

ADVERTISEMENTS. ADVERTISEMENTS.



Queen Anne Dining Room Suite

10 Pieces \$425.00

In design, in every detail of its structure, in the rich graining and exquisite antique finish of the selected solid mahogany, this Suite is superb.

The Buffet is 66 inches long; the Service Table, 42 inches long; the Oval Top Extension Table, 48 by 62 inches, and the China Cabinet, 47 inches wide by 63 high.

W.A. Hathaway Company
62 West 45th Street, New York

"Furniture of the Better Kind."

Some of our many other handsome pieces are illustrated in the Hathaway Brochure, which will be sent on request.

The Big Secret is in the Blending

—just as skillful blending of different varieties of tea or coffee creates that flavor and quality that appeals to you, —so it is the "just right" blending of the very choicest spring and winter wheats gives to bread made with



Heckers FLOUR

—a really delicious flavor, —equally supreme for biscuit, cake, and pastry. **At All Good Grocers.**

HECKERS' CREAM OATMEAL—REALLY THE CREAM OF THE OATS

Thanksgiving Special

Serving Tray \$2.00
Solid Mahogany or Walnut.
Size 13 1/2 x 21 1/4 in. wide.
Choice of solid Mahogany or Walnut. Handles of solid wood. Glass inside over bottom of tray. Feet underside, also rubber feet at each corner. Exceptional value.

\$2.50 Colonial Bedside Candlestick
Height 13 1/2 in. Diameter 3/4 in.
BASE of pure Brush Brass, chimney of etched glass. Particularly attractive because of flare at top. Depth of chimney makes use of candle practical, preventing flicker from draughts and protecting the flame.
Many other attractive but practical novelties from here and abroad to be found in our shop.

Mastick & Graham
8 East 37th Street, New York
formerly of 10 W. 40th St.

Est. 1892 Furniture of Distinction Est. 1892

Special Sale of Bedroom Furniture

We are offering for this week some very exceptional values. You will do well to inspect these. Among the collection are a variety of woods, finishes and periods. Our guarantee is on every piece.



This 4-piece Mahogany Bedroom Suite, finished in a rich antique brown. Can also be had in antique ivory. Regular price, \$220. Special for this week, \$135.

Geiger & Braverman
Furniture Company
49-51 W. 23d St. Bet. 5th & 6th Aves.

JACK'S MEDIC SHOE

Beautiful and Beneficial Shoes

That Satisfy in Every Way.

Jack's Improved Arch Shoe—perfect in Fashion—relieves and corrects foot troubles without the objectionable features of the ordinary "orthopedic" shoe. They are light and comfortable; not clumsy in appearance—on the contrary—most smart and up to the minute in Fashion.

Price Nine Dollars. New Designs in Short Vamp Shoes. OUR ONLY STORE:

Shoe Jack's Shop
495 6TH AV., AND 30TH STS.

PARKER'S HAIR TREATMENT

Quickly cleanses the scalp of dandruff and other impurities; will keep it in a clean and cool condition; promotes the growth of healthy, abundant, rich hair; and makes it dressy and fluffy. Valuable for dry, harsh, stiff, and brittle hair.

Personal consultation given in individual cases. Send today for free book: "How to Get and Keep It."

JANE COWL SAYS
Dear Mr. Parker—Let me thank you for the most beneficial treatment my hair has ever had. All good wishes to you.

HERBEX makes the HAIR HEALTHY, keeps the scalp clean, cool, making the hair soft and fluffy. 50c bottle. Ask for Book, "Healthy Hair."

Frank Parker, Hair and Scalp SPECIALIST.
51 WEST 37TH ST., N.Y.

Rebuilder of Gowns

If your old suits are slightly worn and out of season, let me alter them for you. At a reasonable expense I can really do wonders with gowns you may consider worthless.

Also ARTISTIC GOWNS for all occasions made from your own material to suit your individuality.

HOMER
11 1/2 W. 37th St., N.Y. Tel. 5265 Greeley.

ADVERTISEMENTS.



Peck & Peck

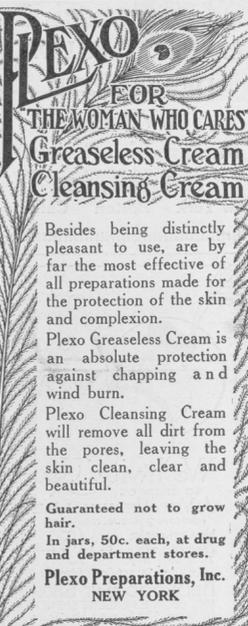
FALL STREET WEAR.

Especially attractive and long wearing. Finest French stockings of silk and lisle, made in a great variety of colored stripe effects or with single or five rows of hand-embroidered clocks. Attractively unusual and of excellent wearing quality. \$3.50 the pair.

Peck & Peck Standard Special silk hose in black and all colors at \$1.00, \$1.35, \$1.85 and \$2.50. Exceptional values for the money. Mail Order Service.

PECK & PECK EXCLUSIVE HOSIERY
448 Fifth Avenue at 34th Street
388 Fifth Avenue at 43rd Street
NEW YORK CITY

ADVERTISEMENTS.



PLEXO FOR THE WOMAN WHO CARES

Greaseless Cream Cleansing Cream

Besides being distinctly pleasant to use, are by far the most effective of all preparations made for the protection of the skin and complexion.

Plexo Greaseless Cream is an absolute protection against chapping and wind burn.

Plexo Cleansing Cream will remove all dirt from the pores, leaving the skin clean, clear and beautiful.

Guaranteed not to grow hair.

In jars, 50c. each, at drug and department stores.

Plexo Preparations, Inc.
NEW YORK

ADVERTISEMENTS.



Ambre Royal

The Powder of Royalty

Paris France

\$175 the Box

Six Delicate Tints

Send 15c for Acquaintance Box

No. 51 COLD CREAM SOAP 50c

Finest Toilet Soap in the World

Triplet (pronounced Ve-O-LAY)

Importing Office:
71 West 35th St., N.Y.

ADVERTISEMENTS.

If All Parents

knew Blyn-Plan Shoes as we know them, no child would be without Blyn Plan Shoes and Blyn Plan comfort.

The master designing, the careful shaping, the capable making of choicest leathers into foot-health shoes is watched by trained shoemen keenly interested in their work.



Blyn-Plan
Nature Shoe

Patent Colt For and Gun Metal Children

Sizes 5 to 8..... 1.75
8 1/2 to 11..... 2.00
11 1/2 to 2..... 2.50

Tan Russia Calf 10c. extra by mail 5 to 11..... 2.00 anywhere in the 11 1/2 to 2..... 2.50 United States.

Red Cross Shoe
For Women

Red Cross Arch Support Shoes give immediate ease and gradually raise the fallen arches to normal position.

The foot muscles relieved from excessive strain regain their natural strength.

Made of soft vici kid with built-in arch supports, arch supporting heels and the famous Red Cross flexible soles—ask for Style 805 1/2 at \$4.

We are sole agents in Greater New York and Newark.

Red Cross Model 805 1/2

\$4

Blyn Shoes in Newark
New Store in Newark's Shopping Centre,
689 Broad Street
Opposite Military Park.

J. Blyn & Sons
GUARANTEE SHOE CO.
Mail Order Dept. 2340
341 Av. C
West Side Stores: East Side Stores:
222-224 W. 125th St. 34 Av. & 123d St.
301 Av. & 125th St.
6th Av. & 27th St. 34 Av. & 125th St.
8th Av. & 30th St. 102 Bowers St. Broomer
St. Park & B'way
Brooklyn 485 Fulton St. opp. A. & S. Stores
Broadway, near Greene Ave.
Factory: 511-519 East 72d St.

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Undesirable Hair Removed

from face, neck and arms by a wonderful new method. No needles—no acids.

Bring Your Own Physician to Investigate Treatment

Positive Permanent Harmless

The Marton Method has not and cannot be applied by any other than

Dr. J. M. Marton
Consulting Chemist, and Associates.

Call for consultation. Write for free booklet, Dept. T. 70 for appointment.
Bryant 6993.

Marton Salons Cosmetiques
Leopold Building
North East Corner Broadway & 42nd Street
Facial Correctors of All Kinds
Specialists in all Skin Diseases

ADVERTISEMENTS.



EMERALITE LAMPS

The "Emeralite" Floor Lamp is the ideal eye-resting lamp for the library or den. Like all "Emeralite" Lamps, it has the scientifically adjustable shade—emerald green glass outside, opal inside—that concentrates a strong, "daylight-white" light exactly where you want it. No hurtful glare, no annoying shadows. Just an even, soothing brightness.

Booklet Free—Shows in actual colors the thirty different styles of "Emeralite" Lamps—for office, library, parlor, sickroom, piano, etc.

Dealers everywhere can supply you.

H. G. McFaddin & Co.
39 Warren Street, New York.

BE KIND TO YOUR EYES

ADVERTISEMENTS.

A Man's Boot

We Wish to Be Known By.

With the favored low tread and staunch durability, this smart boot is an exceptional value at \$5. We feel that this special price will win many new friends for us at 15 West 42d St., where we have recently opened a men's shoe department.

I. MILLER
15 West 42d St.
Ladies' Shoes Exclusively at 1554 B'way

ADVERTISEMENTS.

PEARLS

A graduated row of Frederick's famous Fish Skin Pearls of a delicate cream color, with a sterling silver barrel clasp set with fine artificial diamonds.

Regularly Sold at \$8.00
Special \$5.00

New Illustrated Pearl Booklet sent on request.

ADDRESS MAIL ORDERS
54 WEST 37 ST., NEW YORK.

Frederick's

Jeweler and Pearl Maker
SHOP AT
547 FIFTH AVE.
N. E. Cor. 42d St.
New York.

ADVERTISEMENTS.

Thanksgiving Dance Frock

Special Until December
MADE TO ORDER
Satin and Lace, \$45.

Mrs. Copeland,
The Cambridge Building
334 FIFTH AVENUE
Entrance West 33d Street,
opposite Waldorf-Astoria
NEW YORK.

ADVERTISEMENTS.



Woodbury's Facial Soap

For sale by dealers everywhere.

Made by The Anderson-Jergens Co., Cincinnati, New York.

Do this today

Tear out the illustration of the cake below and put it in your purse as a reminder to get Woodbury's. Tear out the cake now. Take it to your druggist or toilet counter today. Begin tonight to get the benefits of this facial soap.

ADVERTISEMENTS.

How you can aid the RED CROSS without cost to yourself

EVERY yellow label appearing on the front of a package of Cox's Gelatine will be redeemed if presented before February 1, 1915, for 1 cent in cash, to be paid to the Red Cross.

This very unusual offer is generously made by The Cox Gelatine Company in order that they may make a substantial contribution to the heroic work of the Red Cross, and give every American woman an opportunity to share in the gift.

Save the Yellow Labels!

Save the yellow labels from all packages of Cox's Gelatine used in your own home, and collect labels among your friends.

To Members of the National Housewives' League

Your Headquarters has undertaken the handling of this campaign. Let every member hereby consider herself appointed an official collector.

Act Quickly!

People are pouring out money, labor, personal sacrifices, and even their lives, in the cause of the Red Cross. Every woman who reads this announcement ought to help.

The Cox Gelatine package is shown on this page. Cut out the side which bears the label in yellow. All labels will be carefully counted by the Housewives' League and turned over to The Cox Gelatine Company each week in exchange for their check payable to the Red Cross. This offer expires February 1st, 1915. Labels may be tied in bundles, or enclosed in envelopes and addressed plainly. Large quantities may be sent by parcel post. If you will mark on the wrapper the name and address of the sender, proper acknowledgment will be made in the official magazine of the Housewives' League.

Send all Cox labels to the

NATIONAL HOUSEWIVES' LEAGUE
25 West 45th Street, New York City

THE COX GELATINE COMPANY
NEW YORK

Cut out the yellow label on front of package.

ADVERTISEMENTS.

REDUCE YOUR FLESH

Wear my famous medicated rubber garments a few hours a day and your superfluous flesh will positively disappear.

Dr. Jeanne Walter's
Famous Medicated Rubber Garments
Rubber Garments for Men & Women.
SPECIAL BUST REDUCER, \$5.00. Will reduce your flesh on any part of the body. Write today for further particulars.

Dr. JEANNE WALTER.
Dept. T. S., 45 West 34th St., New York
Inventor and Patentee.

ETON JACKET.
Specially for reducing the bust and upper part of the body above the waist line.

A MINIATURE PALACE

This Louis XVI Bird Cage, suitable for child's bedroom or morning room, is the last in line in daintiness. It is of white enameled brass with a charming little flower wreath encircling the top, tied at each end with blue ribbon motifs. Complete to the smallest detail, with sliding bottom tray, feet cups at each end, with guard rail. Size 15 inches deep and 14 inches high, and is specially priced at \$23.95. Carefully packed for express or parcel post.

You will be interested in our catalogue illustrating our unusual line of Electric Lamps, sconces, frames, mirrors, clocks, fan cases, tables and household articles.

J. Maurard Co., 256 W. 28th St., N. Y. City

ADVERTISEMENTS.

KEEP DRY DRESS SHIELDS

ABSORBENT MOISTURE-PROOF A NEW DRESS SHIELD With New Merits To appreciate them you must try a pair.

EVERY PAIR GUARANTEED
For sale by leading Department Stores. Send 25c. for Sample Pair to

J. J. BEYERLE MFG. CO.,
90-101 Broadway, Brooklyn, N. Y.

ADVERTISEMENTS.

WONDERS OF THE ORIENT!

Every Day New!
Interesting, Rare,
Handsome!

Delight of Invalids,
Pictures of Beauty.

Cat. free. Her-
mann's Seed Store,
140 E. 34th St.,
nr. Lex. Av., N.Y.

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THE COX GELATINE COMPANY
NEW YORK

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ADVERTISEMENTS.

Period Furniture

GRAND RAPIDS FURNITURE Direct from Factory.
DISCONTINUED PATTERNS AT 50% of Regular Prices.
ODD PERIOD PIECES \$4 up CHAIRS, DESKS, TABLES, ETC.

In wide variety

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



Comfortable and Luxurious Chesterfield Sofa

Back has Pillow Effect. Three Separate Cushions, all Hair-filled. In Dainty selection of colors.

Special at \$65
REGULARLY \$100

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

ADVERTISEMENTS.

The Pathephone

IS DIFFERENT!

The ball-shaped GENUINE Sapphire which is used in the PATHEPHONE instead of a sharp-pointed needle does away with the nasal sound in the ordinary machine. YOU CAN USE THE RECORDS THOUSANDS OF TIMES WITHOUT WEAR.

Write for Catalogs
Continual Demonstrations at

PATHÉ FRÈRES PHONOGRAPH CO.
29-33 West 38th Street

This is the \$175 Pathephone. Other Styles \$15 to \$50.

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LEMAIRE OPERA GLASSES

BEST IN THE WORLD

In Pearl, Black and Aluminum Plain or with Handle

LEMAIRE

FIELD GLASSES & PRISM BINOCULARS

At your Jeweler's or Optician's

NEW YORK OFFICE 90 MAIDEN LANE, N. Y.

BERTHE MAY'S Maternity CORSET

Only corset of this kind made for its purpose. Worn at any time. Dress as usual. Normal appearance preserved.

Price \$5.00 and upwards

Mail orders filled with complete satisfaction. Corsets for ordinary wear on same lines. Cut at my pattern or write for Booklet No. 21, sent free under plain envelope.

BERTHE MAY,
10 East 46th St., New York

ADVERTISEMENTS.

Ovida Reducing Brassiere

Adaptable with or without Corset. The most successful figure-shaping and health-making garment yet invented. Scientifically constructed to nature's model, the ELASTIC-GOT bust sections sound a graceful, youthful outline. Perfect fitting, durable, comfortable, washable, fastens in front, and made with or without adjustable shoulder straps. Sizes 32 to 62.

Look for trade-mark OVIDA. Protected by U. S. PATENT and patents pending. Illustrated Style Book 6-Mailed FREE.

OVIDA CO., 15-17 W. 38th St., N. Y. City.

THE SHEFFIELD SILVER SHOP

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

SOLD AT LEADING STORES

GUERNEY JUG, \$5.50

ROBERT FITCH,
295 Fifth Avenue,
Bet. 30th & 31st Sts.,
NEW YORK.