel Catalogue and Chauffeurs' Correct Apparel Chart Mailed on Request.

Brill Brothers
BROADWAY AT 49th ST.

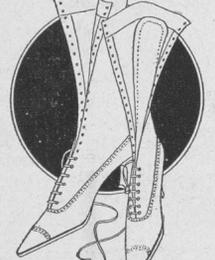
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SHOE CRAFT

27 W. 38th St. New York

Fitting The Narrow Foot

Widths AAA, AA and A
In Sizes 7 1/2, 8, 8 1/2 and 9



Fysher Boot \$10
Of Nutbrown Calf with smartly blended forest brown buckram top-pings. 8 1/2 inches high. Shaped heel of solid leather. This is no ordinary one-dollar boot. Its pricing such a boot at ten dollars we realize that the increased patronage gained thru this special price will more than repay us.

MAIL SHOPPING SERVICE
Perfect fit guaranteed. Parcels post prepaid. Write for our new catalog A. 8, with measurement instructions, and our interesting booklet "Fitting the Narrow Foot." Charge accounts.

ADVERTISEMENTS.

LEBOLT & COMPANY

NEW YORK, 534 Fifth Ave.
CHICAGO, 101 S. State St.

Tea Strainer . . . \$8.00
Tea Strainer Stand . . . 7.50

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It's Faultless—Need We Say More?

Sonora

CLEAR AS A BELL

PHONOGRAPH

THE highest class talking machine in the world.—Ask us about our deferred payment plan.

Your most convenient store
HERBERT & HUESGEN CO.
18 East 42nd Street
Near Fifth Avenue New York City

ADVERTISEMENTS.

The Nestlé Permanent Hair Wave



"Permanent Hair-wavers are now growing up like mushrooms in early summer. We would not take notice of this fact were it not for the ever increasing number of complaints coming to us from ladies who had their hair waved at some of these establishments. The complaints are that the hair looked brittle and broken off near the ends. These complaints come to us because the public is made to believe that the work was done "by the Nestle machine" by the unscrupulous imitator. We beg to inform the public that no hairdresser may buy or use our implements or methods without personal instructions or training at our establishment. Any person who offers a Nestle method or "the same thing" is a fraud unless in possession of Mr. Nestle's certificate. In the interest of his own reputation Mr. Nestle never supplies "Machines" for ignorant hairdressers to try them on the public without even the basic knowledge of the treatment. We guarantee the Nestle Permanent Hair-waving treatment to be of the utmost benefit to all hair—if done with knowledge. Over twenty heads are daily waved by us.

Apply for illustrated booklet to
C. NESTLÉ CO.
657-9 Fifth Avenue, Corner 52nd Street, New York
Telephone 6341 Plaza
London, 48 South Molton St. and 43 Dover St.

ADVERTISEMENTS.

Extra Size Models

37 1/2 to 56 Bust.

They will prove a revelation. Many patrons express amazement when they find it so easy to be fitted here. The reason is simple. We have specialized and experimented on the exceptional figure and can offer ready for wear every item of dress to fit and become all types.

Dresses . . . \$11.50 to \$187.00
Coats . . . 19.85 to 137.00
Suits . . . 28.75 to 135.00
Skirts . . . 6.95 to 49.50
Waists . . . 1.45 to 21.50
Negligees . . . 1.95 to 29.75
Corsets . . . 3.95 to 8.95

The model illustrated is a soft, lustrous satin with chiffon sleeves and exquisite hand embroidery in colors. Price, \$39.75
We have many others up to 56 Bust.
Write Dept. L 24 for New Book of Styles.

Lane Bryant 25 West 38th St., N. Y.

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Dale's Design



Pulse economy will forever spoil the beauty of your home—make certain your fixtures have quality and CHARACTER. Our prices are one-third less than retail cost, and the advice of our experts is at your service without charge.

Complete line of Portable Desk, Table and Floor Lamps.

Write or call and we shall be pleased to give you prompt attention.
109 West 13th St., New York, 1 Door West of 6th Ave.

Dale Lighting Fixture Co.

ADVERTISEMENTS.

At the Family Table



BENEATH the mellow glow of this harmonious fixture, let good digestion wait on appetite—and health on both.

THIS fixture and hundreds of others are on display at our showrooms

See for yourself.
VISIT OUR SHOWROOMS
Write today for Booklet "B"

SHAPIRO & ARONSON
20 WARREN STREET, NEW YORK
One Block East of Brooklyn Bridge.

ADVERTISEMENTS.

FURNITURE

William and Mary Dining Room Suite
BROWN ANTIQUE MAHOGANY
Very Special, \$245

10 Pieces, consisting of Buffet, China Closet, Extension Table, Serving Table, 5 Side Chairs and 1 Arm Chair with Spanish Leather Seats.

We are now making some very attractive offerings in complete Library, Bed Room and Dining Room Suites—also in Oriental Rugs.

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 WHOLESALE
39-41 WEST 23D ST.

ADVERTISEMENTS.

Period Furniture

GRAND RAPIDS FURNITURE (Direct from Factory.)

Folding or Console Table
Mahogany.
42 in. x 42 in. when open
42 in. x 21 in. when closed

Special at \$24.50
REGULARLY \$42.50

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 and Walnut, \$75 up; regularly \$150 up.

Set of Photographic Chairs, Desks, Tables, etc., in wide variety. Reproductions FREE

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

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Danersky Tyrol Chair



Oak and Hickory. Woven Rush Seat. Hand made. Very strong—suitable for nursery. An unusual "old" chair that lends an air of quaintness.

All colors. Price, \$6.50

THIS chair makes an ideal Christmas gift. Not apt to be duplicated. Order by December first—delivery for Christmas guaranteed.

Call at Exhibition Rooms. Open Saturday Afternoons.

ERSKINE DANFORTH CORPORATION
2 West 47th Street
First Door West of Fifth Ave., 4th Floor

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Coffee 5 POUNDS \$1

Direct from Wholesaler
You can use a half pound of this coffee and if you are not pleased in every way we will refund your full purchase price.

Delivered Free within 200 miles of N. Y. Cash with order. C. O. D. in Greater New York. MAIL ORDERS FILLED.

Werner and Brandon
221 Court St. Brooklyn, N. Y.

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\$3 a Box Post Paid



Duratex Style-Wear Shirts
Specializing on this famous box makes possible this offer of 3 fine Duratex Shirts and 3 Handsome Silk Ties sent postpaid on receipt of \$3 with names and addresses of 5 friends. Money back if not pleased. Fine white percale shirts, assorted neat stripes of blue, black and lavender. Ties are stylish wide-end four-in-hand, one of each color. The shirts are the popular coat style, cuffs attached, hand laundered and very fashionable. Sizes 14 to 17. Guaranteed to wear six months or new shirts free. A wonderful value for the money and well worth a trial. Order today. Highest bank references, also Dun's, Bradstreet's and this magazine. Room 258, GOODELL & CO., Duratex Bldg., N. Y.

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THE SHEFFIELD SILVER SHOP

SHEFFIELD PLATE IN EXCLUSIVE PERIOD DESIGNS FOR BIRTHDAY, WEDDING AND CHRISTMAS GIFTS.

ROBERT FITCH, 235 Fifth Avenue, Bet. 30th and 31st Sts. NEW YORK.

GUERNSEY JUG . . . \$4.00

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BERTHE MAY'S Maternity CORSET

Comfort, abdominal support, protection for mother and child. Dress as usual—normal appearance. Call at my parlors or write for Booklet No 21, free in plain sealed envelope. Can be worn by Stout Women and Invalids.

Berthe May, 10 E. 46 St., N. Y.

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Reduce Your Flesh

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

DR. JEANNE WALTER'S Famous medicated RUBBER GARMENTS For Men and Women.

Chin Reducer . . . \$2.00
Neck and Chin Reducer . . . 3.00
Bust Reducer . . . 5.00
Abdominal Reducer . . . 6.00
Also Union Suits, Stockings, jackets, etc. Send for free illus. booklet.

Dr. Jeanne A. B. Walter
Inventor and Patentee
Billings Bldg., (4th Floor), Cor. 34th St. & 3rd Ave., New York City.

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For Beautiful Nails

ZOBRIGHT Imparts a lasting satin finish and brilliant lustre. (Waterproof) White or pink color and Flexible "Vaseline" Buffer. 25c. at stores, or sample 10c. from us direct. Gives a bright pink lustre which lasts a week and will wash off. Delicately fragrant. 2 sizes 1/2- and 2/3- and 2/3- and 2/3-.

RUBICLOSS (Waterproof) Sold by Liggett's Riker-Hegeman drug stores, Macy's, Gimbel's, McCreary's, Altman's, Bonwit-Teller, Abraham & Straus, etc., or sent to us.

Vanna-Rouge—finest Rouge ever made. In attractive box, with mirror and puff, 25c.

R. V. D. Corporation, 90 West Broadway, N. Y.

ADVERTISEMENTS.

BARTO DAY BED, \$33

Can be used as couch in day and bed at night. ALL FINISHES, \$33.00. Box spring and mattress, \$32.00. Can also be used with ordinary spring. Many other attractive pieces.

EDWARD R. BARTO & CO.
SPECIALISTS IN INTERIOR FURNISHINGS,
45 West 39th St., N. Y. Tel. Bryant 2337

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Mahogany Tray and China Set in plain colors of rose on lavender, 10 pieces of china . . . \$10.00
White or gray. 25c.
Many novelties at \$1.00 for Xmas gifts and prizes. Catalogue on request.

GRAHAM & LITTLE
and
The ONE DOLLAR SHOP, Inc.
36 East 57th Street, New York
Formerly 8 East 37th St.

ADVERTISEMENTS.

VENIDA The Better HAIR NET

Aids that artful carelessness in hair arrangement

Cap or fringe shape; all shades 2 for 25c. White or gray. 25c.

Department Store, Specialty Shops
Liggett's Riker-Hegeman
THE RIESER CO.
112-B E. 19th St., N. Y.