

# Big Reductions on VACUUM CLEANERS

### Specials For This Week Only

(No Mail Orders Filled at These Prices)



<b>Baby Hoover</b> Regular Price \$47.50 This Week \$39.75	<b>Ohio 4</b> Regular Price \$45.00 This Week \$36.75	<b>Frantz-Premier</b> Regular Price \$39.75 This Week \$33.75
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Others at Similar Reductions. Send for Complete Price List.  
The servant problem is getting worse every minute—get a Vacuum Cleaner and be more independent.

We are the largest dealers in vacuum cleaners in the world—sell about 65 different kinds. The above prices are for absolutely new cleaners, latest models—for this week only.

All Vacuum Cleaners are good—some are better than others. We publish a "rating" sheet which gives every make of Vacuum Cleaner a "rating" of one, two or three stars, according to our judgment of their merits. It contains valuable information.

A copy will be sent absolutely free on receipt of coupon below. Any further advice is also free.

We sell all cleaners rated "three star" on easy payments and we allow free trial.

### Used Cleaner Department

Big Sale on Agents' Samples, Shopworn, Used Cleaners.

Richmond, was \$65.....	now \$12
Frantz-Premier, was \$30.....	now \$14
Eureka, was \$20.....	now \$15
Magic, was \$38.....	now \$14
Ohio, was \$35.....	now \$20
Hoover, was \$100.....	now \$50

And many others at big bargains.

### USED CLEANER DEPARTMENT

Free delivery within 15 miles.

# \$1.00 RENTS A VACUUM CLEANER

for one day. Cleans Rugs, Carpets, Mattresses, etc.

Free delivery within 15 miles.

VACUUM CLEANER SPECIALTY CO., Inc.  
Phones 6310-6311-6312 Bryant  
(Fill Out Coupon NOW Last You Forget)

### COUPON

Vacuum Cleaner Specialty Co., Inc.  
131 W. 42nd St., N. Y. C. Dept. 13.

Send me complete price list and "rating sheet," which you say contain information of great value.

Name .....

**MAIN OFFICES AND SALESROOMS**  
131 WEST 42ND ST. SUBWAY TO TIMES SQUARE

**DOWN TOWN BRANCH**  
BOOTH 25 CONOURSE HUDSON TERMINAL BLDG., 30 CHURCH ST.

# Sterno Canned Heat

For Instant Cooking

## SAVES FUEL FROM CELLAR TO GARRET



For warming Baby's milk.

No. 4019. \$2.50  
Far West - \$2.75  
Canada - \$4.00



For heating Father's shaving water.

No. 4001. 65c  
Far West - 65c  
Canada - \$1.00



For warming broth.

No. 4000. \$1.50  
Far West - \$1.50  
Canada - \$2.50



For home cooking.

No. 4042. \$2.00  
Far West - \$2.25  
Canada - \$3.00



For ironing.

No. 4058. \$1.00  
Far West - \$1.15  
Canada - \$1.50

Sterno CANNED HEAT is the new and improved method of cooking. Canned Heat is like cold cream, that lights at the scratch of a match. Burns with steady, intense heat. Safe; won't spill; smokeless; odorless; sootless. Retail at 10c a can. Far West, 2 for 25c. Canada, 15c.

There is a Sterno Convenience for every need of INDOOR AND OUTDOOR COOKING and HEATING.

Send your Soldier Boy Canned Heat and Sterno Cooking Devices.

Ask your dealer to show you the complete line of Sterno Stoves, Boilers, Sad Irons, etc. If your dealer cannot supply you, we will.

Send 10c for a sample bottle of Sterno Household Disinfectant and Antiseptic.

### STERNO CANNED HEAT

For Instant Cooking A Winter Convenience

A Summer Necessity

S. STERNAU & CO., INC.,  
New York City.

San Francisco Office—53 California Street.

Canadian Sales Agents, Harold F. Ritchie & Co., Ltd.,  
10 McCaul St., Toronto, Ont.

SAVES FUEL



## When Seconds Count Ever-Warm Safety-Suit

Not Air Inflated—Always Dependable—Buoyancy Indestructible  
Other devices may keep you afloat but cannot protect you as well as this suit from exposure—the cause of most deaths at sea. These suits are protecting thousands on the way "over there." Learn how they saved many lives on the U. S. S. "President Lincoln," the "Aurania" and other disasters at sea.

Don't Sail or Let a Loved One Sail Without an "Ever-Warm"  
Ask for Pamphlet "20" from  
INTERNATIONAL LIFE SUIT CORPORATION, Sole Distributors  
10th Floor, 11 Broadway, New York. Tel. Bowling Green 8609

NATIONAL LIFE PRESERVER COMPANY, Sole Owners  
INTERNATIONAL LIFE SUIT CORPORATION, Sole Distributors

## The Nestlé Permanent Hair Wave

This illustration shows part of the process by which a person of average intelligence can give you a permanent hair-wave of the best kind. The whole outfit costs \$15.00 and over 4,000 of them are in family use in the United States. But do not send the fifteen dollars, but ask for our booklet and read it carefully, then if you think you can manage the article fill out the attached coupon. Waves large or small or hanging curls can be made with this outfit where the directions are followed with average care. We give every purchaser our utmost help.



### The Nestol Comb

This successful invention is, as the illustration shows, very easy to handle. Use it on hair which is anything but perfectly straight. Don't touch naturally fluffy hair with curlers or hot irons. With the "Nestol Comb" you can waterwave such hair on your own head or the head of another in a few minutes. Hundreds of them have been bought for the hairdressing trade, although it was only meant for private use. It should be in every home.

Price \$2.00 and \$2.50.

Illustrated booklet on all these subjects free.

C. NESTLE CO. 657 and 659 FIFTH AVENUE  
Corner 52d Street, NEW YORK  
Original Inventors of Permanent Waving Telephone Plaza-4541

**NORMA TALMADGE**  
has her hair permanently waved by Robert. \$1.50 per curl.

**Robert**  
Permanent Hair Wave Specialist  
500 Fifth Avenue (cor. 42nd Street)  
Tel. 4118 Vanderbilt. Illus. booklet free

**PARKER'S**  
National Method of HAIR TREATMENT and HERBIC HAIR TONICS will save your hair. Send description of your hair condition and I will advise treatment and tonics. Ask for new booklet T. "Healthy Hair."  
**FRANK PARKER** Hair and Scalp Specialist  
51 WEST 37TH ST., N. Y.

See our announcement in Magazine Section regarding our Advance Showing of Exclusive Fall Models

**HAMILTON**  
GARMENT CO.  
307 FIFTH AVENUE

**High Grade Seed**  
For Your Vegetable Garden Flower Garden Lawn or Farm  
Call at our store, or write to  
**Stimp & Walker Co.**  
30-32 Barclay Street - New York City

## La-May Face Powder Is Pure!

No White Lead—No Rice Powder—It Really Stays On Unusually Well.

Up to the present time it has been almost impossible to get a face powder to stay on longer than it takes to put it on. You powder your nose nicely and the first gust of wind or the first puff of your handkerchief and away goes the powder, leaving your nose red, shiny and conspicuous, probably just at the very moment when you would give anything to appear at your best. A specialist has at last perfected a pure powder that women say stays on wonderfully well. It does not contain white lead or starchy rice powder (Poudre de Riz) to make it stay on. White lead poisons the skin and rice powder turns into a gluey paste that encourages enlarged pores and unsightly complexions. This improved formula contains a medicinal powder doctors use to heal the skin. In fact, this new powder helps to prevent and reduce enlarged pores and irritations. It is called La-may (French, Poudre L'Amé). Because it is pure and because it stays on so well, it is already sold everywhere. The large size is only fifty cents and the trial size is twenty-five cents. When you use this delightful La-may and see how wonderfully it beautifies your complexion, you will understand why it so quickly became one of the most popular complexion powders sold in New York. If your home dealer is sold out you can order by mail of Herbert Roystone, 16 E. 18th St., New York.

## \$2 Invested in Vogue Will Save You \$200

a tiny fraction of your loss on one ill-chosen gown



This year, above all others, when extravagance and waste are to be avoided, you should have Vogue at hand. For, now every woman must devote even more than her customary care to the selection of her wardrobe, so that not one hat, gown or wrap may remain unworn and its price wasted.

The gown you buy and never wear is the really expensive gown. Gloves, boots, hats, that miss being exactly what you want, are the ones that cost you more than you can afford.

VOGUE suggests that before you spend a single penny on new clothes, before you even plan your wardrobe, you consult its great Autumn and Winter Fashion Numbers.

THESE ARE THE 9 NUMBERS OF VOGUE WHICH YOU WILL RECEIVE FOR \$2

\*Ten if you mail the coupon now

\*Autumn Millinery September 1  
Little hats and big hats; hats that take the veil and hats that choose the world; appropriate gowns, veils, and coiffures.

Forecast of Autumn Fashions September 15  
The earliest advance information from Paris on the new silhouette—saving you from the costliest of all errors: a wrong start.

War Time Modes and Autumn Patterns October 1  
First aid to the fashionable woman of not unlimited means who wishes to curtail her expenses without in the least sacrificing smartness.

Paris Openings October 15  
The combined fashion exhibits of Paris, sketched and described by Vogue's own artists.

Winter Fashions November 1  
Showing the mode in its Winter culmination; hats, furs, frocks, accessories; what is worn and who wears it.

Vanity Number November 15  
Graceful touches that make the smart woman smart; where to get them and how to use them.

Christmas Gifts Number December 1  
Hundreds of gifts of distinction, ranging from \$2 to \$2,000, good in value; actually purchasable.

Holiday Number December 15  
Last minute gifts; decorations for the Christmas table; diversions for the holidays.

Lingerie Number January 1  
Fine linens for household and personal use; their choice, marking, and care.

Motor and Southern Number January 15  
Everything new in the motor world; where to go and what to wear in the South.

In the next few months, during the very period in which Vogue's special Fashion Numbers appear, you will be selecting your entire wardrobe for the coming Autumn and Winter, and spending hundreds of dollars for the suits, hats, gowns and accessories that you select.

Consider, then, that for \$2, a tiny fraction of your loss on one ill-chosen hat or gown, you may secure ten issues of Vogue—an assurance of valuable and new ideas and an insurance against costly failures.

Don't Send Money  
You need not bother to enclose a cheque or even to write a letter. The coupon opposite will do, and is easier and quicker. With one stroke of the pen, you will solve your entire clothes problem.

# VOGUE

★ SPECIAL OFFER  
If your order is received immediately, we will start your subscription with the current Autumn Millinery Number—thus giving you ten numbers of Vogue instead of nine without any extra charge. Since the additional copy must come out of a small supply on hand to meet the demand for this big special number, we cannot guarantee to send it unless your card is mailed immediately. Regular subscription price, \$5 a year. (24 issues.)

# ONE WEEK OF HALF PRICES

Starting tomorrow morning, hundreds of odd pieces and discontinued suites will be placed on sale at 50% reductions. It is the final readjustment of Hathaway stocks which is annually recognized as one of the great opportunities to purchase furniture at the maximum saving. Come tomorrow to take advantage of these half prices. It is to be a memorable occasion.

**HALF PRICE SALE**

**BEDROOM**

Mahogany suite—6 pcs.	\$418.00 to \$209.00
Mahogany suite—5 pcs. (twin beds)	510.00 to 255.00
Ivory enamel suite—5 pcs.	245.00 to 122.50
Mahogany suite—4 pcs.	338.00 to 169.00
Walnut toilet table	160.00 to 80.00
Decorated enamel dresser	170.00 to 70.00
Decorated enamel bed	125.00 to 45.00
Mahogany chest of drawers	78.00 to 39.00
Oak toilet table	30.00 to 15.00

**DINING ROOM**

Mahogany suite—10 pcs.	390.00 to 195.00
Walnut suite—10 pcs.	487.00 to 243.50
Crotch mahogany suite—10 pcs.	695.00 to 347.50
Decorated enamel breakfast suite	190.00 to 95.00
Walnut suite—10 pcs.	480.00 to 240.00
Mahogany finish suite—10 pcs.	376.00 to 188.00
Mahogany china cabinet	65.00 to 32.50
Mahogany sideboard	138.00 to 69.00
Walnut serving table	47.00 to 23.50

**LIVING ROOM**

Arm chair, in damask	55.00 to 27.50
Upholstered sofa, denim	72.00 to 36.00
Tapestry arm chair or rocker	Special 19.50
Mahogany sofa and arm chair	238.00 to 119.00
Mahogany arm chair	52.00 to 26.00
Mahogany desk	35.00 to 17.50
Mahogany bookcase	47.00 to 23.50
Mahogany or Ivory chaise longue	Special 24.50
Mahogany library table	59.00 to 29.50

Solid Mahogany Four-Post Bed, \$19.50 from \$39

Solid Mahogany Secretary, \$57.50 from \$115

Solid Mahogany Buffet, Reproduction of a Rare Antique, \$150 from \$300

## W.A. Hathaway Company

62 West 45th Street, New York

**DARBY**  
facial treatments

The methods of the greatest French specialist, therefore the best in the world, for the French are supreme in the art of developing beauty. Individualized treatments for imperfect skin, scrawny neck, double chin, etc.

V. DARBY  
SALON DE JEUNESSE, 630 5th Ave.,  
At 50th St. Phone, Circle 465.

A Million Mothers have found invaluable comfort and satisfaction in the

**Lane Bryant MATERNITY CORSET**

Relieves Fatigue, Preserves Health, Retains Stylish Figure, Supports abdomen and vital organs. Promotes health and comfort.

A complete book, showing latest Fall styles for mother and babe. Sent free out of town. Write to Dept. L-4.  
LANE BRYANT, 21 W. 38th St., N.Y.

**GLASSBERG'S**  
SHORT VAMP SHOES

In White Calf Kid and Canvas HAND TURNED Round or Pointed Toe 9-inch Tops Moderately Priced

225 W. 42d St. New York  
Illustrated Style Book Free