

Franklin Simon & Co.

PARIS
4 Rue Martel

Fifth Avenue, 37th and 38th Street, New York

LONDON
29 Jewin Crescent



Spring Millinery

Paris-Inspired—Made in our own Workrooms

New Ideas Expressed in Every Hat

(Shown in the Paris Millinery Shop, Fourth Floor)

Variations of the always becoming sailor, turban or mushroom shape brims that droop to shade the face a trifle, a barbaric note here and there, expressed in some bright hued ornament—these and other new ideas are shown.

No. 50—The New Close Fitting Mushroom Turban, expressed in a model of Georgette crepe and straw, flower wreathed, ribbon trimmed.

18.00

No. 52—Satin and Straw Combination, exemplified in a close fitting hat with a vivid toned bead ornament in front.

15.00

No. 54—The Becoming High Crowned Sailor, interpreted in straw and Georgette, with flowers and velvet streamers.

18.00

No. 56—The Large Drooping Brim Sailor, developed in satin and milan straw, with clusters of straw flowers and fruit.

25.00

No. 58—The Indian Note in Millinery, shown in this straw and satin hat with raffia band and straw fruit.

15.00

Any desired colorings made to order in two days.



(Photo by Arnold Genthe) Martha Hedman, whose beauty fairly dazzles one, says: "I am never without Pond's Vanishing Cream. It gives the skin a wonderfully soft, refreshed feeling. I am glad to recommend it to everyone."



(Photo by Ira Hill) Frances Starr, one of the greatest emotional actresses on the American stage, says: "I am using Pond's Vanishing Cream and want to recommend it to everyone. It is delightful." Pond's vanishes the moment you apply it. Use it before going out.

How to relieve chapped skin

Learn how you can keep your skin soft and smooth in even the coldest, windiest weather

A famous skin specialist says about chapping that "The lowered humidity of the air in winter intensifies the dryness of the skin, causes it to crack and break."

No matter how rough and dry your skin may have become, you can now make it soft and smooth at once.

Every normal skin needs a protective cream.

Pond's Vanishing Cream affords a perfect protection. Its base is a wonderful skin-softening ingredient which has a special affinity for the skin.

Its immediate action on rough, dry or chapped skin is so decided that every woman comments on it the first time she tests it. It contributes to the skin just the properties necessary to keep it fresh and pliant.

Applied before going out, it keeps the skin from becoming dry and rough, and does not promote the growth of hair on face or hands.

It protects the skin from wind, from dust, from the drying effect on the skin of living in hot houses. It shields the skin so completely, so successfully that its

regular use will eliminate practically all of the ordinary complexion troubles.

Send for a free sample tube

Send for the sample tube and test it. The moment you apply it, you can see it vanish, the skin takes it up so quickly, and it will not reappear.

Fill out the coupon and get the free sample tube or send 4c for a two weeks' supply. Send for it today.

Pond's Extract Company, 149 Hudson St., New York.

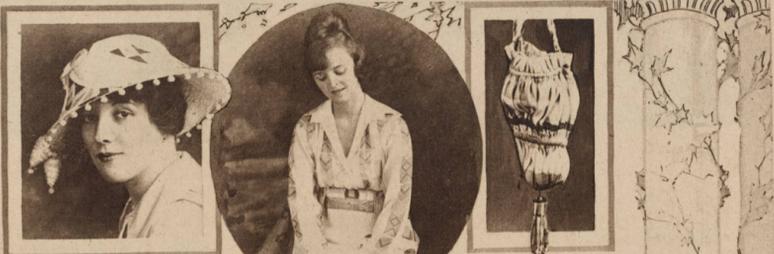


\$27.50

Authorized Modes for Spring

Demure yet piquant is the serge and georgette crepe dress of charm and distinction.

RUSSEK'S
362 Fifth Ave.
New York.



Hat and Coat of "Khaki-Kool"

Waist of "Indestructible Voile"

Bag of "Khaki-Kool"

MALLINSON'S Silks de Luxe

—the silks that inspired the Sport Styles
—the silks that are the Sport Style!

THE spirit of outdoors is in these Mallinson's Sport Silks—something of the dash and daring and youthful "alive-ness."

The originality of their designs and the beauty of their coloring have inspired modiste as well as couturier, bag-maker and waist designer to more and more beautiful and original creations.

Among which are:—

- Khaki-Kool
The Silk that inspired the Sport Styles
- Meadow Brook Sport Satin
The Silk that dares to be different
- Piping Rock Sport Silk
The Silk for the youthful creation

You will find them at the silk counters of the finer stores—and in the fine coats, suits, waists, skirts, dresses, hats and bags that dare to be different. The stamp on the selvage marks the genuine.

H. R. MALLINSON & COMPANY
"The New Silks First"

NEW YORK PARIS

Makers of Pussy Willow and Indestructible Voile
(All trade marks registered in U. S. Pat. Off.)



Skirt and Coat of "Khaki-Kool" Waist of "Indestructible Voile"

IN NEW QUARTERS

Marking a Big Step Up the Ladder of Success

We now welcome you to a big, beautiful, airy shop—over four times as large as the old one—filled with a bewildering display of ravishing garments at temptingly low prices. Our policy of economical merchandising that has proved so successful will of course be continued.

We now have room to display a much larger variety of styles and also other lines, including Millinery and Blouses.



The New Freneau Sweeney Corner.

To give you an idea of the values we are offering for the coming week note this stunning New Spring Model.

Very smart Suit of All Wool Cummil, Peau de Cygne lined. Double strapped belt. In all leading Spring shades. \$23.50



IN THE MILLINERY DEPARTMENT



Newest Street, Sport, and Dress Hats, of Lisse Straws, Georgette Crepe, Khaki-Kool Silk and Ribbon, also large, drooping Leghorns. Various chic trims of Ornaments and Flowers.



These hats were made to retail at much higher prices. 125 hats—specially priced at \$7.50.

Freneau Sweeney
392 Fifth Avenue
at 36th Street, over Mary Elizabeth's



THE New York hair-dressers who create coiffure fashions use and endorse the only hair net that is processed for absolute invisibility and strength.

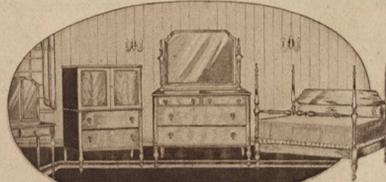
Fashionette Invisible HAIR NETS

are indispensable to the coiffure because they hold the hair securely, yet give freedom to its natural fluidness. In self-conforming, cap-shaped or all-over sizes. The Fashionette is packed in sealed envelopes at 2c for 25c. White and gray, 25c each. At all good stores.

Colonial Quality
Saratoga Springs, N.Y.
1200 Broadway.

OURS is a small voice in the wilderness of February furniture advertising. But it is backed by something more substantial than a bargain promise.

Compare our offerings—price—quality—style—service—then judge for yourself.



Dutch Colonial Bedroom Suite, in American Walnut or Antique Mahogany, 4 pieces. \$181

The 25 rooms completely furnished will prove interesting and instructive

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