



A group of "Listen Lester" Girls costumed in Ribbon Trimmed Dresses and Be-Ribboned Hats.

The bewitchingly beautiful gowns and hats worn in "Listen Lester" make this tuneful musical hit doubly attractive for its feminine patrons.

Spring and Summer styles are lavishly displayed, and they are all generously ribbon trimmed.

A "J.C." ribbon will make any gown, frock, blouse or hat as effective and individual as these. There's a "J.C." ribbon for every need.

Ask for them by their trade mark name.

JOHNSON, COWDIN & COMPANY
40 East 30th Street New York

LADY FAIR
A new double-faced satin ribbon. There is only one genuine Lady Fair Ribbon—"J.C." LADY FAIR. Be sure the name appears on every bolt you buy.

SATIN DE LUXE
Best satin and taffeta ribbon.

VIOLET
Ideal lingerie ribbon in pink, blue and white.

TROUSSEAU
Rosebud and polka dot lingerie ribbon.

SANKANAC
Popularly priced satin and taffeta ribbon.

DEMOCRACY
A grosgrain ribbon "for the people."
All registered trade-mark names

Spring Styles
Advanced Showing
All at our usual Low Prices—and in small and large sizes—all widths.

Your fit is assured!

The Oxford illustrated is of black suede, with hand-turned sole and Louis XV. heel.... \$8.50

The same in Black Satin at \$8

All Latest Pumps and Oxfords at Prices Equally Low!

L.M. HIRSCH
SHOE COMPANY
Sixth Ave. at 39th Street
Our ONLY Store

SELMA'S
RUSSIAN
SCALP TONIC

and HAIR GROWER Grew This Hair
They contain rare imported Vegetable Oils and Herbs. Used seventeen years with greatest success by people of refinement. A bottle of each proves their worth—Tonic 65c, \$1.10—Grower 40c, 75c. Also Siberian Fine Shampoo 40c, 60c. Sold by Macy and Leading Stores. Made and Guaranteed by SELMA J. SOTHERLIND (of Russia) 25 West 42nd Street, New York.

"The advertisement of Selma J. Sotherlind which appeared in the Graphic Section of The Tribune Sunday, January 20th, headed Selma's Russian Skin Beautifier was a mistake. The heading of this advertisement should have read Selma's Russian Scalp Tonic." New York Tribune, Inc.

CRÈME NEROL
Creates and preserves the beauty of the skin.

used by
Frances Starr, Dillie Burke, Florence Reed, Gertrude Lawrence, Olive Fremsted, Mimi Telford, Peggy Wood, Hazel Dawn, Florence Nash, Margaret Durbin

THE CREAM DETTER STORES
ALBANY, BOSTON, BURLINGTON, CHICAGO, CINCINNATI, CLEVELAND, COLUMBUS, DETROIT, INDIANAPOLIS, KANSAS CITY, LANSING, LOS ANGELES, MINNEAPOLIS, NEW YORK, PHOENIX, PITTSBURGH, RICHMOND, ST. LOUIS, ST. PETERSBURG, TAMPA, WASHINGTON, WICHITA

CRÈME NEROL
JAN. 75c
TUB. 50c
SKIN FOOD
JAN. 25c
TUB. 15c

FORREST D. DULLEN—742 NOSTRAND AVE., BROOKLYN, N.Y.

Franklin Simon & Co.
A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York

Spring Modes of Distinction
Women's Exclusive Gowns
Enhanced with artistic embroidered designs

SHOWING
Composé gown of silk duvetyne and satin
Wool tricotine gown on Princess lines

MODEL NO. 101
NAVY or Beige Wool Tricotine Gown—tunic model designed on Princess lines and elaborated with self color silk and braid embroidered motifs; braid piping, crotachs and hand-made buttonholes on gauntlet cuffs and for fastening full length of back are details usually found only in custom-made gowns of an exclusive character.
125.00

MODEL NO. 103
COMPOSÉ Gown of Silk Duvetyne, in prune, taupe or navy, combined with black satin, also in all black, richly embroidered in new and effective openwork design; tunic model following the lines of the straight, slender silhouette and bespeaking originality in the novel belt and cleverly designed sleeves; satin skirt corded around bottom.
145.00

WOMEN'S GOWN SHOP—Third Floor
HATS illustrated from our French Millinery Shop. Prices upon application.
Prompt Delivery Free, Anywhere in the United States—Phone 6900 Greeley

HOTEL BELLECLAIRE
NEW YORK

Broadway at 77th St.
Surface Cars at Door
Subway at 79th St.

Only a few minutes from the Shopping and Theatrical District.

Yesterday we celebrated the birthday of a great man. His name lives in our memories because he made a great reputation for good deeds.

The Belleclaire is trying hard to build a good name for itself—so that the name will always pass along as standing for the highest ideals in Hotel-keeping. Remember in choosing a hotel for your needs to select one that guards its good name first of all.

Robert D. Blackman, Proprietor.

m. Singer
For Eyeglasses

On to Stay Perfect Comfort

Scientific Optometrical Examinations. Perfect Fitting Eyeglasses. Absolute Satisfaction Guaranteed. Reasonable, Consistent, Uniform Charges.

SOFT-LITE Filter the light LESSEN Save the Eyes.

5 CONVENIENT STORES:
206 Broadway, cor. Fulton St., Manhattan.
136 Fulton St., One Flight Up.
1438 Madison Ave., cor. 108th St., ...
601 W. 181st St., St. Nicholas Ave., ...
981 Prospect Ave., near 104th St., Bronx.
Uptown Stores Open Until 9 P. M.

The Most Useful Clock in the World. Sets from the Face. AND IT IS CALLED THE IMPROVED WIZARD

THE 1919 FRACTIONAL TIME REMINDER. FEATURES NOT ON ANY OTHER EXISTING CLOCK. NOVEL, HAND-SOME, USEFUL, RELIABLE. Sent for booklet or "Phone 2513 Broadway, Scott material to any U. S. P. O. address on receipt of PRICE, \$5.00; with illuminated hands and numerals, \$6.00.

YANKEE WIZARD CLOCK CO.,
18 Broadway, New York City.

Vantine's
The Oriental Store

Fragrant Incense

THE dreamy, soothing fragrance of Vantine's Temple Incense brings to mind the rosy dawns, the brilliant sunlight, the purple dusks of the Orient—the enchantment of strange Far Eastern countries.

Set includes burner, one package of incense and complete instructions for using. Price, per set, complete, \$1. (Price of incense only: Medium size 50c. Large size 90c.) (In ordering by mail please address Dept. D.)

A. A. VANTINE & CO., Inc.,
Fifth Avenue and 39th Street
NEW YORK

The HARDMAN
FIVE-FOOT GRAND

Price \$850
Convenient Terms if Desired

CARUSO says: "THE HARDMAN IS MY FAVORITE PIANO" The greatest of tenors endorses the HARDMAN because of its lovely singing tone. His choice should be yours. Adlight to the eye as well as the ear, it will be "A JOY FOREVER" in your home. It's a decidedly worth while investment, and the terms of payment are reasonable.

HARDMAN, PECK & CO., Founded 1842
433 FIFTH AVE., NEW YORK CITY, BROOKLYN 47-51 FLATBUSH AVE.
Represented in all Cities

Champlain Studios
NEW YORK

"How's this for a picture?"

THE father proudly shows the latest picture of his family to his friends, and glows under their warm compliments. "You are to be congratulated," they say; "such beautiful children—they take after their mother and father." "And that's nice photography too," is a frequent comment, and the father is further pleased by the appreciation of his judgment in selecting a good photographer.

For the "best little group of people on earth" there is nothing too good. Fine photography gives an added charm.

Champlain Studios makes you a special offer in order to demonstrate their skill.

392 Fifth Avenue, New York
Cor. 36th Street
also
306 Fifth Avenue, New York
Bet. 32d and 31st Sts.

Special Offer

Every Tribune reader is entitled upon presentation of this coupon to six of our exclusively finished Sepia Artists' proofs, 2 of our regular \$25.00 a dozen photographs, for \$3.00, as samples of our work. Size 4x14 inches.

VIVAUDOU'S
MAVIS
TALC-POWDER-CREAM
25¢ 50¢ 50¢

BOHN SYPHON
REFRIGERATOR

The Siphon system of rapidly circulating dry-cold air and the "Flax-linum" insulation have given the Bohn Refrigerator its reputation. Bohn Refrigerator Shop 53 W. 42 St., New York 913 Broad St., Newark

LILLY OF FRANCE CORSET

The Lily of France is a beautiful corset worn by beautiful women to make them more beautiful.

\$5 to \$35 at Quality Stores
De Luxe Edition of Style Studies Free

LILLY OF FRANCE CORSET CO.
303 Sixth Avenue, New York