

5th Ave. near 50th Street.



# The most original hat shop in town

### Opens Its Doors Tomorrow

CHIC—new—wonderfully modish hats in charming profusion—mark the opening of our new shop tomorrow. Fashion's most ardent devotees will appreciate the brilliant versatility of our Easter showing—the authoritative distinction with which all the new style tendencies are delineated. Every hat is an exquisite creation. Fashion's mandates are always followed—often anticipated,—occasionally first conceived in this spacious—yet dainty—super-shop. Fifth Avenue, with its inimitable atmosphere, can point to no more typical exponent of its distinction.

### La Galerie Antoinette

WE'RE going to reserve the mezzanine for the exclusive presentation of our very choicest creations. We call it La Galerie Antoinette, and we've fitted it up in old rose as an inner shrine to Fashion. (Galerie Antoinette hats will be specially labeled as such.) The New York "insiders"—the real leaders of style—will find in it a congenial atmosphere that will inspire them to come often.

New styles on view every week the year 'round.



## London Feather Co. Fans

622 FIFTH AVE

Boas Plumes

# Franklin Simon & Co.

PARIS 4 Rue Martel

Fifth Avenue, 37th and 38th Sts., New York

LONDON 29 Jewin Crescent



"Betty Wales" Dresses MADE EXCLUSIVELY FOR FRANKLIN SIMON & CO.

## Misses' "Betty Wales" Dresses

### Simple Summer Models of French Linen or Sport Silks

No. 18—Misses' "Betty Wales" Dress of French linen in open, rose, green, gold or all white, also in all white with rose or open collar, cuffs and pointed pouch pockets. One piece model, panel front and back, pleated at sides from yoke. Belt of material, covered buttons, tailored buttonholes. 14 to 20 years.

12.75

No. 20—Misses' "Betty Wales" Dress of natural pongee silk, striped in open, green or brown, with Chinese figures in contrasting shades; collar, cuffs and tie belt of natural color pongee; skirt attached to waist lining of natural color pongee with colored border, pongee buttons; 14 to 20 years.

18.50

No. 22—Misses' "Betty Wales" Dress of French linen in open, rose or gold, also of white linen with blue or rose sailor collar, cuffs and belt. One piece model, box pleated from yoke back and front; knapsack pockets with belt drawn through pleats. Covered buttons of material. 14 to 20 years.

14.50

HATS and SHOES illustrated, from our shops. Prices upon application.

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Greeley

## HAMILTON GARMENT CO.

307 FIFTH AVE., NEW YORK



Suit of Men's Wear Serge No. 286 \$24.00

Suit of Men's Wear Serge No. 287 \$25.00

All Wool Velour Coat No. 483 \$15.00

Follow the HAMILTON Styles—they're always just a little ahead. Invariably, the prices are considerably less than you'd expect to pay.

BE CURIOUS! Visit Our Showrooms SUITS COATS DRESSES \$15 to \$50 \$5 to \$50 \$5 to \$30

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Attractive and individual models carefully designed by Mme. Leonard for the Mother-to-be whose mode of dress during this delicate period requires personal attention. Garments made to suit each figure individually, retain their grace and fit at all stages; adjust themselves as required without any change.

Dresses for All Occasions

Coats, Suits, Skirts, Blouses, Negligees, Corsets and Brassieres.

No. 889—Charming afternoon dress of Georgette crepe, handsewn, 50% brodered, Jap. Silk 4 1/2 D. The waist-line is encircled by an elegant girle.

Price, \$34.50

Leonard's

24 West 29th St. Just West of 5th Av.



### Fashionette Invisible HAIR NETS

Processed for invisible, strong, self-comforming, cap-silence or slimmer sizes. In sanitary envelopes. 10c each; 2 for 25c. White and Gray, 25c each.

Colonial Quality Samatagi New York 1200 Broadway.

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27 W. 38th St. New York

### Fitting The Narrow Foot

Widths AAAA, AAA, AA & A. All sizes, including 6.5, 9.5, 9.5.

"ShoeCraft" Spring styles are like the first models they make an early appearance and stay a long while. They are made in a variety of styles that appeal to the woman of metropolitan taste. The most noteworthy feature of "ShoeCraft" footwear, however, is the range of widths and sizes to be had from stock. If you require an A, AAA, or even the AAAA, you will find it in stock at the "ShoeCraft" Shop. Moreover, you can obtain as perfect a fitting in these sizes as the woman who wears a B.



"Pogani" \$10. A dainty Springtime spot pump in white, tan, gray, and other new colors. Will harmonize effectively with this Spring's apparel.

All Sizes and Widths in Stock. MAIL SHOPPING SERVICE.

Perfect fit guaranteed. Parcels post prepaid. Write for our new Spring catalog A-25, with measurement chart, and our interesting booklet, "Fitting the Narrow Foot." Charge accounts.

## GLASSBERG SHORT VAMP SHOES

We Show Only the Latest Styles

In Gray Suede, White Calf, Gray Kid and Purple Kid

Here's a shoe that makes your foot look smaller. You can wear it and be sure it's the latest style. Send for Catalog T.

511 6th Ave., near 31st St. 225 West 42d St., nr. Times Sq. 58 3d Ave., near 10th St. Mail Orders Carefully Filled.

## Runkel's

## The Nestlé Permanent Hair Wave

(All our processes and implements are patented in the U. S. A.)

This is the eighth weekly illustration of the two heads waved by us on December 30th, 1916. Both girls show off their hair to good advantage, but the case of the lower is especially interesting because, as we explained at the beginning of the test, the total amount of hair on this scalp does not exceed two ounces. There was nothing the matter with the hair except that it had been abused with curling pins. It is now growing splendidly and gives the owner great satisfaction.

Nestlé Waved

We shall continue publishing pictures of these heads until the waving put in by us December 30th, has grown away from the scalp sufficiently to necessitate re-waving, which will be in the latter part of the summer. Readers of this advertisement should, of course, not put off having their own hair waved until the autumn. The Nestlé-wave has stood its tests. It is safe in every way, and is not only harmless, but actually beneficial, to the hair.

It takes about two hours to make a straight-haired head naturally wavy by our process. The cost depends on the quantity. You may have only part of your hair waved. We take full responsibility in every way and give a strictly defined guarantee.

Our free illustrated booklet will give fuller explanations. Permanent hair-waving is our specialty here and in London, and over 50,000 heads have been waved by us since 1905.

Mr. Nestlé is personally supervising the New York work.

### C. NESTLÉ CO.

657-9 Fifth Avenue, Corner 52d Street, New York  
Telephone 6341 Plaza. London, 48 South Molton St. and 48 Dover St.

Pupils of good education between the ages of twenty and thirty-five are now instructed by Mr. Nestlé in permanent hair waving as a profession.

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A Tierney design never before shown. Constructed of solid mahogany and specially priced with spring and \$48 mattress complete at.

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