

# 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.

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

Prompt Delivery Free  
Anywhere in the  
United States  
Phone 6900 Greeley

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; revers collar and turn-back cuffs 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-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-embroidered 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 revers collar and cuffs trimmed with hemstitching and edged with pleated ruffles. Sizes 34 to 44 bust.

Special 9.75

To deserve the confidence and esteem of a community is a worthy aim in business as well as in affairs of state. We trust that Kellners' efforts for the past twenty-seven years have added to the sum total of comfort and happiness.

Louis XIV Dining Room Suite, American Walnut, 10 pieces. Buffet 66 in. \$315

You are cordially invited to see the 25 rooms completely furnished on display here. They are interesting and instructive.

### KELLNER BROS

S. E. Cor. 15th St. & 6th Ave  
SINCE 1891

## The HARDMAN FIVE-FOOT GRAND

750 Easy Terms if Desired

Enrico Caruso says: "Its tone is wonderful!"

The great Metropolitan artists use the HARDMAN Five-Foot Grand in their own homes because it offers most in beauty and tone.

Your own home will be music-happy, music-beautiful, with its Five-Foot Grand in it.

**HARDMAN PECK & CO.** Est. 1842  
433 Fifth Avenue, New York  
Brooklyn: 47-51 Flatbush Av.

ESTABLISHED 1887

### Mid-Winter Sale of High Grade FURNITURE

Reductions throughout our entire line of Period Reproductions, including all Dining Room, Living Room and Bed Room Suites, also Odd Pieces.

Living Room Suite, Three Pieces, \$168.50

The Suite illustrated is covered in Tapestry, including both sides of Cushions, also the outside and back, \$168.50. Price the same in Tan Spanish Leather. Another attractive 3-Piece Tapestry Covered Suite, Mahogany Finish Frame, \$62.50. Ten Odd Davenport Specially Reduced. Prices \$67.50 to \$120.

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.

**THE AMPICO**  
Reproducing Piano

Musically Supreme, Exquisite in Design—The Ampico

THE perfection of the Ampico is not confined to the amazingly exact reproduction of the playing of great artists, but is also strikingly exemplified in the unique design of the Ampico action, which permits it to be installed in both Upright and Grand pianos without changing the graceful architecture of the casings.

The case is not enlarged in any way to accommodate the Ampico action, nor is the delicacy of the piano action in any way changed. With the addition of such exclusive features as the Automatic Encore and the Rewind Device, the fact that in the Ampico Reproducing Piano the exquisite beauty of the Knabe case design is retained places it supreme, both musically and in the charm of outward beauty.

**THE AMPICO IN THE KNABE**  
Uprights, \$1250 and \$1350—Grands, \$2050

Convenient Terms of Payment. Pianos and Players in Exchange.

You may not have heard this wonderful Ampico. We would welcome your critical opinion of its artistic perfection. Daily Demonstrations in the Ampico Studio.

**Knabe Warerooms**  
Fifth Avenue at Thirty-ninth St.

**VIVAUDOU'S**

**MAVIS TALC**  
Used by those you admire  
In 25¢ the Red Package

**MAVIS FACE POWDER** 50¢

VIVAUDOU - PARIS-NEW YORK

**ELGIN & WALTHAM**  
MILITARY WATCHES

\$9.75 UP

Waltham Military Wrist Watches. Special at \$7.75, \$9.75 and \$12.75. Others with Radio Luminous Dials and Hands at \$3.95 to \$5.00.

We have a large assortment of Diamond Rings, Diamond Pins, Watches, Clocks and Solid Gold Rings and Jewelry at surprisingly attractive prices which will satisfy careful purchasers.

Satisfaction Guaranteed or Money Refunded.

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175 Broadway (upstairs), New York

January is Bargain Month With Us. No Goods Carried Over Furniture, Rugs, Bedding

Genuine Leather Davenport with spring cushion, very comfortable and luxurious. Davenport, arm chair and rocker complete, 3 pieces, \$115.00  
Nest of 3 Tables, was \$16.50, \$12.00  
Nest of 4 Tables, was 17.75, 13.50  
Tapestry Wing Chair, was 22.00, 15.50  
9x12 Brussels Rug, 16.50  
9x12 Velvet Rug, 21.75  
9x12 Axminster Rug, 26.75

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

**Singer**  
SOFT-LITE Glasses

Soft-Lite is a different glass. Possessing every quality of the finest optical glass, Soft-Lite Lenses have the added quality of protecting the eyes from injurious light rays. Colorless, inconspicuous. Ask About Them.

**m. Singer**  
Optometrists & Opticians,  
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981 Prospect Av., Bronx, 604 W. 181st St.

**GRAF'S HYGLO NAIL POLISH**  
Brilliant, lasting and waterproof. Powder 25c, Cake 25c and 50c. Send for free sample. GRAF BROS., Inc. 119 W. 24th St. New York

Ask for De Luxe Hair Nets  
Hand-made nets of human hair. Strong, sterilized and invisible. All colors. Cap or fringe, 2 for 25c. up. Order by mail if not sold at your dealer's.

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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 Vantines' fragrant Oriental perfumery, 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 15247 G.)

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

Is it yet on your dressing table?

**Djer-Kiss TALC** 30¢

Motor & Southern Number

**VOGUE**

Now on Sale at All Better Class NEWSSTANDS

**Pompeian Beauty Powder**

Adds a pearly clearness. Stays on unusually long.

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This Wooden CRIB, \$9.

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