

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.



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.

The Shop Individual **RUSSEK'S** 362 Fifth Ave



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.

**KEEPWARM KLIP**  
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

Quality—Service—Price  
**DALE**  
BUY Direct from FACTORY AND SAVE MONEY  
Come See Our Beautiful Display.  
109 West 13th St., New York. 1 Door West 8th 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

Prompt Delivery Free  
Anywhere in the United States.  
Phone 6900 Greeley

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

**A Garden Full of Gladioli for \$1.00**  
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

**Trout Jewelry Shop**  
Perfect Diamonds Highest Grade.  
Call, write or phone for free catalogue, the BLUE BOOK of jewelry, diamonds, silverware, watches, furs, fashions, 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.

**GRAP'S HYGLO NAIL POLISH**  
Brilliant, lasting and waterproof. Powder 25c. Cake 25c and 50c. Send for free sample.  
GRAP BROS., Inc. 219 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.

**SHOE CRAFT**  
27 W 38th St. New York  
Fitting The Narrow Foot  
Widths AAA, AAAA, AA, A, 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. Heva n a California and Nutria Buckskin. Hand-turned soles, 2 1/4-inch Louis XV heels. \$12.50  
Send for Catalog A-17

**Lane Bryant MATERNITY CORSET**  
is the ONLY one built for the true maternity figure; Retains Stylish Figure; Preserves Health; Relieves Fatigue.  
Supports abdomen and vital organs, preventing injury. "MATER MODES," showing apparel for mother and babe, will be sent free out of town. Write Dept. L-1. Phone Lane Bryant w. 88th St. 21 & 23 Greeley 6416  
We Have No Branches.

**The Mending Shop**  
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.

**DAVIS CHIN SUPPORTER**  
STOP MOUTH BREATHING  
Davis Chin Supporter keeps mouth tightly closed during sleep, and makes mouth breathing impossible. Strengthens sagging chin muscles, and reduces double chin. Light, durable, washable. Silk, \$4.95. Mesh, \$3.00. Linen, \$2.50. Cotton, \$1.50. Three sizes. Send for free leaflet, "Health and Facial Beauty."  
COEA M. DAVIS, 30 E. 42d St., Dept. 1A, N. Y. City

WHEN we say this is an unheard of opportunity you will likely understand that we do not make a practice of "mark down sales."  
A particularly fine collection of living room furniture is on sale now at unusual price reductions.  
Queen Anne Dining Room Suite, \$300  
American Burl Walnut, 10 pieces \$300  
You are cordially invited to see the 25 rooms completely furnished on display here. They are interesting and instructive.  
**KELLNER BROS.**  
S. E. Cor. 15th St. & 6th Ave. SINCE 1891

**HAMILTON'S**  
Whether it's a SPRING SUIT or a SPRING DRESS  
You'll find it here in the very models you want at unusually low prices.  
Hundreds of well-dressed women are practicing sensible economy. Of course, they deal at Hamilton's.  
Models Illustrated.  
Mannish Serge New Eton Model \$21.50  
Serge Dress New Eton Model Silk Pique Vestee Braid Trimmed \$17.50  
**HAMILTON GARMENT CO.** 307 FIFTH AVE. N. Y.

**Ambre Royal**  
THE POWDER OF ROYALTY  
\$2.25 per box. Sample ten cents.  
FRANK M. FRINDLE & CO., 71 W. 25th St., N. Y.

**GLASSBERG'S SHORT VAMP SHOE**  
For Women of Fashion  
All Leathers and Newest Shades  
Style Book Mailed FREE on Request.  
225 W. 42d St. (7th & 8th Aves.), N.Y. Telephone—Rivant 3068

**Conspicuous Nose Pores**  
How to reduce them  
Specific treatment for this trouble given in the 20-page booklet wrapped with every cake of Woodbury's Facial Soap. Begin today to get its benefits. For sale at all toilet counters.

**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.