

Broadway

# Saks & Company

at 34th Street

Present for sale during the week of Feb. 18 to 23

## Misses' Distinctive Spring Frocks

At Most Unusual Prices

Sizes 14 to 18 Years.



4125



4126



4127

No. 4125—Misses' Dress of Double Thread Wool Jersey. Skirt has full tunic and the collar and sleeves are braided in self color. Colors: Beige, Rookie, Pekin, Navy Blue. Very Special...\$35

No. 4126—A Dressy Afternoon Frock in Navy Blue or Tan Georgette Crepe and Serge combination. Collar and cuffs are of White Georgette Crepe. Soft Satin sash. Very Special...\$29.50

No. 4127—Cleverly Tailored Dress of Double Thread Wool Jersey. Pleated tunic, and crushed Basque waist with coin pockets. Collar and cuffs embroidered and beaded in contrasting color. To be had in Pekin, Beige, Rookie, and Navy Blue. Very Special...\$35

Each model has been tailored according to the highest standards of custom tailoring.

# RUSSEK'S



A Spring Model of Originality. Satin or Tricotine DRESS designed on chic lines... \$32.50. MAIL ORDERS PROMPTLY FILLED. Give Height, Bust and Waist Measurements—also color wanted. Fashion Prints Free on Request.

**BIEN JOLIE**  
GRECIAN-TRECO  
is recognized by active American women as the one Corset material which yields freely to every movement without sacrifice of contour. GRECIAN-TRECO is found only in BIEN JOLIE creations. BENJAMIN & JOHNES, Newark, N. J. New York, N. Y.

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MOTHERS need no longer worry about the children kicking the covers off—"KEEPWARM KLIP" holds them in place. One klip for bedpost is covered with felt. One for bed-clothes is covered with rubber to prevent tearing. These are connected with elastic webbing adjustable to any length, allowing freedom of movement. For sale in New York at Best & Co., B. Altman & Co. and other leading stores. If your dealer cannot supply you, order direct from B. O. WRIGHT & CO., 91-93 5th Ave., N. Y.

**"ECIRUAM" GOWNS**  
Entirely Without Fasteners. Surprisingly Chic. Absolutely Comfortable. The "Queen" (London) says: "The Eciruum MATERNITY gowns are positively perfect." MAURICE & ADAMS, 20 West Forty-second St., LONDON, PARIS. Send for Booklet, Dept. 6.

**DALE**  
Quality—Service—Price. BUY Direct from FACTORY AND SAVE MONEY. Come See Our Beautiful Display. 109 West 13th St., New York. 1 Door West 6th Ave. Dale Lighting Fixture Co.

**Pond's Vanishing Cream**  
One application relieves chapped skin.

# Franklin Simon & Co.

A Store of Individual Shops

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

A New Fashion That Is Different!

## MISSES' ETON DRESSES

One-Piece Models, Sizes 14 to 20 Years



No. 7—Misses' Navy Serge Dress; (mannish tailored) Eton model with collar, vestee and cravat of figured foulard silk; skirt with tunic pleated over hips; tailored belt, trimming of self-covered buttons.

22.50

No. 9—Misses' Wool Scrim Dress, an entirely new Spring fabric in navy or brown; Eton model with collar and tucked vestee of white crepe de chine; self-color satin waistcoat, ornamented with novelty buttons, continues into belt at back; shirred top tunic skirt.

29.50

No. 7A—Small Hat of soft Milan braid, trimmed with ribbon band, curled quill at side.

16.00

No. 9A—Poke Hat of Lisere braid, faced with Georgette crepe of contrasting color. High ribbon bow at front to match straw.

18.00



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Beautiful Furniture Well Made. Attractively Priced Perfect Service. Beautiful "Marie Antoinette" design in exquisite old Ivory Enamel or Mahogany... \$308. **RUDER** Beautiful Furniture. 7 EAST 45th STREET BETWEEN FIFTH AND MADISON.

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The Gladiolus is one of the most satisfactory flowers grown and there is no reason why every family cannot enjoy this grand flower—it is as easy to grow as the potato. Bloom from July to frost if you plant a few bulbs each month from April to July. For only ONE DOLLAR we will send 50 Bulbs of our Grand Prize Mixture, which covers every conceivable shade in the Gladiolus kingdom. Last year we sold thousands of these bulbs and have received numerous testimonials as to their merits. ORDER YOUR BULBS NOW so as to have them to plant when you begin making your garden. Mail this advertisement with Check, Money Order, Dollar Bill or Stamps, or present at our store, and secure this splendid collection for only \$1.00, sent prepaid anywhere in the U. S. Write for 1918 Spring Catalog. **Stump & Water Co.** 30-32 Barclay Street, New York

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Perfect Diamonds Highest Grade. Call, write or phone for free catalogue, the BLUE BOOK of jewelry, diamonds, silverware, watches, ivory, etc. AT WHOLESALE PRICES you save one-third. Thousands of splendid gifts for Weddings, Births, \$1.00 to \$100.00. Anniversaries, Prizes \$1.00 to \$100.00. CHAS. L. TROUT CO., 170 Broadway, Cor. Maiden Lane, N.Y. 2nd Floor. Phone Cortlandt 3586. Open to 6 P.M., Saturdays included.

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Brilliant, lasting and waterproof. Powder 25c. Cake 25c and 50c. Send for free sample. GRAP BROS., Inc. 319 W. 24th St., New York. Ask for De Luxe Hair Nets Hand-made nets of human hair. Strong, sterilized and invisible. All colors. Cap or Fringe, 2 for 25c. up. Order by mail if not sold at your dealer's.

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THE POUCE OF ROYALTY. \$2.25 per box. Sample ten cents. FRANK M. PRINDLE & CO., 71 W. 25th St., N. Y.

**SHOE CRAFT**  
27 W 38th St. New York. Fitting The Narrow Foot. Widths AAAA, AAA, AA & A. All sizes including 8 1/2, 9, 9 1/2, 10. HIGH heels are dainty, becoming and a fashionable necessity for dress. So perfectly are the Louis XV heels of Shoecraft Shoes and Slippers adjusted to the right pitch, and so accurately are they placed to give proper balance, that you can wear them without discomfort or tiring. All sizes plainly marked. Parcel post prepaid. Perfect fit guaranteed. "ALLURIA"—For Spring Afternoons. A coquettish new Oxford, well suited to "primrose paths of dalliance." Especially popular in White Calf for Southern wear. Also made in Black Patent Coltskin. Havana and California and Nutria Buckskin. Hand-turned soles, 2 1/4-inch Louis XV heels. \$12.50. Send for Catalog A-17.

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The Original Remodelling Shop. Gowns, Suits and Dresses REMODELED. Shop Waists and Gowns Refitted. Suits cleaned, pressed, and made into latest styles. We also make new gowns to order; charming designs for winter resorts. Own material if desired. Miss H. Redding Coughlin, 17 E. 48th St. Phone Murray Hill 5062. We Have No Branches.

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