

Franklin Simon & Co.

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

NEW SUMMER MODELS
SPORT APPAREL and ACCESSORIES

For Women, Misses and Girls



- No. 2—Women's and Misses' Palm Beach Cloth Riding Habits, with new model sleeveless flared coat; polo breeches, reinforced with self material. Women's sizes 32 to 44; Misses, 14 to 20 years. **22.50**
- Women's and Misses' White China Silk Sport Shirts, as illustrated on figures 2 and 6, mannish tailored model with flat pointed collar, pocket and French cuffs. Sizes 32 to 44. **5.75**
- No. 2—Natural Leghorn Sailor Hat. **5.75**
- No. 2—Riding Boots of black or tan Russia Calf. **16.00**
- No. 4—Girls' Coat and Breeches Habit of cotton khaki or natural linen crash; flared coat, breeches self reinforced. 4 to 16 years. **12.50**
- No. 4—Children's Riding Puttees, in black or tan Russia Calf. **6.95**
- No. 4—Same Puttees in black or tan Cowhide. **3.50**
- No. 4—Girls' Jockey Cap of Madagascar Straw. **2.95**
- No. 4—Children's Laced Shoes, of tan calf. Sizes 11 to 2. **5.00**
- No. 6—Women's and Misses' Sleeveless Sport Jackets, of wool Jersey in white, black, maize, purple, mauve, green or American Beauty; belted model, patch pockets. Women's sizes 32 to 44; Misses' 14 to 20 years. **12.75**
- No. 6—Women's and Misses' White Cotton Gabardine Skirts, gathered top, rounded pockets and wide belt. Waist 24 to 32. Length 34 to 42. **6.75**
- No. 6—Felt Sport Hat, in white or colors. **7.95**
- No. 6—Sport Oxfords of white rehskein cloth. **5.00**

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

At home on and after July ninth



Starrett & Van Vleet, Architects.



YOU are invited to inspect, inside and outside, a work of art. We refer to a remarkable store, new in fact but antique in manner and seeming, the Columbia Grafonola Store at 411 Fifth Avenue, to be opened on Monday, July 9th.

It is a place reminiscent of Jacobean times in old England, oaken paneled and tranquil with the patina of time's hand. It has been created with a specific, appropriate purpose. That purpose is, first, to house and display Columbia Grafonolas of antique period design, and, second, to provide a beautiful place for those who prefer to shop on Fifth Ave-

nue for their Columbia Grafonolas of any style, as well as liking to hear the latest Columbia Records under such agreeable circumstances as this store provides. Both the antique store and the rare merchandise discoverable there have a fine, remote charm, and are things rich with recompense for those who make the trip to see them.

COLUMBIA GRAFONOLA IN THE ADAM STYLE



COLUMBIA GRAFONOLA IN THE EARLY ENGLISH STYLE



Columbia Grafonola

Columbia Graphophone Company

Fifth Avenue at Thirty-seventh Street

Stewart & Co.

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

Smartly Tailored
Serge Dresses
New Models
Very Specially Priced



This Handsome Serge Dress, No. 188
May be had in navy and beige colors; collar in white satin.
SIZES 14-18-20 years
SPECIAL PRICE
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Mail or phone orders filled promptly.
Send for illustrated Style Book 18.
Phone 2400 Greeley.

Adjoining Tiffany's, 6 E. 37th.
"FLY CLEARANCE SALE"
is now in progress. The entire stock marked 40 to 60% less than regular. Goods purchased during this sale will be held for full delivery without additional charge. Important announcement shortly of our new store, the most beautiful furniture shop in the world.



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in any style you prefer—wear any shaped hat at any becoming angle and it will fit comfortably and stay in place if lined with

Pullastic ADJUSTABLE HAT LINING

No cutting or sewing—just tack the Pullastic lining in your hat with a few stitches. Made in white or black—price 25c to 50c.

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Against Sunburn Irritation
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grow straight in Blyn Plan Shoes—
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Glazed kid with kid or patent colt tips; Military heels and the famous Red Cross flexible soles. Lace and button.

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Moleskin sport purse, with blue, green, or purple leather strap handle and binding. Inside frame and mirror. Enameled button clasp. **2.95**

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