

IMPERIAL GRANUM



MOTHER-WISDOM FOUNDATIONS

House Building *versus* Baby Building
The secret of a firmly built house is its foundation. If you build a house, its foundation would be so firmly constructed that your home would endure for generations to come.

Is a Baby less important than a house?

You are Building your Baby's Future Now.

Are you Building on a Firm Foundation of Lasting Health?

The Foundation of Lasting Health is PROPER FOOD.

IMPERIAL GRANUM Food for the BABY

Gives Lasting Health

Its carefully balanced nourishment develops strong, rugged bodies. Added to cows' milk, it prevents the formation in baby's stomach of the large, hard curds that occur when the milk is given alone, making a wholesome, digestible food on which baby thrives, and builds in infancy a foundation of Good Health which will endure for coming generations.

IMPERIAL GRANUM is sold by druggists. Trial Size 25 cents.

We will be glad to send you FREE our comprehensive 44 page book, "The Care of Babies. If you include the names of three friends with babies, we will also send you a little rag doll without expense to you.

For the Babies of Nineteen Nineteen, "Our Baby's Own Book", to write their history in, charming, quaint and dainty, with colored illustrations by prominent artists. Sent for ten cents.

Address: "IMPERIAL GRANUM", Desk R. H. 14, 153 Water Street, NEW YORK CITY



America's favorite breakfast

HATHAWAY'S Sale of LIVING ROOM Furniture

Every year this Annual Sale offers the lowest prices that can possibly prevail—for furniture steadfastly standardized as to excellence of design and sturdiness of construction. In this sale there are hundreds of Living Room pieces that offer even greater reductions than those here illustrated.

Reductions up to 50%—One Week Only—Beginning Tomorrow

Gate Leg Table of solid mahogany. Reduced to \$27.50.

Davenport (6 ft. 8 in. long) of newest lines and best possible construction. Reduced to \$85.00.

Windsor Mahogany Arm Chair. Reduced to \$16.75.

Only a few of the Many Reductions Offered in this Sale

- Mahogany Arm Chair or Rocker, covered in Brown Velvet.....from \$42 to \$34.50
- Carved Walnut Table.....from 900 to 450.00
- Chippendale Arm Chair.....from 59 to 29.50
- Mahogany Secretary.....from 59 to 45.00
- Mahogany Davenport Table.....from 95 to 78.00
- Walnut Consol Table & Mirror.....from 154 to 105.00
- Mahogany Desk.....from 70 to 48.50

Gov. Winthrop Desk of mahogany. Interior has beautiful and well-arranged compartments. Reduced to \$89.

Spinet Desk of mahogany; authentic Colonial pattern. Reduced to \$34.50.

Below: Fireside Wing Chair, claw and ball feet of mahogany. Reduced to \$28.50.

Below: Upholstered Arm Chair with loose cushion seat. Reduced to \$37.50.

Below: Davenport (6 ft. 8 in. long) with Down back and seat cushions. Very luxurious and comfortable. Of the finest construction. Reduced to \$135.00.

Mail Orders Filled.

W.A. Hathaway Company

62 West 45th Street, New York

Big Reductions on VACUUM CLEANERS

Specials For This Week Only



Hoover Special Regular Price \$57.50 This Week \$49.75
Hotpoint "L" Regular Price \$32.50 This Week \$26.75
Frantz-Premier Regular Price \$39.75 This Week \$33.75

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 35 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. Our "Rating Sheet" tells you which, in our estimation, are the six best cleaners, also which is first choice and second choice, and so on. It also contains other valuable information. A copy will be sent free anywhere on receipt of coupon. Any further advice is also free.

We sell all cleaners rated "three star" on EASY PAYMENTS and allow free trial.

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

Richmond, was \$65.....now \$12
 Frantz-Premier, was \$35.....now \$19
 Eureka, was \$40.....now \$21
 Magic, was \$38.....now \$19
 Ohio, was \$35.....now \$21
 Hoover, was \$100.....now \$50

And many others at big bargains.

USED CLEANER DEPARTMENT

\$1.00 PER DAY RENTS
A High-Class Electric
VACUUM CLEANER
For Two Days.
Ask for Rental Dept.

VACUUM CLEANER SPECIALTY CO., Inc.
Phones 6310-6311-6312 Bryant
131 W. 42nd St., N. Y. C., Dept. 13
(Fill Out Coupon NOW Last You Forget)

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

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

DOWN TOWN BRANCH
BOOTH 25 CONCOURSE HUDSON TER. MINAL. BLDG. 30 CHURCH ST.

HAMILTON'S

Announcing An Interesting Display of Spring's Most Advanced Dress Models

featuring an unusually complete collection of chic Styles in Serge. Model Illustrated—Beautiful Georgette Crepe Dress..... **21.95**

Note—Our advertising is illustrated with Photos Taken from Life—An artist's sketch may exaggerate but the camera never lies.

SALE OF COATS STILL GOING ON HAMILTON GARMENT CO. 307 Fifth Ave. Between 31st & 32d Sts. New York

Pillsbury's Health Bran

Delicious, Corrective

THE large, clean, coarse flakes of this famous Health Bran supply the necessary roughage to correct intestinal and digestive troubles.

TRY HEALTH BRAN MUFFINS

Insist Upon Pillsbury's

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Pillsbury's Health Bran

J. GLASSBERG'S SHORT VAMP SHOE

Style 1504 All Gray Kid lace Boot

High Cut, Cuban Leather Heel; Special \$10.

A shoe that combines gracefulness of line and supreme comfort.

Send for Catalog T. Mail orders filled. 511 6th Ave., near 31st St. 58 3d Ave., near 10th St.

Vantines The Oriental Store

Incense Set \$1

By Mail Prepaid. THE dreamy, soothing fragrance of Vantine's Temple Incense brings to mind the rosy dawns, the brilliant sunlight, the purple dunks of the Orient—the enchantment of strange Far Eastern countries—the subtle, languorous sweetness of tropical gardens and of blossom-laden breezes blown from palm-fringed islands set in turquoise seas.

Set includes burner, one package of incense and complete instructions for using. Price, per set, complete, \$1. (Price of incense only: Medium size 50c. Large size 90c.)

On sale in our Perfumery Department, or forwarded by parcel post, prepaid to any address in the U. S. A., upon receipt of check, money order or registered currency. In ordering please address Dept. T.

A. A. VANTINE & CO., Inc.
Fifth Avenue and 39th Street, New York

Fine furniture makes a fine home. Kellner offers suites in wide assortment at exceptionally moderate prices.

KELLNER BROS.
S. E. Cor. 15th St. & 6th Ave. SINCE 1894

BERTHE MAY'S Maternity CORSET and BELT

Comfort, abdominal support, protection for mother and child. Dress as usual—normal appearance.

Call at my parlors or write for Booklet 21, free in plain sealed envelope. Can be worn by Stout Women and Invalids

BERTHE MAY, 10 E. 46 St., N.Y.

DOOMED

On city streets leather heels are obsolete as sandals—O'Sullivan's Heels absorb the shocks that tire you out.

The Oldest Yarn House

In America—Est. 1858. Full supply of Yarns, all colors, in Columbia and Good Shepherd. Worsted Kait Goods in Modern Creations. French Tapestries. HENRY HESSE, 399 Sixth Ave. 24-25 Sts., New York.

CUTEX

The new way to manicure