

# Franklin Simon & Co.

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



## Annual January Sale SILK UNDERWEAR

"Parfait" Milanese or Glove Silk

For Women and Misses. Sizes 34 to 44 bust

- 348—"Parfait" Milanese Silk Vest, superior quality, in pink, white or blue. Georgette Crepe band top, hemstitched; ribbon straps. **2.75**
- 350—"Parfait" Milanese Silk Knickers, superior quality, Georgette crepe band, hemstitched and ribbon trimmed. **3.95**
- 352—"Parfait" Glove Silk Vest; handsomely embroidered front, tailored band top. **1.85**
- 354—"Parfait" Glove Silk Knickers, superior quality, shirred knee. **2.85**
- 354A—Same model with plain knee. **1.85**

Prompt Delivery Free  
Anywhere in the  
United States  
Phone 6900 Greeley

- 356—"Parfait" Glove Silk Envelope Chemise; trimmed with Val. lace, ribbon run through embroidered medallions. **4.75**
- 358—"Parfait" Glove Silk Envelope Chemise; lace top, ribbon straps; lace trimmed bottom. **1.95**
- 360—"Parfait" Glove Silk Vest, ribbon band top and ribbon shoulder straps. **1.85**
- 362—"Parfait" Glove Silk Knickers, Val. lace and ribbon trimmed. **2.85**

## RUSSEK'S



### Handsome COAT

of HUDSON SEAL  
Collar, Cuffs  
and Border  
of DYED SKUNK  
**\$145.00**

Mail Orders Solicited

A Source of  
Johnston Excellence  
The Cacao Plantations  
of Venezuela Contribute  
the Choicest Chocolate



For Sale by Leading Dealers  
Lindt Chocolate Company  
11 W. 17th Street, New York

## The Blyn Shoe

### Last Call Before Christmas

Practical Footwear Gifts for Everybody

Full stocks and complete assortments until closing time Monday night. **Eleven Big Blyn Stores** operating on a war-time basis of economy with the smallest possible profit keep prices down to minimum.

**Give a Blyn Order**  
Buy a Blyn order for the amount you wish to give—the person receiving it selects the style that exactly suits and is properly fitted.

- Style 994 1/2 Men's Opera Slippers, Tan and Black Kid-skin. **2.00**
- Silk Stockings, **1.19**
- Style 1524 Satin Evening Slippers. **2.50**

- ### Low Prices on Rubber Boot
- | Dull Gum Boots, Knee Length                     | Storm King Dull Gum Boots   | Men's and Boys' Storm King Dull Gum Boots |
|---|---|---|
| Men's Sizes, 7 to 12... <b>3.25</b>             | Men's Sizes, 7 to 12... <b>3.90</b>                                 | Men's 4 Buckle, 2.25                      |
| Boys' Boots, sizes 3 to 6... <b>2.50</b>        | Boys' Sizes, 3 to 6... <b>3.00</b>                                  | Boys' 4 Buckle, 2.25                      |
| Boys' Boots, sizes 11 to 2... <b>1.90</b>       | Boys' Sizes, 11 to 2... <b>2.25</b>                                 | Men's 1 Buckle, 1.50                      |
| Women's Boots, sizes 5 to 10 1/2... <b>2.00</b> | Children's bright and dull finish, sizes 5 to 10 1/2... <b>1.85</b> |   |
| Misses' Boots, sizes 11 to 2... <b>1.75</b>     | Misses' bright finish, sizes 11 to 2... <b>2.25</b>                 |   |
| Children's Boots, 6 to 10... <b>1.35</b>        | Arctics for Men, Boys, Women and Children                           |   |
|   | Women's 4 Buckle, 2 1/2 to 8... <b>3.00</b>                         | Men's 4 Buckle, 7 to 12... <b>2.25</b>    |
|   | Misses' 4 Buckle, 11 to 2... <b>2.50</b>                            | Boys' 4 Buckle, 7 to 12... <b>2.25</b>    |
|   | Children's 4 Buckle, 6 to 10 1/2... <b>2.00</b>                     | Men's 1 Buckle, 11 to 2... <b>1.50</b>    |

West Side Stores: 222-224 West 125th St., New South Av. St., 8th Av. and 27th St., 8th Av., 39th & 40th Sts.  
Brooklyn Stores: 442-444 Fulton St., opp. Bridge St., near Hoyt St., 1263-1267 Broadway, near Greene Av.  
Newark Store—689 Broad St., Opposite Military Park.

## The HARDMAN Five-Foot Grand

For sheer beauty, there is no comparison between this Grand—small, dignified, dainty—and any upright. And, the many we sell keep the price down. Very easy terms make it the logical choice.



HARDMAN PECK & Co.  
433 FIFTH AVE., NEW YORK CITY  
BROOKLYN, 47-51 FLATBUSH AVE.

### Peck & Peck

HOLIDAY GIFTS

Special Combination Sets of Pure Silk Stockings, Socks and Neckwear.

Women's Box No. 5 at \$5.50. (as illustrated)

721—1 pair pure thread silk stockings with openwork clocks. In black, white, bronze, pink, silver, navy, gold, pearl, and cordovan. **\$3.00**

C-201—Hand embroidered pure silk stockings in black or white with black or white embroidery. **\$2.75**

Sets for Men, \$3.00 up.

ESPECIALLY ATTRACTIVE SELECTIONS FOR NEW YEAR'S GIFTS PACKED FOR MAIL DELIVERY IN DAINTY BOXES. CARD ENCLOSED IF DESIRED.

PECK & PECK  
Exclusive Hosiery  
286 Fifth Avenue at 48th St.  
501 Fifth Avenue at 42nd St.  
New York City

Chicago Palm Beach Newport

### SHOE CRAFT

27 W 38th St. New York

#### Fitting The Narrow Foot

Widths AAAA, AAA, AA & A. All sizes including \$1, \$2, \$3, \$4

#### MAJORIO—A Service Boot for Women & Girls

This is but one of the attractive models offered in our Special Sale. Made on the same last as regulation army boots, but more trim-looking. Very smart for wear with tailored and sports suits. Dark brown grained calf, blucher laced. **Special, \$8.**

SALE—38 modish styles of ShoeCraft. Shoes now on sale at 20% off.

Send for Catalog A-23

### A Dainty Xmas Gift

Desk Clock 8-Day \$4.00

Size 6 in. wide, 4 in. high.

EVERY woman needs one of these dainty clocks for desk or dressing table. Use them on their desks at the office.

Mahogany case, fine 8-day movement; 4-inch dial, beveled glass, \$4.00 delivered.

Mantel Chime Clocks, \$20 to \$65.  
Hall Chime Clocks, \$50 to \$500.  
Catalog 10 sent free.

Wm. H. Enhaus & Son  
Agents for the Seth Thomas Clock Co.  
31 John Street, New York City

### How Often

has some beautiful stage setting filled with envy—if you could only have a boudoir or a library as charming as that! You have good taste and beautiful furnishings—and yet the glamour is lacking! Do you want to know the real secret? Come tomorrow and we'll show you how the stage magic of indirect lighting, applied easily in your own home by a simple device hidden in your lamp shade, will transform the room you are proud of into a dream of beauty.

Come and see and be charmed! Just a few steps from Fifth Ave.—

31 West 46th St., THE EYE-COMFORT LIGHTING SHOP

(or write for illustrated booklet on Home Lighting—but better come and see with your own eyes!)

### The "BLISS" Reproducer

Will Improve Your Phonograph 100%

No matter what make. Does away with that unpleasant thin nasal tone produced by all nice sound boxes.

Doubles the life of your records by giving fuller volume with the lightest needles.

Plays all makes of records. We invite comparative tests. Price—Nickel, \$2.00; gold, \$7.50. Sent check. Ten Days' Trial. Money refunded if not satisfactory.

Telephone Greeley 2018.  
Wilson-Laird Phonograph Co., Inc., 29 W. 34th St., New York City.

## Removal Sale

On or before February 1st, 1918, we will remove our showrooms to 39th Street, corner of Sixth Avenue.

We Offer Our Entire Large Stock of

### Period Furniture

GRAND RAPIDS FURNITURE (Direct from Factory)  
REGARDLESS OF COST  
PRIOR TO REMOVAL

Manufacturers MANGES BROS. Established 1852  
Now at 115 and 117 West 23d Street

### CHENEY SILKS

Beautiful pieces of artistry—goodness of quality—authenticity of style and exquisite design.

We have just received from Maison Violet, (pronounced Vo-lay) Paris, a shipment of their celebrated No 48 ROYAL THRUDACE TOILET SOAP. The Officers' Soap—More of this soap is used on the Continent than any other soap made. \$1.25 per cake—Sold in the best shops all over the world.

FRANK H. BRINDLEY & CO.  
71 West 38th St., New York

### PARKER'S METHOD OF HAIR TREATMENT

and HERBEX HAIR TONICS maintain HEALTHY HAIR and correct Unnatural Hair & Scalp Conditions. They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes.

Forty years' test has demonstrated their efficacy; many thousand patrons testify to their beneficial value. Healthy hair and scalp disorders grow worse by neglect.

Send description of your hair and scalp condition, general physical health, and age, and I will suggest proper treatment and tonics. Booklet "Healthy Hair," free on request.

Hair & Scalp SPECIALIST  
Frank Parker  
51 WEST 37TH STREET, NEW YORK

### Transformation Simplex

A perpetually varied culture, giving chic and elegance, solves the hair dressing problems for all times; made and designed by Parisian expert only.

B. CLÉMENT,  
The French Hair Shop  
5 East 35th St.  
(Opp. B. Altman & Co.)  
New York.

### Pompeian Beauty Powder

Adds a pearly clearness. Stays on unusually long.

### 60 million Aunt Jemima breakfasts served last year

Have one and see why

WHEAT FLOUR  
AUNT JEMIMA PANCAKE FLOUR

### Take the Jar Off Your Spine

Every day you average 8,000 steps—8,000 little shocks that jar your spine and tend to wear you out. Don't pound away your energy with every step you take. Wear O'Sullivan's Heels—the only heels for city streets. These shock absorbers will save you 8,000 shocks a day. For men, women and children, 50c attached.

O'SULLIVAN'S SAFETY CUSHION HEEL

### Sonora

Twelve superb models of this unrivaled instrument from \$50 to \$1,000.

Fifth Avenue, at 53rd Street  
The Highest Class Talking Machine in the World.

### Fashionette Invisible HAIR NETS

Invisible, strong, self-conforming, cap-shaped or all-over sizes. In sanitary envelopes, 2 for 25c, white or gray, 25c each. At all good shops.

### Quality—Service—Price DALE

Display Extraordinary of Table, Boudoir, Floor and Piano LAMPS

Ideal Christmas Gifts. Novel and Artistic Designs not to be found elsewhere.

Buy Direct from Factory and Save Money.

Dale Lighting Fixture Co.  
109 West 13th St. New York  
One Dear West of 4th Ave.

### FOLDING SEWING BASKET

Solid Mahogany frame with green or tan bag. SPECIAL... \$3.75

ALSO Mahogany Trays, Needle Cases, Sewing Stands, Sewing Stools, Tea Wagons, etc. All Reduced.

SREPPARD KNAPP SON Co.  
CARPETS RUGS Wholesale  
29-41 WEST 23rd St.

### EVENING CREAM

Marquise de Sevigne (Le Secret de la Parisienne)

The well-known evening cream of Parisian women of elegance. It imparts to the arms and neck an exquisite white complexion. This evening cream is impervious to acid action and ineffaceable until removed

**1.50**

The Jar  
BONWIT TELLER & Co.  
The Specialty Shop of Cosmetics  
Fifth Ave. at 38th St., New York