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The Nestlé Permanent Hair Wave



THIS discovery is becoming more and more popular. Even our London records of permanent waving were broken by the New York establishment this summer. And yet we had to select our public. We discouraged every client who desired the well-known "frizz," the original discoverer of the permanent waving principle made by twisting the hair in rope fashion over hair curlers much too thin for human hair.



Before Waving Nestlé Waved
not to be injured by them in time. The "frizz" is, of course, most effective, but it means this to human hair—

When you rub a smooth piece of paper between the palms of your hands you get visible creases. These creases weaken the paper and similarly "frizzy" hair has its cortex creased. It is weakened and in many instances breaks off some time after. The "frizz" is done by people, generally hairdressers who own and speak of "waving machines." It is the result of machine work, and not of brain and knowledge. The Nestlé method never gives a single crease to the hair cortex.

The transformation of straight hair into wavy character is absolutely on scientific lines which must be beneficial to every hair no matter how often such hair is waved. Does the reader know why there is such a thing as naturally curly or wavy hair? Don't guess, but read the solution in Mr. Nestlé's booklet on this subject, supplied free of charge. Mr. Nestlé, the original discoverer of the permanent waving principle and the principle of the curly hair growth on children, is the first scientist to give a definition and to prove it. At our London and New York establishments the straightest and lankiest hair is transformed into naturally wavy within two hours. It can then be washed; neither sea-water, hair lotions, steam of the bath, or any other application of humidity influences it. Indeed, if human hair did not grow away from the head, one application of Nestlé Permanent Waving would be the waving of a lifetime. It is only owing to the fact that our hair grows about one-half an inch per month that this waving has to be repeated again from time to time. Over 50,000 heads have now been treated by the inventor and his staff since permanent waving first was offered to the public in 1905 in London. It is the only waving applied to most of the crowned heads of Europe. It may, in fact, be called the solution of the straight hair problem for those who are able to avail themselves of it. The cost for permanent waving is according to the quantity waved. It can be had from \$12.00 upwards.



The Nestlé Waving Home Outfit

Ladies desiring to wave their own hair are offered our Home Outfit. This contains the replica of our own method and implements. The heating agent required is taken from any electric lamp and the heat that reaches the hair is actually less than that required for ordinary iron waving.

Mr. Nestlé who is in attendance personally in New York, sees to each sale of a Home Outfit and gives exact directions, as a pattern curler is given, showing how the hair for which the Outfit is purchased should be wound. The guarantee which goes with this Outfit is that any hair for which the Home Outfit has been sold can be successfully waved by the means of the Home Outfit. Over 2,000 of these are in actual use throughout the United States and Canada. Its price is \$15.00. This article is not sent on approval and money cannot be returned on any ground except where it can be shown that the article could not answer the purpose for which it was sold. Intending purchasers should apply for our coupon on which particulars must be given for our experts' guidance, and also a sample of the hair should be supplied. The Home Outfit is guaranteed to be absolutely harmless.

The Nestlé Treatment for Children

Every mother knows that baby's hair can be made to grow naturally curly if she only knows how to go about it. She knows that others have done it. Mr. Nestlé in his booklet will tell you how. Any baby's hair will grow curly if it is helped to grow on the lines given by Mr. Nestlé. More than 10,000 mothers are treating their children by the Nestlé Treatment. Illustrated booklet free.

Apply for our illustrated and free explanatory Booklet.

C. NESTLÉ CO.

657-9 Fifth Avenue, Corner 52nd Street, New York
Telephone Plaza 6541
London, 48 South Molton St. and 43 Dover St.

Pupils of good education between the ages of twenty and thirty-five are now instructed by Mr. Nestlé in permanent hair waving as a profession.

LILY OF FRANCE CORSET



THE BEAUTY OF LILY OF FRANCE CORSETS—is not mere surface beauty. They are beautiful throughout—in design, in material, in workmanship, in fit. Their French smartness is very real. They appeal to the eyes through their exquisite artistry. And they appeal to the body through their gracious comfort, durability and supreme style. \$3.50 to \$35.00 at quality stores. Handsome booklet showing the new Fall styles sent you on request.

LILY OF FRANCE CORSET CO. INC.
20 West 22nd St., New York.

THE QUALITY of Kellner furniture, the wide selection afforded by our exceptionally large stock, the courteous attention and advice of experienced furniture men are part of the service rendered our customers.

Plus—the very important factor of MODERATE PRICE



Queen Anne Dining Room Suite in \$475
American Walnut—Buffet 72 inches.

The 25 rooms completely furnished will prove interesting and instructive.

KELLNER BROS.
S. E. Cor. 15th St. & 6th Ave.
SINCE 1891

Salt Mackerel

CODFISH, FRESH LOBSTER



FOR THE CONSUMER NOT THE DEALER
FOR YOUR OWN TABLE

FAMILIES who are fond of FISH can be supplied DIRECT from GLOUCESTER, MASS., by the FRANK E. DAVIS COMPANY, with newly caught, KEAPABLE CODFISH, sweeter than any inland dealer could possibly furnish.

We sell ONLY TO THE CONSUMER DIRECT sending by EXPRESS RIGHT TO YOUR HOME. We PREPAY express on all orders east of Kansas. Our fish are pure, appetizing and economical and we want YOU to try some, payment subject to your approval.

SALT MACKEREL, fat, meaty, juicy fish, are delicious for breakfast. They are freshly packed in brine and will not spoil on your hands.

CODFISH, as we salt it, is white, boneless and ready for instant use. It makes a substantial meal, a fine change from meat, at a much lower cost.

FRESH LOBSTER is the best thing known for salads. Right fresh from the water, our lobsters simply are boiled and packed in PARMENT-LINED CANS. They come to you as the purest and safest lobsters you can buy and the meat is as crisp and natural as if you took it from the shell yourself.

FRIED CLAMS is a relishable, hearty dish, that your whole family will enjoy. No other flavor is just like that of clams, whether fried or in a chowder.

FRESH MACKEREL, perfect for frying, SHRIMP to cream on toast, CRABMEAT for Newburg or deviled, SALMON ready to serve, SARDINES of all kinds, TUNNY for salad, SANDWICH FILLINGS and every good thing packed here or abroad you can get direct from us and keep right on your pantry shelf for regular or emergency use.

With every order we send BOOK OF RECIPES for preparing all our products. Write for it. Our list tells how each kind of fish is put up, with the delivered price, so you can choose just what you will enjoy most. Send the coupon for it now.

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109 Central Wharf, Gloucester, Mass.
Please send me your latest Fish Price List.

Street..... State.....
City.....

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Wear my famous Rubber Garments and your superfluous flesh will positively disappear.

DR. JEANNE WALTERS' famous medicated RUBBER GARMENTS
For Men and Women
Chin Reducer.....\$2.00
Neck and Chin Reducer.....\$3.00
Bust Reducer.....\$5.00
Abdominal Reducer.....\$4.00
Also Union Suits, Stockings, Tackets, etc.
Send for free Blue Booklet.
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Inventor and Patentee
Billings Bldg., (4th Floor)
Cor. 34th St. & 5th Ave.,
New York City.

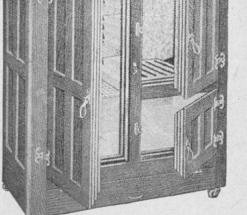
Season-End Clearance

of the world-famous

BOHN

Syphon and Sanitor

REFRIGERATORS



Rather than carry our present stock through the Fall and Winter months, we have decided to offer every model at a price radically reduced from the list.

35% to 50% REDUCTIONS

Bohn Syphon Refrigerators start at \$25.00 (list \$36.00) and range up to \$55.00 (list \$110.00); ice capacity 75 to 225 lbs. Bohn Sanitor Refrigerators start at \$34.80 (list \$53.55) and range up to \$188.50 (list \$290.00) ice capacity 100 to 415 lbs.

Bohn refrigerators are recognized the world over as the standard of scientific refrigerator construction. The Bohn Refrigerating System is used in the refrigerator and dining cars of practically every railroad in the land. A chance to secure one of these superb refrigerators at such discounts as we are now offering is a rare opportunity, and one of which you should take advantage!

DELIVERY AT YOUR CONVENIENCE. A small deposit with your order will ensure delivery any time that suits your convenience. If you cannot call, write or telephone for our handsome catalog. Remember, we are the manufacturers, not middlemen.

White Enamel Refrigerator Co. of N. Y.
53 West 42d St. (Phone Bryant 7317.)

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3 best quality
down cushions,
Luxurious Upholstery.
Very Special in Denim, \$90.00
NATHAN GREENBERG, Inc.,
10 East 99th Street,
Elevators to 2d and 3d floors.

VACUUM CLEANERS

at BIG REDUCTIONS is now on
THIS IS THE GREATEST SALE EVER KNOWN IN THE HISTORY OF THE VACUUM CLEANER BUSINESS

Largest assortment in the world to select from. The sensational reductions apply to seventy-five different kinds of brand new hand power and electric vacuum cleaners, latest models. Every known make of cleaner is on our price lists. NOTHING RESERVED.

HAND POWER CLEANERS		NOTICE		ELECTRIC POWER CLEANERS			
REGULAR PRICE	SALE PRICE	Lack of space prevents advertising all cleaners. If the cleaner you want is not mentioned, send for our complete price list of sale prices. (Use coupon below.)		REGULAR PRICE	SALE PRICE		
Duntley Combination Vacuum Cleaner and Carpet Sweeper	\$7.50	\$3.95	We Pay Express Charges to Any Part of the U. S.	Hot Point	\$25.00	\$19.75	
Bissell Combination Vacuum Cleaner and Carpet Sweeper	9.00	6.90		Frantz Premier	30.00	23.75	
Gem Long Tube Style	10.00	6.90	Any Cleaner that we recommend we will sell on installments, and allow 10 days' FREE TRIAL		Western Electric No. 11	32.50	26.75
				Magic	38.00	29.50	
				Baby Hoover	47.50	39.75	
				Royal	32.50	26.75	
				Cadillac	30.00	24.75	
				Ohio	32.50	25.75	

Here are the two biggest "hits" of the year:

<p>"Twin" Hand Power Cleaner. Sale Price \$6.90 Regular Price \$10.00</p>	<p>The "Imperial" Model C Electric Sale Price \$24.75 Regular Price \$32.50</p>
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If you have not already decided to purchase some other make of cleaner we would strongly advise you to try one of these two cleaners. Our opinion as Vacuum Cleaner specialists is that these two cleaners are the best that can be obtained at any price for home use, and we ought to know.

FREE TRIAL We will gladly ship either of these 2 cleaners express paid on 10 days' free trial, no money in advance. Please mention this advertisement.

In connection with above sale of new Cleaners we are having a sale on agents' samples, shop-worn, and used Cleaners.

Arnold Electric was \$35, now \$7.	Magic Electric was \$38, now \$13.
Richmond Electric was \$35, now \$10.	Menarch Electric was \$75, now \$29.
Eureka Electric was \$35, now \$13.	Santo Electric was \$125, now \$55.
Frantz Premier Electric was \$25, now \$12.	And many others, all fully guaranteed.

These Cleaners positively will be sold only to customers calling at our 42d St. office. We Rent and Repair All Makes of Cleaners.

Send coupon to-day for free copy of "How to Select a Vacuum Cleaner." You also can have the benefit of our many years' experience handling all kinds of Vacuum Cleaners. Ask all the questions you wish.

Muenzen Specialty Co.

131 W. 42d St., One Flight Up. Downtown Branch, Booth 53, Hudson Terminal Concourse, 30 Church St.

Take Subway to Times Square. Mail this Coupon NOW lest you forget.

FREE COUPON NO. 13.
Muenzen Specialty Co., New York.
Without obligation to me send me a pamphlet entitled "How to Select a Vacuum Cleaner" and complete price list of sale prices on Vacuum Cleaners to be operated by.....Power
Name.....
Address.....

NOTICE: "Arrow" indicates space to be filled by the words "Hand" or "Electric," as the case may be.

Dale Prices

Are One-third Below Retail

The low prices of Dale Fixtures are possible because we sell direct from our own factory. The talent of our designers and the skill of our craftsmen assure you of exclusive designs superbly executed. Our lighting engineers are prepared to assist you with expert advice free of charge. Complete line of Portable Desk, Table and Floor Lamps. Write for our Catalogue No. 20, or, better still, call at our showrooms, 109 West 13th St., New York, 1 Door West of 6th Ave.

Dale Lighting Fixture Co.

Pebeco Tooth Paste drives out lingering sleep-tastes, purifies the breath and stimulates the blood-flow in the gums. The use of Pebeco is a morning-and-evening delight. It is so different.

OUR SIGN IS OUR BRAND

John & Fink

TRANSFORMATION SIMPLEX

A ready coiffure with a perpetual loose wave that may be worn in any style; most attractive for evening and dress wear. The artistic conception of a Parisian expert, not an old concern aping youth, but a young progressive house with youthful coiffures that cannot be duplicated. Consultation free.

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It imparts a transparent radiance—

AZUREA

The FACE POWDER de Luxe.

Created by The World Renowned House of L. T. PIVER, PARIS, FRANCE AT ALL BEST DEALERS

Send for "Surprise Box" containing charming miniature package of "AZUREA" Face Powder, Sachet and Perfumes. CASH, BAZZ, Sole Agent for U. S. & Can. Dept. W, 24 E. 22d St., New York City

Flowers in windows, bright and gay, Chase the gloomy days away.

PREPARE!
Plant in bowls and pots, in water or in fibre. Paperwhite Narcissus, the sweet white for Thanksgiving! Golden Sun Narcissus, the sweet yellow for Christmas! Roman Narcissus, sweet, white double gardenia-like, with yellow for New Year! New stock from France is excellent! Of the Herrmann Standard "None Better." Mammoth Bulbs of any of the three varieties, separate or mixed. 6 for 30c., 12 for 50c., postpaid; one quart of fibre free. We believe in our fibre, to produce healthy large flowering plants. CASH WITH ORDER.

HERRMANN'S, 140 E. 34th St., New York. Near Lexington Ave.

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We Show Only the Latest Styles

In Gray Suede, White Calf, Gray Kid and Purple Kid

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.
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Mail Orders Carefully Filled.

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

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SHEFFIELD CANDLESTICK, 1 1/2 inches high. Price, \$8.00 pair.

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In All Its Perfect Details. Porcelain work a specialty. Restoration of shade, shape and general appearance of natural teeth accomplished. X-rays treated, new scientific method.

DRS. M. & H. SCHLESINGER,
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Phone Bryant 572.

PARKER'S METHOD OF HAIR TREATMENT

and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair and Scalp Conditions.

They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes. Forty years' test has demonstrated their efficacy; many thousand patrons testify to their beneficial value. Healthy hair needs attention. Incipient hair and scalp disorders grow worse by neglect.

JANE COWL says: Dear Mr. Parker, I thank you for the most beneficial treatment my hair has ever had. All good wishes to you.

Send description of your hair and scalp condition, general physical health, and age, and I will suggest proper treatment and tonics. Booklet "Healthy Hair," free on request.

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

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\$1.50 to \$6.50

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The Oriental Store
Perfume Set, \$1.

AN ARTISTIC Japanese lacquered Cabinet, 1525 T. with two glass-stops—one each of Wistaria and Flowering Kingdom; Cabinet plush lined, with separate compartment for each bottle. Makes a most unique and useful perfume set. Made in Japan. On sale in our Perfumery Section, or mailed postpaid upon receipt of \$1.

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Fifth Avenue & 39th Street, New York

Seth Thomas Colonial Clock

\$5 Prepaid

This clock is an exact copy of the old Grandmother's Clock and is a fine addition to the sitting-room. Mahogany case, with reliable Seth Thomas movement. It has hour-arch, 16" high, 7" deep, and 5 1/2" dial. Order now, as we have only a limited number of them prepared for \$5.00. Call and see our exhibition of clocks or write for Catalog 10.

Mail orders receive special attention

Wm. H. Enhaus & Son
Jewelers since 1847
31 John St., New York City
Agents for Seth Thomas Clock Co.

She Who is Constantly Thinking of Self

the possession of Smartly Dressed Hair reveals that beauty which lingers. Hairdressing has become an art. Our knowledge of dressing and treating hair has been acquired through 40 years of experience.

Those with straight, thin, gray or faded hair can be assisted by our Transformation Permanent Wave, which is guaranteed for 6 months.

We are originators and manufacturers of light weight Hair Pieces, Wigs, etc.

SPIRO'S EYEBROW & Eyelash Colouring imparts charm and expression. Darkens, lasts 2 to 4 weeks. Unaffected by washing or creams. \$1 per box. Eyebrows treated, 50c per treatment.

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