

Big Reductions on VACUUM CLEANERS

Specials For This Week Only



Baby Hoover
Regular Price \$47.50
This Week \$39.50

Ohio 4
Regular Price \$45.00
This Week \$36.75

Frantz-Premier
Regular Price \$39.75
This Week \$33.75

Others at Similar Reductions. Send for Complete Price List.

Get a Vacuum Cleaner and be independent of the servant problem.

We are the largest dealers in vacuum cleaners in the world—sell about 35 different kinds. The above prices are for absolutely new cleaners, latest models—for this week only.

All Vacuum Cleaners are good—some are better than others

Our "Rating Sheet" tells you which, in our estimation, are the six best cleaners, also which is first choice and second choice, and so on. It also contains other valuable information. A copy will be sent free anywhere on receipt of coupon. Any further advice is also free.

We Sell All Cleaners Rated "Three-Star" ON EASY PAYMENTS and Allow Free Trial

Used Cleaner Department
Big Sale on Agents' Samples, Shopworn, Used Cleaners.

Richmond, was \$65, now \$12.
Frantz-Premier, was \$35, now \$19.
Eureka, was \$40, now \$21.
Magic, was \$38, now \$21.
Ohio, was \$35, now \$19.
Hoover, was \$100, now \$50.

And many others at big bargains. USED CLEANER DEPARTMENT

\$1.00 PER DAY RENTS

A High-Class Electric VACUUM CLEANER

For Two Days. Ask for Rental Dept.

VACUUM CLEANER SPECIALTY CO., Inc.

Phones 6280-6281-6282-6283 Bryant.

(Fill Out Coupon NOW! Don't Forget!)

MAIN OFFICES: Vacuum Cleaner Specialty Co., Inc. 131 West 42nd St., N. Y. C., Dept. 9.
AND SALESROOMS: Send me complete price list and "rating sheet," which you say contain information of great value.

COUPON: Name: _____
Address: _____
City: _____

DOWN TOWN BRANCH: BOOTH 25 CONCORSE HUDSON TERMINAL BLDG., 30 CHURCH ST.

SPRING SALE OF BEDROOM SUITES



in Mahogany, American Walnut, Birdseye Maple, French Grey, Ivory Enamel, Chromewald and Beechnut. All marked at LENNON'S low prices. Five pieces illustrated in Antique brown Mahogany \$149.50

Five pieces in French grey Enamel, consisting of Bow End Bed, Vanity Dresser, Chiffonobe, Bench and Rocker. \$185.00
American Walnut Bed, Semi Vanity Dresser and Chiffonobe. \$123.00

LENNON & COMPANY 153-157 West 23d Street

Near 7th Avenue Subway.

Perfume Your Home with Vantine's FRAGRANT INCENSE

By simply placing a small quantity of incense in the burner and applying a match, it will immediately smoulder and diffuse a dreamy fragrance most pleasing to the senses. When burned in reception hall, its perfume will pervade the upper rooms, purifying the air by absorbing and dispersing all odors. It is used extensively in the boudoir, where its soothing perfume is said to induce restful sleep, and when burned near clothes closet or press, will impart a most pleasing perfume to all clothing contained therein.

On sale in our Perfumery Dept., or send \$1. (money order, check or registered currency,) and by return mail we will forward, prepaid, the set illustrated, which includes burner, package of our famous incense and complete instructions for using. Specify A1002. (Incense only, medium size, 50c.; large size, 90c.)

A. A. VANTINE & CO., Inc.
Fifth Avenue and 39th Street, New York
Importers of "Things Oriental" for 50 years

La Resista

the Perfectly boned CORSET

A Youthful Figure
Yours for the asking

WEAR LA RESISTA corsets and keep your figure young. SPIRABONE stays placed at the hips combined with LA RESISTA designing achieve a result unattainable in other corsets. LA RESISTA—constructed upon lines, the result of long study—with the aid of SPIRABONE molds the figure and creates as well as preserves the lines of "Youth" and "Style."

SPIRABONE gives perfect support with utmost comfort. LA RESISTA corsets establish the trend of fashion and are adaptable to all figures.

BACK LACE—FRONT LACE
\$4.00 \$5.00 \$7.50 and Up

SPIRABONE is obtainable only in LA RESISTA. Look for the trade mark on every pair.

Personal Service
Fitted personally without charge by expert Corsetiers, at our private Salon, No. 431 5th Ave., opp. Lord & Taylor. (Take elevator.) Also sold by Quality stores everywhere.

La Resista Corset Co
431 5th Ave., New York

Radium and Beauty

RADIUM vitalizes all living tissue—rejuvenates skin, facial muscles, and complexion. All "Radior" Toilet Requisites—Face Creams, Powders, Hair Tonic, Skin Soap, Rouge, Talc and Facial Pads—are certified under our \$5000 Guarantee to contain actual Radium. Despite Radium's prohibitive cost an expert discovered the way to utilize it in these preparations. They stand unrivalled as your aids to beauty—the finest and daintiest of toilet luxuries—imbued with LIFE by Radium. Try them.

Radior
Toilet Requisites are sold by Department Stores, Liggett's and other leading drug stores.

FREE—Write to the Distributor for our booklet, "Radium and Beauty." It gives full detail of this revolutionary beauty secret.

Radior Co., Ltd. of London
Sole Distributors
Geo. Borgfeldt & Co.
Irving Place, New York

The HARDMAN FIVE FOOT GRAND

\$875.

Convenient terms if desired.

Caruso is only one of the great artists who endorse and use this great piano. He writes of it:

"The Hardman is the only piano I have used in my apartment in New York. I also have one in my home in Italy. The Hardman is my favorite."

Why not follow Caruso's example?

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Established 1852
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Represented in all cities

AN intelligent furniture service that is especially attractive because the prices are always moderate.

KELLNER BROS.
Twenty-nine years selling Good Furniture
Southeast Corner 15th Street and 6th Avenue

TALC 25¢
FACE POWDER 50¢

Chinwah

PERFUME \$1.50
TOILET WATER \$1.50

Faire Binney, of Paramount Pictures, wearing oriental Pajama Suit trimmed with "J. C." Tu-Tone Ribbon.

"J. C." Tu-Tone Ribbon

gives to this original Pajama Suit a captivating touch of the fascinating Far East. Today a beautiful, suitable ribbon is essential to every scheme of style in dress—for this is a ribbon year. There's a "J. C." Ribbon for every possible need and purpose. Buy them by name.

LADY FAIR
A new double-faced satin ribbon. There is only one genuine Lady Fair Ribbon—"J. C." LADY FAIR. Be sure the name appears on every bolt you buy.

SATIN DE LUXE
Best satin and taffeta ribbon.

VIOLET
Ideal lingerie ribbon in pink, blue and white.

TROUSSEAU
Rosebud and polka dot lingerie ribbon.

SANKANAC
Popularly priced satin and taffeta ribbon.

DEMOCRACY
A grosgrain ribbon "For the people."

All registered trade mark names.

Johnson, Cowdin & Co
40 East 30th Street, New York

BOUE SOEURS

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announce their return to New York with their new originations in

ROBES MANTEAUX LINGERIE

These introduce the Boue modes for Spring, displaying a verve and brilliant beauty which carry the triumphant note now dominant in Paris. An exhibition is given daily from 11 to 1 and from 3 to 5 under the personal direction of Boue Soeurs. Your gracious attendance is invited.

13 West 56th St.
The Only Rue de la Paix House in America

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COMPLETE SUITES; PERIOD REPRODUCTIONS; ODD PIECES
Unusually Low Prices Prevail Throughout Our Entire Stock
Six immense floors running from block to block are devoted exclusively to the display of this high grade furniture.

Louis XVI." Antique Ivory Bed Room Suite, Eight Pieces, \$275
Those Contemplating Furnishing Their Homes Can Make Purchases Here at a Considerable Saving
Living Room and Dining Room Suites of Every Description

Low operating expense and wholesale connections make prices here lower than elsewhere.

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RETAIL WHOLESALE
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Eyeglasses Perfect Comfort

You don't have to worry with your Eye Glasses if you wear our one-piece Eye Glasses. No screws to come loose or lenses to break. Our Eye Specialists are in constant attendance to examine your eyes. We use the best and most accurately made lenses to fit the defects of vision and our prices are right.

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OPTOMETRIST AND OPTICIAN
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156 Fulton St., One Flight Up.
604 West 181st St. OPEN TO 1458 Madison Ave.
981 Prospect Ave. 9 P. M.

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THESE seeds bursting with life—quick, vigorous growers—producing delicious table vegetables and a lot of delightful flowers: 115 years' experience in every package. Write for catalog today.

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use **KRYSTALAK**
Dry, flaky milk crystals for all cooking. One 50c pound package makes 5 quarts

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TALC-POWDER-CREAM
25¢ 50¢ 50¢

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are a boon to the woman with scanty hair or a high forehead. Made of beautiful, softly waving hair on the lightest of foundations, they are easy to dress in any style. Invisibly adjusted; cannot be distinguished from your own hair. Pierre specializes exclusively in accessoires de coiffure and his Transformations and Chignons are beyond comparison with the work of the ordinary hairdresser. Booklet on request.

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The Most Useful Clock in the World. Sets from the Face. AND IT IS CALLED THE IMPROVED WIZARD

THE ONLY FRACTIONAL TIME REMINDER. FEATURES NOT ON ANY OTHER EXISTING CLOCK. NOVEL, HAND-SOME, USEFUL, RELIABLE. Send for booklet or 'Phone 2515. Retail price \$5.00. With illuminated hands and numerals \$6.00.

YANKEE WIZARD CLOCK CO.,
18 Broadway, New York City.

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Contains rare Oriental Oils famous for brightening the skin smooth and velvety and preventing lines and wrinkles. THERE IS NO CREAM LIKE IT. Non-greasy—does not grow hair. Size \$1.10, \$1.50. Also Strawberries-Astringent Face Lotion, which gives wonderful freshness and youth to your skin. Sold by Macy and Leading Stores or Mailed Direct.

Made and Guaranteed by **SELMA J. SOTHERLUND (of Russia)**
25 West 45th Street, New York

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