



ERNEST TRUEX, DOROTHY MACKAYE, AND RICHARD BENNETT—A SCENE FROM "THE VERY IDEA," AT THE ASTOR THEATRE. (White Studio.)



LAURA ARNOLD, ROSE WINTER AND PEGGY WOOD IN "MAYTIME," AT THE SHUBERT THEATRE. (Apeda.)

Fit the Children's Feet All Over.

Blun-Plan Nature Shoe

Foot Comfort Is Assured in Blun-Plan Shoes

We claim for Blun-Plan Nature Shoes the extreme of foot comfort, shoe durability and economy.

Proof that this claim is justified is shown in the very large and fast increasing sales of them in Eleven Blun Stores.

By mail 10c extra. Mail Order Department, 2240 3d Ave.

Red Cross Booklet on Request

Red Cross Shoe Exclusive agency for New York, Brooklyn, Newark.

Combination Shoe

This shoe was designed for the woman with a slender foot and low instep.

Made to fit the normal foot across vamp—cut narrower at heel and instep to give snugness and support.

They save many women the expense of having shoes made to order.

Blun Shoes For Fall

New styles—acceptable novelties illustrative of the development of up-to-the-minute ideas.

The Blun standard of quality is maintained in the new styles—Blun methods keep prices moderate.

Eleven Big Family Stores. Newest Styles Always.

West Side Stores: 222-224 West 125th St., West of 7th Ave. and 122d St. 6th Ave. and 27th St. 8th Ave. 39th and 40th Sts.

East Side Stores: 341 Ave. and 122d St. 3d Ave. 86th and 87th Sts. 51st Ave. 159th and 151st Sts. 66-162 Bowler St. near Broome Street.

J. Blun & Sons Factory 511-519 East 72d St.

Brooklyn Stores: 442-444 Fulton St. Opp. Bridge St. near Hoyt St. 520-522 Broadway, between Park Ave. & Ellery St. 1205-1207 Broadway, near Greene Ave. Newark Store—689 Broad St. Opposite Military Park. East 72d St.

VACUUM CLEANERS AT BIG REDUCTIONS

We are very large dealers in vacuum cleaners—sell every kind of cleaner on the market—about 65 different kinds. Note the following prices:

Franz Premier	Regular Price \$35.00	Our Price \$28.00
Cadillac	32.50	26.00
Hot Point	27.50	22.00
Baby Hoover	47.50	38.00
Ohio	40.00	32.00
Reliable	25.00	20.00
Pittsburgh	25.00	20.00

HAND POWER CLEANERS

Duntley Combination Vacuum Cleaner and Carpet Sweeper	Reg. Price \$7.50	Sale Price \$3.95
Bissell Combination Vacuum Cleaner and Carpet Sweeper	\$9.00	\$6.90
"Twin" Combination Vacuum Cleaner and Carpet Sweeper	\$10.00	\$7.90

Express charges paid anywhere. The above is only a partial list. Send coupon today for complete price list. We allow free trial and cash discount on all cleaners "rated" by us as "two star" and "three star" values, and sell all "three star" cleaners on easy payments.

The above illustrations show the two biggest "hits" of the year. The hand power combination Vacuum Cleaner and Carpet Sweeper and the electric cleaner (names will be given on request). Our opinion as vacuum cleaner specialists is that these two cleaners are the best that can be obtained at any price for home use.

We will gladly ship either one anywhere on ten days' free trial. No money in advance.

Our Mail Order Department enables you to purchase by mail (no matter where you live) just as conveniently as if right in our show rooms.

Solve the problem of deciding which cleaner to buy by calling or sending coupon for our "rating sheet," and free copy of "How to Select a Vacuum Cleaner." Any further advice is also free.

A two-cent stamp or a visit to our sales-rooms may save you a lot of trouble and expense later.

MAIL THIS COUPON TODAY.

MUENZEN SPECIALTY CO.
131 West 42nd Street, N. Y. Dept. 13

Send me, free of charge, complete price list of (insert word hand or electric) power, and "rating sheet," also a copy of "How to Select a Vacuum Cleaner," which you say contains information of great value.

Main Office and Salesrooms
131 West 42nd Street
Subway to Times Square

Downtown Branch:
Booth 55, Hudson Terminal
30 Church Street

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 OCEAN FISH. Orders from any inland dealer could possibly furnish.

We sell ONLY TO THE CONSUMER DIRECT, sending by EXPRESS RIGHT TO YOUR HOME. We PREPARE 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 sell 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 PARCHMENT-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 reliable, 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, fried, 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 this coupon.

FRANK E. DAVIS CO.
233 Central Wharf, Gloucester, Mass.

Please send me your latest Fish Price List.

Name _____
Street _____
City _____ State _____

THIN ANGORA SWEATER

This thin and lacy Angora Sweater is soft as a bit of thistle-down, and just warm enough to offset the chill of the cool Fall days. It comes in white, ecru, a dainty green, peach, French gray and other attractive colors. Price \$25.50 each.

The long scarf is light weight pure Angora in white with Tartan border and fringe. Also plain white. Price \$6.50 each.

Peck & Peck's illustrated catalogue of hosiery, sweaters and scarfs will be sent upon request.

PECK & PECK EXCLUSIVE HOSIERY

388 Fifth Avenue at 48th St.
501 Fifth Avenue at 42nd St.
New York City

Chicago Palm Beach Newport

SALE—Oriental Rugs—SALE

Our entire stock of Orientals reduced for this week only. Next week all prices go up again.

A lot of HAMDANS about 34x24, were \$17.50; now \$14.50

A lot of GANGES and KARABAGHS about 5x3.4, were \$24; now \$17.75

A lot of MODELS about 6x4, were \$32 to \$35; now \$24.50

A lot of CHINESE RUGS about 12x9, were \$100 to \$200; now \$130 to \$146

One KOLSA, size 10.6x7.6, was \$145; now \$98

One HAMADAN, size 6.6x7.6, was \$145; now \$112

One CASHMIR, size 12.1x9.6, was \$185; now \$132

One M. STAZA, size 12.4x9.2, was \$250; now \$190

This is but a partial list of the reductions we are offering for the coming week. Every rug is exquisitely patterned and faultlessly executed.

YOU CAN BUY NOW FOR LATER DELIVERY IF YOU WISH.

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 23 D. ST.

SHOE CRAFT

27 W. 38th St. New York

Fitting The Narrow Foot

Widths AAAA, AAA, AA & A All sizes including 8 1/2, 9, 9 1/2 & 10

UNLIKE ordinary narrow-width shoes, ShoeCraft footwear is especially designed to fit a slender foot snugly at the heel. This affords a measure of support which safeguards the ankle from turning when walking, dancing or descending steps.

"Tycho" Restaurant Boot

A perfect foundation for the smartest of toletes at the dinnest or restaurant dinner. 2-inch Louis Quinze heel. Welted sole.

599—Patent leather, heel-meets-top, 7 1/2 Pearl & 8 1/2 kid, pearl suede top, 8 1/2 Pearl & 8 1/2 kid, brown suede top. Many other attractive combinations. Price \$15

Send for Catalog A-23

Quality—Service—Price

DALE

BUY Direct from FACTORY AND SAVE MONEY

A visit to our display rooms will pay you.

109 West 13th St., New York
45 West 39th Street, N. Y.

Dale Lighting Fixture Co.

FASHION'S NEWEST HAIR DRESS

SPHROLITE SIDE WAVES

BRING OUT THIS BEAUTIFUL SIDE EFFECT! They set in the hair gracefully and are matched so carefully that no one can detect them. \$3 per pair at our parlors or by mail. PERMANENT WAVE, guaranteed for 6 mos. or money back. Front wave \$10

For over 40 years we have been successfully engaged in the care of ladies' hair.

SPIRO'S HAIR SHOPS, 26 W. 38th St. and 132 W. 23d St., N.Y. Phone Greeley 45

Barto Day Beds

BARTO SOFA—A favorite for small apartments. Mahogany or painted. Box springs and mattress. Specialists in Interior Furnishing and Draperies. Immediate delivery. Write for Fall folder.

EDW. R. BARTO & CO.
Specialists in Interior Furnishings.
42 West 39th Street, N. Y.

The Mending Shop

The Original mending and remodelling shop.

Gowns, Suits and Dresses REMODELLED. Shop Waists and Corsets Re-lined. Suits cleaned, pressed and made into latest styles. First-class dry cleaning. We also make charming new gowns to order in our own material if desired.

Miss H. Redding Coughlin,
New Address 17 E. 48th St.
Phone Murray Hill 5062.
We Have No Branches.

Lane Bryant

is the largest maker and retailer in the world of maternity apparel, and Lane Bryant MATERNITY CORSET is built for the true maternity figure.

Retains Stylish Figure Preserves Health Relieves Fatigue Supports abdomen and vital organs; preventing injury "MATER MODERNA" showing support for mother and babe, will be sent free out of town. Write Dept. L-3. Phone 6416

Lane Bryant 21 W. 38th Street, N. Y.

The New After Dinner Cordial.

(NON-ALCOHOLIC.)

SALUTARIS

PEPPERMINT Creme de Menthe

Made of the finest cold-grown mint from the Alps. Salutaris Creme de Menthe is not an imitation—it possesses flavor, aroma, and color with the alcohol taken away. A child may drink it. Try a Salutaris Creme de Menthe frappe in our headquarters at the Washington

\$1.25 per bottle. Square end of the 5th Dealers Supplied.

OGNA SALUTARIS CO., 58 Washington Sq. South, N. Y.

"LIGHTING FIXTURES OF MERIT"

Manufactured by The R.C. HEATHER CO.

An inexpensive fixture may be so well designed that it excels a far more costly one.

Lighting fixtures are seventy-five per cent. of the decoration.

VISIT OUR SHOWROOMS

Convenient location. Hundreds of samples. Write for Booklet "B."

The R.C. HEATHER CO.
79-81 30th Street, 5th Floor
Telephone Greeley 2700—Fifth—New York

DEAF?

Make This Test In Your Own Home

The Acousticon will surely make you hear because it has succeeded with over 300,000 delighted patrons of ours who were so troubled.

You do not know this, however, and we are confident enough to want everyone to know before he spends it.

Everyone knows that deafness is progressive—and unless the ears are stirred to activity they grow steadily worse; thousands write us the Acousticon enables them to hear perfectly and has permanently improved their hearing.

Therefore we ask that you write us, saying "I am hard of hearing and will try the Acousticon"—That's all. We will send you, delivery charges paid, the

Acousticon For Ten Days' FREE TRIAL

No Deposit—No Expense

All we ask is that you give it a fair trial in your own home and among familiar surroundings. Then there can be no doubt of whether it improves your hearing.

If it does not do so, we want it back without a cent of expense to you for the trial, because we know it is good business policy to have none but satisfied and enthusiastic customers—That's the only kind we now have.

Write for your FREE TRIAL today.

GENERAL ACQUISTO CO., 1349 Candler Bld., N. Y.

When You Order Cold Cream

tell the dealer you want D. & R. Perfect Cold Cream, "The Kind That Keeps." Insist on getting it because it meets the natural and constant needs of the human skin. To use it daily is to cultivate skin health, to encourage, develop and protect that greatest of charms—a perfect complexion.

DAGGETT-RAMSDELL'S PERFECT COLD CREAM

"The Kind That Keeps"

should be used every day after motoring, shopping or outdoor exercise; after a tiresome day with house affairs or office duties; at night to cleanse, refresh and invigorate the skin; to prevent lines and wrinkles. Keeps hands soft and smooth for sewing, knitting, etc. For safety's sake demand D. & R. Perfect Cold Cream. In tubes and jars; 10c. to \$1.50.

POUDRE AMOURETTE, Another D. & R. toilet triumph—a face powder without a fault. You will like it. Very fine, pleasantly perfumed and interlined throughout. Deftly embroidered in natural colors, in rose and hyacinth designs in black, copernicus blue, lavender, light blue, navy blue, old rose and pink. Price, \$35.00 Prepaid Parcel Post. Beautiful hand-embroidered fine Japanese Silk Crepe Kimonos, same as No. 200, in beautiful floral designs, heavily embroidered.

No. 201 \$27.50
No. 202 \$25.00
No. 203 \$19.50
No. 204 \$15.00

No. 212—Genuine Japanese Cotton Crepe Kimono, daintily stenciled in chrysanthemum designs in pink and light blue. Special price \$1.65. Prepaid Parcel Post. Send for booklet free.

NIPPON TRADING CO.
A. 225—5th Avenue, New York

GENUINE JAPANESE KIMONOS

No. 200—Japanese hand-embroidered Silk Kabe Crepe Kimono, with wide sash, silk lined and interlined throughout. Deftly embroidered in natural colors, in rose and hyacinth designs in black, copernicus blue, lavender, light blue, navy blue, old rose and pink. Price, \$35.00 Prepaid Parcel Post. Beautiful hand-embroidered fine Japanese Silk Crepe Kimonos, same as No. 200, in beautiful floral designs, heavily embroidered.

No. 201 \$27.50
No. 202 \$25.00
No. 203 \$19.50
No. 204 \$15.00

No. 212—Genuine Japanese Cotton Crepe Kimono, daintily stenciled in chrysanthemum designs in pink and light blue. Special price \$1.65. Prepaid Parcel Post. Send for booklet free.

NIPPON TRADING CO.
A. 225—5th Avenue, New York

Knitting Yarns

Knit for our Soldier Boys Good Shepherd & Columbia new Sweater Coats. Free demonstration. French Tapstries, Angora & Tapestry Yarns. Art Embroidery Materials. Decorative Art Linens.

HENRY HESSE
399 Sixth Ave., 24-25 St., N. Y.

Gray Hair on Young

People, Preventable Without Dyeing. Only and dry hair treated efficiently. Consultation free. Simple instruction supplied individually to those who cannot call in person.

Shampoo and Treatment Combined, \$1. Permanent Waves. Large Wave.

FRANCIS French Hair Specialists, 8 West 37th St., N. Y.

For Instance

Here's how we save you money on FURNITURE OF REFINEMENT

Our \$128.00

COMPARISON CONVINCES

Berman Furniture Co.

Showrooms: 863 Eighth Ave., 1662 B'way, N. Y. 1 block from Subway, "L" and all car lines.

Knitting Yarns

Knit for our Soldier Boys Good Shepherd & Columbia new Sweater Coats. Free demonstration. French Tapstries, Angora & Tapestry Yarns. Art Embroidery Materials. Decorative Art Linens.

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Shampoo and Treatment Combined, \$1. Permanent Waves. Large Wave.

FRANCIS French Hair Specialists, 8 West 37th St., N. Y.

STRAIGHTEN YOUR TOES BANISH THAT BUNION

Perfection Toe-Spring. ACHFIELD'S new Sewer Coats. Free demonstration. French Tapstries, Angora & Tapestry Yarns. Art Embroidery Materials. Decorative Art Linens.

M. ACHFIELD, Foot Specialist, Warbridge Building, Dept. 56, 1328 Broadway (at 34th St.), New York

VAN RAALTE Veils

Look for the little White ticket

VAN RAALTE MAKE

Gray Hair on Young

People, Preventable Without Dyeing. Only and dry hair treated efficiently. Consultation free. Simple instruction supplied individually to those who cannot call in person.

Shampoo and Treatment Combined, \$1. Permanent Waves. Large Wave.

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