

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

Can You Wear a 16, 36 or 38 Size?

We are wholesalers and are selling our advance Spring sample Suits, Dresses and Coats at surprisingly low prices in order to empty our showrooms. Our samples are always smartly styled and exceptionally well made to pass the inspection of buyers for big stores.

SUITS
Poplins, French Serges, Veilour Checks and Taffetas, made in the smartest Spring styles.
\$10.75 to \$24.75

DRESSES
The newest models in hand embroidered taffeta and other favored fabrics.
\$7.50 to \$19.50

ALSO COATS
Call or send for style booklet.

SAMPLE CLOAK & SUIT CO.
1204 Broadway, N. Y. C.
(Near 29th St.)

A Smile worth while

is yours when Pebecco keeps your teeth as they should be. For **Pebecco 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. Pebecco is sold everywhere in extra-large size tubes. Only 1/3 of a brushful is used at a time. Its use is true economy.

Lehn & Fink
New York

Have You Thought of Walnut For Your Dining-Room?

It is a beautiful wood, and it has come back into its own. As worked out in patterns of the Early English Period, you will scarcely recognize its relationship to the cumbersome black walnut of a generation ago. Its possibilities are effectively revealed in the suite illustrated, one of the several we are showing in this much-admired wood.

Certainly you should consider Walnut, but not to the exclusion of Mahogany, which is always correct and always desirable. Among the broad variety of styles in Hathaway Dining Suites, you can hardly fail to find the one which impresses you as exactly right.

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

Quality Furniture

This William and Mary 10-Piece Dining Room Suite in Solid Mahogany. Beautifully carved, consisting of Buffet 66 inches long, Serving Table 48 inches wide, dust-proof throughout; China Closet, 44 inches wide; Dining Table, 54-inch top, 8-ft. extension. The back of every piece carefully finished. 1 Arm and 5 Side Chairs with cane backs. Seats can be had of Tapestry Hair Cloth or Spanish Leather. As Illustrated. **\$325**

Compare Dimensions of This Suite with Others Advertised.

Joseph L. Herschmann
Established 1862
625-627 Sixth Avenue, N. Y.
Phone 444 Greeley Bet. 36th & 37th Sts.

Mme. Fenne
FRENCH MODEL GOWNS
500 Fifth Avenue

"JOLIE"
A Very Frenchy Model of Fine Batiste
Specially Priced
\$2.00

The front is beautifully clustered tucked, intertwined with Madeira acet embroidery. Fastened with novelty buttons. Prettily tailored sleeve with tailored cuff.

White Only
Sizes 32 to 46
Mail Orders Filled

Peck & Peck
Special Silk Hosiery
—values which can not be duplicated elsewhere in silk at the price.

No. 1800 at \$1.19 No. 1700 at \$1.50
No. 325 at \$2.00 No. 313 at \$2.50

A complete line of silk hosiery in all plain colors to meet the requirements of any purse. Made of absolutely pure silk, and dyed under a special process with pure dyes which are guaranteed to be non-poisonous. Purity of materials and wearing quality are absolutely guaranteed. Of selected weights; some of all silk; some with fine lisle or soft cotton feet or toes.

References are given, we will be glad to open charge accounts, or to send on approval these or any other stockings selected. We have special mail order facilities, and all or any selections may be returned at our expense.

PECK & PECK
EXCLUSIVE HOSEIERY
448 Fifth Avenue at 34th Street
556 Fifth Avenue at 47th Street
NEW YORK CITY

RUSSEK'S
362 Fifth Ave

NEW and exquisite model of Serge, trimmed in a contrasting shade of silk. Can be had in any of the prevailing Spring colors. We have priced \$16.50 this dress specially at \$16.

Smart Dress for Spring

MAIL ORDERS SOLICITED.

"For the Woman who cares"

PLEXO
INCOMPARABLE CREAMS

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 and 50c.

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

Cleansing Cream
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 dainty. 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.

Complimentary Certificate
Quality Supreme
By Making Better Photographs Than Our Competitors, at a Better Price, We Have Become New York's Most Successful Photographers.

USE BEFORE MARCH 31ST.

Every Times Reader is entitled to receive of our exclusively finished Sepia Artist Proofs, size 5x3 inches, upon presentation of this certificate and a payment of five dollars (\$5.00) at the studio at the time of sitting. The regular price of these photographs is ten dollars per dozen.

Champlain Studios
NEW YORK
306 Fifth Avenue, New York.
BOSTON STUDIOS 116 TREMONT STREET

Model No. 704
A. P. BRASSIERE
Pat. June 19, 1906.
Reg. U. S. Pat. Off.

Every woman appreciates the exceptional quality, beauty of design and unusual style, fit and finish of the **A. P. Brassiere Directoire**. The model illustrated is an all-over embroidery design with tiny lace insertion and edging. Fastens in front with hooks and eyes. The wide band of lace at waist holds brassiere in place and allows the perfect natural lines so desirable in every figure. Many attractive styles shown in our Booklet No. 16, sent on request to any address. If your dealer cannot supply you, write to us direct.

G. M. POIX, Inc.
"Brassiere Specialists"
Main Office and Factory
50, 52, 54 Columbia Heights, Brooklyn
NEW YORK OFFICE: 200 FIFTH AVE.

Leonard's
24 West 39th St., N. Y.
Distinctive apparel—every moderate price—personal attention.
Dresses, Coats, Suits, Blouses, Skirts, Negligees (Also attire for Stout Figures.)

A famous French designer is sponsor for the pocket-trimmed apron which is the feature of the mode, as well as original designs, to meet every need of the mother-to-be.

Special 16.50

Mme. Leonard is a specialist in Self-Adjustable Maternity Wear, inconspicuously but exclusively interpreted in the mode, as well as original designs, to meet every need of the mother-to-be. Write Dept. 16 for fashion book.

This \$25.00 Suit Sold Direct from Our Factory for **\$16.50**

Stunning Model made of fine Checked Worsted Trimmed with American Beauty Poplin. Red and white ivory buttons. Original one-piece novelty side pockets. Very effectively designed.

THE I. M. SUIT MFG. CO.,
28-30 West 38th St.
Tel. Greeley 1225.

SAVE \$5.00 to \$10.00
On Your Spring Coat, Suit or Dress

By taking advantage of our New Method of Merchandising.

"Not cheap clothes—but fine clothes at reasonable prices." We eliminate the three greatest expenses of department stores—Enormous Ground Floor Rentals—Extravagant Promiscuous Credit—Huge Appropriations for Advertising.

You are the gainer. (Stout) An elegant straight line model in finest Menusier Serge, Handsomely Embroidered. Sizes 30 to 48. **\$24.75**

(The Chantilly) In pleated Crepe de Chine, Vest and Collar of Georgette, New Odlie Cuffs. Specially priced at **\$15.75**

Write for our Golfing Book on Sport Clothing and "Portfolio of Season's Latest Creations." Desk S.

Treneau Sweeny 379 Fifth Avenue
Opp. Best's

Furniture of Distinction

Chesterfield Sofa and Arm Chair
Two luxuriously comfortable pieces of furniture for your Library or Living Room. Each is upholstered with fine grade tapestry on steel tempered springs. Loose, springy cushion seats. Sofa, 69 1/2 in. long; 34 in. high. Arm Chair, 34 in. wide; 34 in. high.

You must see and sit in these pieces to appreciate their quality.

Price of Sofa \$60.00
Price of Arm Chair \$35.00

Geiger & Braverman
FURNITURE CO.
49-51 West 23d St. New York City.
Our folders on request.

Fashion's Latest Decree
Loosely fitting ready-to-wear garments are of the past. The new mode calls for fitted gowns. Only on **Pneu Form** can you obtain that exactness of line and curve decreed by fashion. Try Pneu Form for your Spring gowns. Pneu Form will stand for the dressmaker while you attend to your affairs. Pneu Form serves for all feminine members of the family by simply changing the fitting lining. Pneu Form lasts a lifetime.

Special Offer
This opportunity is limited. Act now. Write for details of offer and our new booklet, "My Figure."
If possible, call and see demonstration at show room, Galvin Bldg., 46th St. and Fifth Ave.

The Pneumatic Dress Form Co.
561 Fifth Avenue—NEW YORK.
(Cor. 46th St.)
Phone 7670 Murray Hill.

Page

Close your eyes! Can you tell what it is? No it's not a bunch of violets—just a drop of the most exquisite violet toilet water—the latest creation of **Page**.

Page
Rose Violet
Ilexum Powder
Peco Powder
Toilet Water

Miss Irene Franklin
Vaudeville Headliner, wearing one of the new advanced style London Feather Hats \$5 to \$10

London Feather Co
212 West 34th Street
Brooklyn Store, 522 Fulton St., near Hanover Place.

Clayton Bros
Ladies' Hairdressers Hair Merchants

The Latest in Hairdressing
Demiere Creation

A most charming coiffure arranged with the aid of our Featherweight Traction and a dainty cluster of jingles. Our Featherweight Transformations supply the needed hair to lengthen the years of your youth. They are skillfully made on a fine net, of Superior Soft and Wavy French Hair, and can be dressed in any fashion.

Illustrated Booklet "47" on Request.
Massaging Hairdressing Hair Dyeing Manicuring Scalp Treatment
Write, please or call for appointments.
12-14 West 37th Street, New York.
Telephone Greeley—119-1192.

RICHARD, Specialist in Nestle Permanent Hair Wave, and the first one to introduce the Nestle Permanent Wave in New York, has all the latest improvements of the inventor. Formerly at Aeolian Hall, now at Cluzette Bros., 12-14 West 37th St.

GERALDINE Farrar writes of **Crema Nerol**

"I am very glad indeed to express my complete satisfaction with the delicious Crema Nerol made by Forrest D. Pullen. It has my hearty and sincere recommendation."

Use Crema Nerol if you care for beauty—for it will leave your skin as soft as the petals of a rose and its texture as fine as silk. Crema Nerol is used and recommended by all of these and many other famous artists: Olive Fremstad, Rita Ferris, Mme. Tetrazzini, Frieda Hempel, Bernice de Pasquale, Margaret Anglin, Mrs. Fiske, Julia Marlowe, Maxine Elliott, Billie Burke, Frances Starr, Laura Hope Crews, Julie Opp, Constance Collier.

CREMA NEROL (S) and NEROL SKIN FOOD (S) are sold in New York only at the toilet goods department of B. ALTMAN & CO., or mailed by Mr. Pullen to any address on receipt of price.

Forrest D. Pullen 318 Lewis Ave., Brooklyn, N. Y.

BENJAMIN BENGUIAT
accepted by collectors and connoisseurs as one of America's rug experts

ANNOUNCES

a continuance of the important exhibition and sale of Turkish, Persian and Chinese Rugs, many of them important examples of these weavings.

A readjustment of the business necessitates disposal of the late Benjamin & Keresey stocks at greatly reduced prices.

ITEM—the rug illustrated is the only known Octagonal Ispahan Rug of the Shah Abbas Period, 11 ft. by 11 ft. 8 in. Price \$12,500 (one half of rug shown.)

Windsor Arcade, 509 5th Ave.

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.

WHY BE A MERE DANCER
WHEN YOU CAN BE AN EXPERT?

A Few Hours with a "Specialist" will put the "professional snap" to your dancing.

Mr. Wilson "Specializes" entirely upon private, personal instruction.

A special diagnosis and a special treatment for each pupil. Engage the services of a Specialist in place of employing an ordinary teacher.

Terms Most Reasonable. Send for "The Dance." Our beautifully illustrated booklet in colors.

© 1914
G. HEPBURN WILSON, M. B.
American Authority on Modern Dancing
FIFTH AVENUE, NEW YORK
Thorley Building, N. W. Cor. 46th St.
Telephone BRYANT 6321

Premature Greyness and Baldness Prevented
Facial Blemishes Removed by Scientific Methods

John H. Gleason Company
SCALP SPECIALISTS
22 East Forty-sixth Street
(Opposite Ritz-Carlton)