

Franklin Simon & Co.

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



GIRLS' WINTER COAT FASHIONS

Tailored or Fur Trimmed Models

- 44—Girls' Wool Velour Coat, in green, brown, dark red or navy blue with convertible collar of Nutria fur, full flare box model, set-in sleeves with tailored cuffs, large patch pockets; lined throughout and warmly interlined. Sizes 6 to 13 years. **16.75**
- 46—Girls' and Juniors' "Pom Pom" Bolivia Cloth Coat, in rookle, green, brown, dark red or jade; double breasted flare box model with deep cuffs of self material, overlap pockets; lined throughout and warmly interlined. Sizes 6 to 17 years. **19.75**
- 48—Girls' Velveteen Coat, in Burgundy, brown, green or black; with collar and bands on turn-back cuffs of Nutria fur; shirred at waistline, belted model, double flap novelty pockets, self covered buttons; lined throughout, warmly interlined. Sizes 6 to 14 years. **29.50**
- 44—Rolled Brim Velvet Hat, edged with Nutria fur. **12.75**
- 46—Velvet Hat, trimmed with Skunk fur. **9.75**
- 48—Velvet Hat, trimmed with Nutria fur. **12.75**

SHOES illustrated, from our shop. Prices upon application.

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

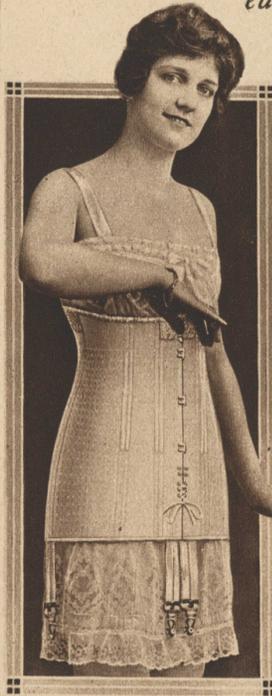
Franklin Simon & Co.

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

SOLD EXCLUSIVELY BY FRANKLIN SIMON & CO.
IN NEW YORK CITY AND VICINITY

THE NEW PATENTED Sta-Rite CORSET

Fastens instantly with a spring and is as easy to operate as an electric push button



Women's Sta-Rite Corset

No. 19—Of pink broche, for medium or full figures; straight line model with very low bust and back, long skirt, ribbon and lace trimmed.

Price 7.50



Women's Sta-Rite Corset

No. 21—Of pink or white brocaded cotton pique, for slight or medium figures; girle top inset with rubber band, extra long skirt.

Price 5.00

Designed in models for all types of figures; and only in the finer materials.

Manufactured and Patented by Improved Stay Co., New York

NO FURNITURE is worth while unless it gives you the satisfaction and service that only good furniture can give.

Upon quality and service KELLNER furniture has built a name and reputation that merits your confidence.

Queen Anne Bedroom Suite, Newby Walnut (Burl'd Panels), 4 pieces Bureau 50 inches **\$290**

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

Stewart & Co.

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

Misses' Suits

Handsomely Trimmed with Fine Furs
Moderately Priced



This Misses' Fur-Trimmed Suit, No. 59 may be had either in Silvertone Velour or Chiffon Broadcloth; collar may be worn high or low, is of Australian opossum; pockets are trimmed with same fur; coat is silk lined and interlined; colors are mouse, navy, black, brown and mahogany.

Sizes 14-16-18-20 years Suitable for small women to 40 bust measure **\$49.50**

Mail or phone orders filled promptly. Send for illustrated Style Book 20. Phone 2400 Greeley.

Peck & Peck

Stocking Shops

586 Fifth Avenue at 48th St.
501 Fifth Avenue at 42nd St.
New York City

Chicago Palm Beach Newport

BONWIT TELLER & CO.

The Specialty Shop of Originations
FIFTH AVENUE AT 38TH STREET NEW YORK

Originators—"MOON-GLO" Silk UNDERGARMENTS & NEGLIGES

Distinctive Bonwit Teller & Co. Creations

MOONETTE
MOONSHADE
MOONAN
MOONSIL
MOONTAR

MOONAN—Envelope or regular chemise of Moon-Glo Silk with tailored band trimming of Georgette. **11.75**

MOONETTE—Nightgown of Moon-Glo Silk with narrow banding at edge and inserts of Georgette. **24.50**

MOONSHADE—Negligee of Moon-Glo Silk draped with flowing Georgette sleeves and collar. **37.50**

MOONSIL—Envelope or regular chemise of Moon-Glo Silk trimmed with Georgette inserts. **14.75**

MOONTAR—Nightgown of Moon-Glo Silk with deep V-neck band and front of double fold Georgette. **22.50**

Regular Chemise **10.75**
Drawers to match **10.75**
Envelope Chemise **14.75**
Regular Chemise **13.75**
Drawers to match **12.75**

The Francis Permanent Hair Waving

Is recognized as the most beautiful natural wave. Mr. Francis, authority on hair, gives his personal attention, and his experience is at your disposal.

Telephone, write or call for appointment.

FRANCIS French Hair Specialists, 8 West 37th St., N. Y. Tel. 5314 Greeley

Muller's Hair

Everything smart in Mourning Wear, including fashionable black.

16 West 37th St. Off Fifth Ave., N. Y. 625 Greeley.

The Mending Shop

The Original mending and remodeling shop.

Gowns, Suits and Dresses REMODELLED. Skirts, blouses and coats fitted. Suits cleaned, pressed and made into latest styles. First-class dry cleaning. We also make charming new gowns to order. Own material if desired.

Miss M. Redding Goughlin, New Address 17 E. 48th St. Phone: Murray Hill 5062. We Have No Branches.

LUX

For all fine laundry

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.

Trout Jewelry Shop

Perfect Diamonds Highest Grade.

Call, write or phone for free catalogue, the BLUE BOOK of jewelry, diamonds, silverware, watches, cut glass, ivory, novelties. AT WHOLESALE PRICES you save one-third. Thousands of splendid gifts for Weddings, Births. **\$1.00 to \$100** dress. Amire-aries, Prizes.

CHAS. L. TROUT CO.
170 Broadway, Cor. Madison Lane, N. Y.
2nd Floor. Phone Cortlandt 3586.
Open to 8 P. M., Saturdays included.