Franklin Simon & Co.

A Store of Individual Shops

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

ADVANCE 1918 SPRING MODELS

WOMEN'S FRENCH HAND-MADE WAISTS

Entirely hand-made hand-embroidered hand-drawn or Val. lace trimmed

Prompt Delivery Free Anywhere in the United States *Phone 6900 Greeley*

No. 120--**French Hand-made Waist** of sheer white batiste; rounded notch collar, front of waist and fitted cuffs hand embroidered and Val. lace trimmed. Sizes 34 to 44 bust. *Special* **7.50**

No. 122—**French Hand-made Waist** of sheer white batiste; collar, cuffs and pleated hemstitched frill in all white, or edged with rose or Copen. Sizes 34 to 44 bust. *Special* **9.75**

No. 124--**French Hand-made Waist** of sheer white batiste; rever collar and turn-back cuffs hand-scalloped, hand-embroidered and inset with Val. lace. Sizes 34 to 44 bust. *Special* **9.75**

No. 126--**French Hand-made Waist** of sheer white batiste; collar, front of waist and cuffs hand-hemstitched, hand-embroidered in raised design and trimmed with Val. lace. Sizes 34 to 44 bust. *Special* **14.50**

No. 128—**French Hand-made Waist** of sheer white batiste; new surplice collar and turn-back cuffs hand-emb'd and trimmed with picot-edged ruffles of self material. Sizes 34 to 44 bust. *Special* **7.50**

No. 130—**French Hand-made Waist** of sheer white batiste; cluster-tucked back and front, large roll rever frill collar and cuffs trimmed with hemstitching and edged with pleated ruffles. Sizes 34 to 44 bust. *Special* **9.75**

MALLINSON'S Silks de Luxe

Khaki-Kool, the fabric pre-eminent, is already assured a new triumph in the coming season.

Fashion genius finds in it true creative inspiration and the well-dressed gentlewoman finds

KHAKI-KOOL

the silk supreme for out-dooring. Motifs in keeping with the mood of the moment, color harmonies that invite the eye, a superb weave roughly luxurious—all these has *Khaki-Kool*.

Also on the Silk Honor List—

Pussy Willow, Ruff-a-Nuff, Amphora, Slendora Crêpe, Roshanara Crêpe and Indestructible Voile (all trade-marks)

At the best stores and in the fine garments. Look for the name on the selvage or package

H. R. MALLINSON & COMPANY
NEW YORK "The New Silks First" PARIS

HAMILTON'S

ANOTHER beautiful advance spring model of French serge.

Specially priced at **$16.75**

SPECIAL SALE OF SILK & SERGE DRESSES AT LESS THAN COST OF PRODUCTION

HAMILTON GARMENT CO.
307 FIFTH AVE NEAR 31ST ST. N.Y.

IF you cherish the dream of any such beauty spot as this for your garden this year, may we suggest that you cannot get in touch with us any too soon to make certain of realizing your dream? It takes time to talk over the various methods and plans, make sketches, present estimates, and do the preliminary work. If you start asking our advice right now, we guarantee that it will actually cost you less and that the results will be completely successful; if you wait till the spring rush is on, it is impossible to give you as much time and attention as now. Write today or 'phone tomorrow.

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

The Shop Individual
RUSSEK'S
362 Fifth Ave

Hudson Seal **Coat**

45 inches long with Fine Skunk Collar and Cuffs

Special **$175.00**

Mail Orders Solicited

Comfort, Durability Economy

Catalogue on Request

Blyn Plan Nature Shoe

Lace and Button

Gun Metal Calf and Patent Colt

Sizes 5 to 11.....3.50
Sizes 11½ to 2.....3.00

Avoid Hurtful Foot Crowding

The children get as much toe freedom in Blyn Plan Shoes as if they were barefoot—and they get, in addition, the foot protection of a scientifically constructed shoe.

Red Cross Booklet on Request

Red Cross Shoe

"Bends with the foot"

Exclusive Agency for New York, Brooklyn, Newark

Combination Shoe

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

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

Style 845½

For slender feet and low instep.

6.00

Eleven Big Blyn Family Shoe Department Stores

New shapes—new styles—in this season's smartest shoes. Shoes that possess every nicety of thoroughly good shoemaking, at prices that show the power of the Blyn organization for economical production.

Glazed kid with kid or patent colt tips; Military heels and the famous Red Cross flexible soles. Lace and button.

Mail Order Department, 2240 Third Ave. Postage, Including Insurance, 10c. Extra. Send Postal Money Order or N. Y. Draft.

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

I. Blyn & Sons

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

Brooklyn Stores {442-444 Fulton St., opp. Bridge St., near Hoyt St. 829-833 Broadway, between Park Av. and Ellery St. 1263-1265 Broadway, near Greene Ave.}

Factory 511-519 E. 72d St.

Newark Store—689 Broad St., Opposite Military Park.

MASTER Shoe Builders
SHOE CRAFT
27 W 38th St. New York

Fitting The Narrow Foot

Widths AAAA, AAA, AA & A. All sizes including 8½, 9, 9½ & 10

MIDWINTER SALE: If you have not received your copy of our illustrated Sale Circular A-13, write for it today. It enables you to make a leisurely and satisfactory selection from the extensive array of specially-priced ShoeCraft Footwear.

All sizes marked in plain figures. Perfect Fit Guaranteed.

ANTARIA—A Shopping Boot

A graceful model that makes the foot look small and trim; perfectly proportioned for comfort. 2-inch leather heel, welted sole.

651. Black Gun Metal, Gray Buckskin Top. 857. Dark Brown, Ivory Buckskin Top. Either style, regularly $12, now..... **$9.60**

787½. In Black Kid, with Dull Kid Top; regular price $10; now **$8**

Parcel Post Prepaid. Charge Accounts.

Lane Bryant

Semi-Annual **Clearance Sale**

now in progress includes the complete line of *style-perfect* Maternity Apparel at surprising reductions. The Lane Bryant

MATERNITY CORSET

is the ONLY one built for the true maternity figure.

Retains Stylish Figure; Preserves Health; Relieves Fatigue.

Supports abdomen and vital organs, preventing injury.

"Mater Modes," showing apparel for mother and babe, will be sent free out of town. Write Dept. S-9.

Phone Greeley 6416 **Lane Bryant** 21 & 23 W. 38th St.

ESTABLISHED 1857

Mid-Winter Sale High-Grade
FURNITURE

This Folding Sewing Basket

Mahogany frame with green or tan bag.

Special $3.75

Living Room Suites
Dining Room Suites
Bed Room Suites
All Reduced

SHEPPARD KNAPP & Co Inc.

Retail CARPETS RUGS Wholesale

39-41 *WEST 23rd ST.*

The Nestlé Permanent Hair Wave

The most successful establishment in existence.

Illustrated booklet free.

C. NESTLÉ CO.
657-9 Fifth Ave., New York
Cor. 52nd St. Telephone 6541 Plaza.

"LIGHTING FIXTURES of MERIT"

HEATHER

Semi-Annual Sale of Discontinued Samples Now in Progress at Less Than Cost

VISIT OUR SHOWROOMS

Convenient Location
Write for Booklet "B."

The R. C. HEATHER CO.
19 West 36th St., near 5th Ave
New York.

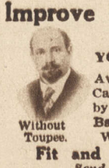
ACHFELDT'S METAPAD

Supports and Binds

FOR ALL Metatarsal Arch Affections, Morton Toe, cramping of toes, enlarged little toe joints, sole callouses and spreading of toes. Worn in shoe. Any other foot troubles? Write or call.

M. Achfeldt, Foot Specialist. Patented March 31st, 1914.
Dept. 49, Marbridge Bldg., 1328 B'way (at 35th) N. Y.

Improve Your Appearance



Without Toupee.

PROTECT YOUR HEALTH.

Avoid Neuralgia, Catarrh and Colds by Covering Your Bald Spot With a Wig or Toupee.

Wearing Toupee.

Fit and Match Guaranteed.
Send for Free Booklet.
YOU ARE ABSOLUTELY SAFE IN ORDERING BY MAIL.

A. WALTER SOLOMON,
102 W. 42d St., N. Y.

REMOVAL SALE

On or before February 1st, 1918, we will remove our warerooms to 39th St., cor. 6th Ave.

We Offer Our Entire Large Stock of

Period Furniture

GRAND RAPIDS FURNITURE

REGARDLESS OF COST PRIOR TO REMOVAL

Manufacturers **MANGES BROS.** Established 1852

Now at 115 and 117 West 23d Street

Is it yet on your dressing table?

Djer-Kiss

Made in France only

TALC 30¢