Franklin Simon & Co.

A Store of Individual Shops

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

Annual January Sale

SILK UNDERWEAR

"Parfait" Milanese or Glove Silk

For Women and Misses. Sizes 34 to 44 bust

348—"Parfait" Milanese Silk Vest, superior quality, in pink, white or blue, Georgette Crepe band top, hemstitched; ribbon straps. **2.75**

350—"Parfait" Milanese Silk Knickers, superior quality, Georgette crepe band, hemstitched and ribbon trimmed. **3.95**

352—"Parfait" Glove Silk Vest; handsomely embroidered front, tailored band top. **1.85**

354—"Parfait" Glove Silk Knickers, superior quality, shirred knee. **2.85**

354A—Same model with plain knee. **1.85**

356—"Parfait" Glove Silk Envelope Chemise; trimmed with Val. lace, ribbon run through embroidered medallions. **4.75**

358—"Parfait" Glove Silk Envelope Chemise; lace top, ribbon straps; lace trimmed bottom. **1.95**

360—"Parfait" Glove Silk Vest, ribbon band top and ribbon shoulder straps. **1.85**

362—"Parfait" Glove Silk Knickers, Val. lace and ribbon trimmed. **2.85**

Prompt Delivery Free
Anywhere in the United States
Phone 6900 Greeley

The Shop Individual

RUSSEK'S

362 Fifth Ave

Handsome
COAT
of HUDSON SEAL
Collar, Cuffs and Border of DYED SKUNK
$145.00

Mail Orders Solicited

The Blyn Shoe

Last Call Before Christmas

Practical Footwear Gifts for Everybody

Full stocks and complete assortments until closing time Monday night.

Eleven Big Blyn Stores operating on a war-time basis of economy with the smallest possible profit keep prices down to minimum.

Give a Blyn Order
Buy a Blyn order for the amount you wish to give—the person receiving it selects the style that exactly suits and is properly fitted.

Style 8718 *Women's Felt Slippers* **1.35**
Old Rose, Pink, Blue, Lavender, Wine and Gray. Hosts of other styles in felt slippers at moderate prices.

Style 9041½ *Men's Opera Slippers, Tan and Black Kidskin* **2.00**
Many other styles at equally low prices.

Silk Stockings, 1.19
All evening shades and desirable street colors. In holiday boxes. Special for Christmas.

Style 1524 *Satin Evening Slippers* **2.50**
White, black and twelve shades to match fashionable evening gowns.

Low Prices on Rubber Boot

Dull Gum Boots, Knee Length		Storm King Dull Gum Boots	
Men's Sizes, 7 to 12	3.25	Men's Sizes, 7 to 12	3.90
Boys' Boots, sizes 3 to 6	2.50	Boys' Sizes, 3 to 6	3.00
Boys' Boots, sizes 11 to 2	1.90	Boys' Sizes, 11 to 2	2.25
Women's Boots 2½ to 8	2.00	Children's bright and dull finish, sizes 5 to 10½	1.85
Misses' Boots, sizes 11 to 2	1.75	Misses' bright finish, sizes 11 to 2	2.25
Children's Boots, 6 to 10	1.35		

Men's and Boys' Storm King Dull Gum Boots

Arctics for Men, Boys, Women and Children

Women's 6 Buckle, 2½ to 8	3.00	Women's 4 Buckle, 2½ to 8	2.50	Men's 4 Buckle, 7 to 12	2.25
Misses' 6 Buckle, 11 to 2	2.50			Boys' 4 Buckle, 3 to 6	2.25
Children's 5 Buckle, 6 to 10½	2.00	Misses' 4 Buckle, 11 to 2	2.00	Men's 1 Buckle, 7 to 12	1.50

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

J. Blyn & Sons

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

Brooklyn Stores { 442-444 Fulton St., opp. Bridge St., near Hoyt St. / 829-835 Broadway, between Park Av. and Ellery St. / 1263-1267 Broadway, near Greene Av. } **Factory** 511-513 E. 72d St.

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

A Source of
Johnston Excellence
The Cacao Plantations of Venezuela Contribute the Choicest Chocolate

Johnston's MILWAUKEE
THE APPRECIATED CHOCOLATES

For Sale by Leading Dealers
Distributed by
Lindt Chocolate Company
11 W. 17th Street, New York

The HARDMAN
Five-Foot Grand

For sheer beauty, there is no comparison between this Grand—small, dignified, dainty—and any upright.

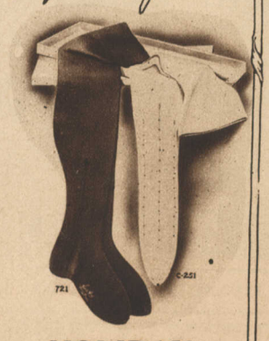
And, the many we sell keep the price *down*. Very easy terms make it *the* logical choice.

Hear it. Play it. Make it sing for you—here—today.

$750 *Convenient Terms*

HARDMAN PECK & CO.
FOUNDED 1842
433 FIFTH AVE., NEW YORK CITY
BROOKLYN, 47-51 FLATBUSH AVE.

Peck.
Peck & Peck



HOLIDAY GIFTS

Special Combination Sets of Pure Silk Stockings, Socks and Neckwear.

Women's Box No. 5 at $5.50.
(as illustrated)

721—1 pair pure thread silk stockings with openwork clocks. In black, white, bronze, pink, silver, navy, gold, pearl, and cordovan. **$3.00**

C-251—Hand embroidered pure silk stockings in black or white with black or white embroidery. **$2.75**

Sets for Men, $3.00 up.

ESPECIALLY ATTRACTIVE SELECTIONS FOR NEW YEAR'S GIFTS PACKED FOR MAIL DELIVERY IN DAINTY BOXES. CARD ENCLOSED IF DESIRED.

PECK & PECK

Exclusive Hosiery
586 *Fifth Avenue at 48th St.*
501 *Fifth Avenue at 42nd St.*
New York City

Chicago
Palm Beach Newport

MASTER Shoe Builders — The SHOE CRAFT Shop

SHOE CRAFT

27 W 38th St. New York

Fitting The Narrow Foot
Widths AAAA, AAA, AA & A.
All sizes including 8½, 9, 9½ & 10

MAJORIO — A Service Boot for Women & Girls

This is but one of the attractive models offered in our Special Sale. Made on the same last as regulation army boots, but more trim-looking. Very smart for wear with tailored and sports suits. Dark brown grained calf, blucher laced. Regular price, $10; **Special, $8.**

SALE—38 modish styles of ShoeCraft Shoes now on sale at 20% off.

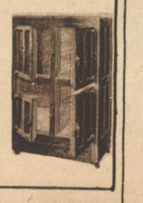
Send for Catalog A-23

We have just received from Maison Violet, (pronounced Vee-o-lay) Paris, a shipment of their celebrated No 48 ROYAL THRIDACE TOILET SOAP
The Officers' Soap — More of this soap is used on the Continent than any other soap made.
$1.00 per cake — Sold in the best shops all over the world.
FRANK M. PRINDLE & CO.
71 West 35th St., New York

CHENEY SILKS

Beautiful pieces of artistry—goodness of quality—authenticity of style and exquisite design.

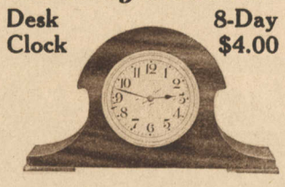
BOHN SYPHON Refrigerator



Adopted for the Refrigerator and Dining Cars of practically every railroad in the country. 12 Household sizes. Wood or White Porcelain Exteriors; also Ideal and Sanitor Refrigerators. Prices, $16.50 up.
Bohn Refrigerator Co. of New York, 53 W. 42d St.
Tel. Vanderbilt 1927

A Dainty Xmas Gift

Desk Clock — 8-Day — **$4.00**



Size 6 in. wide, 4 in. high.

EVERY woman needs one of these dainty clocks for desk or dressing table. Men use them on their desks at the office.

Mahogany case, fine 8-day movement; 2-inch dial, beveled glass, $4.00 delivered.

Mantel Chime Clocks, $20 to $65.
Hall Chime Clocks, $50 to $500.
Catalog 10 sent free.

Wm. H. Enhaus & Son
Agents for the Seth Thomas Clock Co.
31 John Street, New York City

PARKER'S
METHOD OF
HAIR TREATMENT

and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair & Scalp Conditions. They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes.

Forty years' test has demonstrated their efficacy; many thousand patrons testify to their beneficial value. Healthy hair needs attention. Incipient hair and scalp disorders grow worse by neglect.

Send description of your hair and scalp condition, general physical health, and age, and I will suggest proper treatment and tonics. Booklet T, "Healthy Hair," free on request.

Frank Parker Hair & Scalp SPECIALIST
51 WEST 37TH STREET, NEW YORK

High Grade Seed
For Your Vegetable Garden Flower Garden Lawn or Farm

Our 1918 Spring Catalogue Issued Jan. 1st. Sent on request.

Stumpp & Walter Co.
30-32 Barclay Street . New York City

How Often

has some beautiful stage setting filled you with envy—if you could only have a boudoir or a library as charming as that! You have good taste and beautiful furnishings — and yet the glamour is lacking! Do you want to know the real secret? Come tomorrow and we'll show you how the stage magic of indirect lighting, applied easily in your own home by a simple device hidden in your lamp shade, will transform the room you are proudest of into a dream of beauty.

Come and see and be charmed! Just a few steps from Fifth Ave.—

31 West 46th St., THE EYE-COMFORT LIGHTING SHOP
(or write for illustrated booklet on Home Lighting—but better come and see with your own eyes!)

Transformation Simplex

A perpetually waved coiffure, giving chic and elegance, solves the hair dressing problems for all times; made and designed by Parisian expert only.

B. CLÉMENT,
The French Hair Shop
5 East 35th St.
(Opp. B. Altman & Co.)
New York.

Pompeian Beauty Powder

Adds a pearly clearness. Stays on unusually long.

The "BLISS" Reproducer
Will Improve YOUR Phonograph 100%

No matter what make. Does away with that unpleasant thin nasal tone produced by all mica sound boxes.

Doubles the life of your records by giving fuller volume with the lightest needles.

Plays all makes of records.
We invite comparative tests. Price—Nickel, $6.00; gold, $7.50. Send check. Ten Days' Trial. Money refunded if not satisfactory.
Telephone Greeley 2018.
Wilson-Laird Phonograph Co., Inc.,
29 W. 34th St., New York City.

---

60 million Aunt Jemima breakfasts served last year

Have one and see why

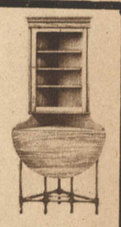
Take the Jar Off Your Spine

Every day you average 8,000 steps —8,000 little shocks that jar your spine and tend to wear you out. Don't pound away your energy with every step you take. Wear O'Sullivan's Heels—the only Heels for city streets. These shock absorbers will save you 8,000 shocks a day. For men, women and children, 50c attached.

Removal Sale

On or before February 1st, 1918, we will remove our showrooms to 39th Street, corner of Sixth Avenue.

We Offer Our Entire Large Stock of



Period Furniture

GRAND RAPIDS FURNITURE (Direct from Factory)
REGARDLESS OF COST PRIOR TO REMOVAL
Manufacturers **MANGES BROS.** Established 1852
Now at 115 and 117 West 23d Street

Sonora
THE INSTRUMENT OF QUALITY
CLEAR AS A BELL

Twelve superb models of this unrivalled instrument from $50 to $1,000.

Fifth Avenue, at 53rd Street
The Highest Class Talking Machine in the World.

Fashionette
Invisible HAIR NETS

Invisible, strong, self-conforming, cap-shaped or all-over sizes. In sanitary envelopes, 2 for 25c., white or gray, 25c. each. At all good shops.

Colonial Quality

Quality—Service—Price

DALE

Display Extraordinary of Table, Boudoir, Floor and Piano

LAMPS

Ideal Christmas Gifts. Novel and Artistic Designs not to be found elsewhere.
Buy Direct from Factory and Save Money.

Dale Lighting Fixture Co.
109 West 13th St. New York
One Door West of 6th Ave.

ESTABLISHED 1857

FOLDING SEWING BASKET

Solid Mahogany frame with green or tan bag.
SPECIAL...$3.75

ALSO;
Mahogany Trays
Nests of Tables
Muffin Stands
Smoking Stands
Tea Wagons, etc.
All Reduced.

SREPPARD KNAPP SON Co Inc.
CARPETS RUGS
Retail Wholesale
39-41 *WEST 23rd ST.*

EVENING CREAM

Marquise de Sevigne
(Le Secret de la Parisienne)

The well-known evening cream of Parisian women of elegance. It imparts to the arms and neck an exquisite white complexion. This evening cream is impervious to acid action and ineffaceable until removed

1.50
The Jar

BONWIT TELLER & CO.
The Specialty Shop of Originations
Fifth Ave. at 38th St., New York