

Franklin Simon & Co.

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

Annual January Sale



Women's Silk Underwear

Of silk Crepe de Chine or Washable Satin

- No. 2—Silk Crepe de Chine Nightgown in flesh or white, trimmed with Val. lace, shirrings and ribbon. **5.95**
- No. 4—Silk Crepe de Chine Envelope Chemise, in flesh or white, trimmed with Calais lace, shirred yoke, ribbon and flower trimmed. **2.95**
- No. 6—Silk Crepe de Chine Envelope Chemise, in flesh or white, trimmed with Val. lace, Georgette puffs. **2.95**
- No. 8—Washable Satin Bodice in flesh or white, trimmed with Val. lace and Georgette crepe. Double ribbon shoulder straps. **2.95**
- No. 10—Washable Satin Knickers, in flesh or white, trimmed with Val. lace. Reinforced. Lengths 23, 25 and 27 inches. **3.95**

Best Values Ever Offered

Sizes 34 to 44 bust

- No. 12—Silk Crepe de Chine Envelope Chemise, in white or flesh. Tailored model trimmed with tucks, hemstitching and ribbon. **1.95**
- No. 14—Silk Crepe de Chine Nightgown in flesh or white, hemstitched, Empire model; tucked and ribbon trimmed. **3.95**
- No. 16—Washable Satin Bodice in flesh or white, trimmed with Georgette Crepe. **1.75**
- No. 18—Washable Satin Knickers in flesh or white, hemstitched ruffles; reinforced. Lengths 23, 25 and 27 inches. **2.95**
- No. 20—Two-piece Boudoir Pajamas of silk crepe de chine in flesh trimmed blue, blue with flesh, maize with blue, or orchid with purple; mandarin jacket bordered with contrasting color satin. **7.95**
- No. 22—Silk Crepe de Chine Nightgown in flesh or white, trimmed with novelty lace. **6.95**

Prompt Delivery Free—Anywhere in the United States

Mail and Telephone Orders Filled—Phone 6900 Greeley

"PLEASU"
Coffee
 5 lbs for \$1.00

Direct from Wholesaler
 A 100% pure coffee possessing a smooth, mellow flavor. It is a delicious blend, having all the essential elements embodied in higher-priced coffees. Guaranteed to please in every way or your purchase price will be gladly refunded.
 DELIVERED FREE within 150 miles of N. Y. Cash with order 10 lbs. delivered free within 300 miles of N. Y.

Special Price on 25-lb. Bags, \$4.75
 MAIL ORDERS FILLED. PRICE LIST ON REQUEST.

Werner & Brandon
 221 Court Street Brooklyn N.Y.

Vantines
 The Oriental Store

Perfumery Set \$1

Consists of three triangular-shaped bottles designed to fit a cylindrical Oriental box, artistically decorated. Each bottle contains one-half ounce of Vantine's fragrant Oriental perfume, each odor different. When emptied, the box makes a most attractive holder for hair pins, etc. and is also a very artistic ornament for the dressing table. On sale in our Perfumery Section, or mailed postpaid upon receipt of \$1. (Please specify 1918 G.)

A. A. VANTINE & CO., Inc.
 Fifth Avenue and 39th St., New York

THE KNABE
 MIGNON GRAND
 \$950.
 IN MAHOGANY

Exquisite in Tone—Perfect in Action
 WAREHOUSES
 Fifth Avenue at Thirty-ninth St.

Chauffeurs' Outfits
 Special
 AT
\$48.50
 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 and a Cap. All made of the same fine quality gray worsted whipcord—complete at \$48.50, or
 Overcoat...\$28.00
 Suit...\$18.50
 Cap...\$2.00

Other outfits \$64.50 and \$78.00
 Catalogue and Chauffeurs' Apparel Chart Mailed on Request.

Brill Brothers
 BROADWAY AT 49th ST.

VIVAUDOU'S

MAVIS TALC
 Used by those you admire
 1/2 25¢ the Red Package

MAVIS FACE POWDER
 50¢

VIVAUDOU - Paris, New York

CLEARANCE SALE

January is the month that we must make room for goods that have been delayed in transit during fall deliveries.

Louis XVI American Walnut dresser, 48 inches, with mirror 28x40; bed full size; chiffonier and dressing table **\$178.00** complete; formerly \$200.00
 Sale price... **\$117.50**

Rugs included in this sale 9x12 \$27.50 seamless axminators.

LENNON & COMPANY
 153-157 West 23d Street
 Write for Furniture Booklet.

Singer
 SOFT-LITE
 Glasses

Start the New Year Right. Protect your eyes from injurious light rays. Wear Soft-Lite Lenses, the highest achievement of Optical Science. Colorless, Inconspicuous. Try them.

M. Singer
 Optometrists & Opticians,
 Madison Av., cor. 106 St., 114 Fulton St., N.Y.
 981 Prospect Av., Bronx, 604 W. 181st St.

The Tribune Graphic

ADVERTISING RATES

Single Insertion Rates
 Per page line...45c
 Page...\$500
 Half page...\$350

Contract Rates
 13 times within one year...35c
 26 times within one year...33c
 52 times within one year...30c
 3,000 lines within one year...35c
 5,000 lines within one year...33c
 10,000 lines within one year...30c
 Page...\$500
 Minimum space 21 lines

Forms Close
 Forms close 15 days in advance of publication. Copy should reach us two to four days earlier if proofs are wanted for O. K. or corrections.

ESTABLISHED 1857

Mid-Winter FURNITURE SALE
 Hundreds of complete suites to choose from, for Dining Room, Living Room and Bedroom at most unusual reductions for these unusual times

The suite illustrated is an example of the values we are offering
QUEEN ANNE DINING ROOM SUITE
 American Walnut
 10 Pieces—Buffet, China Closet, 48 in. Extension Table, Serving Table, 5 Side Chairs, and 1 Arm Chair... **\$250**

Another Queen Anne Suite of Am. Walnut, not quite as elaborate as the above, \$215.

All our suites and odd pieces are "Master Made" and of excellent quality.

Low operating expense and wholesale connections make prices lower here than elsewhere. A comparison will convince you.

SHEPPARD KNAPP SON CO.
 CARPETS INC. RUGS
 RETAIL WHOLESALE
 39-41 WEST 23D ST.

Ce talc se trouve-t-il encore sur votre table de toilette?

Djer-Kiss
 Made in France only
TALC 30¢

DAY BEDS \$16 TO \$60
 Box Springs and Felt Mattresses to fit any bed, \$26.50 up.
 Box Springs and Hair Mattresses, \$34 and up.

GEO. M. MILLER 7 West 45th Street
 Bryant 914 NEW YORK

Remount Your Diamond in White Gold

WE will furnish a white gold 14K mounting for your solitaire, style of cut, for the small \$10.00

John PATTEN & Co.
 Inc.
 105 W. 40th St., N. Y. Tilden Building.
 Old Jewelry Remounted and Repaired.

Pompeian Beauty Powder

Adds a pearly clearness. Stays on unusually long.

The HARDMAN
 FIVE-FOOT GRAND

\$750

Frieda Hempel says—"Faultless!"
 And Miss Hempel knows—
 When you follow her recommendation and buy the Hardman Five-Foot Grand for your own home—you will have the "faultless instrument."

HARDMAN, PECK & CO. Founded 1842
 433 FIFTH AVE., N.Y. CITY, BROOKLYN STORE 47-51 FLATBUSH AVE.