

Now is the Time to Buy



THIS interesting suite made of beautifully figured American Walnut, consisting of ten pieces in the style of the Italian Renaissance, is offered during this month of readjustments at the exceptional price of \$450.00. It is one of many, specially priced during February, from \$195.00 to \$1750.00.

MAY we send you "Hathaway Furniture," our new Brochure?

THE February sale is an established custom in the furniture business. This house is now offering at decided price concessions exceptional suites and single pieces on which our reputation has been built. Our activities during the past year have made it necessary to replace many of our most popular productions. With many new designs arriving we are obliged to dispose of a considerable share of this most interesting collection. The prices on hundreds of pieces have been materially reduced. It is a time when you can buy to the greatest advantage. Selections made now will be held for future delivery if desired.

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

"FEEL LIKE NOTHING ON"

In Blyn Plan Shoes the children enjoy freedom for toe expansion when the feet are in motion. Protection is assured by the close yet easy fit at arches and insteps.



Red Cross Shoe

Red Cross Arch Supporting Shoes, with flexible soles and orthopedic heels, relieve foot tire and foot strain. They are wonderfully effective in restoring "flat feet" to normal. Made of soft vici kid.

We are sole agents for Red Cross Shoes in Greater New York and Newark.



Fulton St. (Brooklyn) Store
442-444 Fulton Street, opp. Bridge Street, near Hoyt.

Newark Store
689 Broad Street
Opposite Military Park

J. Blum & Sons
Mall Order Dept. 2719
34 Ave.
QUANITATY SHOE CO.

West Side Stores: East Side Stores
222-224 W. 125th St. 31 Av. & 125th St.
6th Av. & 27th St. 31 Av., nr. 36th St.
8th Av., nr. 39th St. 162 Bowers, nr. Broome
Brooklyn 42-44 Fulton St., opp. Bridge St.
Stores: Broadway, near Greene Ave.
Newark Store, 689 Broad St.
Factory, 511-519 East 72d St., N. Y. City.

VACUUM CLEANERS AT BIG REDUCTIONS

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 \$3.95** **PRICE \$7.50**

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

REGULAR PRICE SALE PRICE
Hot Point ... \$25.00 \$19.75
Frantz Premier. 35.00 26.75
Western Electric No. 11 ... 32.50 26.75
Ariel ... 35.00 29.50
Baby Hoover ... 47.50 39.75
Royal ... 32.50 26.75
Cadillac ... 30.00 24.75
Ohio ... 32.50 25.75

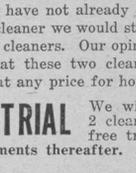
"Twin" Hand Power Cleaner.

Sale Price on easy payments \$6.90
Regular Price \$10.00



The "Imperial" Model D Electric

Sale Price ON EASY PAYMENTS \$26.75
Regular Price \$35.00



FREE TRIAL

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.

NOTICE

We will gladly ship either of these 2 cleaners express paid on 10 days' free trial, no money in advance and easy payments thereafter. Please mention this advertisement.

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 _____
NOTE: "Arrow" indicates space to be filled by the words "Hand" or "Electric," as the case may be.

Send coupon to-day for free copy of "How to Select a Vacuum Cleaner." It contains information of great value. 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 810-6311 Bryant.
Downtown Branch, Booth 53, Hudson Terminal Courthouse, 30 Church St.
Take Subway to Times Square. Mail this Coupon NOW lest you forget.

The Nestlé Permanent Hair Wave



This is head of hair of the "scanty-haired" girl who had her Nestlé wave on December 30th. Formerly she had to put her hair up in curlers every night, and a shampoo meant "she could do nothing with it" the next day. Now she is not bothered with curlers, and frequent washing in no way affects its beautiful Nestlé waviness.

Nestlé Waved

Miss Down's hair, also Nestlé waved on December 30th, was long and strong, but straight as a string. The photograph gives an excellent example of the beauty and efficiency of the Nestlé wave when imparted to the straightest hair. The original photographs can be seen at our establishment as they are taken from week to week.



Nestlé Waved

We specialize in nothing but permanent hair-waving, which is the original invention of Mr. Nestlé. Apply for illustrated booklet.

C. NESTLÉ CO.

657-9 Fifth Avenue, Corner 52d Street, New York
Telephone 6541 Plaza London, 48 South Molton St.

A Garden Full of Gladioli for \$1.00



The Gladiolus is one of the most satisfactory flowers grown because it blooms continuously when cut and put in water, just as well as when in the ground. There is no reason why every family cannot enjoy this grand flower, for the simple reason that it is as easy to grow as the potato. You can have them in bloom from July to frost if you plant a few bulbs each month from April to July. For only ONE DOLLAR we will send 75 Bulbs of our Grand Prize Mixture, which covers every conceivable shade in the Gladiolus kingdom. Last year we sold thousands of these bulbs and have received numerous testimonials as to their merits. **ORDER YOUR BULBS NOW** so as to have them to plant when you begin making your garden. Mail this advertisement with Check, Money Order, Dollar Bill or Stamps, or present at our store, and secure this splendid collection of Gladioli Bulbs for only \$1.00, sent prepaid anywhere in the U. S., with our 1917 Spring Catalogue.

Swamp & Water Co.
30-32 Barclay Street, New York.

It imparts a transparent radiance—
AZUREA
The FACE POWDER de Luxe
Created by The World Renowned House of L. T. PIVER, PARIS, FRANCE
AT ALL BEST DEALERS
Send for "Surprise Box" containing 25c charming miniature package of "AZUREA" Face Powder, Sachet and Perfumes.
Sole Agents: CHAS. HALEZ, Dept. W, 24 E. 22d St., New York City

PARKER'S METHOD OF HAIR TREATMENT
and HERBEX 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 has demonstrated their efficacy; many thousand patrons testify to their beneficial value. Healthy hair needs attention. Incipient hair and scalp disorders grow worse by neglect.
Send description of your hair and scalp condition, general physical health, and age, and I will suggest proper treatment and tonics. Booklet T, "Healthy Hair," free on request.

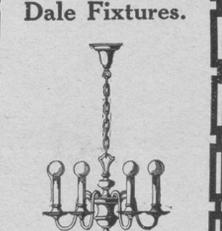
FRANK PARKER
Hair and Scalp SPECIALIST
51 WEST 37TH ST., N. Y.

GLASSBERG SHORT VAMP SHOES
We Show 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 Catalogue T.
511 6th Ave., near 31st St.
225 West 42d St., nr. Times Sq.
58 3d Ave., near 10th St.
Mail Orders Carefully Filled.

VENIDA
The Only Synthetic HAIR NET
THE RIESER CO., 112-B E. 19th St., N. Y.
2 for 25¢

Lane Bryant
in the largest maker and retailer in the world of maternity apparel, and
MATERNITY CORSET
is built for the true maternity figure. Retains Stylish Figure Preserves Health Relieves Fatigue Supports abdomen and vital organs; preventing injury. "MATER MODES" showing apparel for mother and babe, will be sent free out of town. Write Dept. L-12, Phone 6145, Lane Bryant, 25 W. 38th St., N. Y. Retail shops also in Chicago and Detroit.

Dale Fixtures.



Quality — Service — Economy are guaranteed. Our prices are one-third less than retail.
Complete line of Portable Desk, Table and Floor Lamps.
Call at our show-rooms or write for our new catalog.
109 West 13th St., New York
1 Door West of 6th Ave.
Dale Lighting Fixture Co.

The Practical Divan-Bed.
LIPSPRING
DAY AND NIGHT BED. FULLY UPHOLSTERED, complete with Head and Foot Rest, Slumber Reels and Bedding.
For Sale at FURNITURE and DEPARTMENT STORES.
We will gladly mail you the name of your nearest dealer and buyed folder. Greater New York Bedding Co., Inc., 39-40 East Street, New York City.

LIPSPRING
Perfect Diamonds Highest Grade.
Call, write or phone for free catalogue. The BLUE BOOK of jewelry, diamonds, silverware, watches, cut glass, ivory, novelties. AT WHOLESALE PRICES. You save one-third. Thousands of splendid gifts for Weddings, Birthdays, Graduations, Prizes. \$1 to \$20
CHAS. L. TROUT CO.
170 Broadway, Cor. Maiden Lane, N. Y. 2nd Floor. Phone Cortlandt 3586
Open to 6 P. M., Saturdays included.

Trout Jewelry Shop
Perfect Diamonds Highest Grade.
Call, write or phone for free catalogue. The BLUE BOOK of jewelry, diamonds, silverware, watches, cut glass, ivory, novelties. AT WHOLESALE PRICES. You save one-third. Thousands of splendid gifts for Weddings, Birthdays, Graduations, Prizes. \$1 to \$20
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170 Broadway, Cor. Maiden Lane, N. Y. 2nd Floor. Phone Cortlandt 3586
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ENGLANDER
A COUCH BY DAY
A BED AT NIGHT
Best materials used, with a sag-proof spring, Imperial roll-edge mattress. It is thoroughly sanitary.
PARTLY OPEN
Showing the one motion which transforms from Bed to Couch of Couch to Bed.
Under the ENGLANDER Guarantee
If your dealer does not sell the Englander Productions, write for booklet and names of nearest dealers.
ENGLANDER SPRING BED CO.
Productions for Sleep and Rest
NEW YORK (Brooklyn Borough) CHICAGO

Geraldine Farrar
writes: "I am very glad indeed to express my complete satisfaction with the delicious CREME NEROL made by Forrest D. Pullen. It has my hearty and sincere recommendation."
Use it and realize the joy of a soft, white skin

Crème Nerol
refines and beautifies the impaired complexion, and assures a natural freshness and clearness of the skin.
Among the many who recommend Crème Nerol highly are Geraldine Farrar, Olive Fremstad, Rita Foran, Mme. Tetrazzini, Frieda Hempel, Bernice de Pasquale, Margaret Anglin, Mrs. Fiske, Billie Burke, Frances Starr, Julia Marlowe, Laura Hope Crews, Julie Opp, Constance Collier.
Crème Nerol (\$1 per jar)—and Nerol Skin Food (\$2 per jar) may now be purchased in N. Y., at Altman's, in Brooklyn at Loeser's, and in Boston at Filene's, or upon receipt of price will be mailed to any address.
FORREST D. PULLEN
FACE SPECIALIST
732 Nostrand Ave., Brooklyn, N. Y.

The Greatest Revelation of the 20th Century in Woman's Dress
"ECIRUAM" GOWNS
FOR ALL OCCASIONS ENTIRELY WITHOUT FASTENERS PUT ON IN A MOMENT NO FITTING REQUIRED
"ECIRUAM" gowns recently introduced have become the craze in Paris and London. MAURICE & ADAMS beg to announce that they have new styles in these gowns, including surplice, Empire and one-piece effects.
EXCLUSIVE MODELS FOR THE SOUTH
The "Queen" (London) says: "THE 'ECIRUAM' MATERNITY MODELS ARE IDEAL."
Booklet on application.
Prices from \$27.50 to \$150.00
MAURICE & ADAMS
20 West 47th St., New York
London, 43 South Molton St. W. Paris, 76 Rue Talbott

The Powder and Cream of Royalty
Violet
Paris
Sole in the Best Shops all over the world and 71 West 35th St., New York

SOLID MAHOGANY DAY BED, \$60
With Cane Panels and Combination Upholstered Turkish Box Spring Mattress. Other Styles, Complete, \$40 and Up. Bedsteads & Bedding of the Better Sort. GEO. M. MILLER, 7 West 45th St., Near 31st Ave.