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The Blyn Shoe

STYLES FOR EASTER 1915

Style 1344 1/2 The New Spring Styles set a New Standard for Variety, Ornateness and Novelty. Their Originality and Value are even ahead of the usual Blyn Standard. **Style 1376**

Eleven Big Bright Blyn Stores are ready with your Easter Footwear. Novelties are shown in profusion—the conservative and between styles are fully represented. All leathers and combinations of them—combinations of leathers and cloths—new toe shapes—diversity of vamp and quarter trim and almost unlimited variety of ornamentation. The season's choicest productions at Blyn popular prices offer economies that will be particularly appreciated now.

\$3 An Easter Model

Ladies' Patent Colt and Gun Metal Paris Pumps, with cloth tops in the new sand and gray shades, cut jet ornaments, Spanish heels and welted soles. A style that sells in other shops at a dollar more.

NEWARK STORE
689 Broad St.
Op. Military Park.

Style 1822 Patent Colt Gun Metal Sizes: 5 to 8 1.75, 8 1/2 to 11 2.00, 11 1/2 to 2 2.50, 2 1/2 to 6 3.00. Tan Russia 5 to 11 2.00, 11 1/2 to 2 2.50, 2 1/2 to 6 3.00. Also in white Nu-Buck at moderate prices.

MAIL ORDERS FILLED. Mail Order Department 2240 3d Ave.

Style 73 English Last

\$3.50

Red Cross Shoe For Women

We are sole agents for Red Cross Shoes in Greater New York and Newark.

Red Cross Model 800 1/2

\$4

Children's, Misses', and Growing Girls' Button Shoes. Of choice patent colt, gun metal and tan Russia calf, in all sizes for children, misses and growing girls. Fashionable, comfortable and perfect fitting, thoroughly well made and low priced.

Ten Big Best Family Shoes—Easy to Reach—Easter Shoes for Everybody

W.A. Blyn & Sons
GUARANTEE SHOE CO.
Factory, 511-519 E. 73d St.

WEST SIDE STORES: 223-224 W. 125th St., 8th Ave. and 27th St., 8th Ave., 39th & 40th Sts.
EAST SIDE STORES: 84 Ave. and 122d St., 3d Ave., 86th & 87th Sts., 3d Ave., 159th & 161st Sts., 162 Bowersy, nr. Broome St.
BROOKLYN STORES: Broadway, nr. Park Ave., 485 Fulton St., opp. A. & S. Broadway, nr. Greene Ave.

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AMAZING Vacuum Cleaners Offer

By all means read here our wonderful bargain prices on all standard vacuum cleaners. Positively 70 different styles of electric and hand power machines—the products of 46 different factories—now offered at an amazing slash in prices.

The facts are simply these: We buy in large quantities for spot cash. We have eliminated the big profits of the canvasser and agent. We are now selling direct to the consumer at one small profit. We are smashing all fixed retail prices in the great direct selling plan. Here are a few prices for comparison. Look them over.

ELECTRIC	Reg. Price	Sale Price	ELECTRIC	Reg. Price	Sale Price
Rapid	\$22.50	\$17.25	Magic	\$38.00	\$32.75
Liberty	25.00	21.75	Baby Hoover	40.00	34.00
France Premier	25.00	22.75	Monarch	75.00	63.50
Cadillac	30.00	26.75	Santo	125.00	104.00
Ohio	30.00	26.50	Duntley	125.00	111.00
Western Electric	32.50	27.50	Eye A	125.00	117.50

HAND-POWER CLEANERS

Hand-power cleaners have been wonderfully improved in the past year. Some of them do just as good work as electric cleaners, except that they are not quite as easy to operate. We have a very large and carefully selected assortment.

Combination Carpet Sweepers and Vacuum Cleaners.	Reg. Price	Sale Price
Duntley	\$9.50	\$4.95
Sovereign	12.50	6.90
Domestic	11.50	8.45
Everybody	4.50	3.75
Gen.	4.00	3.75

"Hydra" Water-Power Vacuum Cleaner, \$12.50 \$10.85

While we at all times sell at less than regular prices, we occasionally have a particularly good bargain to offer like the following:

Extra Special This Week

Type "D" Eureka Electric, latest 1915 model, with large fan and motor; regular price \$40.00 **\$29.50**

A large purchase of a very popular \$7.50 Hand-Power Cleaner enables us to sell them for a limited time at **\$2.95**

Don't think of buying ANY Cleaner until you get our price on it. Remember when you buy from us you save the agent's commission and the dealer's large profits. You also get absolutely brand new goods. The above is only our partial list. Call and see the largest assortment of vacuum cleaners in the country or send your name and address at once—to-day—for complete free price list No. 13. State whether you have electricity or not. We pay express charges anywhere. Address all mail to main office.

Muenzen Specialty Co.'s "Vacuum Cleaner Shop"
Wholesale and Retail.

Brooklyn Branch, 529 Fulton St., Phone 3937 Main.
Main Office, 131 West 42d St., near B'way.
Over French Shrier's Shoe Store, Phone, 6310-6311 Bryant.
Downtown Branch, Booth 53, Hudson Terminal Concourse, 30 Church St. Phone 4000.
OPEN MONDAY AND THURSDAY EVENINGS UNTIL 9:30.

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Secret of Many Beautiful Complexions

AN INDIVIDUAL FACE POWDER

MANY ladies have used totally the wrong color and the wrong kind of face powder for years before discovering why they always have a shiny nose, a slick, greasy-looking skin, or a horrid "made-up" appearance.

With the marvelous silk milled twin face powder, Poudre Petaliss and Poudre Fascination (six colors) you can obtain an individual face powder suited to every complexion and every texture of skin.

POUDRE PETALISS is a very fine, heavy, adhesive powder, especially for ladies with shiny noses, enlarged skin pores or a greasy, oily or rough skin.

POUDRE FASCINATION is a very fine, light, specially adhesive powder that is absolutely invisible on the skin. For ladies with soft or delicate skins and those who do not want a powder to show.

Many ladies prefer to blend the above powders by mixing them half and half or in other proportions to obtain an individual powder of their own just to suit their skin.

SIX packets containing six different colors of the above powders will be sent to any lady for 10c. stamps or silver. Address TOKALON, Dept. 923B, 20 West 22nd Street, New York. Poudre Petaliss and Poudre Fascination are sold everywhere at 50c per box, or sent direct upon receipt of price. Your money will be refunded if they do not at once increase the beauty of your complexion and give you perfect satisfaction. Sold by R. H. Macy & Co., J. B. Greenhut Co., James Drug Stores, Kalish Pharmacy, leading stores in Brooklyn, etc.

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Period Furniture

GRAND RAPIDS FURNITURE

Direct from Factory.

Windsor Arm Chair

Special at **\$7**
REGULARLY \$15
Solid Mahogany Rocker, \$8
DISCONTINUED PATTERNS
at 50% of Regular Prices.

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

ODD PERIOD PIECES \$4 up.
Chairs, Desks, Tables, etc. in wide variety

COTTAGE FURNITURE A SPECIALTY
MANGES BROS. Established 1852.
Manufacturers, 115 & 117 W. 23D ST.
and 108 & 110 WEST 24TH ST., N.Y.

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W.A. Hathaway Company

62 West 45th Street, New York
"Furniture of the Better Kind"

We have selected several exceptionally handsome dining-room pieces in Solid Mahogany and are offering them this week at prices much below normal.

The Sideboard illustrated is of the very finest construction and richly finished. Its length is 6 feet. The China Closet to match is specially priced at \$77.00; the Serving Table at \$31.50; the Extension Table at \$48.00.

You will find here a great variety of designs in Dining Room Suites, which will deserve your particular attention.

\$89.00

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Chapeaux de Paris

1 East 53rd Street

Display of French Hats for the Season

Showing the Latest Creations

Under Personal Direction of Lizzie Cummins

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Hand Played Music Rolls

will prove a revelation to any user of machine-made rolls. For they represent the actual rendition of music by accomplished pianists and are in every sense splendid musical interpretations.

Such rolls and only such rolls are we offering you, in operatic, classical, and popular selections. In addition, we are furnishing an intelligent and courteous service that makes the selection of music rolls at our studio a keen, artistic pleasure.

Drop in or write. Mail orders receive prompt attention.
Telephone Murray Hill 2645.

FIFTH AVENUE MUSIC ROLL CO.
THE HOME OF HAND PLAYED MUSIC
505 FIFTH AVE.

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The Pathoscope

The only safe, simple, perfect Motion Picture Machine for the Home, School or Club. Over 8,000 in Use.

No wiring or electric connection necessary. Turning the handle generates its own (incandescent) electric light. Uses special non-inflammable film. New subjects always available to every owner in Pathoscope Film Exchange, or you can take your own Motion Pictures with a Pathoscope Camera. See them at the Pathoscope Salon, Astoria Hall, New York.

Operators, Machines and Films furnished for Evening Entertainments, etc.

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NEW SPRING MODELS

Patent Colt or Dull Vamp, with grey buckskin quarter; two buttons **\$5.50**

Patent Colt or Dull Vamp, with grey quarter and heel; patent leather inlay on tongue **\$5.00**

Patent Colt or Dull Leather, with sand cloth top; ornament at throat **\$5.00**

White Calf; two buttons; Patent Leather Inlay; black Louis XV. heel **\$5.50**

Silk Hosiery to Match **95c**

An inspection of our large variety of new Spring Models will show wonderful values at remarkably low prices.

404 Sixth Ave., N. Y. Bet. 24th and 25th Sts.

L. M. HIRSCH Sample Shoe Co.

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Clayton Bros

Hair Merchants and Ladies' Hairdressers
12-14 West 37th Street, New York
Telephone Greeley-4191-4192.

Coiffure Nouvelle

A CHARMING coiffure that is exceptionally attractive and exceedingly simple to arrange, combines our Feather-Weight Transformation and our Wavy Corsade with ends curled.

In the making of all our transformations we use only superior Soft and Wavy French Hair.

Our new Booklet "T." just issued, sent on request.

Massaging Hairdressing Hair Dyeing Manicuring Scalp Treatment

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Ambre Royal

The Powder of Royalty
Paris France

Send 15¢ for Acquaintance Box
NO. 51 COLD CREAM SOAP 50¢
Finest Toilet Soap in the World
Toilet. (Pronounced VE-O-LAY)
Importing Offices:
71 West 35th St., N. Y.

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COTONET

A Net Belting for Summer Waists & Dresses

Greenet

INVISIBLE WAIST FOUNDATION

COLLAR SUPPORTS

ARE THE BEST

SILK PADDED ENDS SILK PADDED ENDS

For Sale at Notion Dept. of All Good Stores. Write for Catalogue.
Green Dressmaking Specialties
32-34 West 18th St., N. Y.

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BERTHE MAY'S Maternity CORSET

The only corset of this kind made for its own purpose—can be worn at any time, allows one to dress as usual and preserve a normal appearance. Call at my parties or write for BOOKLET NO. 21. Sent free under plain envelope. Mail orders filled with complete satisfaction. Similar corsets for ordinary wear for young girls, stout women and for invalids.
Berthe May 10 E. 46th St. New York (Opposite the Hiss-Carlson).

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REMOVAL SALE

Prior to Removal of our uptown shop from 688 Fifth Avenue to our new shop at 586 Fifth Avenue at 47th St., we are offering at greatly reduced prices, special lots of Hosiery for Men, Women and Children, and some special lots of Men's Neckwear.

No. 3 of Lot No. 23.
LOT NO. 29.
\$2.95 the pair; 3 for \$7.50. Finest French Silk, French Silk and Lisle, and many pairs of best made domestic Silk Stockings. Hand clocked, open work, fancy and plain. Many colors and designs. Were \$3.50 to \$4.50 the pair. Many other special lots of select, beautiful goods at from \$3.95 to 2.00 the pair. Less by the dozen.

Sale only at 588 Fifth Avenue

PECK & PECK EXCLUSIVE HOSIERY

448 Fifth Avenue at 24th Street
388 Fifth Avenue at 40th Street
NEW YORK CITY

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Modern Dances

Taught Privately One-Step Waltz Hesitation Foxtrot La Furlina Polka Bresilienne La Lu Fado Maxie Bresilienne Half and Half Tango

The one distinctly expert school that has been selected by New York's fashionable and well-to-do people. Terms Reasonable.

G. Hepburn Wilson, M. B.
American Authority on Modern Dancing
FIFTH AVENUE—NEW YORK
Thorley Bldg.—N. W. Cor. 46th St.
Call Tel. Bryant 6321. Write

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Purfum des Fees

THE LATEST IN FRENCH PERFUMERY

Made in concrete form, and put up in an elegant polished casing to fit into the Opera, bag-pocket book, fan bag or purse. Indispensable in traveling.

FRANK M. PRINDLE & CO.
71 W. 35th St., N. Y. C.

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Kellogg's

You never tasted a better flavor or a crispier food than Kellogg's Toasted Corn Flakes. Look for this Signature:

ADVERTISEMENTS.

STYLISH GOWNS

Made to your individual order from pretty line of latest Silks, Satins, Crepe de Chines, Poplins, etc.

At \$20.00
Linen, Voile and Cotton Dresses, \$10.
Above prices include materials. Exceptional Value.

GRAVES.
Mail Orders 72 WEST 93D STREET. Phone Riverside 8828.

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DERMATINE.

An astringent that contracts soft or relaxed parts of the skin and gives to the face a tone of health and color. Nourishes and strengthens tissues.

Send 25c for Sample Bottle.

HELENE SWIFTS BEAUTY CREATIONS
168 West 48th St. Phone Bryant 5614 (At Drugstores & Dept. Stores.)

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Scientific PEARLS

withstand the most severe wear, can be washed and cleaned without the slightest fear of injury.

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What is a Home Without a Child and a Cuckoo Clock?

CUCKOO CLOCKS and other Swiss Carvings in all styles and prices; Swiss Hand Carvings for Prizes, Presents and Souvenirs; China and Wooden Novelties. Repairs on Cuckoo Clocks Done Promptly.

SWISS CLOCK CO.
85 Barclay St., N. Y. City.

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Exquisite Blouses

French Models—No Two Alike. All the very latest designs—chic and dainty.

\$5—\$6—\$7—\$9—\$10—\$12

All these blouses have those French finishing touches put there by master hands, which mean so much to well-dressed women noted for their individuality in dress.

MAXON—Model Gowns
1552 Broadway (46th St.) N. Y. City