

ADVERTISEMENTS.

Easter Favors

All the usual little tokens that feature the day as well as many new and original ones that will delight both the "Little Folks" and the "Big Folks" too are now ready for inspection. Our large assortment of Easter Favors and Novelties will meet every requirement for the post-Lenten party or dance. 5c to \$1.00 each.



Rabbits, all sizes. Baby-face Fur Rabbits. Cotton Chicks, Ducks and Rabbits. Chickies in Broilers. Panorama Eggs. Fancy paper and silk Egg Candy Boxes. Miniature Easter Novelties on Pin. Dressed Kewpies in Easter Fashion. Easter Snapping Mottos. Rooster, Duck, Pheasant and Bird Card Holders. Fancy Ice Cream and Salted Nut Cases. Jack Horner Pies. Dinner and Tally Cards. Paper Napkins.

The "TOUCHWOOD" Couple—the latest good luck charm and fun maker.

B. SHACKMAN & CO. 906-908 Broadway, N. Y. Bet. 20th and 21st Sts. "The Unique Favor and Novelty House"

Moth-Proof—Dust-Proof

\$1.00 DOWN

Small monthly payments if you keep it. Many other styles, all at factory prices.



BURROWES RED CEDAR CHEST
Size 48x22x21.

"HENRY CLAY"

The best, safest, surest means of protecting furs, feathers, clothing, blankets, etc., against moths and other insects. Made of mountain-grown aromatic Tennessee Red Cedar (the only moth-proof kind), retaining all the wonderful natural grainings of the wood, and tastefully decorated with strong, studded bands of oxidized bronze. A Burrowes chest will last for generations, imparting its clean, refreshing fragrance to furs and clothing. **\$102 DOWN!** Let us send you a catalog with other styles besides the one illustrated above. On receipt of \$1 we will ship any chest you prefer. If you don't like it, return it within one week and on its receipt we will refund your deposit. If you keep it, \$2 per month pays balance. All chests sold at factory prices. Write at once for catalog.

THE E. T. BURROWES CO., 37 South St., Portland, Maine.
Mrs. Burrowes Rustless Insect Screens, Burrowes Billiard Tables, and Burrowes Folding Card Tables.

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**



Bronze Kid or Patent Leather, 4 strap sandal; elastic side **\$4.50**

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.



Blanche Sweet
Jesse L. Lasky feature film star, wearing a London Feather Hat
\$5 to \$10

London Feather Co.
21 WEST 34th STREET

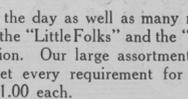
Rebuilder of Gowns

All your last season's frocks can be successfully rebuilt after the fashions of to-day.
REBUILDING OF GOWNS as carried out by the means of a creation from something you may have thought worthless. Prices reasonable.

HOMER
11½ W. 37th St., N. Y. Tel. 5265 Greeley.

ADVERTISEMENTS.

EASTER REMEMBRANCES



Removal Sale
Hosiery Reductions
Lot 29—\$2.95 the pair; 3 pairs for \$7.50
Were \$3.50 to \$4.50 the pair. Fine French Silk, French Silk and Lisle and highest quality domestic silk stockings. Plain, hand knitted, open work, and fancy.

OTHER SPECIAL LOTS
29c to \$3.65 the pair
For Men, Women and Children including some especially high-grade lots of Men's Neckwear greatly reduced prior to removal to new shop at 588 Fifth Avenue.

For Sale only at
588 Fifth Avenue, at 48th St.
PECK & PECK
EXCLUSIVE HOSIERY
448 Fifth Avenue at 39th Street
588 Fifth Avenue at 48th Street
NEW YORK CITY

Leonard's

Everything in Women's Apparel

For the Young Miss
Smart and attractive dresses of latest designs.

For the Stout Figure
Apparel that combines perfect fit with style.

For Normal Figures
A full and attractive style in a most fascinating variety.

For the Expectant Mother
Mme. Leonard's Self-Adjustable Maternity Apparel

No. 1023—Chic Dancing Frocks of Pompadour Silk. Colonial bodice in novel waistcoat cut. 14 in. in the back. Full skirt with new waif bottom. Transparent yoke with black velvet ribbon trimming. Floral corsage. All colors in flowered or plain effects.

Our Spring Catalogue is now ready and will be sent out to you on request. Send to Dept. T. If interested in Maternity Apparel, write for Cat. T. M.

24 WEST 39TH STREET
Near 6th Avenue. Phone Greeley 3922.

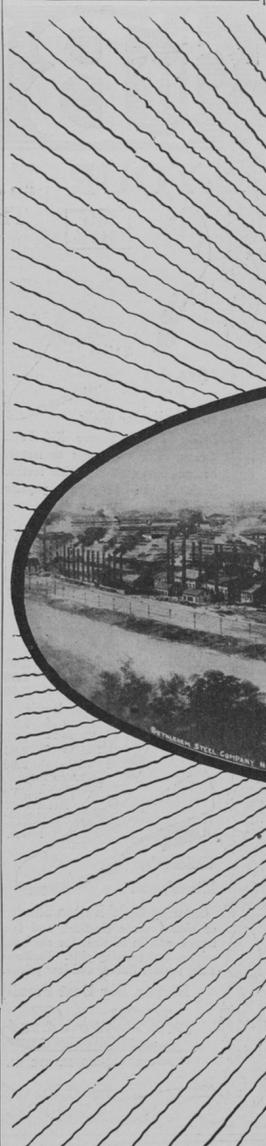
Furniture of Distinction
25 years in business

CHAISE LOUNGE OR DAY BED
For reading or lounging.
Covered in fine denim or fancy linen in a selection of colors and designs. Its price—considerably lower than usual—is **\$27.75**

Our six floors of fine furniture will be worth your visit. You are cordially invited to call. Our folder will be sent on request.

Geiger & Braverman
Furniture Company
49-51 West 23d St.

ADVERTISEMENTS.



A VIEW OF BETHLEHEM STEEL WORKS

NEW SILK STOCKINGS that wear

\$1.00 a pair



GOTHAM 100
100% PURE SILK
100% GARTER-PROOF
100% SERVICE
NOT GENUINE UNLESS STAMPED ON THE
GOTHAM GOLD STRIPES
REG. U.S. PAT. OFF.

Patented **GOLD STRIPES** stops garter runs.

Twice the usual amount of silk. More than 480 shades.

GOTHAM HOSIERY SHOP
27 West 34th St.
Just ½ Way Between 5th Ave. and Broadway.



"PRISCILLA" SEWING BASKET

Special at \$8.75

Fancy reed Sewing Basket shown open and closed.
This useful and very pretty Basket is lined with dainty crumones, with pockets and racks for scissors, etc. Stained brown or enameled ivory, gray, white, blue or pink.

Friedrich Leber & Co.
BROOKLYN—NEW YORK

MME. HELENE
has returned from Paris and is again demonstrating in the **Alice Maynard Store**, 546 Fifth Avenue, how contours of youth are restored and complexion improved by her purely scientific method.

CREME DE NEIGE
A perfect face cream. \$1.50 by Mail. Send for booklet.

The most popular of all ready to eat foods bears this signature:
K. K. Kellogg

EXQUISITE MANICURING
"ZOBRIGHT" Nail Enamel imparts lasting satin finish, brilliant lustre, not affected by water. White cake, pink cake and buffer, in pkg. 25c. "Mignon" Pocket Manicure Set—Milling Non-Cutting System—in handsome case, \$1.00. At Drug and Dept. Stores or from us.

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

ADVERTISEMENTS.

The Pathé Pathephone

THE NEW PHONOGRAPH



A good phonographic reproduction can be had only through the use of the PATHE UNWEARABLE Sapphire Ball. 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., 423 Fifth Ave., New York.
Hanneman, Peck & Co., 524 Fulton St., New York.
Ludwig Baumann & Co., 144 W. 125th St., New York.
Fred. Kraft, 38 Cortlandt St., New York.
Henry B. Pys & Co., 2918 Third Ave., New York.
Miles & Sussler, 1529 Madison Ave., New York.
The James Mather Music House, 4181 Broadway, New York.
B. Warner, 223 Bedford Av., Brooklyn.
Ryder Sound Regulator Co., 71-73 Sixth Av., Brooklyn.
Manhattan Carpet & Furniture Co., 1923 Richmond Terrace, Fort Richmond, S. I.
Pathophone Shop of New Jersey, 3 Park Av., Paterson, N. J.

or at
PATHE FRÈRES
PHONOGRAPH CO.
29-33 W. 38th St.

ADVERTISEMENTS.

Ovida Reducing Brassiere

Adaptable With or Without Corset



Immediate Reductions as Follows:
38 Bust Reduces to 37
40 Bust Reduces to 37
42 Bust Reduces to 39
44 Bust Reduces to 41

Constructed of Elasticon, scientifically contoured to nature's model, the Ovida Shaping and Health-Making garment ever invented.

With or Without Adjustable Shoulder Straps
Regular size 32 to 32

Trade Mark Ovida stands for perfect fit, splendid value, and entire satisfaction. Protected by U. S. Patents and patents pending.

SOLD AT LEADING STORES
Send for handsome Free Book of Spring Styles.

Exhibition of beautiful, distinctive styles in fancy brassieres, camisoles, and undergarment specialties at our show rooms.

Ovida Company
12-14 W. 37th St., Dept. 6, New York

ADVERTISEMENTS.

Use Less Ice This Summer

Low ice bills are the unmistakable indications of a superior Refrigerator. You will notice an immediate reduction in ice consumption if you have a



BOHN SANITOR REFRIGERATOR

Its heat-resisting ability is remarkable, its construction thoroughly substantial in every way. The lining is genuine Porcelain fused into steel at intense heat, very different from the baked enamel paint sometimes called "porcelain enamel".

Bohn Sanitor Refrigerators are made in our own factories. We also make the famous Bohn Syphon Refrigerators, and in the "Sanitor" 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.

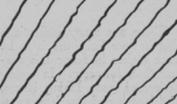
The Model Illustrated, No. 13, is 26x20x19 inches, and has an ice capacity of 125 pounds. Priced regularly at \$40.00, it is temporarily reduced, under our introductory offer, to \$31.50. During this introductory period, the many other styles and sizes are correspondingly reduced. Write for catalog. Remember, we are the manufacturers, not agents or middlemen.

WHITE ENAMEL REFRIGERATOR CO.
of New York 53 West 42nd Street

ADVERTISEMENTS.

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 time to plant when you begin making your garden.

Simple cultural directions in package. Cut out this advertisement and enclose with Dollar Bill, Stamps or Money Order, or present at our Store and secure this special collection of Gladioli Bulbs for only \$1.00, prepaid to your home anywhere in the United States, with our 1915 Spring Catalogue.

Shwmp & Water Co.
30-32 BATTERY STREET New York

ADVERTISEMENTS.

MY LATEST CREATION—the Transformation "SIMPLEX"

The Most Artistic Adjustable Coiffure Ever Devised



A revelation to the woman whose hair is thin or straggled.

The "SIMPLEX" is light and airy, with a perpetual loose wave. Its faultless match and quality make DETECTION ABSOLUTELY IMPOSSIBLE—by even your most intimate friends.

Designed and sold only by
B. CLÉMENT
French Hair Shop
17 EAST 35TH STREET, N. Y.
Opp. Altmans. Phone 939 Murray Hill.

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 parlors 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. 45th St. (Opposite the Ritz-Carlton.)

PLEXO PREPARATIONS INC.
64 N. MOORE 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 MENDING SHOP
Mrs. Osborne Co.
444 PARK AV., NEAR 57TH ST.
Telephone Plaza 6585.

KEEP DRY DRESS SHIELDS
For sale by
Gimbel Brothers
Jas. A. Hearst & Son
H. C. F. Koch & Co.
Lerd & Taylor
Fred's Lessor & Co.
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Every Pair Guaranteed.
Manufactured by
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