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# Brill Brothers Shop for Women Individuality In Autumn Modes



### THE CHEVROLET COAT

Made of wool velour, with collar and cuffs of soft Belgian hare fur. Belt in front, loose back, raglan sleeves. A very smart coat for daytime and motor wear in Balsam Green, Java Brown or Navy. Sizes 34 to 42.

\$29.50

### DAY TIME & MOTOR COATS

In a wonderfully wide variety, imported and domestic. \$24.50 to \$125.00

### SMART BLOUSES

In an assortment of tailored and dressy models; entirely different and distinctive. \$5.75 to \$24.50

### TAILLEUR SUITS SPECIAL

\$29.50 to \$89.50

### ATTRACTIVE FROCKS

Of serge, wool jersey and silk. \$16.50 to \$39.50

English and Parisian Modes in Sport Apparel, Smart and Exclusive Tailored Effects in Suits, Dresses, Coats, Skirts, Sweaters and Blouses, at Popular Prices.

Broadway at 49th Street

## Chauffeurs' Outfits

### Special AT \$47.50

Overcoat, Suit and Cap to Match



Smart, neat, perfect fitting, and durable; the best values in Motor Outfits 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.

All made of exactly the same fabric, a fine quality dark gray worsted whipcord—the outfit complete \$47.50, or, as follows:—

Overcoat . . . \$27.00  
Suit . . . \$18.50  
Cap . . . \$2.00

Suit with two pairs of Trousers or Breeches—\$26.50. Other Outfits of Better Grade at \$64.50 and \$78.00. Chauffeurs' Raincoats—Guaranteed Waterproof—\$22

See Our New "Doubleglove" for Motoring.

An exclusive "Brill Motor Shop" production, and to the best of our knowledge the only motor glove made with a double palm—\$4.00 the pair.

Detachable Fur Collars and Caps to Match.

Collars can be readily attached to any overcoat. To be had here in Persian Lamb, Natural Raccoon, dyed Raccoon, Nutria, Beaver and dyed Nutria.

Motor Apparel Catalogue and Chauffeurs' Correct Apparel Chart Mailed on Request.

## Brill Brothers

BROADWAY AT 49th ST.



# A Menace

## City pavements blamed for many ailments

Within the experience of us all, the sidewalk has changed from a soft to a hard one.

Hard pavements have greatly improved our traffic conditions, but they have proved a serious menace to health and efficiency.

The records of the Hospital for the Crippled in New York show that in the year 1890, just before the advent of stony streets, Arch Trouble claimed 2.6 per cent of the new patients treated. In 1906, the percentage had risen to 18.3, and in 1914 to over 30 per cent.

### Save your health

You cannot have the streets unpaved, the sidewalks turned to turf—but you can protect yourself from the pounding jars that shatter nerves and break down health.

O'Sullivan's Rubber Heels act as easy, springy cushions between your heels and hardwood floors and pavements. O'Sullivanize your step. Put the spring of new live rubber under your feet, and walk with the vigorous stride that goes with real success.

When you buy your new shoes, buy them O'Sullivanized. Up-to-date shoe dealers now sell latest style shoes with O'Sullivan's Heels already attached.

Insist on O'Sullivanized shoes—the new live rubber heels give the greatest wear with the greatest resiliency.

At any shoe dealer or shoemaker; in black, white or tan; for men, women or children; 50c attached.

Copyright, 1916, O'Sullivan Rubber Co.



## Period Furniture

GRAND RAPIDS FURNITURE Direct from Factory.

Very Artistic Colonial Bedroom Suite Finished in Old Ivory Enamel or Dull Imitation Mahogany



Four Pieces, including Dresser, Chiffonier, Triple Mirror Toilet Table and Four-Post Bed. Reduced to \$81

Other colors of enamel at same price. DISCONTINUED PATTERNS at 50% of Regular Prices

Sharon, Tudor, Adam, Hoppelwhite, Colonial, etc., Dining Room Suites, 14 pieces, \$100 up; regularly \$200 up. Queen Anne, Louis XV, Louis XVI, Sheraton, etc., Bedroom Suites, Mahogany & Walnut, \$75 up; reg. \$150 up.

ODD PERIOD PIECES \$4 up. Set of Photographic Reproductions FREE. Manufacturers, MANGES BROS. Established 1852.

Main Entrance 115 & 117 WEST 23D ST. and 108 & 110 WEST 24TH ST., N. Y.

## 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—Let me thank you for the most beneficial treatment my hair has ever had. All good wishes to you. FRANK PARKER Hair and Scalp Specialist. 51 WEST 37TH ST., N. Y.

## L. M. HIRSCH Sample Shoe Co.



SATIN PUMP, turn sole, 2-in. \$3.35. Louis XV, heel all colors, \$1.00. Silk Stockings to match, \$1.00. Send for Booklet T with illustrations of new Fall and Winter models. 404-406 Sixth Av., N. Y. Est. 24th and 25th St.

## A PERFECT HAIR DRESS

made easy by using La Parisienne Transformation

Creators of original Designs in Hair Pieces, New Coiffures and Hair Ornaments just received from Paris. Imported Henna Preparation for coloring the Hair, gives most satisfactory results, \$2.00 box. New method of permanent Hair Waves. MANUEL ET LOUIS 2 East 40th St. 29 East 48th St. Murray Hill 1155

## LADIES' HATS REMODELLED

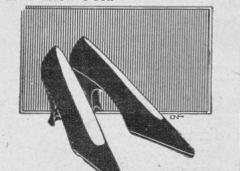
Into the newest shapes of Velvet, Plush, Felt, Velour, Fur and Beavers; also cleaned and colored into latest shades. Latest samples displayed to try on and select from. Hats trimmed. New shapes. Ostrich renovated. "NEUMANN'S" Mrs. 24 East 4th St., near Broadway and Astor Place.

## Rebuilder of Gowns

All your last season's frocks can be successfully rebuilt after the fashions of to-day. REBUILDING OF GOWNS as carried out by me means a creation from something you may have thought worthless. Prices reasonable. HOMER 11 1/2 West 37th Street, N.Y. Tel. 5265 Greeley.

## SHOE CRAFT

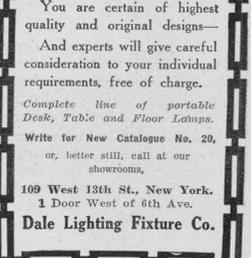
27 W. 38 St. New York Fitting the Narrow Foot, Widths AAA, AA & A In Sizes 7 1/2, 8, 8 1/2 and 9 The "ShoeCraft" Shop specializes in fitting smart footwear to the narrow foot. Widths AAA, AA and A may be had from stock in all sizes, including 7 1/2, 8, 8 1/2, and 9. Send for our interesting Booklet, "Fitting the Narrow Foot."



"Fabrino" Slipper White or Black Satin \$5 9-button Spats, \$3 Patent Leather, Gun Metal, \$3 or Silver Cloth. A Word About Satin Slippers Ever have a TRULY comfortable pair? "ShoeCraft" satin slippers are fitted with careful regard for the natural contour of the foot. No unsightly bulging, no painful pinching—Perfect fit. Unusually moderate prices. MAIL SHOPPING SERVICE Perfect fit guaranteed. Parcels Post prepaid. Send for Catalog A29 and measurement instructions. Charge accounts.

## Dale's Free Service Will Help You

When selecting Dale Fixtures for home or office you'll always save 20 to 35%. You are certain of highest quality and original designs—And experts will give careful consideration to your individual requirements, free of charge. Complete line of portable Desk, Table and Floor Lamps. Write for New Catalogue No. 20, or, better still, call at our showrooms, 109 West 13th St., New York. 1 Door West of 8th Ave. Dale Lighting Fixture Co.



## Geraldine Farrar delighted with the "Rare Qualities" of



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 Dulbs 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 heavy large flowering plants. CASH WITH ORDER. HERRMANN'S, 140 E. 34th St., New York. Near Lexington Ave.

## Crème Nerol

Crème Nerol refines and beautifies the most sallow, rough or impaired complexion, and assures a natural freshness and clearness of the skin, always an unfulfilling charm to the eye. Among the many who recommend Crème Nerol highly are Geraldine Farrar, Olive Fremstad, Rita Farnia, Mrs. Tetrazzini, Frieda Henrich, Bernice de Pasquale, Margaret Anglin, Mrs. Fishie Burke, Frances Starr, Julie Marlowe, Laura Hope Crews, Julia Opp, Constance Collier. Crème Nerol (\$1 per jar)—and Nerol Skin Food (\$2 per jar)—at one time made exclusively for leading professional women and social leaders, may now be purchased in N. Y. at Altman's, or upon receipt of price will be mailed to any address.

Forrest D. Pullen FACE SPECIALIST 732 Nostrand Ave., Brooklyn, N. Y.

## VENIDA The Better HAIR NET

Leaves hair gracefully free— not awkwardly confined. Cap or fringe shape; all shades 2 for 25c. White or gray, 25c. Department Store, Specialty Shops. Lippitt's Hair-Headsman THE RIBBON CO., 112-B E. 19th St., N. Y.

## LUXIO Won't injure even chiffons



## Furniture of Distinction

William and Mary Dining Room Suite Either American Walnut or Mahogany

10 PIECES— Buffet—China Closet—Serving Table—Extension Table—5 Side Chairs and 1 Arm Chair. Special \$295

Call and see our enormous stock of Period Reproductions in Living Room, Dining Room and Bed Room Suites. Prices range from \$75 to \$700. Low operating expense and wholesale connections make prices lower here than elsewhere. A comparison will convince you.

SHEPPARD KNAPP SON CO. CARPETS, INC., RUGS, RETAIL. WHOLESALE. 39-41 WEST 23D ST.

## HAW-D-FOLD CRIB

The most Practical and Convenient Folding Crib Ever Made. High side SAFETY Folding Crib. Have it demonstrated. Sold by best Furniture and Dept. Stores. Made by Greenpoint Metallic Bed Co., Brooklyn, N. Y.

## MAGNIFICENT DIAMOND CLUSTER RING

White Gold Ring with Solid Platinum Top, set with Seven Pure White Genuine Diamonds. A Wonderful Brilliant Ring at a Bargain. Price . . . \$45

## PLATINUM TOP GUARD RING

Set with Seven Genuine, Pure White, Brilliant Diamonds. A Wonderful Value . . . \$35

The same ring may be had set with Eleven Pure White Diamonds for \$50. MAIL ORDERS FILLED. SAFE DELIVERY GUARANTEED. ARNOLD & CO. Est. 1880. Diamonds—Watches—Jewelry 448 5th Ave., near 39th St.

## THE SHEFFIELD SILVER SHOP

SHEFFIELD PLATE IN EXCLUSIVE PERIOD DESIGNS FOR BIRTHDAY, WEDDING AND CHRISTMAS GIFTS. ROBERT FITCH, 205 Fifth Avenue, NEW YORK. GUERNSEY JUG, \$4.00

## The Powder of Royalty Ambre Royal

Paris \$22 the box Sold in the best shops all over the world. FRANK M. PRINDLE & CO 71 W. 35th St., New York

## The Mending Shop

Trade Mark The original mending and remodeling shop. Gowns, Suits, and Dresses REMODELED. Shop Waxes and Gowns Refitted. Suits cleaned, pressed and made into latest styles. First-class dry cleaning. MISS H. REDDING COUGHLIN, NEW ADDRESS: 17 East 48th St. Phone: Murray Hill 3982. (Formerly 20 W. 31st St.) We Have No Branches.

## ORIENTAL RUGS

An unusual collection of sterling merit, Persian, India, Asia Minor and CHINESE WEAVES in choice designs and colors at very moderate prices.

FINE CHINESE RUG Soft Rose Ground, Cream, Tan and Blue Border, graceful Floral Designs. Size 9 ft. x 11 ft. \$450

JONES & BRINDISI Craftsman Building, 6 East 39th Street.

## For Beautiful Nails

ZOBRIGHT Imparts a lasting satin finish and brilliant lustre. (Waterproof) Flexible "Valve" Buffer, 25c at stores or sample 10c from us direct.

RUBIGLOSS gives a bright pink lustre which lasts a week and laterally fragrant. 2 sizes —10c and 25c. Nail Polish Sold by Lippitt's-Hiker-Hegeman drug stores, Macy's, Gimbel's, McCreery's, Altman's, Bonwit-Teller, Abraham & Straus, etc., or remit to us.

Yanna-Rouge—finest Rouge ever made. In attractive box, with mirror and puff, 25c. R. V. D. CORPORATION, 90 W. B'way, N. Y.

## Parfume Set, \$1.

ANTISEPTIC Japanese lacquered Cabinet, decorated in gold. 12 1/2 x 12 1/2 x 12 1/2. Perfumed bottles of Vantine's famous Oriental perfumes—one each of Wistaria and Flowering Kingdom; Cabinet plush lined, with separate compartment for each bottle. Makes a most unique gift stand when perfume has been emptied. On sale in our Perfumery Section, or mailed postpaid upon receipt of \$1. -A-A-VANTINE & CO.-Inc. Fifth Avenue & 39th Street, New York

## "ARTERONZ" PRODUCTS

BOOK ROCKS, BOUNDIR LAMPS, ASH TRAYS, PAPER WEIGHTS, STATUARY, PORTABLES, Etc. Catalog illustrating almost 200 Art Objects on receipt of 4 cents in stamps. Kathodon Bronze Works, Inc. 289 Madison Ave., cor. 41st St., New York.