



The Song of Silks

An appealing air of lyric beauty runs through each of the new

MALLINSON SILK CREATIONS

Their ready and surprising response to Spring clothes improvising, charms all lovers of distinctive dress—their impressive quality, richness of texture and glory of color will make your new Spring clothes, creations of individuality.

*Pussy Willow Dew-Kist
Indestructible Voile
Kumsi-Kumsa Khaki-Kool
Roshanara Crepe
Ruff-a-Nuff*
(All trade mark names)

Shown at all the better stores.

Frances Alda, prima donna wears a gown of Mallinson's Pussy Willow Satin

MALLINSON'S
Silks de Luxe

H.R. MALLINSON & COMPANY, Inc.
"The New Silks First"
MADISON AVE.—31st ST. NEW YORK

Franklin Simon & Co.

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

The Specialist Shoe

For CHILDREN—1 to 9 years of age.



A Protective —
Not a Corrective Shoe

DESIGNED BY AN ORTHOPEDIC SURGEON. SOLD ONLY BY FRANKLIN SIMON & CO. FOR THE NINETY-EIGHT IN EVERY HUNDRED BABIES BORN WITH NORMAL FEET.

NATURE makes few mistakes. Very few babies are born with feet that need correction. ALL babies are born with feet that need protection.

STEVENSON, IN HIS SONGS OF CHILDHOOD WROTE:—

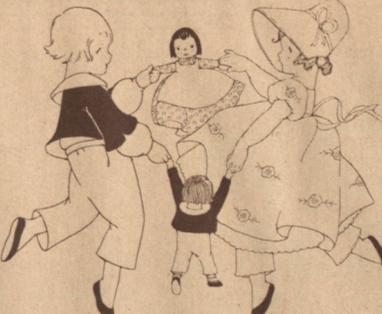
"Children you are very little
And your bones are very brittle;
If you would grow great and stately,
You must learn to walk sedately."

We agree and disagree with the poet —agree that little children's bones are very brittle—but disagree that little children must learn to walk sedately.

We consulted a specialist who is the recognized head of the orthopedic profession and he designed the Specialist Shoe—a scientific shoe which allows the foot to develop normally and naturally.

The greatest endorsement for this shoe is that *ninety per cent* of all the mothers who buy their children's shoes in the Franklin Simon Shoe Shop, invariably select the Specialist Shoe.

ONLY THE FINEST LEATHERS AND THE MOST SKILLED WORKMANSHIP ENTER INTO THEIR CONSTRUCTION.



CHILDREN'S SHOE SHOP—Third Floor

Baby's First Shoes
1 to 2 years—Sizes 2 to 5
3.50

Baby's Walking Shoes
2 to 4 years—Sizes 5 to 8
4.00

Children's Laced Shoes
4 to 6 years—Sizes 7 to 10 1/2
5.50

Girl's Laced Shoes
6 to 9 years—Sizes 11 to 2
6.50

Marjorie Rambeau, famous stage star, wearing a new frock trimmed with "J.C." Lady Fair and Satin De Luxe Ribbons



J.C. AMERICA'S BEST RIBBONS

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"J. C."
SATIN DE LUXE
and
LADY FAIR
makes Marjorie Rambeau as irresistible and charming as her inimitable acting. "J. C." Ribbons are unusual in variety, distinctive in pattern and impressive in quality. Buy them by name.

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.

SAXYANAC
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DEMOCRACY
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All registered trademark names

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Geo. Borgfeldt & Co.
Irving Place, New York



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The HARDMAN FIVE FOOT GRAND

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De Luca, Barrientos, Muzio, and other distinguished artists agree with him.
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