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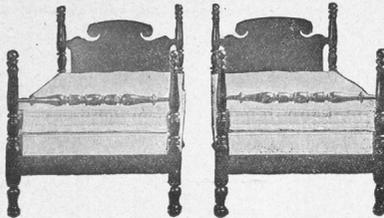
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The February Sale at Hathaway's

Reductions Are In Effect Beginning Tomorrow, January 24th.



Solid Mahogany \$17.50 each
Other bedroom pieces to match.
Also a variety of other Four-Post Beds.



\$30.00 in Denim
Also several in Velour at \$37.00.



\$59.00



\$55.00



\$11.50



\$65.00



10-Piece Dining Suite, Adam Design, Solid Mahogany, \$255.00

This includes the 72-inch Sideboard and 54-inch Extension Table. If preferred 84-inch Sideboard and 48-inch Extension Table can be furnished. The individual pieces are priced correspondingly low.



Chair or Rocker, \$22.50 in Tapestry.



\$9.50



\$26.50



\$14.50
Chair or Rocker.

W.A. Hathaway Company

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

"For the Woman who cares"



My Lady knows that intelligent care of the skin means retention of the youthful bloom and charm of a beautiful complexion and dainty hands. For this purpose nothing equals

PLEXO CREAMS

INCOMPARABLE
These two essential creams are scientifically prepared to be used in conjunction with each other. They will produce results obtainable in no other way. 25c & 50c.

Greaseless Cream Cleansing Cream
Protects the skin from chaf and wind burn; imparts to the complexion the velvety bloom of youth.

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

PLEXO EVENING WHITE—Imparts that soft, pearly white tone to arms, throat and shoulders. Unsurpassed for the evening toilette and daint. DOES NOT RUB OFF and absolutely defies detection. Easily applied with a damp sponge. An absolutely harmless cream. 35c. Per Tube. At Drug and Department Stores.

VARGA

Varga Pearl, 14-k. G. Engraving at side, \$115. In Platinum, with six diamonds, \$52.

Varga Pearl, 14-k. G. Engraving at side, \$115. In Platinum, with six diamonds, \$52.

Earrings—Highest quality Varga Pearls—Real diamonds, in Platinum, 14-k. Mount. G. backs, \$80. Exclusive Workmanship, \$210.

Varga Pearl Studs, 14-k. Gold mounting, set, \$10. Remounting and Remodelling a Specialty. Catalogue sent on request.

VARGA 563 FIFTH AV., Bet. 46 & 47 Sts.

I RE-BUILD YOUR FIGURE

MADAM AMLE
30 West 51st St., N. Y. near 5th Ave.

REDUCING TREATMENT
used under the direct supervision of the wife of a physician. No medicine, no dieting—only a scientific reduction of flesh from 20 to 40 pounds in 6 weeks with modern methods and appliances. Charges moderate. Write for particulars, or telephone 958—Plea.

To dispose of surplus stock and to get a chance to devote all our time to the approaching Spring season, we offer, AS LONG AS THE STOCK LASTS, a collection of 30 STARTED BULBOUS PLANTS, 5 Valleys, 6 Hyacinths, 3 Daff., 3 blue Scillas, and enough Fibre for planting, at the low price of \$1.00 postpaid. All are of the Herrmann standard; sure to bloom in your window during Jan.-Feb. Don't miss the chance.

Send \$1.00 and your address at once to **HERRMANN'S, 140 E. 34th St., New York**

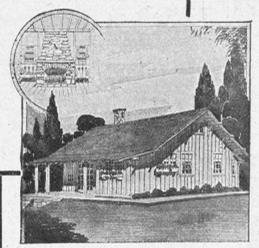
The Importers of **Lindt Chocolate**
The Eating Chocolate de Luxe
announce that owing to the European War and the subsequent increased cost of all ingredients they are compelled to advance the retail price of this incomparable confection.

Lindt Chocolate may be had of all good dealers at \$1.20 per pound.

Lindt Chocolate Co., Inc.
18 West 21st Street, New York.

HENRY NOCKIN
"The Leading Up-Town Jeweler"
84th St. at Broadway
Diamond GUARD RINGS

Six Diamonds Set in Platinum \$22.00
5 Diamonds, \$30.00. 7 Diamonds, \$35.00.



THE CHALET

One of the New Designs in Bossert Redibilt Homes
"Not Even a Nail to Buy."
At a clear saving of 95% on labor alone, Redibilt Homes are stronger, stancher than any house built by any other method. Withstand storms, rain and wind like a seagoing ship. Built on exactly the same principle.

The Reason
Redibilt Homes are built of sections—not merely of nailed-together lumber, but sections that are mortised and tenoned, tightly fitting one into the other. Then they are bolted together. Is anything stronger imaginable?
Each section consists of 2 heavy walls, separated by a 3/8-in. air chamber, which in turn is insulated by a lining of heavy felt paper. Constructed like a hollow tile, with the extra insulation added.
A vast array of special machinery makes the accuracy of fit and the low cost of Redibilt sections possible. The cost of duplicating a Redibilt Home by hand labor would be prohibitive.
Full information, construction details, new 1 1/2 and 2 story models, and prices in our new, large catalog just of the press. Write for it today.

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



PECK & PECK
EXCLUSIVE HOSIERY
448 5th Ave., at 39th Street
586 5th Ave., at 48th Street
NEW YORK CITY

In anticipation of the convenience of patrons who are visiting **PALM BEACH**, we have opened there a shop with the following special selections of Silk, Lisle and Wool Hosiery for both Men and Women.
Interesting Importations in Sport Hosiery, for Golf, Tennis, etc.
Distinctive Novelties in Bathing Stockings, Exquisite Originations in Silk Hosiery for Dancing and Evening Wear. Also Exclusive Neckwear for Men.
With references, we will be glad to open charge accounts, or to send selections on approval to travelers in any part of the world, and any or all selections may be returned at our expense.



Stump & Water Co.
Our 1916 Catalogue has 148 pages brimful of useful information for Farm-Garden-Lawn.
It contains description of the latest Novelties and Specialties in flowers and vegetables, as well as Standards, which can be grown in your own garden.

SPECIAL OFFERS
The following specials are offered to prove to you the high quality of our seeds:
The King Aster—One packet each of Lavender King, Pink King, Violet King, White King and Rose King. (5 packets in all) by cutting, you will doubly enjoy No. 4711 Depilatory.
Salpiglossis—One packet each of Purple, Violet, Pink, Light Blue (reined gold), Golden Yellow, Scarlet, Brown and Gold. (6 packets in all).....50c. prepaid
Giant Sweet Sultan (Centauria Imperialis)—One packet each of White, Pink, Purple, Lilac and Rose. (5 packets in all).....50c. prepaid

COMBINATION OFFER, \$1.00
The above collection of Aster, Salpiglossis and Giant Sweet Sultans, which if purchased separately would cost \$1.50, sent prepaid anywhere in the U. S. for \$1.00. Catalogue free on request.

Stump & Water Co.
30-32 Barclay Street, New York

Dame Fashion
Decreases
That you shall show those alluring arms—show them simply and exquisitely bare in the evening and with but a filmy lace shield for the daylight hours.
Which means, of course, a forearm and underarm as smooth and soft as your cheek. Depilatory as the easiest and safest method for removing superfluous hair—just as you, too, will find it eminently satisfactory for attaining a skin clear and smooth and free from hair.
If you, or your friends, have been vainly endeavoring to eliminate hair growth by cutting, you will doubly enjoy No. 4711 Depilatory.
Made and guaranteed by the manufacturers of the other world-famous TOILET PREPARATIONS.

No. 4711 Depilatory comes in one size only—an attractive 3-inch bottle, complete with orange-wood spatula for mixing and applying, and full directions. The price per bottle is 75c at your favorite drug store or druggist.

Mulhens & Kropff,
25 WEST 45TH STREET, NEW YORK.

Reading Chaise Longue
A comfortable and artistic piece of furniture for your home.
It is upholstered on the best steel tempered springs to insure durability throughout our entire stock of Bed-room, Dining, Living Room and Odd pieces. A visit to our store would surely impress you.

Covered in Denim or Crêtonne \$30
In Tapestry, \$10 additional.

Prior to stock-taking we have made invitingly low-price reductions throughout our entire stock of Bed-room, Dining, Living Room and Odd pieces. A visit to our store would surely impress you.

Geiger & Braverman
Furniture Company
49-51 West 23d Street
Send for our folders

EMPIRESS
Hair Remover
A liquid compound of soothing oils, harmless and antiseptic. Bottle 50c & \$1. At leading drug and department stores. Descriptive leaflet on request.
Trial Bottle Free. 25c.
Empress Mfg. Co., 36 W. 20th St., N.Y.

HOW I AM HELPING THOUSANDS OF WOMEN TO BE MORE ATTRACTIVE

To Show That You Can Surprisingly Improve Your Appearance, I WILL GIVE YOU A 50c BOX OF FACE POWDER and Lead You Awhile My Full Three-Part Course of Instruction on "HOW TO BECOME BEAUTIFUL, FASCINATING AND ATTRACTIVE," as explained below

FREE
By Mlle. Simone Mareix.

How often have you looked in the mirror and said to yourself, "I wish I knew just how to have a perfect complexion, a smooth, soft skin, an abundance of wavy hair, well arched eyebrows, long, curly lashes, and that fascinating presence which wins such admiration."
Nature intended every woman to be as beautiful as she can make herself. But success depends in knowing just how to go about it in the Right Way. Of course you want to know the Right Way. Then read—
I should certainly never have been able to win two International Beauty Prizes unless I had known the Right Way, and it is this which I give you in detail in my "Three-Part Course of Instruction." You will find there the "Why" and the "What to do," and the "How" on every conceivable subject relating to the improvement of your appearance, and scores of other such valuable aids to beauty that many who had given up ever looking fresh and youthful again now say they would like to read my Course and avail yourself of my free face powder offer—simply cut out and send me the coupon below. **SEND NO MONEY**—not even a postage stamp. Keep the Course for three days after you receive it, and if at the end of that time you are convinced that it will wonderfully aid you in making yourself more beautiful, youthful, fascinating, and scores of other such valuable aids to beauty that many who had given up ever looking fresh and youthful again now say they would like to read my Course and avail yourself of my free face powder offer—simply cut out and send me the coupon below. **SEND NO MONEY**—not even a postage stamp. Keep the Course for three days after you receive it, and if at the end of that time you are convinced that it will wonderfully aid you in making yourself more beautiful, youthful, fascinating, and scores of other such valuable aids to beauty that many who had given up ever looking fresh and youthful again now say they would like to read my Course and avail yourself of my free face powder offer—simply cut out and send me the coupon below. **SEND NO MONEY**—not even a postage stamp. 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