

Franklin Simon & Co.

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

JUNIOR GIRLS' SILK DRESSES

Smart Spring Fashions

SIZES 12 to 16 YEARS



SHOES, illustrated, from our shop. Prices upon application.

No. 7—Junior Girls' Dress of navy-and-white or green-and-white checked taffeta silk combined with plain color green or navy blue taffeta silk; shawl collar, cuffs, pockets and border on tunic skirt of plain color silk trimmed with self flutings.

16.75

No. 9—Junior Girls' Dress of navy or Copenhagen blue taffeta silk; waist and irregular tunic on skirt trimmed with self-covered silk buttons; white silk collar feather-stitched in color; plaid silk sash on navy dress; self-color sash on Copenhagen blue dress.

18.50

No. 11—Junior Girls' Plaid Silk Dress in navy blue-and-white or navy blue-and-tan novelty plaid; self-covered silk buttons trim dress down back, white Georgette collar piped with the plaid, wide belt ties into sash at back; shirred top skirt with peplum.

19.75

No. 7—High-crowned Poke Hat of caterpillar straw, faced with Georgette, flower trimmed.

12.75

No. 9—Hand-made Poke Hat of rough straw, faced with taffeta silk, flower and wheat wreath.

7.95

No. 11—Natural Leghorn Mushroom Hat, wreath of geraniums and leaves, velvet rosette.

10.75

Prompt Delivery Free, Anywhere in the United States—Phone 6900 Greeley

Franklin Simon & Co.

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

Every Child Should Wear
THE Specialist Shoe
REGISTERED

For CHILDREN
1 to 10 years of age

An Entirely New Shoe Designed to Protect—Not Correct—Healthy Normal Growing Feet.

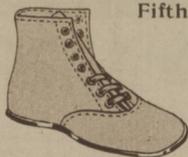
An ounce of prevention is worth a pound of cure. Many shoes have been designed to correct deformed feet. Why not a shoe to protect normal feet? This is just what the Specialist Shoe does.

It is a scientific modern shoe, designed by a doctor who is a specialist and the recognized head of the Orthopedic profession. Why have other than the best Specialist design your children's shoes?

It is—
—Scientific without being freakish.
—Roomy without being loose fitting.
—Designed by a man of science, not a cobbler
—Comfortable and good looking.

An Insurance against foot ailments.
A firm understanding for the future.

Children's Shoe Shop—Third Floor



Ages 1 to 2 years
2.50
White Buckskin
Tan or black Kidskin



Ages 2 to 4 years
3.00
Tan or black Kidskin



Ages 4 to 10 years
5.00 and 6.00
Tan Russia Calf

RUSSEK'S

362 Fifth Ave



This Handsome Dress of Georgette Crepe with Bead Trimming... \$45.00
MAIL ORDERS PROMPTLY FILLED.
Give Height, Bust and Waist Measurements, also color wanted
Fashion Reproductions Mailed on Request.

Chic and Distinctive Model Gowns and Suits

Exceptionally inviting is the array of distinctive Model Frocks and Suits at our unique shop. All are original models, beautifully made, expressing the very newest ideas of the leading designers for Spring and Summer wear, and no two are alike. We offer them to you at about half their real value.
\$15 to \$89
Two Gowns for the Usual Price of One.
Call and see them. You are never sure to buy.

MAXON MODEL GOWNS
1587 BROADWAY - 48th St. NEW YORK CITY
(Take Elevator—First Floor.)



Ask for a

They are the finest made. Carefully matched for color. 2 for 25c and up. Gray—25c and up. At all good stores. The H. G. G. Co., 68 Irving Place, N. Y. City.

Stewart & Co.

Correct Apparel for Women & Misses
5TH AVENUE AT 37TH STREET

Tailored Spring Suits

In the Newest Designs
Moderately Priced



No. 612B

No. 614B

No. 612B. Misses' Suit of navy men's wear serge, belt forms into a large box at back; coat is silk lined.
29.50

No. 614B. Misses' Ripple Suit of men's wear serge. Colors: Navy and black; coat is silk lined. SPECIAL. Sizes 14-16-18-20 Years.
29.50

A complete collection of the new Suits for Spring, for Women and Misses at extremely Low Prices. Mail or phone orders filled promptly. Send for illustrated Style Book 25.

MATERNITY

Adaptations from the Newest Modes
Designed by Lane Bryant



Style - Perfect apparel that effectively conceal condition; differ in no way from prevailing modes and are just as satisfactory after figure returns to normal. Prices no higher than ordinary clothes.
If you can't call, write to Dept. L 11 for "Maternity Modes" showing the newest styles for the mother-to-be, as well as "Baby Needs."

Lane Bryant, 21-23 W. 38, N. Y.

Furnishings of MINNET WILLOW

are smart, attractive, yet modest in price. Charming pieces to meet all needs, sturdily made of finest French willow. Send for catalog and upholstery samples. Express paid within 100 miles—freight 500. Immediate delivery.

MINNET & CO.
Lexington Ave., bet. 40th & 41st St.

Chaise Longue

Stained Cushions of plain red or figured cretonne.



\$32.50

Pompeian Beauty Powder

Adds a pearly clearness. Stays on unusually long.

The Sanitary Porcelain Enamelled Top Table.

Steel Legs Porcelain Top CAN DO NOTHING BUT KEEP CLEAN.
A welcome addition to the kitchen family.
At all good dealers everywhere.



Beautiful, Thick Glossy Hair HAY'S

Hair Health helps to keep your hair and scalp healthy and clean, free from dandruff; helps to keep your hair beautiful, lustrous and glossy. Get the genuine. Money refunded if not satisfied. The Philo Hay Co., Newark, N. J.

Improve Your Appearance

PROTECT YOUR HEALTH. Avoid Neuralgia, Catarrh and Colic by Covering Your Bald Spot With a Toupee. Wig or Toupee. Wearing Toupee. Fit and Match Guaranteed. Send for Free Booklet. YOU ARE ABSOLUTELY SAFE IN ORDERING BY MAIL. A. WALTER SOLOMON, 102 W. 42d St., N. Y.

FREDERICS

LASTING HAIR-WAVE SPECIALIST. Satisfactory Results Guaranteed. Frances Bldg., 665 Fifth Ave. At 53d Street. Telephones, Plaza 791 & 811.

Send for your Sweethearts

PURE MAPLE SUGAR. 10 freshly made hearts, 60c postpaid. Alice Brown Mohawk Trail Shelburne Falls, Mass. MAPLE SWEETHEARTS. Send for price list of OTHER MAPLE PRODUCTS.

HAMILTON'S

At \$25—you can choose from over 50 different suit styles—in your size.



\$25

\$25

Mannish Serge Suit

French Serge Suit

Equally complete selections at \$16.75, \$21.75 and \$35. Your Easter suit is among them!

HAMILTON GARMENT CO.

307 FIFTH AVENUE (bet. 31st & 32d Sts.) N. Y. Free catalog mailed out of town on request. Address Dep B A

"LIGHTING FIXTURES of MERIT" HEATHER



Special Sale of Discontinued Samples Now in Progress at Less Than Cost. VISIT OUR SHOWROOMS. Convenient Location. Write for Booklet "B." The R. C. HEATHER CO. 19 West 36th St., near 5th Ave.

GLASSBERG'S SHORT VAMP SHOE

In all shades, in Kid and Suedes, Oxfords and High Boots. A shoe that combines gracefulness of line, supreme comfort and a small-size appearance—all in one. Sizes from 1 to 9. Send for Catalog 7. Mail orders filled 511 4th Ave., near 31st St., 58 3d Ave., near 10th St.

ACHFELD'S METAPAD

Supports and Binds. FOR ALL Metatarsal Arch Affections, Morton's Toe, cramping of toes, enlarged little toe joints, sole callouses and spreading of toes. Worn in shoe. Any other foot troubles? Write or call. Achfeld, Foot Specialist, Dept. 94, Marble City Bldg., 1328 B'way (at 35th) N. Y. Patented March 31st, 1914.

Day Beds, \$16 to \$60

This Handsome Day Bed \$18.00 Box Springs with Cotton Felt Matt'r \$26.50 up Box Springs with Hair Matt'r... \$34.00 up GEO. M. MILLER, 7 West 45th Street, Tel. Bryant 914. Near 5th Ave.