

ADVERTISEMENTS. ADVERTISEMENTS. ADVERTISEMENTS.

The Blyn Shoe

NEW STYLES for EASTER

Style 1300 1/2
The Dainty Easter Styles At Eleven Family Stores

Emphasize Blyn preparedness for your ever increasing patronage. Fashion features novelty—broad diversity of style and unusually harmonious effect. Blyn Styles are authoritative—Blyn Prices are moderate. Blyn economies of making and direct selling and small profits keep prices normal under conditions that force high prices in other shops.

Black Kid Patent Colt \$3.50
Gray Kid White Calf \$4.00

For the Easter Walk
Ladies' Stylish Pumps of Dull Black Kid, Patent Colt, Gray Kid and White Calf. Narrow tapering toes, Spanish Louis heels and light turn shoes. A dainty style that you'll find higher priced anywhere else.

OUR FULTON STREET (BROOKLYN) STORE
Is now located at 42-44 Fulton St., opposite Bridge, near Hoyt St. Across the street from our old store.

Newark 689 Broad Street
Store Opposite Military Park

Style 1822
White Nu-Buck Sizes 5 to 11... 2.50
11 1/2 to 2... 3.00
2 1/2 to 6... 3.50
Patent Colt Gun Metal Tan Russia sizes 8 1/2 to 11... 2.00
11 1/2 to 2... 2.50
2 1/2 to 6... 3.00

A Spring Fancy
Ladies' Colonial Pumps of Black Kid and Patent Colt. Trim-fitting Pump with self-covered buckles. Spanish Cuban heels and welt soles. Popular in style and price.

SILK STOCKINGS
to match the new Easter shoes and dresses. Better values than you will find anywhere else.
50c and \$1.00

Red Cross Shoe
The shoe that so successfully combines style and comfort.
Write for style booklet.

A Popular Spring Style \$4
Men's flat last Calf Lace Shoe in the much wanted mahogany shade. A snappy custom style for the careful dresser. Gun Metal Calf and Patent Colt on the same last at the same low price.

Eleven Big Best Family Stores—Easy to Reach—Easter Shoes for Everybody

WEST SIDE STORES
225-224 W. 125th St.
6th Av. and 27th St.
8th Av. 39th & 40th Sts.

EAST SIDE STORES
34 Ave. and 123d St.
34 Ave., 86th and 87th Sts.
34 Ave., 150th & 151st Sts.
162 1/2 Ave. nr. Broomer St.

BROOKLYN STORES
Broadway, nr. Park Ave.
485 Fulton St., opp. A. & S.
B'way, nr. Greene Ave.

NEWARK STORE—689 Broad St., opposite Military Park

J. Blyn & Sons
GUARANTEE SHOE CO.
Factory, 511-519 E. 72d Street

ADVERTISEMENTS.

Humer-Tenne
FRENCH MODEL GOWNS
500 Fifth Avenue

“L'ÉTÉ”
A Very Summery & Bewitching Model of French Voile.
Beautifully Hand-Embroidered.
Value Extraordinaire.
\$10.00

The waist is prettily hand-embroidered with fine cluster tufts on shoulder. Dainty novelty collar with innovation sleeves. The skirt is cut extra full with deep hem, and is also hand-embroidered.

White only
Misses' Sizes 14 to 20 years.
Women's Sizes, 32 to 46.

“LA MERZ”
A Charming Easter Blouse
Very Special
\$2.00

Fashioned from an excellent quality of imported voile. The charming tulle collar is offset with exquisite ruffle edged with contrasting color. The tailored sleeve also has dainty ruffle.

The Most Wonderful Blouse of the season.
Colors: White, Rose, American Beauty, Ocean Blue, Bisque.
Sizes 32 to 44.
Mail Orders Filled

ADVERTISEMENTS.

Jacks Feet

For Easter Remembrances

Beautiful hand-embroidered design on fine thread silk stockings in white or any color. One of our loveliest embroidered evening stockings. In attractive box for presentation.

\$3.50

Order by Mail or Telephone
If 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 our selections may be returned at our expense.

Illustrated Booklet on Request

PECK & PECK
EXCLUSIVE HOSIERY
448 Fifth Avenue at 39th St.
586 Fifth Avenue at 47th St.
NEW YORK CITY

ADVERTISEMENTS. ADVERTISEMENTS.

The Mahogany-Cane Chair and its Place in Your Living-Room

It is not hard to account for the high regard in which chairs of this type have come to be held. They possess that much-sought combination of qualities, comfort

\$13.50
Chair or Rocker

\$14.50
Chair or Rocker

\$16.50
Chair or Rocker

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

Chauffeurs' Outfits

Special AT \$43.50
Overcoat, Suit and Cap to Match

Smart, neat, perfect fitting, and durable; the best value in Motor Clothes for Chauffeurs that can be bought. A Double-Breasted Overcoat. A smart Norfolk jacket, with Trousers or Breeches. A Cap of Regulation. Chauffeur's Style.

Made of fine quality woodstamped whipcord in two shades of gray and in tan—the outfit complete **\$43.50**, or, as follows:—
Overcoat . . . \$25.00
Suit . . . \$16.50
Cap . . . \$2.00

Suit with two pairs of Trousers or Breeches or one pair of each—\$23.50.

Other Outfits of Better Grade at \$57.50, \$75.00 and \$125.00
Chauffeurs' Raincoats—Guaranteed Waterproof—\$20 and \$22
Motor Apparel Catalogue and Chauffeurs' Correct Apparel Chart Mailed on Request.

Brill Brothers
BROADWAY AT 49th ST.

For the Mother-to-be

Mme. Leonard offers especially designed apparel with self-adjustable features for MATERNITY, to expand as required, hang evenly, without alteration or removal of fastenings.

Dresses, Coats, Suits, Waists, Skirts, Negligees, Corsets, at exceptionally low prices.

(Illustrated.) Stunning Easter Costume of finest Chiffon Taffeta and Georgette Crepe with coatee effect. Wide giraffe and pockets in one piece, a very pretty feature. Fine lace collar, vestee and cap underleaves. Chic bouffant skirt.

Very special.
\$27.50

Other models in silk from 16.50 up.

Everything made on the premises. Very moderate prices—personal attention. Designs to suit individual tastes.

Leonard's
24 West 39th Street (5th Ave. at corner)
Photographic illustrations sent free on request. Address Dept. R-5.

Period Lighting Fixtures

Authentic Reproductions Beautifully Finished

No. 3185
The fixture here shown, a true example of the art of the Brothers Adam, will harmonize delightfully with the decorative scheme of any tastefully appointed living room or dining room. Attractively priced. Ask your dealer.

Catalog B free on request. Write today
SHAPIRO & ARONSON,
20 Warren Street, New York City
VISIT OUR SHOW ROOMS

ADVERTISEMENTS.

You Do Not Feel "All-Corset"
in a **BENJOLIE**
GRECIAN-TRECO

You experience, instead, a sense of abiding comfort and freedom, with the assurance of the perfect style that has given this corset its reputation.

The Grecian-Treco fabric, universally endorsed as the perfect corset material, distributes the pressure evenly and responds to every movement.

With models for every type of figure you can obtain a real fit—no fit due merely to adjustment of laces, but a fit that is in the corset itself and that beautifully interprets the mode, yet secures your comfort absolutely.

WALOHN-BONDED

Ben-Jolie Corsets are designed for sizes from 18 to 34. Qualities from \$3.00 to \$40.00. Sold at the finer stores everywhere.

BENJAMIN & JONES,
Other Ben-Jolie creations are: La Ceresse and Custom Finish Corsets, and the famous Ben-Jolie Brassieres.

Can You Wear a 16, 36 or 38 Size?

Buy a Sample suit, coat or dress from real wholesalers at a substantial saving. We must dispose of our wholesale samples, and to do so we have marked them at extremely low prices. Stunning styles, smart new fabrics, including velour checks, etc., in large variety. See them tomorrow.

If you cannot call, send for Booklet "T."
Suits, \$10.75 to \$24.75
Dresses, \$7.50 to \$19.50
Also COATS

Sample Cloak & Suit Co.
1204 Broadway (Near 29th St.)

"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. 35c. Per Tube.

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

Cleansing Cream
Purest of Cold Creams. Incomparable for fidding 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 daintiest **DOES NOT RUB OFF** and absolutely defies detection. Easily applied with a damp sponge. An absolutely harmless cream—contains no lead, mercury or other dangerous chemicals. 35c. Per Tube.

At Drug and Department Stores.

Lower Rents Make Our Prices Less

for Good FURNITURE go to **WORTH GOLDBURG'S** Class
WASHINGTON HEIGHTS
HEART OF THE BRONX AND YONKERS

The Only Charge Account Furniture House in Greater New York Specializing in Cash Store Quality

10-PIECE AMERICAN WALNUT QUEEN ANNE DINING ROOM SUITE, COMPLETE . . . \$325.00

10-piece American Walnut Queen Anne Dining Room Suite, consisting of one buffet 60" long, one china cabinet 48" wide, one serving table 30" wide, one extension table 8'6", and five chairs and one arm chair, covered in your choice of tapestry, harelhok or leather. The suite is a masterpiece of the cabinetmaker's art. Special for one week only. 10 pieces complete, at . . . **\$325**

OPEN EVERY BUSINESS DAY EVENING

Prices Plainly Marked on all Goods

No Extra Charge Made for Credit

AMSTERDAM COR. 148th ST.
THIRD AVE. COR. 163rd ST.
YONKERS 10-10 WASHINGTON ST.

"My summer wash dress problem is solved!"

said a friend of mine the other day, "Look at these trim little dresses which I bought to wear around the house, on the porch and in the garden. And, are they not pretty enough for afternoon wear? I paid only \$10.00 for them, and yet see how well made they are, and of such good materials, too."

“Rachelle”
Dressy gown of chiffon and taffeta reproduced from a successful French model; tucked front and collar of white Georgette crepe; sleeves of Georgette crepe to match taffeta; cuffs, crushed belt. Fancy draped skirt finished with buttons—all sizes and colors.

Very Special, \$18.75

Dressy Hats in All Latest Styles \$4.75 to \$6.50, \$7.50 up

E. CHARLES
Gowns, Suits, Hats for all occasions.
62 West 47th St., New York.

Novelties in Needlework
Unique and exclusive Embroideries, French Gobelins, Grenes and Tapestry Yarns. Wools of all kinds. All the necessary materials for Art Embroidery Work. Fancy Canvases of every description. D. M. C. Cottons, Decorative Art Linens, etc. This Season's newest European productions. Wonderful Knit Goods.
The Specialty House of **HENRY HESSE,**
399 Sixth Ave., 24-25 Sts., N.Y.

WRITE TO-DAY FOR FREE COPY OF "The Society Woman's Dainty Frocks" The most successful mail order series ever published. OVER 250,000 SOCIETY READERS.

“Rachelle”
Dressy gown of chiffon and taffeta reproduced from a successful French model; tucked front and collar of white Georgette crepe; sleeves of Georgette crepe to match taffeta; cuffs, crushed belt. Fancy draped skirt finished with buttons—all sizes and colors.

Very Special, \$18.75

Dressy Hats in All Latest Styles \$4.75 to \$6.50, \$7.50 up

E. CHARLES
Gowns, Suits, Hats for all occasions.
62 West 47th St., New York.

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has all the comforts of home—your saving in rent will pay for it.

Four rooms and bath, all on one floor. Two fireplaces; large entry-passageway connects living and bedroom. A beautiful commodious, all-year home. Walls built of ship-lapped boards, painted white. Shingled roof, gable ends steamed and curved.

Bossert Fedibill Homes
"Not Even a Nail to Buy"
are all built of standard units, painted, finished and all hardware attached at the factory. You save 95% in erecting cost by our method. See them erected at our plant.

Write for large new catalogue with prices and details.
LOUIS BOSSERT & SONS
Builders of Bangalows for 25 Years.
1319 Grand Street, Brooklyn, N. Y.

For the Colonial Home!

Dale's

Price Advantage

over competitors is due to our method of selling from our own factory direct to you—and amounts to 20 to 35% on any fixture you select. Free of charge, our experts will assist you in your choice of original, exclusive designs.

Write for Our New Catalog No. 20, or, better still, call at our showrooms.

Also a full line of Portable Desk, Table, and Floor Lamps.

Dale Lighting Fixture Co.
109 West 13th Street, NEW YORK.

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SIX Hardy, Strong Two-year-old Ever-blooming Rose Bushes for \$1.50

Six Varieties—Separately Labeled. Will Bloom This Season.

These plants have been grown for us by one of the leading rosarians of Europe, and would cost twice the amount if purchased separately.

Following are the varieties which, after extended trials and close observation of over fifty varieties, have proven the best.

Gen'l MacArthur—Bright red.
White Killarney—Pure white.
Satin rose pink.
Fran Karl Druschki—Superb snow white.
Deep rich scarlet.
Superb snow white.

ORDER YOUR PLANTS NOW.

Present this advertisement at our store, or mail with check, money order, stamps or cash, and secure this collection for only \$1.50, prepaid to your home anywhere within 500 miles of New York.

Cultural Directions with Collections.
30-32 Barclay St. New York

Stump & Walter Co.

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

MME. HELENE 5th AVE.
In Alice Maynard's Store, Scientific French Treatments, \$2.00. Send 5c. stamp for Booklet.

The Mending Shop
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The original mending and remodeling shop.
Gowns, Suits and Dresses REMODELED. Shop Waists and Gown Neckties. Suits cleaned, pressed and made into latest styles. First-class dry cleaning.
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