



"SLOANE"
IMPROVED
VACUUM-CLEANERS

"Best by Actual Test"

THE two most important points to consider in purchasing a vacuum cleaner are *efficiency and reliability.*

"Sloane" Vacuum Cleaners, equipped with a powerful General Electric motor, not only remove every vestige of dust and dirt, but with equal ease pick up lint and thread—thus demonstrating their thorough efficiency.

The simplicity and durability of their construction, the ease and economy attending their operation, and their graceful appearance are other features which influenced the U. S. Government to adopt "Sloane" Vacuum Cleaners after exhaustive tests of all the leading makes.

Portable Model for Household Use, \$48
With Eight Extra Attachments, \$59

Other models for every purpose. Stationary Plants installed. Descriptive circular upon request.

W. & J. SLOANE

Fifth Avenue and 47th Street, New York

NUCOA

Butters
Bread
Stays Sweet

NUCOA is a pure and rich spread for bread that you will find more satisfying, every day in the year, than any butter you have ever used. It is not an imitation of anything. It is just its pure self.

THE
NUCOA BUTTER CO.
New York Chicago Detroit
San Francisco Los Angeles



"I'm churning
NUCOA
sir," she said.



All Wool Velour Suit. Advertised in World October 19 for \$50.00. Now \$20.00
Novelty Velour Coat. Genuine Fur Collar. Regular \$30.00. Now \$20.95

1/2 OFF \$40 SUITS NOW \$20 1/2 OFF 1500 Suits, all this season's styles, at exactly one-half the printed price in our catalog. About one-third of what they will be next fall.

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HAMILTON GARMENT CO.
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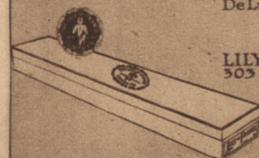
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The Lily of France is a beautiful corset, worn by beautiful women to make them more beautiful

\$5 to \$35 at Quality Stores
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Eleanor Henry, featured in "The Lonely Romeo" wearing hat creation trimmed with "J. C." Silk and Tinsel Ribbon

The simple lines and the delicacy and originality of ornamentation make the pictured hat a thing of rare beauty. Whatever the shape, trimmed with a beautiful ribbon, it becomes a vision of genuine loveliness.

"J. C." RIBBONS

are AMERICA'S BEST. There's one for every need—buy them by name

- Lady Fair
- Satin de Luxe
- Trousseau
- Violet
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Send 10 cents for RIBBONOLOGY tells how to make useful ribbon novelties.

FINDLAY'S FINE FIXTURES

The standard since 1885. Call and see the right lighting effects for your home. Courteous treatment, individual service, and manufacturers' reasonable prices make your visit pleasant and profitable. Complete assortment of table and floor lamps. Conveniently located showrooms.

ROBT. FINDLAY MFG. CO. INC.
224 FIFTH AVE. at 26th St. N.Y.

Vantines Fragrant Incense Set \$1

Simply place a small quantity of our fragrant burning powder in the burner and apply a match. It will immediately smolder and diffuse a dreamy fragrance most pleasing to the senses. When burned in reception hall its perfume will pervade the upper rooms, purify the air, disperse all odors and impart a most pleasing perfume to draperies, clothing, etc.

On sale at your dealer's, or send \$1 (incense only, medium size, 50c.; large size, 90c.; magnum, \$2), and we will forward, prepaid, the set illustrated, with complete instructions for using. Specify C 10021

Acquaintance package of incense mailed postpaid upon request.
A. A. VANTINE & CO., Inc., New York, N. Y.

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Here is a rare and distinctive design in portable lamps that harmonizes with any interior; that adds to the refinement, beauty and comfort of the home. Decorated with the Pickwickian Group of imported figures in gold plate. Portable is finished in Royal Copper with the chased detail relieved in green. Shade is of antique parchment of unusual contour and design.
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Showrooms: 101 Park Avenue, Manufacturers of Lighting Fixtures,

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Caruso writes:
"The Hardman is the only piano I have used in my apartment in New York. I also have one in my house in Florence, Italy.
The Hardman is my favorite."

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