The Blyn Shoe

Displaying Easter Footwear in All the Eleven Big Best Blyn Stores

Blyn Shoes Keep Pace with the Development of Advance Ideas

The new Spring models reflect every beauty of up-to date shoemaking. Quality and finish are in keeping with the attractiveness of the styles.

Blyn Stores Answer Everybody's Call for New Spring Footwear

Eleven big institutions devoted exclusively to footwear. The buying and selling advantages of all are at the service of each. Such broad variety and such moderate prices are possible only in big units with large selling volume.

Through fifty years of reliable making and retailing we have built up a great and growing business and placed *Blyn Stores* in a select and limited class.

I. Blyn & Sons
ELEVEN BIGGEST STORES

West Side Stores:
222-224 West 125th St., West of Seventh Av.
6th Ave. and 27th St.
8th Av., 39th & 40th Sts.

East Side Stores:
3d Ave. and 122d St.
3d Av., 86th & 87th Sts.
3d Av., 150th & 151st Sts.
160-162 Bowery, near Broome

Brooklyn Stores:
442-444 Fulton St., op. Bridge St., nr. Hoyt.
829-833 B'way, bet. Park Av. & Ellery St.
1263-1267 Broadway, near Greene Ave.

Newark Store:
689 Broad St., opp. Military Park.

Mail Order Dept., 2240 3d Ave. Postage, Including Insurance, 10c. Send P. O. Order or N. Y. Draft.

Factory: 511-519 East 72d St.

"My skin is so tender"

The new treatment for tender skins

Is your skin so tender that the least exposure to the weather makes it smart and burn—so tender that it is often painful even to wash?

Some people with delicate, tender skins have been misled by the superstition that washing the face with soap is bad for the complexion. Dr. Pusey, the famous skin specialist, in his book on the care of skin, says: "The layer of dirt and fat that such persons accumulate on the skin is a constant invitation to various disorders."

The following Woodbury treatment is just what a sensitive skin needs to keep it active and resistant.

Dip a soft washcloth in warm water and hold it to the face. Then make a warm water lather of Woodbury's Facial Soap and dip your cloth up and down in it until the cloth is "fluffy" with the soft, white lather. Rub this lathered cloth gently over your skin until the pores are thoroughly cleansed. Then rinse the face with clear, cool water and dry carefully.

Make this treatment a nightly habit. See what a difference it will make in your skin in even ten days—a promise of that loveliness which the regular use of Woodbury's brings to a tender, sensitive skin.

You will find a 25c cake of Woodbury's Facial Soap sufficient for a month or six weeks of this treatment and for general use for this time. Woodbury's is for sale at drug stores and toilet goods counters everywhere throughout the United States and Canada.

Write today for a week's size cake

For 5c we will send you a trial size cake of Woodbury's Facial Soap large enough to last for a week, together with the booklet, "A Skin You Love to Touch," which gives the treatment to use for all of the commoner skin troubles.

For 12c we will send you, in addition, samples of Woodbury's Facial Cream and Facial Powder. Send today to **The Andrew Jergens Co., 5103 Spring Grove Ave., Cincinnati, Ohio.**

If you live in Canada, address The Andrew Jergens Co. Limited, 5103 Sherbrooke St., Perth, Ontario.

BONWIT TELLER & CO.

The Specialty Shop of Originations
FIFTH AVENUE at 38TH STREET NEW YORK

Chic Modes in

Tailleur Hats

FOR WOMEN & MISSES

TOUCHE—Straw hat with winglike front brim of satin. Ribbon band and bow at back. Reproduction of Maria Guy hat. **15.00**

GEND—Hat of lisere straw, side crown and top of satin. Ornament of satin in front. **16.50**

CRETE—Reproduction of Lanvin hat, Milan straw crown, plaited taffeta brim. **18.00**

RELTE—Straw turban with entire crown of crushed roses and foliage. **15.00**

AVRON—Reproduction of Marthe Yerles hat, taffeta side crown and top brim. Wing posed at each side. **20.00**

Pocono Model, $575 f. o. b. Brooklyn

Thatch Model, $1,610 f. o. b. B'klyn

Own Your Own Summer Home!

The high cost of living at Summer resorts will mean nothing to you this year and during the years to come if you get one of the beautiful, cozy, sturdy

Bossert Bungalows

You can erect a Bossert Bungalow anywhere—wherever your favorite vacation spot happens to be. And you can put it up and take it down without the aid of expert labor as often as you please, changing its location as your fancy dictates.

Bossert Bungalows should not be confused with take-down houses of temporary character. They are fully covered by U. S. patents, substantially built and of superior quality throughout. Bossert Bungalows can be sold at their low prices because of our standardized methods of manufacture, large purchases of materials and specialization.

Bossert Bungalows are shipped in sections ready for assembling. Hardware is fitted and attached, windows, doors and blinds are hung, and painting done at the factory.

Send 18 cents today for the beautiful Bossert Catalog containing illustrations and descriptions of the complete Bossert line and giving full information for ordering.

LOUIS BOSSERT & SONS, INC.,
1318 Grand Street, Brooklyn, N. Y.

Saks & Company

Broadway at 34th Street

Announce for the Week beginning March 25

Women's Fashionable Coats, Skirts and Blouses

at most remarkable special prices

No 1100—Smart Street Coat of soft Velour, beautifully lined throughout with plain color or striped Peau de Cygne. Obtainable in all the new colorings, and in sizes 34 to 48. Very Special.....**$28.00**

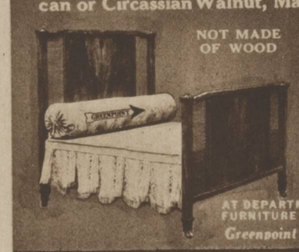
No. 1121—A New Coat of Poiret Twill in a most delightful model. Half lined with Peau de Cygne. Sizes 34 to 48. Same model may be had in Men's Wear Serge. Very Special.....**$24.00**

No. 1122—Is a stunning Sports Skirt of Du Collette—Spring's newest material. Also obtainable in Satin Royalty and Silvertone Soire, in a variety of smart colorings. Very Special.....**$16.00**

No. 529—New mannish Shirt Blouse of fine quality washable Satin, for wear with the new skirts. Finished with tailored stitching. Flesh and White. Very Special.....**$5**

Let Your Dealer Show You

This Greenpoint SANITARY, ALL-METAL Bedstead of Period Design, finished in American or Circassian Walnut, Mahogany, Bird's-eye Maple, Antique Ivory or Oak. It will exactly match your other Bedroom Furniture in both color and graining of its Natural Wood Finish.



GREENPOINT SANITARY

AT DEPARTMENT AND FURNITURE STORES — Write to the Manufacturers for Free Catalogue

Greenpoint Metallic Bed Co. Brooklyn, N. Y.

KEEP YOUR BOOTS IMMACULATE WITH

LUTETIAN CREAM FOR TAN OR BROWN SHOES

MELTONIAN CREAM FOR BLACK OR WHITE NU OR CALF SHOES

For many years these English dressings have been used by the discriminating in the interests of economy and good taste. They greatly prolong the wear of leather and give it a soft, beautiful lustre. Easily applied—very little necessary. Ideal for home use.

Sold at good Boot Shops and Department Stores where Substitution is Prohibited

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Period Furniture

GRAND RAPIDS FURNITURE
Direct from Factory.

Queen Anne Chaise Longue

For Resting or Reading, Most Comfortable and Luxurious.

Hair Filled. In Denim. Selection of colors. Special at REGULARLY $75. **$39.25**

DISCONTINUED PATTERNS at 50% of Regular Prices

ODD PERIOD PIECES $4 up
Chairs, Desks, Tables, etc.

Sheraton, Tudor, Adam, Heppelwhite, Colonial, etc., **Dining Room Suites,** 10 pieces, $145 up; regularly $300 up. Queen Anne, Louis XV., Louis XVI., Sheraton, etc., **Bedroom Suites,** Mahogany and Walnut, $75 up; reg. $150 up. Complete assortment of Living Room and Upholstered Furniture.

Manufacturers. **MANGES BROS.** Cottage Furniture a Specialty *Established 1852.*
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Knit for our Soldier Boys Military Khaki Sweaters, Gloves, Wristlets, Helmets, Mufflers, Socks, Bands, Good Shepherd and Columbia Yarns, Angora and Tapestry Yarns, French Tapestries. Large assortment.

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Your new Spring gowns will fit well—if you wear

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Models for All Figures.
Prices, $100 to $5.00.

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Any size wave given from frizz to largest. New improvements.

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CUTEX
The new way to manicure

DAVIS CHIN SUPPORTER

keeps mouth tightly closed during sleep, and makes mouth breathing impossible. Strengthens sagging chin muscles and reduces double chin. Light, durable, washable. **Silk, $4.00; Mesh, $3.00; Linen, $2.50; Cotton, $1.50.** Send stamp for Leaflet. On sale at Liggetts, Hetherington and Kalish Drug Stores.

CORA M. DAVIS,
30 E. 42d St., Dept. 3A, N. Y. City

DID you see the Flower Show last week—and "the talk of the Show," the Hicks Miniature Country Estate? If you did, you must have carried away with you the lesson we tried to teach, that regardless of the size of your country or suburban place—a 50-ft. lot or a big estate—you can grow flowers, fruit, vegetables, and shade trees—all in well-arranged harmony, within the limits of your purse, and regardless of your skill, with the absolute assurance of satisfactory results, if you draw upon our sixty years of experience and our earnest desire to help. Delay in starting is the only risk you run—we guarantee everything if you but start in time—and NOW is the time. Shall we help you to achieve happiness on your country place this summer?

I. HICKS & SON *"Sixty Years of Knowing How"* Westbury (Phone 68) L. I.