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Artistic & Serviceable Mahogany Furniture

Retailed at Manufacturer's Prices

GIFTS for Home Comfort and Household Adornment

The selection of Solid Mahogany Novelties, now on display in our show-rooms, will make a strong appeal to those who contemplate making practical gifts at Christmas time.

The list includes Tip Tables, Muffin Stands, Tea Wagons, Pie-Crust Tables, Palm Stands, Sewing Tables, Foot Stools, Tea Trays, Chairs, Library Tables, Piano Lamps, Nest Tables, Dressing Tables, Telephone Stands, Book Blocks and many other charming novelties, which range in price from \$2.75 up.



Nest of Tables
Large Table 18x28. Small Table, 16x16.
2 1/2 in. high. \$10.00. In plain or various inlays.



English Mahogany Tea Wagon
Solid Mahogany, strongly built and exquisitely finished in every particular. Has a removable glass serving tray, complete with brass handles. Size 18x24. Special at \$15.00.



Martha Washington Work Table
Made of Solid Mahogany, perfectly constructed and finished; has three drawers with compartment tray in top drawer, special racks, and two side pockets. Special at \$15.00.



Tea Tray
Solid Mahogany inlay, with brass handles. Size 14x22. Special at \$4.50.



Tip Table
Plain or Inlaid
17 inch size \$5.00
22 inch size \$8.50
24 inch size \$8.50



Muffin Stand
Scrap Plate. Special at \$5.50. Others in plain and various inlays.

We have unusual facilities for taking care of mail orders, and will ship to any part of the country.

Our Booklet "T" sent free on request.

Louis Hessler

"Quality Furniture Novelties."

630-632 Columbus Ave., Between 90th & 91st Sts., New York
Telephone Riverside 312.

ADVERTISEMENTS. ADVERTISEMENTS.

How you can aid the RED CROSS without cost to yourself

By Special Permission

EVERY yellow label appearing on the front of a package of The 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 Red Cross
Here is your chance to perform a little service with a big result. Gather all you can at once and send them along.

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. ADVERTISEMENTS.

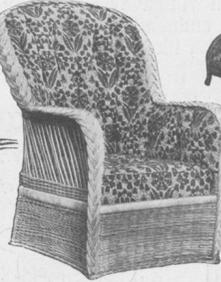
MISS SWIFT

Announces that she is now established in her new building at
11 EAST 55th ST. NEW YORK

INTERIOR DECORATIONS

Furniture, Hangings, Materials, Wall and Floor Coverings

Also unique decorative articles suitable for bedroom, boudoir, living room and all other interiors.





"Let's Give"
Him that handsome chair, it looks so comfortable, is often heard at Miss Swift's before Christmas. Minnet handwoven willow gifts are artistic and distinctive. Catalog.

Riverview \$7
Chair, Stained \$1.00

Colony Lounge \$30
Chair, With spring seat upholstered in cretonne, velvet or plain material. Stained any color.

Minnet & Co., Mfrs.,
365 Lexington Avenue, N. Y. C.
Bet. 40th & 41st Sts., N. Y. C.

ADVERTISEMENTS.

Whitcomb Brass Bed

One of many Whitcomb patterns that give the highest beauty and strength. There is a Whitcomb Bed to meet your need—whether in brass or enamel—for owner's, guest's or servant's room.

Brass Beds from \$16 up
Enamel Cribs, \$5.75 up
Bedding—Mattresses remade
The Whitcomb Metallic Bedstead Co.
34th & Madison Avenue
Factory, Shelton, Conn.



Philadelphia Boston
1719 Chestnut St. 78 & 80 Washington St.

ADVERTISEMENTS.

Ambre Royal

The Powder of Royalty

Paris France

For Baby's Christmas

No. 354. Infants' Sweater Set (as illustrated), hand knitted of finest split zephyr and trimmed with pink or blue on white. Sweater jacket, cap, booties and thumbless mittens, packed in a special gift box. Value \$3.50. Special price 1.95

Lane Bryant's Department for infants has so many fascinating suggestions for Christmas giving that only a personal visit can do justice to these dainty offerings.

If you are unable to call send for our special booklet "T" or telephone 6,416 Greeley.

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

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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

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EMERALITE

PIANO LAMP

It's Lamps soothe and help the eyes. The adjustable shade-emerald green glass outside, opal inside—furnishes the most natural, restful illumination. It is scientifically constructed to throw a flood of rich "daylightness" just where it is wanted.

"Emeralite" Lamps make splendid gifts. Dealers everywhere can supply you.

Write for booklet. Thirty different styles—desk and table lamps, piano lamps, bed lamp, floor lamp, etc.—illustrated in actual colors.

H. G. McFADDIN & CO.,
89 WARREN STREET, NEW YORK.

BE KIND TO YOUR EYES

ADVERTISEMENTS.

TRIFLES

for the toes of CHRISTMAS STOCKINGS

Quiestelle RIVIERA
Parfum de Luxe. Limited proof edition in half oz. bots., 50c. After Xmas, \$2.50.



Sachet Pillows RIVIERA
Muguet, Tentionat, Rose, Violet. Six in dainty box, \$1.25. Also other styles.



Essences de Fleurs RIVIERA
One drop on shoulder of gown or amongst lingerie lasts for weeks. Seven odors, 75c. each.

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MADAM: A unique gift for him, a comfort for you, and an ornament for the home.

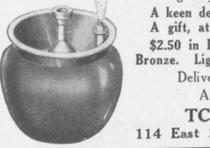
ALADDIN SANITARY ASH BOWL

Its charm is demonstrated by the disappearance of all ashes and smouldering stumps. A simple pressure of the plunger deposits everything that makes smoking objectionable into an air-tight compartment.

A keen delight to the smoker and his family.
A gift, at once practical, yet ideal in its cleanliness.
\$2.50 in Brass, Old Brass, Nickel, Verde and Copper Bronze. Lighter Attachment, 50c. extra.

Delivered prepaid in U. S. and Canada.
A complete Assortment on display.

TCHARIC, SIMLEH & CO.,
114 East 28th Street (Suite 407), New York



ADVERTISEMENTS.

Christmas Chimes

No Tree without our Chimes. Works by heat of candle. Angels swinging bells ringing. Music! Glory to God! Handsome ornament with religious sentiment.

Price, 75 Cents, or by Parcel Post prepaid, \$1.00.

Hydrometer with 30-Hour Clock, guaranteed, handsome, fine woodwork, good thermometer. Special offer only \$2.50 in our store, or by Parcel Post prepaid 35 cents more.

NO C. O. D. Orders executed only against cash or money order.

SWISS CLOCK COMPANY,
85 Barclay St., New York City.

ADVERTISEMENTS.

"Nu Lace" Gaiter Boot

Grey, Fawn or Niggerhead. Brown Buckskin Tops.

A New Conception of the Fashionable Gaiter Boot. Exclusive, Original in Design, and built on JACK'S Famous PEDIC-ARCH LAST, combining absolute comfort with unusual beauty.

Evening Slippers in a wide variety of alluring models, up from FIVE DOLLARS.

JACK'S Slippers have high arches, preventing "falling arches" and flat foot.

Shoe Jack's Shop
495 6TH AV., BET. 29TH AND 30TH STS.
Our Only Store.

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PARKER'S METHOD OF 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, abundantly rich hair, and makes it dressy and fluffy. Valuable for dry, harsh, stiff, and brittle hair.

Personal consultation given individual cases. Send today for free booklet on "Healthy Hair—How to Get and Keep It."

JANE COWL SAYS
Dear Mr. Parker—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." SPECIALIST.

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

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MISS Pauline Frederick

says:

SUTOL

THE PERFECT ROUGE

in the convenient box with muff and mirror, is by far the best I have ever used. It is a pleasure to recommend it most highly.

25 CENTS PER BOX
(Including Puff and Mirror)

Your favorite store sells SUTOL ROUGE and the complete line of Oriental Preparations, INCLUDING LOFTUS NAIL ENAMEL, or by mail postpaid.

THE ORIENTAL CO.,
53 Ferry Street, New York, N. Y.

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Essences de Fleurs RIVIERA
One drop on shoulder of gown or amongst lingerie lasts for weeks. Seven odors, 75c. each.

Poudres Compactes RIVIERA
White, pink, rouge, rachel, mauve, and all newest French tints in mirror boxes, 25c.

AND MANY OTHERS
In full Catalog on Request.

PARFUMERIE RIVIERA PARIS
450 Fifth Ave., New York
BOSTON BUFFALO CHICAGO

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LEMAIRE

BEST IN OPERA GLASSES

In Pearl, Black and Aluminum Plain or with Handle

LEMAIRE
FIELD GLASSES & PRISM BINOCULARS

THE WORLD AT your Jeweler's or Optician's MARK

NEW YORK OFFICE 90 MAIDEN LANE, N. Y.



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FOREST HILLS INN,

Forest Hills, L. I.
NEW FIREPROOF HOTEL.
Attractive, convenient; Tennis Courts; Squash Court, Billiard Room. Moderate Rates.

Take Long Island R. R. (all electric trains), at Pennsylvania Station, 334 St. and 7th Av.
Send for booklet, or call at New York Office, 47 West 34th St., Room 716.

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 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.

ADVERTISEMENTS.

4 APRONS AND DUST CAP—all for 1

Sent postpaid direct from our factory to your home. Stylish, well made. All washable materials.

1. Percale, plaid, pink, blue, av. and black, trimmed with plain colors to match.
2. Percale, neat black figures on white grounds.
3. Amoskeag Gingham, neat blue checks.
4. Amoskeag Chambray; pink, blue and lav. trimmed with white binding.

State Size and Colors Wanted.

AMERICAN APRON CO., SUMMIT, N. J.

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Don't Know What to Give Party and The Hard to Please.

Twelve Lily of the Valley Pips for 50c., del. free anywhere in U. S.

Plant in a 6-in. pot of sand, moss or fibre, follow directions we send, and they will bloom at Xmas-New Year. Storekeepers charge \$1.00 to \$1.50. You can have FREE. Cash with order.

HERRMANN'S SEED STORE,
140 E. 34th St., near Lex. Av., N. Y.

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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
Gimbel Brothers Lord & Taylor
Jas. A. Hearn & Son Fred's Lessor & Co.
H. C. F. Koch & Co. Rothenberg & Co.

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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 ELASTI-COT band sections mould a graceful, youthful outline. Perfect fitting, durable, comfortable, washable, fastens in front and made with or without adjustable shoulder straps. Sizes 32 to 52.

SOLD AT LEADING STORES
Look for trade-mark OVIDA. Protected by U. S. PATENT and patents pending. Illustrated Style Book C—Mailed FREE. OVIDA CO., 15-17 W. 38th St., N. Y. City.

ADVERTISEMENTS.

"I Liked That Dress So Much,"

You've Often Said, with a Sigh.

Let me create a new gown from your favorite old frock. I will give it fashion's latest chic touches. Your best friend would not recognize it. Hand work only.

Original Designs in Frocks and Blouses. Smart Mournings. Trouseaux. Special Department for Remodeling.

Mrs. Wilson's
Formerly with Mrs. Osborne Co.
MENDING SHOP
444 PARK AV., NEAR 57TH ST.
Telephone Plaza 6885.

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THE SHEFFIELD SILVER SHOP

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

ROBERT FITCH,
295 FIFTH AVENUE, Bet. 59th & 61st Sts., NEW YORK.

GUERNSEY JUG. \$3.50.

ADVERTISEMENTS.

Rebuilder of Gowns

If your old suits are slightly worn or 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.

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The original mending and remodeling shop Trade Mark of New York City.

Gowns, Suits and Dresses REMODELED.

Experienced workers on Lingerie garments. Satisfaction guaranteed. Special department for darning and mending. Shop Waists and Gowns refitted. Suits cleaned, pressed and made into latest styles. First-class dry cleaning.

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Phone 189 Mad. St., No. 20, 31st St.

In the Shopping District. Equipped for cleaning, repairing and alterations on all makes of corsets. Prices moderate and work promptly attended to. Corsets copied, made to order. Stock corsets and brassieres fitted.

ALONSO,
N. W. Cor. 42d St., 6th floor
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Stylish SHORT VAMP SHOES

IN THE HEART OF NEW YORK

511 6th Ave., near 31st St.
225 5th Ave., near Times Sq.
58 3d Ave., near 10th St.

Send for Illustrated Catalogue T. Mail Orders Carefully Filled.

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Wave it ONCE with Herrmann's Permanent HAIR WAVE

(Imp. Pat. Feb. 10; May 10; Aug. 11) and it will retain its soft, refined, undulating appearance permanently, in all climates and in all weathers.

Why wear false puffs and curls? You will like the Herrmann method of Hair Waving. Home Outfit for Ladies, \$15. Send for Illustrated Booklet.

P. HERRMANN, Pres. Herrmann Permanent Hair Wave Co.
Dept. D. 50 21 West 38th St. New York

HERRMANN'S High-Classing Hair Goods, Hairdressing, Shampooing, and Manicuring Parlors.

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Lady of Quality CORSET SHOP

LA REINE AND ELISO Front and Back Lace Corsets at Special Prices.

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CLEANING, REPAIRING AND ALTERING

233 Fifth Ave., N. E. Cor. 27th St., Second Floor.
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ABSORBENT MOISTURE-PROOF A NEW DRESS SHIELD With New Merits To appreciate them you must try a pair EVERY PAIR GUARANTEED

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