ADVERTISEMENTS. ADVERTISEMENTS.

To be offered Londonderry is high tribute to your taste

The host who serves Londonderry, either as a table beverage or in a highball, does more than pay a compliment to your keen discrimination. He marks himself out as one whose standards are inflexibly exacting. For Londonderry, through twenty-five years, has been the standard carbonated spring water in the homes and clubs where only the best is served. Its delicacy and natural health-giving qualities have made it so.

SPARKLING
Londonderry
WATER

Sold by Park & Tilford, Charles & Co., Acker, Merrall & Condit Co., and others who supply the critical. Served at the better hotels, cafes and clubs.

—before you buy another pound of rice—

—heed this fact. Most rice used in the United States is coated with *glucose* and *talc*. The proof lies in the fact that it must be thoroughly washed before using. It's different with

Comet Rice
Unkoted
no glucose—no talc

Nothing is put on, so there's nothing to wash off. Comes to you in a neat, clean carton—its contents untouched by human hands. Have your grocer send you a package—try one of the recipes printed on it—or try it in your own favorite way. We won't find it necessary to *urge* you to buy your *second* package. Tear out this advertisement now, and put it in your purse to remind you.

Eastern Office,
Seaboard Rice Milling Co.,
100 Hudson St., N. Y. City

Something new! Comet Natural Brown (unpolished) Rice. Ask your grocer.

Handy-in-the-Pantry

The finest kind of bread—light, tasty biscuit—flaky pie crust—mouth melting doughnuts.

All from the same flour.

What a great thing that is for the housewife—saves so much trouble. You can do it with

Heckers' FLOUR

because it is blended. The choicest varieties of hard and soft wheat skillfully blended in just right proportions.

Supremely good flour for all household uses.

At All Good Grocers.

HECKERS' CREAM FARINA—DELICIOUS FOR BREAKFAST

Distinctive
Wall Pocket for Flowers

Complete 22" high 9" wide **$8.50**

Attractive hand-painted Parrot in full color on hand-carved trellis work in black.

Flower holder is zinc lined and finished in old ivory and gold. May also be had in any colors and to match any decorative scheme.

Many other charming and attractive objects for decorative use in the home may be seen in our shop.

Particularly Smart Novelties for Easter at Moderate Prices

Mastick & Graham
Interior Decorators
Eight East Thirty-Seventh St., New York

THE SHEFFIELD SILVER SHOP

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

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

GUERNSEY JUG, $3.50

Mrs. Copeland

Is showing charming Wash Gowns from $15 up.

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

KEEP DRY DRESS SHIELDS

For sale by
Gimbel Brothers
Jas. A. Hearn & Son
H. C. F. Koch & Co.
Lord & Taylor
Fred'k Loeser & Co.
Rothenberg & Co.

Every Pair Guaranteed.

Manufactured by
J. J. BEYERLE MFG. CO., Brooklyn, N. Y.

LONG SANG TI

Chinese Curio Co., Ltd.
Importers of
Chinese Works of Art
323 Fifth Avenue, N. Y.
Near 33d Street
Send for 1915 booklet "T"
Established 1902

ADVERTISEMENTS. ADVERTISEMENTS.

A Garden Full of Gladioli for $1.00

The Gladiolus is one of the most satisfactory flowers grown because it blooms continuously when it is 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 250,000 of the bulbs and have received hundreds of testimonials as to their merits.

ORDER YOUR BULBS NOW so as to have them to plant when you begin making your garden.

Simple cultural directions with every package.

Cut out this advertisement and enclose with Dollar Bill, Stamps or Money Order, or present at our Store and secure this splendid collection of Gladiolus Bulbs for **only $1.00**, prepaid to your home, anywhere in the United States, with our **1915 Spring Catalogue.**

Stumpp & Walter Co.
30 & 32 Barclay Street New York

Emerson says: Make the most of yourself, for that is all there is of you.

Venus Lavender Cream

will help you to do so. It imparts a dainty fragrance that lingers as though the very fields of lavender were surrounding you; leaves an invigorating freshness and tonicity; nourishes the tissues, and allays the effects of wind and sunburn.

Venus Lavender Cream

is an ideal skin food which will help retain nature's special gift to woman—a soft, satin-like, transparent skin.

Purity and satisfaction guaranteed or money refunded.

Creme de Luxe

Jars: 75c., $1.25 and $2.00
Trial Tubes, 35c.

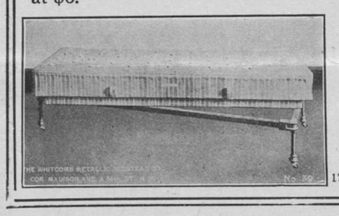
VENUS COMPANY
494 Third Street Brooklyn, N. Y. Trade Mark Reg.

Whitcomb Couch—Special

Very convenient as a couch or as a bed for the unexpected guest.

Regularly $18.50, now specially priced at **$16.**

Covered in denim or ticking—2 ft. 6 in. wide. If to be used for sleeping purposes, hair mattress will be supplied at $8, felt mattress at $6.



The Whitcomb Metallic Bedstead Co.
34th & Madison Avenue
Factory, Shelton, Conn.
Philadelphia 1710 Chestnut St. Boston 90 Washington St.

Sheffield Plate

Well and Tree Platter.
Size 18½x13½ inches. **Price $14.50.**
Heavy deposit of pure silver on copper.

As a gift Sheffield Plate is a compliment to the taste of the recipient. As practical silverware for your home it has no equal.

We have the largest display in New York City and at very reasonable prices. Each piece is liberally guaranteed.

DWIGHT R. MacAFEE, Antiques, 7 East 45th Street, New York.

GRAY, FADED HAIR

Given Its Natural Color

Be that natural color black, brown, drab or red, by an application of

La GOUTTE -a-GOUTTE

But one application necessary, and no after shampoo is required.

Then your hair will be soft and glossy in its naturalness, the color will be fadeless and will not rub off or stain by contact.

La Goutte-a-Goutte is harmless, does not discolor the scalp, and can be applied by yourself in a few minutes in the privacy of your own home.

Full package $1.25 postpaid.

If you prefer, before ordering

SEND me a little LOCK of Your HAIR; I'LL COLOR IT, FREE

Cut close to head and mention shade. If in the city, call and I'll apply color myself. No charge for examination or advice. Private operating rooms.

L. PIERRE VALLIGNY, Dept. T.,
14 East 44th Street, New York.

Marchand's

15 vols.
MEDICINAL
PEROXIDE of Hydrogen
PUREST STRONGEST
Used by the leading Physicians and Hospitals for over 30 years.
You are safe when you demand
Marchand's
Why not use the best

Comfort Chair

"The Norfolk"
$14.50
instead of $22.50

Essentially a chair for the tired body. Soft, roomy and very comfortable.

Upholstered in fine denim in colors to suit. Loose cushion seat and button back.

Our folder will be sent on request.

Geiger & Braverman
FURNITURE COMPANY,
49-51 West 23d St.

HAIR-I-TONE

A non-alcoholic Hair Tonic. Alcohol has a tendency to hurt the hair roots. Hair-I-Tone contains no alcohol. It nourishes the roots, stimulates a healthy scalp circulation, invigorates the sickly follicles and does a splendid work in building up a vigorous hair growth. 29c. per tube, postpaid. Zanols Balmy Hair Shampoo, 29c. Write for "The Care of the Hair."
T. A. Fabricius, 49 Liberty Street, New York.

Settle the matter to-day. Phone Bryant 1074.

PIRIE MACDONALD
Photographer-of-Men.
576 FIFTH AV. COR. 47TH ST.

Scientific Dentistry

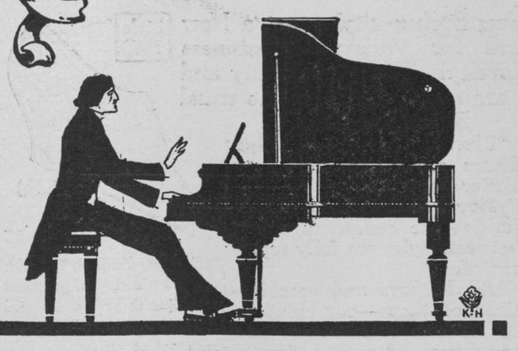
Our artificial, hand-carved teeth are recognized as being practically perfect in construction and appearance. Porcelain inlay work a specialty.

DRS. M. & H. SCHLESINGER,
1208 Times Bldg., 42d St. & B'way.
Phone Bryant 572.

Special Offer
Solid Metal Medallion
$1.00 Bronze Plaque
Mounted on hardwood, walnut-stain. Kaiser Wilhelm, also famous authors, musicians, etc. Only few left. Former price $3.00.
Kathodion Bronze Works
501 5th Av. (6th fl.), N.Y.

ADVERTISEMENTS. ADVERTISEMENTS.

Knabe
PIANOS · and · PLAYER-PIANOS



Pianos	Player-Pianos
Uprights $500 up	Uprights $775 up
Grands $700 up	Grands $1250 up

Knabe Building · 5th Ave. at 39th St.

Magazine Stand **$15.00**

Palm Stand **$3.25**

Useful Mahogany Novelties
Retailed at Manufacturers' Prices

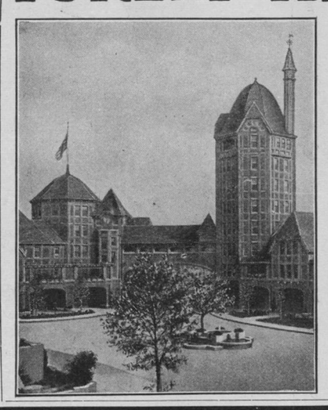
You are cordially invited to visit our establishment and see the many charming pieces we have on display.

Write for Booklet "T" showing many charming mahogany novelties.

Louis Hessler
630-632 Columbus Ave., N. Y.
Between 90th and 91st Sts.
Telephone Riverside 312.

GATE-LEG TEA TABLE
Closed, 4" x 31". Half-open, 17½" x 31". Open entirely, 31" x 31". Made of solid mahogany. Special at **$15.75**

FOREST HILLS INN



FOREST HILLS, LONG ISLAND.

FEW people realize that such a charming hotel as Forest Hills Inn is located in the City of New York, within fifteen minutes of the Pennsylvania Station at Seventh Avenue and 33d Street. A family hotel that has established an enviable reputation by its excellent table, good service, and competent management; and the rates are surprisingly low.

Billiard Room, Golf and Tennis
74 Electric Trains per Day

An attractive, illustrated booklet, upon request of the Management, or

Room 716, 47 West 34th St., N. Y.

JACK'S IMPROVED PEDIC-ARCH SHOE
The Only Shoe Built in the Latest Fashion for the Relief of Suffering Feet

SPRING DESIGNS include Jack's Exclusive "ARDSLEY" OXFORDS and Jack's Original DEMI-COLONIALS in the new sand and putty color two-tone effects. HIGH AND LOW SHOES for every occasion—also Riding Boots.

PRICES $7 TO $15
To Order up to $25

OUR ONLY STORE **SHOE** *Jack's* **SHOP** Estab. 1880.
495 Sixth Avenue, Bet. 29th and 30th Streets.

ELECTRIC VIBRATORS
AT
WHOLESALE PRICES
For a Limited Time.

No. 9 Eureka Vibrator
Reg. Price $17.50.
Special $9.85
No. 6 Eureka Vibrator
Reg. Price $25.00.
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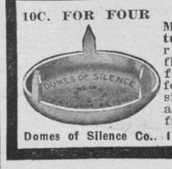
Vibro Life Hand-power Vibrator
(No electricity required)
Reg. price $7.50. **Special $5.00.**
Call or send for circular on Vibrators.
Express paid anywhere.
Muenzen Specialty Co., Inc.
131 West 42d St., N. Y.
529 Fulton St., Brooklyn.
Booth 53, Hud. Term'l, 30 Church St.

DOMES OF SILENCE

10C. FOR FOUR



Make your furniture glide. Save rugs, carpets, floors and your furniture. Look for the name inside caster. At all dealers or from us.

Domes of Silence Co., 17 State St., N. Y.

PLEXO

"For the Woman Who Cares"

Greaseless Cream
An absolute protection against chapping and wind burn, insuring a perfect complexion.
Cleansing Cream
Removes all dirt from the pores, leaving skin clean, clear and velvety.
All Stores.
25c and 50c

PLEXO PREPARATIONS INC.
94 N MOORE ST N Y C

HANDSOME HANDS

require careful manicuring. Treat your nails by Prof. Theo. Miller's Non-Cutting Method. Sets and Requisites sold by department stores and druggists. Mignon Set, complete pocket equipment in attractive case, sent postpaid for $1. Others up to $3.50. Write for Treatise on Nails—free.

THEO. MILLER MFG. CO.,
Edison Co. Bldg., N. Y. C.

ADVERTISEMENTS.

Regularly $68.00
$51.50

The Lining
of a Refrigerator
Tells the Tale

There may be other important differences, but no Refrigerator is better than its lining.

BOHN SANITOR REFRIGERATOR

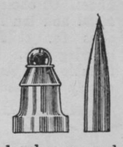
has a lining of genuine Porcelain **fused into steel at intense heat.** There is a vast difference between this and the usual process of laying on enamel paint (sometimes called "porcelain enamel") and baking it dry. We will be glad to demonstrate the difference in detail.

Bohn Sanitor Refrigerators are made by the Manufacturers of the famous Bohn Syphon Refrigerators and maintain the same standard of materials and construction. In fact, we will guarantee them to be more efficient than any other make except the Bohn Syphon.

The Model illustrated, No. 15, is 45x25x66¾ inches and has an ice capacity of 250 pounds. Priced regularly at $68.00, it is temporarily reduced, under our introductory offer, to $51.50. During the introductory period, the many other styles and sizes are correspondingly reduced. Write for catalog.

White Enamel Refrigerator Co.
of New York 53 West 42nd Street

The Pathé
Pathéphone
THE NEW PHONOGRAPH



A good phonographic reproduction can be had only through the use of the PATHÉ unwearable Sapphire. Above are shown the two means of reproducing the sounds. The first is a sapphire of round shape, the other a sharp-pointed needle. Imagine these two ends rubbing on a surface of only moderate hardness. Which one will scratch that surface? The answer is evident.

CALL FOR DEMONSTRATION AT ANY OF THE FOLLOWING DEALERS:

Hardman, Peck & Co., 433 Fifth Ave., New York.
Hardman, Peck & Co., 524 Fulton St., New York.
Ludwig Bauman & Co., 144 W. 125th St., New York.
Fred. Kraft, 38 Cortlandt St., New York.
Henry B. Pye & Co., 2918 Third Ave., New York.
Mirkin & Susser, 1529 Madison Ave., New York.
The Mathers-Carruthers Music Co., 4181 Broadway, New York.
B. G. Warner, 1223 Bedford Av., Brooklyn.
Hyder Sound & Regulator Co., 71-73 Sixth Av., Brooklyn.
Manhattan Carpet & Furniture Co., 1923 Richmond Terrace, Port Richmond, S. I.
The Pathephone Company, 8 Park Ave., Paterson, N. J.

or at

PATHÉ FRÈRES PHONOGRAPH CO.
29-33 W. 38th St.

COPIES OF THE
Best French Models

A close affiliation with the manufacturers allows us to sell to you duplicates of the gowns carried by the best houses on the Avenue for 25% less than *their* price.

The workmanship is splendid. The garments are new and every one of them is guaranteed with the purchase-money-refund plan.

Model 495 (Illustration). Two-piece wool poplin, navy blue, trimmed with lemon peau-de-cygne, with plain circular skirt and the modish flare back coat. Very pretty lines and smartly trimmed.

Other colors, too. Sizes 14 to 44.

Established price $25.

SPECIAL FOR THIS WEEK **$15.75**

The Wonderful New Frentex Sport Suits for Women

A knitted cheviot with great elasticity and flexibility. *Now being worn not only by society women, but the younger set, too, at Palm Beach, Pinehurst and Greenbrier.* Perfect freedom of movement—will improve your looks as well as your game of golf or tennis. Shower-proof. 12 *models*—16 *colors.*

$18.50 to $29.50

These prices are much less than elsewhere.

FRENEAU SWEENY COMPANY
379 5th Avenue—3rd Floor—Opp. Best's.

Relief for Broken Arches or Flat Feet.

By the use of electrical treatments the broken arch is raised back into place—without the use of cumbersome orthopedic appliances.

Leaflet on request.
Relief Guaranteed.

Robert F. McDonald, M.D.
15 W. 82 St., N.Y.C.

"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.

MRS. WILSON'S Formerly with Mrs. Osborne Co.
MENDING SHOP
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Telephone Plaza 6585.