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PLEXO CREAMS

INCOMPARABLE

"For the Woman Who Cares"

Greaseless Cream 25c and 50c Cleansing Cream

Protects your skin from chap and wind burns, will impart to your complexion the velvety bloom of youth.

Incomparable for ridding the pores of all impurities; will give the pure, clear complexion of perfect beauty.

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.

Does Not Rub Off
Easily applied with a damp sponge. An absolutely harmless cream.

35c Per Tube

DRUG AND DEPARTMENT STORES



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VAN ORDEN

Silhouette Models

AT THE VAN ORDEN SHOP is offered unusual values and unusual service. Corsets are fitted at the hands of expert corsetiers who know how to improve your figure.

This Silhouette Model is a short corset with striking flare design, yet retains an ideal hip and thigh control.

Has the smart incurved waist-line and firm support for bust and surplus flesh beneath. Price \$10.00.

Others Models \$5.00 to \$25.00.

VAN ORDEN CORSET SHOP
379 Fifth Ave., near 35th St.



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The Sohmer Cupid Grand

Ideal in size and tone for the modern home, the Cupid Grand possesses practically all of the desirable features of the concert grand. Length 5 ft. 4 in.—Width 4 ft. 5 in. Price \$675.

Sohmer

Fifth Ave. at 32d St.
NEW YORK

Upright Pianos \$450
Player Pianos \$775

Pianos taken in exchange. Terms arranged.



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A Sewing Cabinet of Quaint Design

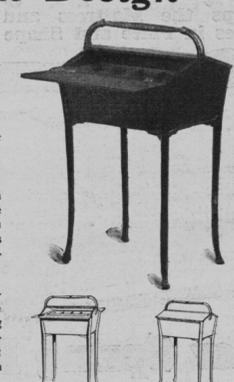
"THE PRUDENCE"

\$9.50

Solid Mahogany

The graceful curve of its slender legs; its compact yet ample proportions; the handy sliding tray; the convenient height, 30 inches; the extremely light weight—with these attractive features, it is little wonder that the "Prudence" is in such high favor. Its finish is superb, its construction past criticism, its price remarkably low.

The same degree of individuality, the same exceptional value for which Hathaway Dining Suites, Bedroom Suites, Davenport, etc., are noted, is apparent in the many smaller pieces, such as the "Prudence" Cabinet.



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

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NEW YORK CLEVELAND

Latest models of the new SKATING COATS and SUITS in GOLFLEX. Also the new WHITE BROAD CLOTH DRESSES trimmed with Seal, for skating. Specially priced \$25.00.

Save \$5.00 to \$10.00 on your Winter Coat, Suit or Dress, by taking advantage of our modern merchandising methods.

We eliminate the enormous ground floor rental and overhead expenses of the usual store. We also sell manufacturers' exhibition and Model Garments at about their wholesale prices.

Finest quality Silk Plush and Velour Coats, \$15.00 to \$37.00; very special.

Coats, \$7.50 to \$35
Suits, \$15 to \$55
Street and Party Dresses, \$10 to \$25
Sport Suits and Riding Habits, \$18.50 to \$45

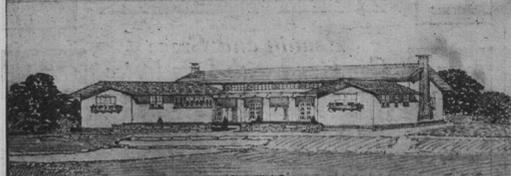
Freneau Model in Broadcloth, trimmed with Seal.

Freneau Sweeney

379 Fifth Avenue - Opp Best
1120 Euclid Ave., Suite 401-403, Cleveland.



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PATIO

ANOTHER ONE OF THE NEW DESIGNS FOR Bossert Redibilt Homes

"Not Even a Nail to Buy"

Patio is designed to be built around three sides of an open court. Particularly adapted to southern climates, but can be easily heated for northern use. Outside finish ship-lapped boards painted white, with stained shingle roof and over-hanging eaves. A warm, substantial and artistic home—distinctive in any locality.

And remember, this home is built entirely as shown with Bossert Redibilt units. Units all come ready finished and can be erected in a few days by unskilled labor.

Write for detailed plans and other new designs.

LOUIS BOSSERT & SONS,
Builders of Bungalows for 25 years.
1319 Grand Street Brooklyn, N. Y.

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The HARDMAN Five-Foot Grand

Occupies no more space than an upright.

Caruso says, "Its tone is wonderful."

\$650

Easy Terms if desired

HARDMAN, PECK & COMPANY—Founded 1842
Hardman House: 433 Fifth Avenue (between 38th and 39th Sts.)
Brooklyn Store: 524 Fulton Street (near Hanover Place)



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PATENTED

HANDI-BAG

PATENTED

THE NEW BAG

This novelty bag is an innovation. A stylish addition to your wardrobe and at the same time a convenient shopping bag. The HANDI-BAG is PATENTED, because it's different from the old-style bags. It will hold the hundred and one little necessities for the over-night stop or the week-end party. You can carry it as a muff or slip it over your arm, and even if filled up to its carrying capacity you'll hardly notice its weight.

The HANDI-BAG, with its vestibule arrangement, will snuggle close to your arm—no dangling in all directions and nothing to cut into your flesh. It is indispensable for dancing or skating. Makes an ideal Xmas gift.

The HANDI-BAG is patented and therefore cannot be duplicated. Made of quality materials for the fastidious woman. Black, Satin, Moire, Satin-striped Taffeta. Also Velvet, Plush or Fur. From \$6.75 up. At all good stores or direct.

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392 Fifth Avenue, at 36th St.
Write for Illustrated Booklet.

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A Smile worth while

is yours when Pebeco keeps your teeth as they should be. For

Pebeco Tooth Paste

counteracts "Acid Mouth"—the worst foe of teeth, the greatest cause of decay.

Send for Free Ten-Day Trial Tube and Acid Test Papers

The trial tube will show you how a real dentifrice tastes and acts. Pebeco is sold everywhere in extra-large size tubes. Only 1/2 of a tube is used at a time. Its use is true economy.

Lehn & Fink
New York



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CLÉMENT'S New Creation

TRANSFORMATION SIMPLEX

A revelation to women with straight or thin hair. Transformation Simplex is light and airy, with a perpetual loose wave and cannot be detected. It provides a charming coiffure that is never disarranged or stringy.

I have the most artistic staff of Parisian hair dressers in America. Come and let our work prove it to you with the latest coiffures and the most becoming manner of arrangement.

CLÉMENT'S HENNA GLOREAL
My new discovery for coloring gray hair with powdered herbs, made in all shades. Price \$1.00.

B. CLÉMENT, French Hair Shop,
17 East 35th Street, N. Y.
Opposite Altman's. Phone 559 Murray Hill



ADVERTISEMENTS.

A Garden Full of Tulips for \$1.00

75 Tulip Bulbs, all first size, taken from 25 named varieties, for \$1.00.

PLANT NOW.

These Tulips have been selected from 25 of the most beautiful varieties, embracing all the colors that are to be found in this splendid class of Spring blooming bulbs.

Plant near your home—in your garden or back yard. The beautiful blossoms in a multitude of brilliant colors and shades will make April a Spring month worth while.

75 Tulip Bulbs, Finest Mixed, \$1.00.

Present this advertisement at our store or mail with dollar with stamps or money order and secure this splendid collection of Tulip Bulbs for only \$1.00, prepaid to your home, anywhere in the United States, with our 1915 Fall Catalogue, containing a list of the best bulbs for Fall planting.

Stump & Walter Co.
30-32 Barclay Street New York



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No. 327—Tea Tray \$4.50
Inlaid Brass Handles. Size, 11x22

Artistic and Serviceable Mahogany Novelties for Library, Dining Room or Bedroom

Retailed at Manufacturer's Prices.

Our Catalog "T." showing many other useful pieces, sent free on request.

No. 298—Muffin Stand \$5.50
Scoup Plate

LOUIS HESSLER
Quality Furniture Novelties
630 Columbus Ave., New York
Between 90th & 91st Streets
Telephone Riverside 312



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Tom Wells (Inc.)

GOLF SCHOOL

Broadway at 81st St.

8 Large Courts and Putting Green

The New Pendulum Putter, \$3.50 & \$4.00

A marked improvement in your putting at once.

Instruction by well-known Professionals. The Tom Wells Method follows the best traditions of the game as exemplified by the famous English and Scotch Golfers.

Harry Vardon Drivers and Brassies, \$2.50. The St. Andrews Golf Bag for Togs and Clubs with travelling Hood, \$13.50.

Everything for the game in Golf Shop. Open 8 A. M. to 10 P. M. Sundays Forenoon. Visitors Welcome. Telephone Schuyler 9833.



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GLASSBERG SHORT VAMP SHOES

Style No. 681x We Show Only the Latest Styles

\$5.00

Here's a shoe that makes your foot look smaller. You can wear it and be sure it's the latest style. Send for Catalog T.

511 6th Ave., near 31st St.
225 West 42d St., nr. Times Sq.
58 3d Ave., near 10th St.
Mail Orders Carefully Filled.



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PARKER'S METHOD OF HAIR TREATMENT

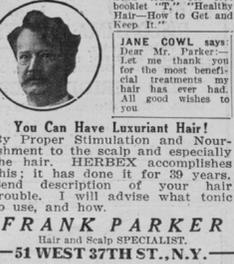
is insurance against thin and impoverished hair. Itching, oily and scaly conditions cause falling hair; incipient grayness and baldness successfully treated. Results simply phenomenal.

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

JANE COWL says: "Dear Mr. Parker:—Let me thank you for the most beneficial treatments my hair has ever had. All good wishes to you."

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 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.



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AN EXCELLENT TONIC FOR LADIES' AND GENTLEMEN'S HAIR

BALDPATE HAIR TONIC

NEVER FAILS

Nourishes and strengthens the follicles and thus promotes the growth of the hair. Relieves the scalp of unhealthy accumulations and secretions. Gives a rich gloss, is highly perfumed and free from oil; makes the hair light and fluffy. Send 10c for trial size.

BALDPATE CO.
(Dept. E)
467 W. 34th St., New York
Sold by all druggists, or send \$1.00.

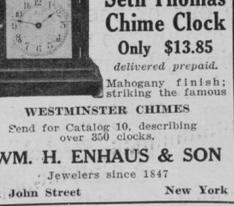


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LOTION DE BEAUTE. RIVIERA

A complexion vinegar to overcome the effects of alkali in most soaps and creams. The most beautiful complexion we have ever seen was gained through use of this lotion. In 4 oz. bottles, \$0.75

Parfumerie Riviera, Spécialités de Beauté, 450 FIFTH AVE. and 11 EAST 30TH ST. Catalog on request.



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Why Have Gray or Faded Hair?

HENNA D'ORÉAL

New French Discovery which is composed of pulverized Henna and Herbs, provides a natural coloring. Not affected by previous dye. Will not stain scalp or rub off. All shades. Price, Postpaid, \$1.10. Bond Henna for lightening hair which has grown dark. Price \$2.00. Sold and applied by B. PAUL, Hair Coloring Specialist, 38 W. 38th St., N.Y. Phone Greeley 790.



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and your sunny window will be a mass of Lilacs of the Valley, Yellow Jonquils, red, white and blue Hyacinths, Blue Arabian Geni Flower and luscious Green foliage for months to come. Plant them in fibre, furnished free with every order received during November. Extra fibre, 10 cts. per qt. Come to us, or cut this out and send \$1.00, your address to Herrmann's Seed Store, 140 E. 34th St., N. Y.



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All your last season's frocks can be successfully rebuilt after the fashions of to-day.

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Cast them in KATHODION BRONZE. Our process makes them indestructible and imperishable. We cast them in either gold, silver, platinum, Etruscan gold or finish or statuary bronze. \$5.00

The Pair

Send for illustrated leaflet T. Address Baby Shoe Dept. Kathodion Bronze Works, 501 Fifth Ave., New York.

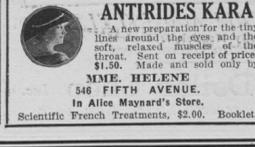


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A new preparation for the tiny lines around the eyes and the soft, relaxed muscles of the throat. Sent on receipt of price, \$1.50. Made and sold only by

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In Alice Maynard's Store,
Scientific French Treatments, \$2.00. Booklet.



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

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

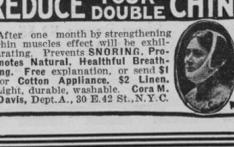
TEA CADDY, \$3.50



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After one month by strengthening chin muscles effect will be exhilarating. Prevents SNORING. Promotes Natural, Healthful Breathing. Free explanation, or send \$1 for Cotton Appliance, \$2 Linen. Light, durable, washable. Care M. Davis, Dpt. A., 50 E. 42 St., N. Y. C.



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