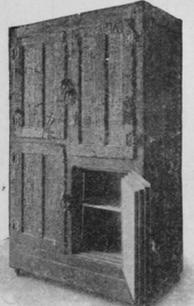


ADVERTISEMENTS.

This Refrigerator Went Thru the Fire



which recently destroyed the entire kitchen of The Lunch Club, 17 Broad St., New York:

Saturday Morning—150 lbs. of Ice placed in the ice chamber.

Saturday Night the Fire Occurred. See how the woodwork has been burned and charred almost into the insulation.

Sunday Afternoon—95 lbs. of Ice still left in the Refrigerator after the firemen had hauled it out of the ruins!

Is a Refrigerator whose Insulation Resists Heat like this Likely to Resist Ordinary Temperature Changes?

Of course, it is a **Bohn Syphon Refrigerator**

which is **MADE TO RESIST HEAT.** After the fire the food, bottles, ice, etc., were unburnt, and the **PORCELAIN LINING WAS AS GOOD AS EVER!** Just look at it—



It's the wonderful "FLAXLINUM" insulation in the BOHN which makes such a result possible—the greatest heat-resisting insulation ever put into a Refrigerator!

The "Flaxlinum" insulation and the Bohn Syphon System of rapidly circulating pure, cold, dry air, have caused the railroads, dining car companies, fresh meat and fruit express lines to adopt the Bohn Refrigerator system, to the practical exclusion of all others. Not a pound of fresh meat nor a box of California fruit comes into this market except in Bohn Refrigerator cars. Don't the car builders, the meat packers and fruit shippers know about refrigerating systems?

Call in and see this burned Refrigerator, and look at our large line in the best wood and white porcelain. Some of the best styles are now marked at attractive prices. We can sell you a real refrigerator as low as \$16. If you cannot call, write for our handsome catalog.

White Enamel Refrigerator Co., 53 West 42d St., N. Y.

Bohn Syphon Refrigerator

which is **MADE TO RESIST HEAT.** After the fire the food, bottles, ice, etc., were unburnt, and the **PORCELAIN LINING WAS AS GOOD AS EVER!** Just look at it—



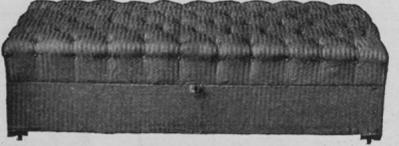
It's the wonderful "FLAXLINUM" insulation in the BOHN which makes such a result possible—the greatest heat-resisting insulation ever put into a Refrigerator!

The "Flaxlinum" insulation and the Bohn Syphon System of rapidly circulating pure, cold, dry air, have caused the railroads, dining car companies, fresh meat and fruit express lines to adopt the Bohn Refrigerator system, to the practical exclusion of all others. Not a pound of fresh meat nor a box of California fruit comes into this market except in Bohn Refrigerator cars. Don't the car builders, the meat packers and fruit shippers know about refrigerating systems?

Call in and see this burned Refrigerator, and look at our large line in the best wood and white porcelain. Some of the best styles are now marked at attractive prices. We can sell you a real refrigerator as low as \$16. If you cannot call, write for our handsome catalog.

White Enamel Refrigerator Co., 53 West 42d St., N. Y.

A Roomy Box Couch, Solid Cedar Lined



BECAUSE the many favorable comments by our patrons have proved the real need that exists for this splendid piece, we are offering it again this week at the special price of \$19.50.

Measuring 75 inches long by 30 wide, lined with fragrant, moth-proof Red Cedar, deeply upholstered, it is at once an ideal storage place for furs and clothing, and a highly desirable piece of furniture. In denim at the price quoted; tapestry or velour if desired, at proportionate prices.

W.A. Hathaway Company
62 West 45th Street, New York
"Furniture of the Better Kind"

PLEXO CREAMS

INCOMPARABLE

"For the Woman Who Cares"

Greaseless Cream 25c and 50c Cleansing Cream

Protects your skin from chaf and wind burn; will impart to your complexion the velvety bloom of youth.

These two essential creams are scientifically prepared to be used in conjunction with each other, and will produce results obtainable in no other way.

PLEXO EVENING WHITE

Imparts that soft, pearly white tone to arms, throat, and shoulders. Unsurpassed for the evening toilette and dansant.

An Absolutely Harmless Cream

Easily applied with a damp sponge and does not rub off.

35c Per Tube

PLEXO VANITA ROUGE

Compressed Cake, 35c

PLEXO PREPARATIONS
34 N. MOORE ST. N.Y.C.

Modern Dances

Taught in the Synchrotaed Walk
Waltz Hesitation
Maxine Bresliene
Half and Half
Tango, etc.

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

Terms Reasonable. Write for information Teacher's Normal Course

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

English Tea Wagon



\$8.50

The above tea wagon may be had in ANTIQUE MAHOGANY or OAK—any finish.

Has removable glass tray; brass handles; wooden spoke wheels and rubber tires.

This tea wagon is usually sold at \$14.50. To maintain our policy of Fine Furniture at modest prices, we make the special price of \$8.50.

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

FOR LIMB TROUBLES

Non-Elastic Laced Stocking
VARICOSE VEINS. Weak Ankles or any Limb Troubles. SANITARY, as they may be washed or boiled.

COMFORTABLE, made to measure. No elastic; adjustable; laces like a legging.

COOL, LIGHT, NO RUBBER.

Price, \$1.50 each, or two for same limb, \$2.50. Call and be measured free, or write for self-measurement.

Blank No. 4.

Limb troubles helped by our original methods. **C O S I T A O N F R E E**

N. Y. Corless Limb Spec. Co., Inc., 140 West 42d St., New York. Phone Bryant 2181.

KEEP DRY DRESS SHIELDS

For sale by all
Leading
Department
Stores

Every Pair Guaranteed.

Send 25c. for sample pair.

J. J. BEYERLE MFG. CO.,
So. 6th & Berry Sts., Brooklyn, N. Y.

The Foot Ease

the children enjoy in the scientifically shaped Blyn Plan Nature Shoes incites the natural activity that results in perfect bodily health.



Blun-Plan Nature Shoe
Patent Colt For Children and Gun Metal

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

Tan Russia Calf

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

10c. extra by mail anywhere in the United States.

Button and Blucher styles.

Red Cross Shoe

For Women

Red Cross Arch Support Shoes prevent the breaking down of the over-strained, weakened arches of the feet. Moreover, their firm upward pressure gradually and painlessly raises the arches that have already fallen.

Of soft vici kid with the famous Red Cross flexible soles.

We are sole agents in Greater New York and Newark.



Red Cross Model 805 1/2

\$4

Newark Store: 689 Broad Street, Opposite Military Park.

J. J. Blyn & Sons
GUARANTEE SHOE CO.
34 Av. M
Mail Order Dept. 2240

West Side Stores: 222-224 W. 125th St., 24 Av. & 123d St., 6th Av. & 27th St., 8th Av. near 28th St., Brooklyn (R-way bet. Park & Ellery Sts., 485 Fulton St., opp. A. & S. Broadway, near Greene Ave. Factory: 511-519 East 72d St.

East Side Stores: 34 Av. & 123d St., 34 Av. & 123d St., 34 Av. & 123d St., 34 Av. & 123d St.

NEW SPRING MODELS



Patent or Dull Leather Vamp Oxford, grey or fawn buckskin quarters, welted sole, leather Spanish heel..... \$4.98

Patent or Dull Leather Vamp Oxfords, grey or fawn buckskin quarters, welted sole, leather Spanish heel..... \$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

Patent or Dull Leather Vamp Oxfords, grey or fawn buckskin quarters, welted sole, leather Spanish heel..... \$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.

Leichner's

IMPORTED ASPASIA POWDER

\$1.50 at Department and Drug Stores.

One of 140 Leichner specialties for the toilet.

The complete line of Leichner's Face Powders, Toilet Articles, Rouses and Theatrical Make-Up is on display and sale at R. H. Macy & Company, New York.

"Natura's Beauty" is the secret of a famous Beauty, sent FREE to you. Send your name and your Dealer's.

Every garment is beautifully tailored and gives you an individuality by the chic line. All sales made on purchase money refunded guarantee.

In the past ten days we have been unusually fortunate in obtaining for our patrons some very pretty dresses for the Spring and Summer season. The prices show wonderful values.

Model 122 (Illustrated)—Stunning dress of superior quality, heavy velvet tulle de chine, hemstitched neck and cuffs. Skirt with graceful lines and pleated sides. Striped satin belt. Sizes 14 to 44.

Authentic Price \$15

Special only \$10.75 this week

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

GLASSBERG'S
Stylish
SHORT VAMP SHOES
IN THE HEART OF NEW YORK
3 STORES

511 6th Ave., Near 21st St.
225 West 42d St., near Times Sq.
58 3d Ave., near 10th St.

Send for Illustrated Catalogue T. Mail Orders Carefully Filled.

REDUCE YOUR FLESH

By wearing Dr. JEANNE WALTER's Famous Medicated Rubber Garments a few hours a day. Dr. Jeanne Walter's Rubber Garments for Men and Women will reduce the flesh on any part of the body.

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

CHIN REDUCER..... \$2.00
Neck and Chin Reducer..... 3.00

Write today for further particulars.

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

GRAF BROS.

Importers & Sole Agents.
519 Broadway,
New York City.

Special only \$10.75 this week

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

GLASSBERG'S
Stylish
SHORT VAMP SHOES
IN THE HEART OF NEW YORK
3 STORES

511 6th Ave., Near 21st St.
225 West 42d St., near Times Sq.
58 3d Ave., near 10th St.

Send for Illustrated Catalogue T. Mail Orders Carefully Filled.

REINOL

Blouses, a little different.

Voile 1.95
Crepe de Chine 2.95
Georgette 3.95
Crepe 4.95

Suits, Coats, Dresses, this season's models, at a great saving.

212 West 44th Street
Opposite Hotel Astor

Peck & Peck EXCLUSIVE HOSIERY

316. Pure thread Silk, any color, with triple hand-embroidered clocks in self or contrasting colors, \$3.50.

410. Black Silk, ribbed tops and woven white or colored stripes around, hand-embroidered clocks. Also white with black or colored stripes, \$3.00 the pair.

Our new shop at 586 Fifth Avenue, at 47th Street, awaits your inspection.

PECK & PECK EXCLUSIVE HOSIERY
445 Fifth Avenue at 39th Street
586 Fifth Avenue at 47th Street
NEW YORK CITY

Leonard's

Creators of Exclusive Apparel

Garments of every description suitable for all occasions. Prices conveniently moderate; quality extremely high. Our collection of Women's Apparel comprises innumerable wonderful styles. They cannot all be illustrated from week to week. A visit to our show-rooms will disclose a marvelous assortment of up-to-the-minute creations—designed and executed on the premises.

Prices range from \$12.50 up.

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

Summer Gown of Crepe or Voile. All sizes. Price \$18.75.

Our Spring Catalogue is now ready and will be sent out of town on request. Send to Dept. T. Interested Maternity Apparel, write for Cat. T. M.

24 WEST 39TH STREET
Near 5th Avenue. Phone Greeley 3932.

Dainty Spring Frocks

A Saving to You of \$5 to \$10

We offer the choicest exhibition samples of a large number of American manufacturers. A close affiliation with them for many years enables us to obtain any or all of their beautifully tailored coats, suits and dresses, made by expert tailors, for critical inspection by quantity buyers.

Exercising various economies, we can and do sell duplicates of the dresses sold by the Avenue houses for 25% less than their prices.

Every garment is beautifully tailored and gives you an individuality by the chic line. All sales made on purchase money refunded guarantee.

In the past ten days we have been unusually fortunate in obtaining for our patrons some very pretty dresses for the Spring and Summer season. The prices show wonderful values.

Model 122 (Illustrated)—Stunning dress of superior quality, heavy velvet tulle de chine, hemstitched neck and cuffs. Skirt with graceful lines and pleated sides. Striped satin belt. Sizes 14 to 44.

Authentic Price \$15

Special only \$10.75 this week

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

GLASSBERG'S
Stylish
SHORT VAMP SHOES
IN THE HEART OF NEW YORK
3 STORES

511 6th Ave., Near 21st St.
225 West 42d St., near Times Sq.
58 3d Ave., near 10th St.

Send for Illustrated Catalogue T. Mail Orders Carefully Filled.

B. & A. Sewing Silk Saves The Fabric

Seams stitched with this silk and the price more under a strain. The silk takes the pull, thus saving the fabric from tearing. Ask for B. & A. Sewing Silk.

BRAINER & ARMSTRONG'S
Spool and Embroidery Silk

and you get silk of quality; it does not deteriorate like cheap silk—no ripping and opening-up of seams—but a smooth elastic seam that lies flat and keeps its shape. Sold by dry goods stores, notions in Embroidery, notions in notions, notions in notions, and latest B. & A. art needlework catalog both mailed for 6c stamps.

THE BRAINER & ARMSTRONG CO.,
215 Fourth Ave., New York.

RIVIERA PARFUMS

SPECIALITES DE BEAUTE

PARFUMS
SPECIALITES DE BEAUTE
PARFUMS RIVIERA
450 FIFTH AVENUE

Mme. Fern FRENCH MODEL GOWNS

500 Fifth Avenue
NEW YORK



"LA PETITE"

A Charming Replica of a Dainty Parisian Blouse

Special

\$2.00

Most Remarkable Value.

Made from Blazer stripe French Voile. The dainty Colonial collar is made of fine Organdie with edging of Venice Lace. Three-quarters sleeves with pointed cuffs of Organdie, Venice lace trimmed. Fastened in front with four rich pearl buttons.

All White Only.
Sizes 32 to 46.
Mail Orders Promptly Filled.

Greenberg & Buxbaum, Inc.

Furniture, Upholstery & Interior Decorations.

502 Columbus Ave. Schuyler 8841

THE Reception Hall or Foyer today is looked upon as an important room. This Adam Console and Mirror are in perfect style and in every way representative of this trustworthy line.

Special price complete, \$43.50
Regular price \$65.00

Furniture every period and design for every room at correspondingly reduced prices. This Adam Console and Mirror are in perfect style and in every way representative of this trustworthy line.

Special discounts on orders taken for Slip Covers. Complete assortment of Crestones, Linens, etc. on hand.

Exquisite Nail Enamel

Zobright imparts a lasting satin finish and brilliant lustre. Not affected by water. Package of white cake, pink cake, and flexible "Velvedge" Buffer, 25c. (At all good stores.)

Lustrous Nail Polish

Rubigloss gives a bright pink lustre which lasts a week and will not wash off. Delicately fragrant. 2 sizes, 10c and 25c. (At all good stores.)

Prof. Theo. Miller, originator of the "MILLER Non-Cutting System" of Manicuring, has written a "Treatise on the Nails," which will interest all who care about the appearance of their hands. A copy mailed free on request.

"CUTICOFF" Trial Manicure Set

—Miller Non-Cutting System of Scientific Manicuring. Other Non-Cutting Manicures cost \$1.00 to \$3.50. Remit direct to us.

The Miller Mfg. Co., Edison Co. Bldg., N. Y.

Mesh Bags

Refinished same as new, Gold, Silver and Gun Metal.

RETICLES & OPERA BAGS

of all sizes and colors. Tortoise shell goods, fans, jewelry, repaired and remodelled into modern designs. Diamonds reset while you wait. Old gold in exchange. "Diamonds and Pearls" bought. Tel. John 3405.

S. KOHN, Mfg. Jeweler,
41 Maiden Lane, New York.

Genuine Gun Metal Refinishing.

Tip Table

Solid Mahogany Inlaid
17" size... \$5.00

Booklet "T" sent on request

Louis Hessler
630-632 Columbus Av., N. Y.

Vacuum Cleaners

PRICES SMASHED

Positively 70 different styles of electric and hand power Cleaners—the products of 46 different factories at an amazing slash in prices.

Rapid Electric Cleaner, price \$22.50; our price, (three payments if desired)..... \$17.75

Model "D" Eureka Electric, latest 1915 model; list price, \$40.00; our price, \$29.50

Other electric cleaners as follows: Frantz-Premier, \$22.75; Liberty, \$21.75; Cadillac, \$25.75; Ohio, \$26.50; Western Electric, No. 11, \$27.50; Magic, \$32.75; Baby Hoover, \$34.00, and 40 other kinds at similar reductions.

Extra Specials

Duntley Combination Carpet Sweeper and Vacuum Cleaner; list price, \$9.50 } \$4.95
P. & W. Hand-Power Cleaner; list price, \$7.50; special at..... } \$2.95

Also, Rex, \$4.75; Everybody's, \$3.75; Bissell Combination, \$6.95, and 12 other styles, hand-power, from \$3.75 up.

Hydra "Water Power," regular price, \$12.50; our price, \$9.85.

The facts are simply these: We usually buy in large quantities direct from factories for cash. Our policy of selling direct to consumers instead of through canvassers means a big saving. You not only get the benefit of that saving when you buy from us, but you have the added advantage of seeing all the different kinds of cleaners in one place. Don't think of buying any cleaner until you get our price on it.

Send today 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. "Vacuum Cleaner Shop"

All kinds of Cleaners—At Cut Prices—At All Times

Main Office, 131 West 43d St., near B'way. Over French Shriner's Shoe Store. Phone 6310-6311, Bryant.

Downtown Branch, Booth 53, Hudson Terminal Concourse, 30 Church St.

Period Furniture

GRAND RAPIDS FURNITURE Direct from Factory.
Something New—Comfortable—Sanitary—Hygienic

Combination Sanitary Box Spring and Pad Mattress

Vermin Proof, Steel Constructed, can be used with or without mattress and is guaranteed to be perfectly comfortable. Used on Wood or Metal beds. All sizes—first quality ticking.

Special price \$10.50

Sanitary Divan combination Spring and Pad Mattress, Price \$10.50
Same Construction 2 ft. 6 and 3 ft. width (folding legs.) In denim

DISCONTINUED PATTERNS at 50% of Regular Prices.

Sheraton, Tudor, Adam, Heppelwhite, Colonial, etc., Dining Room Suits, 12 pieces, \$100 up; regularly \$200 up. Queen Anne, Louis XV, Louis XVI, Sheraton, etc., Bedroom Suits, Mahogany & Walnut, \$75 up; rose \$150 up.

Complete Bedding Department. MANY BARGAINS. COTTAGE FURNITURE A SPECIALTY

Set of Photographic Reproductions MAILED FREE.

Manufacturers, **MANGES BROS.** Established 1852.

Main Entrance 115 & 117 W. 23d ST. and 108 & 110 WEST 24TH ST., N. Y.

Can You Wear a 16, 36 or 38 Size?

Right here in our wholesale showrooms you can purchase the season's smartest modes at prices that are extraordinarily low. Only because of our unique selling conditions can we afford to offer such values—every garment is a wholesale sample, our rent is charged to our wholesale business and our showrooms must be emptied for advance Fall stock.

CLOTH & SILK SUITS, \$9.75 to \$24.75
COATS, \$6.75 to \$14.75

SAMPLE CLOAK & SUIT CO.
(WHOLESALE MFRS.)
1204 BROADWAY
(Only Address)
Near 29th St., Over Shanley's.



PARKER'S METHOD OF HAIR TREATMENT

is insurance against thin and impoverished hair. Itching, oily and scaly conditions cause falling hair; incipient grayness and baldness successfully treated. Results simply phenomenal.

Send today for free booklet "T," "Healthy Hair—How to Get and Keep It."

MISS JULIA MARLOWE SAYS: "The Frank Parker Method of treating the hair and scalp is the best I have tried."

You Can Have Luxuriant Hair! By Proper Stimulation and Nourishment to the scalp and especially the hair, HERBEX accomplishes this; it has done it for 39 years. Send a description of your hair trouble. I will advise what tonic to use, and how.

FRANK PARKER
Hair and Scalp SPECIALIST.
51 WEST 37TH ST., N. Y.

EXQUISITE NAILS



GRAF'S "HYGLO"
NAIL POLISH POWDER

GIVES your nails a brilliant, transparent, lasting polish, delicately perfumed, daintily tinted, and absolutely waterproof. Get your generous FREE sample of HYGLO by mailing us a card with your name and your dealer's. HYGLO is on sale everywhere. Valuable premium coupon with every package. Details at 25c.

GRAF BROTHERS,
Dept. E, 812 Broadway, New York.
Sole Agents Leichner's Toilet Articles.

Tip Table

Solid Mahogany Inlaid
17" size... \$5.00

Booklet "T" sent on request

Louis Hessler
630-632 Columbus Av., N. Y.

REDUCE YOUR DOUBLE CHIN

After one month by strengthening chin muscles effect will be exhilarating. Prevents SMORING. Promotes Natural, Healthy Breathing. Free explanation or \$2.50 Liner, Light, durable, washable. **GDRA M. DAVIS,** Dept. A, 17 E. 24th St., N. Y. City.