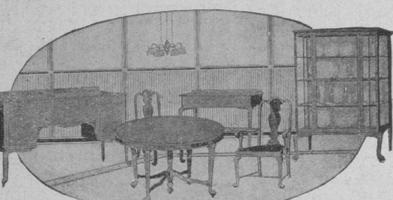


DEPENDABLE quality — exceptionally moderate price.

These are the magnets of trade that have made a record year for us. Kellner furniture and Kellner Quality will be the same high standard through all the years.



Queen Anne Dining Room Suite in American Walnut... 10 pieces **\$250**

The 25 rooms completely furnished will prove interesting and instructive

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

Dearest!

Where's My **PEBECO** TOOTH PASTE

I simply can't get along without Pebeco night and morning. It leaves such a fresh, keen, invigorating taste and keeps my teeth so clean and white. So don't forget the Pebeco, please.

OUR SIGN IS OUR BOND



Lehr & Frank

WITH A BARTO DAY BED

A few pieces of Barto hand-painted furniture create a smart guest room. The ultra-charming addition to your home. The Day Bed is \$33. Box Spring and Mattress, \$32. Night Table, \$22. Chest of Drawers, \$30. Desk, \$15.

Barto Day Beds are made in many other styles and finishes, for living room, above hall, etc. Decorative in the day as a couch, they are a practical, spacious bed at night. They have no mechanical features.

Immediate Delivery. If out-of-town, write. Tel. Vand. 652.
45 WEST 30TH STREET, N. Y.

EDWARD R. BARTO & CO., Specialists in Interior Furnishings.

St. Valentine Favors

Red Satin Hearts (to hold 1/4 lb. to 3 lbs.)
Crepe Paper Salted Nut Baskets
Crepe Paper Baskets for candy or ice cream;
St. Valentine tally and dinner cards; cupids, metal arrows, wishbones, rings; jokes, novelty valentines, miniature favors for cakes; dressed kewpies, Jack Horner pies with favors; Valentine crepe paper napkins, seals, cut outs; lunch sets, cake candle holders.



B. SHACKMAN & CO., 906-908 Broadway, N.Y., Bet. 20th and 21st Sts.
"The Unique Favor and Novelty House"

25th ANNUAL FEBRUARY SALE
Noteworthy Savings On Our Entire Stock

Our February sale is now in progress. You will save considerably by making your selection now for present or future needs, whether it be furniture for the Bedroom, Dining Room, Living Room or odd piece. Our prices now are much lower than the generally low prices prevailing here. The quality is as high as usual.

49-51 W. 23rd St. **Geiger & Braverman** FURNITURE COMPANY. Established Since 1892

The Mending Shop

Trade Mark The original mending and remodeling shop.

Gowns, Suits and Dresses REMODELED. Shop Waists and Gowns Refitted. Suits cleaned, pressed and made into latest styles. First-class dry cleaning.

MISS H. REDDING COUGHLIN, NEW ADDRESS: 17 East 44th St. Phone: Murray Hill 5066 (formerly 20 W. 51st St.) We Have No Branches.

SHOE CRAFT
27 W. 36th St. New York

Fitting The Narrow Foot

Widths AAAA, AAA, AA & A. All sizes including 8, 8 1/2, 9, 9 1/2

"It is so unusual!" exclaimed one new patron. "For years I have been subjected to the discomfort of poorly fitted footwear just because I never could find a shop that carried 7 AAA shoes, and now you show me so many styles in that size that I feel tempted to buy a dozen pair of shoes."

Special Orders

For the woman who wishes her shoes and slippers made to order after her own like, the "ShoeCraft" special order department offers an unusual service. ALL SHOES THAT ARE MADE TO ORDER ARE GUARANTEED TO BE FINISHED ON THE DATE PROMISED. FOR EVERY DAY THAT THEY ARE LATE, A REBATE OF 5c. IS MADE. Ultra individual and evening slippers and unusual boots to order, by post or in the shop. Estimates and full particulars on request.

MAIL SHOPPING SERVICE

Perfect fit guaranteed. Parcels post prepaid. Write for our new Spring Catalogue A-4, with measurement chart, and our interesting booklet, "Fitting the Narrow Foot."

Period Furniture

GRAND RAPIDS FURNITURE
(Direct from the Factory)

Gate Leg Table
Solid Mahogany
31 inches when open, 19 inches when closed.

Special FEB. SALE \$9.25
Reg. \$15.50 Price DISCONTINUED PATTERNS at 50% of Regular Price.

Sheraton, Tudor, Adam, Heppelwhite, Colonial, etc., Dining Room Suites, 10 pieces, \$125 up; regularly \$200 up. Queen Anne, Louis XVI, Sheraton, etc., Bedroom Suites, Mahogany and Walnut, \$100 up, reg. \$200 up.

ODD PERIOD PIECES, \$4 up.
Set of Photographic Reproductions Mailed FREE

Cottage Furniture a specialty.

Est. 1852 **MANGES BROS., Mfrs.**
111-117 WEST 23rd ST.
and 108 & 110 West 24th St., N. Y.

Reduce Your Flesh

Try my famous rubber garments to reduce your superfluous flesh.

DR. JEANNE WALTER'S famous medicated RUBBER GARMENTS

For Men and Women:
Chin Reducer \$2.00
Neck and Chin Reducer 3.00
Fast Reducer..... 6.00
Abdominal Reducer... 3.00
Also Union Suits, Stockings, Tights, etc.

Send for free illus. Booklet.

Dr. Jeanne A. B. Walter
Inventor and Patentee
Billings Bldg., 4th Floor,
Cor. 2nd St. & 5th Ave.,
New York City.

TRANSFORMATION SIMPLEX

A ready coiffure with a perpetual wave that may be worn in any style. The artistic conception of a Parisian expert. Send for booklet showing Styles in Hair Dressing.

B. CLÉMENT, French Hair Shop
Opp. Altman's, 5 East 35th St., N. Y.

BERTHE MAY'S Maternity CORSET

Comfort, abdominal support, protection for mother and child. Dress as usual—normal appearance. Call at my parlors or write for Booklet No. 21, free in plain sealed envelope. Can be worn by Stout Women and Invalids.

Berthe May, 10 E. 46 St., N.Y.

May We Remount Your Diamond?

We will furnish an all-platinum mounting for your diamonds; like cut; supply four small diamonds for the sides, and do the entire work in our own shop for the small cost of... **\$45**

ARNOLD & COMPANY
Diamonds, Watches and Jewelry
448 FIFTH AVENUE
At 39th St. Est. 1890.
Repairing at short notice

Send for your Sweethearts

PURE MAPLE SUGAR.
10 freshly made hearts, 50c postpaid.

Alice Brown Mohawk Trail
Shelburne Falls, Mass.

MAPLE SWEETHEARTS

SCALP SPECIALISTS

Premature grayness, falling hair and baldness scientifically treated. Separate departments for ladies and gentlemen.

John B. Gleason Co.,
22 East 44th Street,
Telephone 4290 Murray Hill.

A Good Bookcase for the price of a good book!



\$1.75 Per Section and Up ON APPROVAL

Lundstrom
IT GROWS WITH YOUR LIBRARY

The UNIVERSAL BOOKCASE
Endorsed by Over 100,000 Users

Made for and universally used in the finest homes and offices throughout the country. They are made in sections, combining practical utility, economy and attractive appearance. Above style is beautifully finished in SOLID OAK with non-binding, disappearing glass doors; price, top \$1.25, leg base \$1.50—combination complete \$8.90. Other styles and grades at correspondingly low prices. On orders of \$10.00 and over we pay freight; freight equalized to extreme Western States. Shipped direct from factory ON APPROVAL and at considerable saving TO YOU. Write for new Catalogue 27-F.

The C. J. Lundstrom Mfg. Co.,
Little Falls, N. Y.
Mrs. Sectional Bookcases and Filing Cabinets,
Branch Office: Flatiron Bldg., New York City.

The genuine Italian Silk Underwear has the name "Kaiser" in every garment.



Julius Kayser & Co.
A complete selection at all the best stores.

Singer SOF-LITE Glasses

Best for eye helps and comfort—because they are scientifically correct.

M. Singer
Optometrists & Opticians
Madison Av., Cor. 100 St. 114 Fulton St., N.Y.
981 Prospect Av., Bronx, 604 W. 181st St.

ESTABLISHED 1857

FURNITURE SALE
Our Entire Stock Reduced

WILLIAM & MARY
Bed Room Suite

7 Pieces, in Antique \$175 (All dust proof interiors)

This suite is an example of the rare values we are offering during this sale.

Low operating expense and advantageous wholesale connections make prices lower here than elsewhere.

SHEPPARD KNAPP SON CO.
Wholesale Carpets, Rugs, etc. RETAIL
39-41 West 23rd St.

YUBAN
The Private Coffee of the Greatest Coffee Merchants

FUSSLESS PHOTOGRAPHS.

PIRIE MACDONALD
Photographer-of-Men.
576 FIFTH AV. COR. 47TH ST.

Conspicuous Nose Pores
How to reduce them

Specific treatment for this trouble given in the 12-page booklet wrapped with every cake of Woodbury's Facial Soap. Begin today to get its benefits. For sale in all toilet counters.

More used than any other face cream in America

Pond's
Extract Company's Vanishing Cream

Stewart & Co.
Correct Apparel for Women & Misses
5th AVENUE AT 37th STREET

New Serge Frocks Specially Priced



This smart frock, No. 11 is fashioned of mannish serge of an extra quality in silk in contrasting shades. Embroidered in silk in contrasting shades. Sizes 34 to 44 bust measure, and misses' sizes 14 to 18 years.

Special Price... 14.75

Mail Orders Promptly Filled. Send for Illustrated Style Booklet.

Page
Perfume Neck
Rose Violet and Wistaria
Flower and Citrus 15c.
(In glass bottle) 25c.
Face Powder, 50c.
Toilet Water, 75c.

Rebuilder of Gowns

New York's exclusive and most unique Dressmaking establishment where simply WONDERS are wrought with your passe frocks.

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. 3245 Greeley.

Take the Jar Off Your Spine

Every day you average 8,000 steps—8,000 little shocks that jar your spine and tend to wear you out. Don't pound away your energy with every step you take. Wear a O'Sullivan's Heels—the only heels for city streets. These shock absorbers will save you 8,000 shocks a day. For men, 50c attached. For women, 60c attached.

LADIES' HATS REMODELED

Into the newest shapes of Pomp, Milan, Milan-hemp, Lizere, Panama, Lechors, Fancy and Plain Straws. Recreated, cleaned and colored into latest styles. Latest samples displayed to try on and select from. Hats trimmed. Strictly repaired. **NEWMAN,** 24 East 4th St., near Broadway & Astor Place.

Artistic Dentistry

Restoration of shade, shape and general appearance of natural teeth accomplished. Porcelain Inlay Work a Specialty. Irregularities of teeth corrected. All porcelain bridge work, displaying no gold. Continuous gum or porcelain plates, dispensed with injurious rubber. Operations done successfully and painlessly, eliminating all pain. Consultation invited. Hours 9 to 5.

DRS. M. & H. SCHLESINGER
Times Bldg., 42d St. & Broadway.
Phone Bryant 512.

ENGLISH SOFA

3 best quality Down Cushions. Luxurious Upholstery.

Very Special in Denton. \$200.00

NATHAN GREENBERG, Inc.,
Dept. 42, 39 East 42d St.
Elevators to 2d and 3d floors.

The COLUMBIA GRAFONOLA
The Instrument with the True "Tone of Life."

"Hearing is believing"—that is the final test! Hear it at your Columbia dealer's today.

Buy where you see the Columbia "music-note" trade-mark.

FINAL WEEK of our regular **HALF-YEARLY SALE**

Here are a few of the big values

WOMEN'S HOSIERY

Lot No. 19—Excellent Silk Stockings with little tops and soles. Black, white, and 76 colors, at 95c a pair, \$5.50 a half dozen. Ordinarily \$1.10 a pair.

Lot No. 25—Hand clocked Silk Stockings. Exceptionally fine in quality and appearance. Black or white with black or white clocks. At \$1.65 a pair.

Lot No. 55—Pure thread Silk Stockings in combinations of black with white or latest colors. Also a limited quantity of very sheer black Silk Stockings slightly cloudy in weave. This does not affect the wear. \$2.65 a pair, 3 pairs for \$7.50. Formerly \$2.50 and \$3.00 a pair.

Lot No. 61—Ribboned Ribbed Silk Stockings with invisible woven self stripes around. In black, white, bronze, silver, ivory, navy, smoke, fash or gold. Very special. \$1.70 a pair, \$10.00 a half dozen. Formerly \$2.00 and \$2.50 a pair.

MEN'S HOSIERY

Lot No. 91—Good weight Silk Socks. Black and all colors. The very best obtainable at the regular price of \$1.15 a pair. Now 95c a pair.

Lot No. 59—Shaded thread Silk Socks. Black with white, blue, purple, gold, green, brown or red. Also black all thread Silk Socks with hand embroidered clocks in black, white, purple, blue, green or red. Very special \$1.65 a pair. \$9.00 a half dozen.

SCARFS

English Spitalfield Silk Scarfs in smart and exclusive designs. Ordinarily \$2.50, now \$1.65. All our Scarfs, plain and fancy, that were \$1.50, are now 95c each.

20% Off All Mufflers

Every one of our mufflers, both silk and wool, have been reduced 20% in price for this sale. Mufflers for evening, outdoor sports and every day wear. Our complete stock to choose from.

Enlarged Children's Department

Lot No. 92—Children's ribbed hosiery. In black, white or tan, wide or narrow ribbed. At 35c a pair, 2 pairs for \$1.00.

SWEATERS

Pure Silk Sweaters, each with large sailor collar and silk cash. All colors. Very special \$21.50.

Vienna Wool Pull-over Sweaters. All colors. Very special \$8.50.

YOU CAN ORDER BY MAIL

Mail Orders are filled with the understanding that goods can be returned at our expense if not entirely satisfactory. If reference is given we will open charge account, or you may send check or money order if you prefer.

Special Sales Folder Sent on Request

PECK & PECK 586 Fifth Avenue at 48th Street
EXCLUSIVE HOSIERY 448 Fifth Avenue at 40th Street
New York City
BRANCH SHOPS: Palm Beach, Fla. Newport, R. I.

The REED SHOP, Inc.
467 Fifth Avenue
NEW YORK

Reed Furniture Ideal for both the City and Country Home

Annual Sale During February
Furniture at a Great Reduction



On receipt of 14c in stamps, we will mail you our new illustrated Catalogue, ready for delivery February 10th.

Spring Models
Now on Display

HERE'S a chic Spring
Suit made of an All Wool Black and White Check material. Fine silk lining. Overcollar of White Faille Silk.

Specialty priced at **\$19.75**

BE CURIOUS!
Visit Our Showrooms.

THE HAMILTON GARMENT CO.
307 FIFTH AVE. NEAR N.Y.
Address Dept. K-3 for Free Catalog.

5lbs. direct from wholesaler \$1.00

COFFEE

Vantines INCENSE SET \$1

The Oriental Store

THE dreamy, soothing fragrance of Vantine's Temple Incense brings to mind the rosy dawns, the brilliant sunlight, the purple dusks of the Orient—the enchantment of strange Far Eastern countries.

Set includes oxidized burner and 4-oz. packet of incense, neatly packed in an artistic Oriental case. For sale in our perfumery department or mailed post paid upon receipt of \$1.

A-A-VANTINE-INC.
Fifth Avenue & 39th Street, New York

STOP MOUTH BREATHING

Davis' Chin Supporter corrects this habit in one month. Keeps mouth tightly closed. **REDUCES DOUBLE CHINS.** Silk, \$4. Web, \$2. Linen, \$2.50. Cotton, \$1.50. Free literature.

CORA M. DAVIS,
Dept. 42, 39 East 42d St.
24 St. Bldg., N. Y. C.

STRONGER THAN NAILS

Le Page's Glue 10c.