

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Streets, New York
WOMEN'S FUR SHOP—Fourth Floor



Mole sleeveless Cape-Coatee, gray squirrel collar \$200⁰⁰



Hudson Seal Coatee, gray squirrel trimming, flare back \$310⁰⁰



Half-open Fox Scarf, Jaupé, Kamchatka or brown \$62⁰⁰

Gray Squirrel Tie, also Hudson Seal or Mole \$42⁰⁰

Collar in Mole, Squirrel or Hudson Seal \$27⁰⁰



Mole Wrap, draped collar \$358⁰⁰



Gray Squirrel Stole, \$175⁰⁰ draped pockets
In Mole - \$160⁰⁰
In Hudson Seal \$200⁰⁰

Summer Furs for Women and Misses

AN INDISPENSABLE FASHION—NOT A FAD

INSTEAD of just a fad—a passing fancy—the Summer fur has become a reality—an accepted mode.

The smartly gowned woman regards the fur wrap, stole or small neck-piece as the piece-de-resistance of her Summer costume.

Franklin Simon Summer furs are fashioned of soft, pliable pelts which are particularly adapted to the mode and to the season.

The fur fashions in this advertisement are simply a foretaste of a variety which is unusually large and wholly unusual.

FUR STORAGE

Dry Cold Air Improved Method
Phone 6900 Greeley

FURS REMODELED or REPAIRED

During the Spring at Special Prices
Phone 6900 Greeley

L.M. Hirsch Shoe Co.

Smart women favor Hirsch's because we offer limitless, authentic styles at incomparable prices.



This striking Oxford is shown in Black or Brown suede, with high, well-poised Louis XV heels, at 9.00

L.M. HIRSCH SHOE COMPANY

In Dull Call or Patent, \$7.00
Sixth Ave. at 39th St.

A Garden Full of Gladioli for \$1.00

50 Bulbs of our Grand Prize Mixture covering every conceivable shade for \$1.00. One of the most satisfactory flowers grown. Bloom from July to frost if you plant a few bulbs each month from April to July.

Each year we sell thousands of these bulbs and receive numerous testimonials as to their merit. ORDER YOUR BULBS NOW. Mail this advertisement, or present at our store, with Check, Money Order, Dollar Bill or Stamps, and secure this splendid collection, sent prepaid to any point in the U. S., East of the Mississippi. For points West and Canada, add 25c (\$1.25). Our 1919 Catalogue sent on request.

Stump & Walter Co.
30 & 32 Barclay St. New York

Chauffeurs' Outfits Special Now

At \$67.50

Suit, Overcoat and Cap to Match



With good fabrics scarcer than ever, there is now but one Royal road to Economy in Motor Apparel, and that is Quality. In this Chauffeur's outfit, consisting of suit, overcoat and cap of fine dark grey, all wool whipcord, we offer, considering conditions, an outfit which is remarkable for both quality and value. The outfit complete \$67.50, or as follows:

Suit \$29.50 Cap \$3 Overcoat \$35

Brill Brothers

BROADWAY AT 49th ST.

DEAF?

Hear clearly and distinctly with a Little Gem Ear Phone. Simplest and smallest hearing device.



The absolute superiority of the Little Gem was recognized at the Panama-Pacific Exposition, where it received the Gold Medal, highest award for ear phones, in competition with the world.

Try our Auto Ear Massage; used to stop head noises and improve hearing. Call at our office for a free, private demonstration. Expert advice without charge. Ask or write for booklet.

GEM EAR PHONE CO., Inc.
802-T Marbridge Bldg., 47 W. 34th St., at B'way, N. Y. C. Phone Greeley 3241.
Canadian Office—Royal Bank Bldg., Toronto.



DAY BED, Natural or stained, removable box springs, covered with plain rep or cretonne, \$63.

Minnet Willow is a substantially constructed, carefully designed furniture for the modern interior. Used in the smartest city and country homes; large variety; immediate delivery. Call or write. Catalog. Express paid 100 miles; freight 500

MINNET & CO. MAKERS OF FINE WILLOW FURNITURE. Lexington Ave., Bet. 40th & 41st.

Colorite Your Hat



A SLOGAN originated by millions of thrifty women throughout the country who have made old straw hats look just as good as new with

Colorite

COLORS OLD & NEW STRAW HATS

Fine for coloring your hat just the shade to match a new dress or to re-color this year's hat that has begun to look faded. There is nothing just as good as Colorite.

It is a liquid sold in a bottle with a brush for applying. It is waterproof and durable. Easily applied by anyone. Dries in thirty minutes. Also fine for coloring Satin, Silk and Canvas Slippers, Basketry, Leather Hand Bags and Belts.

Sold by Drug and Department Stores throughout the United States and Canada. If your dealer cannot supply you, we will send a bottle of Colorite postpaid upon receipt of 30 cents. Be sure to name color you want.

16 Colors to Suit Your Tastes:

Jet Black	Navy Blue	Cerise	Lavender
Dull Black	Cadet Blue	Burnt Straw	Old Rose
Cardinal Red	Victory Blue	Brown	Gray
Yellow	Sage Green	Violet	Natural

Directions on each box for mixing to obtain almost any desired shade.

CARPENTER-MORTON COMPANY

Makers of the Famous Economy Products
110 Suggery Street Boston, Mass.

In the "Twenty-five Rooms" on display here you will find just what you need at a modest price.

KELLNER BROS. Twenty-nine years selling Good Furniture. Southeast Corner 15th Street and 6th Avenue

La Resista the Perfectly boned CORSET



A Youthful Figure Yours for the asking

WEAR LA RESISTA corsets and keep your figure young. SPIRABONE stays placed at the hips combined with LA RESISTA designing achieve a result unattainable in other corsets. LA RESISTA—constructed upon lines, the result of long study—with the aid of SPIRABONE molds the figure and creates as well as preserves the lines of "Youth" and "Style."

SPIRABONE gives perfect support with utmost comfort. LA RESISTA corsets establish the trend of fashion and are adaptable to all figures.

BACK LACE—FRONT LACE
\$4.00 \$5.00 \$7.50 and Up

SPIRABONE is obtainable only in LA RESISTA. Look for the trade mark on every pair.

Personal Service

Fitted personally without charge by expert Corsetiers, at our private Salon, No. 431 5th Ave., opp. Lord & Taylor. (Tat. elevator.) Also sold by Quality stores everywhere.

La Resista Corset Co.
431 5th Ave. New York

BENNETT RE-SETS DIAMONDS

14k white gold—latest, style hexagon setting—looks like platinum (like illustration) for your Solitaire or 5 to 7 small diamonds. COMPLETE \$8.50 Only.

Old Jewelry Remounted and Repaired. Diamonds Bought and Sold for Cash. Bennett Mfg. Co., 175 B'way Upstairs

TALC 25¢

FACE POWDER 50¢

Chinwah

PERFUME \$1.50

TOILET WATER \$1.50

