

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

ADVERTISEMENTS.

Franklin Simon & Co.

PARIS
4 Rue Martel

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

LONDON
29 Jewin Crescent

Just Received from Paris

Advance 1917 Spring Models

Women's French Lingerie Waists

Entirely Hand-made



No. 31—Paris Hand-made
Waist, of sheer white French
batiste; collar, cuffs and pleat-
ed hemstitched frill edged
with Copen, rose, lavender or
yellow batiste, tucked back
and front.
32 to 44 bust. **Special 7.50**

No. 33—Paris Hand-made
Waist, of sheer white French
batiste; sailor collar, cuffs and
front hand-embroidered, hand-
hemstitched and tucked.
32 to 44 bust. **Special 12.75**

No. 35—Paris Hand-made
Waist, of white voile; front
tucked and hand-embroider-
ed, trimmed with real filet
lace, sailor collar and turn
back cuffs embroidered and
edged with filet lace
32 to 44 bust. **Special 16.75**

No. 37—Paris Hand-made
Waist, of white handkerchief
linen; collar, sleeves and front
eyelet hand-embroidered,
tucked back, front and raglan
shoulder.
32 to 44 bust. **Special 9.75**

Prompt Delivery Free
Anywhere in the
United States
Phone 6900 Greeley



Swift's Four Cut-out Calendar Dolls

Send to-day for your set

These big darlings, each with four beautiful costumes—all sixteen richly colored—are more than 18 inches tall, big as live new babies, can stand alone! Each doll is worth 25c. You will say you never saw such unusual calendars, even in the famous Swift "Premium" series.

How your children will love them! How their little hearts will thrill with joy, when they dress and undress these big beauties!

You too must be stony-hearted if you will not find yourself smiling every day of 1917 as you look at these winsome little faces, and enjoying each season's change to a gay new costume.

Their Characters and Costumes

Who could resist Dashing Donald, the handsome boy doll, in any of his three gay sporting suits or his surprise costume?

Coy Clarabel, with her bashful brown eyes, red lips and curly black hair would melt the heart of an iceberg. Nothing could be more fetching than her red, blue and green costumes.

Everyone loves Sweet Sylvia for her dewy violet eyes, and hair as golden as her nature. How pretty she looks in her white, rose, blue and red costumes!

As for Merry Myrtle, her brown hair and twinkling blue eyes are irresistible. In a pretty blue or pink or tan or scarlet costume she is sweet.

Send for these calendars—daily they will remind you of the rare quality of

Swift's "Premium" Hams and Bacon

How to Get the Calendars

- One doll with four costumes forming a complete calendar for 1917, will be sent to any address in the United States for 10c, in coin or stamps.
- or—Trade Mark end of five Swift's "Premium" Oleomargarine cartons,
- or—4 labels from Swift's "Premium" Sliced Bacon cartons,
- or—4 covers from Brookfield Sausage cartons,
- or—6 Maxine Elliott Soap Wrappers,
- or—10 Wool Soap Wrappers.

(If you live in Canada send ten cents extra on each doll ordered to pay duty.)

NOTE—All four Dolls—with four costumes for each, making four complete calendars, sent for 40c or four times the number of Labels or wrappers required for each doll.

Swift & Company, 4241 Packers Ave., Chicago.

Stumpff SPECIAL

Corsage of Lilies of the Valley and two Orchids.. \$5

Holiday Offer

Twelve poinsettias, eight American Beauty roses (1 yd. stems), two bunches of holly \$25

Six poinsettias, one dozen Ophelia roses, one beautiful azalea, one bunch of stevia, two bunches of red berries, six sprays of asparagus fern \$15

LOVELY GIFT BASKETS

Several varieties of blossoming plants in each basket. \$3.50—\$5.00—\$10.00—\$25.00—\$35.00—\$50.00

G. E. M. STUMPP, Florist, 5th Av. at 58th St. Phone Plaza 2190. Founded 1881.

MATERNITY Apparel

Dresses, Suits, Coats, Skirts, Waists, Negligees, and Brassieres at prices to meet every purse. Free, New Catalog B1. **MATERNITY CORSET** designed in accordance with hygienic requirements and supplies a much needed support without the least pressure, improving poise and outline. **Special price 3.80** Mail Orders Promptly Filled.

Leonard's 24 West 39th St., Just West N. Y. of 5th Av.

Lane Bryant is the largest maker and retailer in the world of maternity apparel, and **Lane Bryant MATERNITY CORSET** is built for the true maternity figure.

Retains Stylish Figure Preserves Health Relieves Fatigue Supports abdomen and vital organs; preventing injury to mother and child.

"MATER MOTHER," showing apparel for mother and babe, will be sent free out of town. Write Dept. L 10. Phone 6416. Lane Bryant, 25 W. 38th Greeley St., N. Y. Retail shops also in Chicago and Detroit.

ARMOR BRONZE A seamless armor of pure bronze cast over an everlasting core. SEND for our illustrated catalogue of Book-ends, Trays, Lamps, Door Stops, and Art Objects—it is free—or, better yet, come and see the articles themselves in our show rooms. THE NATIONAL METALIZING COMPANY 333 Fourth Ave., (near 25th St.) N. Y. City

PETER THOMSON New York—634 5th Ave. at 50th St. Philadelphia—Walnut at 12th St. Women's, Misses' and Children's made-to-order garments, in models of exclusive design and exceptional workmanship. Mail Orders Filled. JERMANSON OF THE PETER THOMSON FASHION UNIT

Chauffeurs' Outfits

Special AT \$47.50

Overcoat, Suit and Cap to Match



Smart, neat, perfect fitting, and durable; the best value in Motor Clothes for Chauffeurs that can be bought. A Double-Breasted Overcoat. A smart Norfolk Jacket, with Trousers or Breeches. A Cap of Regulation Chauffeur's Style.

All made of exactly the same fabric, a fine quality dark gray worsted whipcord—the outfit complete \$47.50, or, as follows:—
Overcoat \$27.00
Suit \$18.50
Cap \$2.00

Suit with two pairs of Trousers or Breeches—\$26.50. Other Outfits of Better Grade at \$64.50 and \$78.00. Chauffeurs' Raincoats—Guaranteed Waterproof—\$22.

See Our New "Doubleglove" for Motoring.

An exclusive "Brill Motor Shop" production, and to the best of our knowledge the only motor glove made with a double palm—\$4.00 the pair.

Detachable Fur Collars and Caps to Match.

Collars can be readily attached to any overcoat. To be had here in Persian Lamb, Natural Raccoon, dyed Raccoon, Nutria, Beaver and dyed Nutria.

Motor Apparel Catalogue and Chauffeurs' Correct Apparel Chart Mailed on Request.

Brill Brothers
BROADWAY AT 49th ST.

VAN RAALTE Veils



The "Scroll Veil"

Made in U. S. A. At all good shops

Van Raalte Scroll Veils are designed so that no figures impair the vision. This means complete veil comfort to the wearer. A large variety of charming designs, extreme or sedate, may be purchased at your favorite shop. Write for a copy of "Veils," showing the latest Van Raalte Creations. Address Department J.

E. & Z. Van Raalte

16th St. at Fifth Ave., New York

Makers of Van Raalte Nets

Look for this little white ticket

THE HARDMAN FIVE-FOOT GRAND

Exquisite in tone and occupying no more space than an upright. And Caruso says, "Its TONE is wonderful!" \$675 Easy terms of desired

HARDMAN PECK & CO. 433 Fifth Ave. New York City Brooklyn Store 526 Fulton St.



STROBEL'S RENEWIT FURNITURE POLISH Like that which we use on our finest furniture. 51 per bottle. PHILIP STROBEL & SONS INC. 53-55 ELIZABETH ST., NEW YORK

NO STIFF FORMALITY—just his real self.

PIRIE MACDONALD Photographer-of-Men. 576 FIFTH AV. COR. 47th ST.

FOR LIMB TROUBLES

Wear Non-Elastic Laced Stocking The Ideal Support for VARICOSE VEINS, SWOLLEN LIMBS Sanitary—Washable—Adjustable. Laces like a Jersey. Cool and Comfortable. CONTAINS NO RUBBER Price \$1.75 each or two for the same time \$3.00 postpaid. Call or send for self-measurement blank 4. CORLISS LIMB SPEC. CO., 1476 Broadway, New York.

MALLINSON'S Silks de Luxe

"THE NEW SILKS FIRST" At fine stores and in fine garments

New York Paris