The most original hat shop in town

Opens Its Doors Tomorrow

CHIC—new—wonderfully modish hats in charming profusion—mark the opening of our new shop tomorrow.

Fashion's most ardent devotees will appreciate the brilliant versatility of our Easter showing—the authoritative distinction with which all the new style tendencies are delineated.

Every hat is an exquisite creation.

Fashion's mandates are always followed—often anticipated,—occasionally *first conceived* in this spacious—yet dainty—super-shop.

Fifth Avenue, with its inimitable atmosphere, can point to no more typical exponent of its distinction.

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WE'RE going to reserve the mezzanine for the exclusive presentation of our very choicest creations. We call it *La Galerie Antoinette*, and we've fitted it up in old rose as an inner shrine to Fashion. (*Galerie Antoinette* hats will be specially labeled as such.)

The New York "insiders"—the real leaders of style—will find in it a congenial atmosphere that will inspire them to come often.

New styles on view every week the year 'round.

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622 FIFTH AVE.

Boas Plumes Fans

Franklin Simon & Co.

PARIS 4 Rue Martel — Fifth Avenue, 37th and 38th Sts., New York — LONDON 29 Jewin Crescent

Misses' "Betty Wales" Dresses

Simple Summer Models of French Linen or Sport Silks

No. 18—**Misses' "Betty Wales" Dress** *of French linen* in copen, rose, green, gold or all white; also in all white with rose or copen collar, cuffs and pointed pouch pockets. One piece model, panel front and back, pleated at sides from yoke. Belt of material, covered buttons, tailored buttonholes. 14 to 20 years.
12.75

No. 20—**Misses' "Betty Wales" Dress** *of natural pongee silk*, striped in copen, green or brown, with Chinese figures in contrasting shades; collar, cuffs and tie belt of natural color pongee; skirt attached to waist lining of natural color pongee with colored border, pongee buttons; 14 to 20 years.
18.50

No. 22—**Misses' "Betty Wales' Dress** *of French linen* in copen, rose or gold, also of white linen with blue or rose sailor collar, cuffs and belt. One piece model, box pleated from yoke back and front; knapsack pockets with belt drawn through pleats. Covered buttons of material. 14 to 20 years.
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Fitting The Narrow Foot

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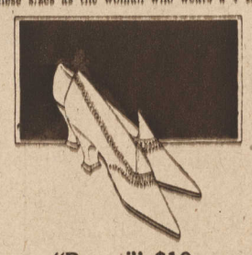

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(All our processes and implements are patented in the U. S. A.)

Nestlé Waved

We shall continue publishing pictures of these heads until the waving put in by us December 30th, has grown away from the scalp sufficiently to necessitate rewaving, which will be in the latter part of the summer. Readers of this advertisement should, of course, not put off having their own hair waved until the autumn. The Nestle-wave has stood its tests. It is safe in every way, and is not only harmless, but actually beneficial, to the hair.

This is the eighth weekly illustration of the two heads waved by us on December 30, 1916. Both girls show off their hair to good advantage, but the case of the lower is especially interesting because, as we explained at the beginning of the test, the total amount of hair on this scalp does not exceed two ounces. There was nothing the matter with the hair except that it had been abused with curling pins. It is now growing splendidly and gives the owner great satisfaction.

Nestlé Waved

It takes about two hours to make a straight-haired head naturally wavy by our process. The cost depends on the quantity. You may have only part of your hair waved. We take full responsibility in every way and give a strictly defined guarantee.

Our free illustrated booklet will give fuller explanations. Permanent hair-waving is our specialty here and in London, and over 50,000 heads have been waved by us since 1905. Mr. Nestlé is personally supervising the New York work.

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