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

FOR
RIDING
GOLF
TENNIS and
other outdoor sports

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**

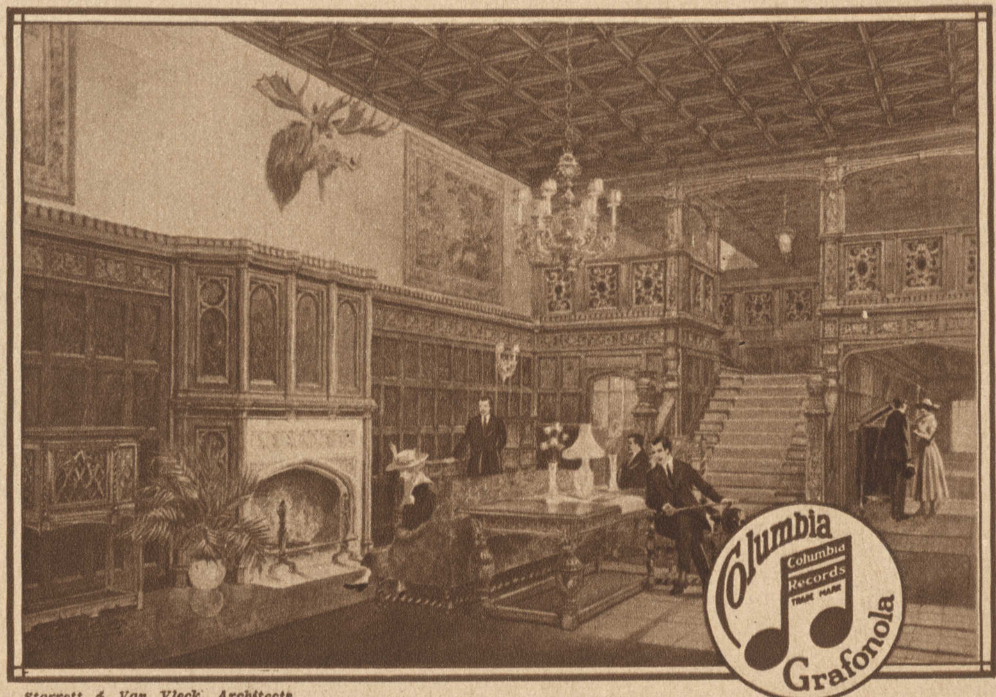
No. 6—Women's and Misses' White Cotton Gabardine Skirts, gathered top, rounded pockets and wide belt. Waist 24 to 32. Length 34 to 42. **6.75**

No. 6—Felt Sport Hat. in white or colors. **7.95**

No. 6—Sport Oxfords of white rheinskin cloth. **5.00**

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

At home on and after July ninth



Starrett & Van Vleck, 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 Avenue 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 is of white satin.

Sizes 14-16-18-20 years 36 to 42 bust measure SPECIAL PRICE $20.00

Mail or phone orders filled promptly. *Send for illustrated Style Book 18. Phone 2400 Greeley.*

The W.H.Tierney Shop

Adjoining Tiffany's, 6 E. 37th.

"JULY 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 fall delivery without additional charge. Important announcement shortly of our new store, the **most beautiful furniture shop in the world.**

Dress Your Hair

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

The **Pullastic**

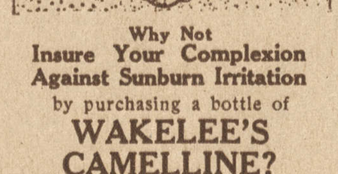
ADJUSTABLE HAT LINING

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.

Pullastic Hat Linings Are Sold by

B. Altman & Co., John Wanamaker, Stern Brothers, Gimbel Brothers, Lord & Taylor, Greenhut Jas. McCreery & Co., Hearn's, John Daniell's Sons.

And All Leading Stores In BROOKLYN and NEWARK



Why Not

Insure Your Complexion Against Sunburn Irritation

by purchasing a bottle of

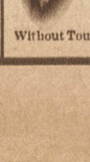
WAKELEE'S CAMELLINE?

Sold by R. H. MACY & CO. and other Leading Stores.

Procure a sample size by sending 15c. in stamps.

CAMELLINE, 1270 B'way, N.Y. City

IMPROVE YOUR APPEARANCE

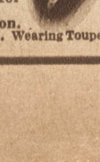


By Covering Your Bald Spot With a Wig or Toupee.

Protect yourself against Catarrh and Neuralgia; fit and match guaranteed perfect. Send for booklet.

A. Walter Solomon.

Without Toupee. 102 W. 42 St., N.Y. Wearing Toupee



Children's Feet

grow straight in Blyn Plan Shoes—tender toes are not bruised—soft bones are not crushed or bent.

Blyn Plan Shoes fit the feet all over—easily but not loosely.

Blyn-Plan Nature Shoe

For Children **Patent Colt and Gun Metal**

Button and Blucher Styles

Sizes
5 to 11......**2.50**
11½ to 2....**3.00**
10c Extra by Mail

Red Cross Shoe

Combination Shoe—Low Instep, Narrow Heel Model

We are sole agents for Red Cross Shoes for New York, Brooklyn and Newark.

TRADE MARK

Style 845½

5.50

Glazed kid with kid or patent colt tips; Military heels and the famous Red Cross flexible soles. Lace and button.

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West Side Stores: 222-224 W. 125th St. (west of Seventh Av.) 6th Av. & 27th St. 8th Av., near 39th St.

East Side Stores: 3d Av. & 122d St. 3d Av., nr. 86th St. 3d Av., 150 & 151 Sts. 162 Bowery, nr. Broome

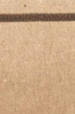
Brooklyn Stores 442-444 Fulton St., op. Bridge St. B'way, bet. Park & Ellery Sts. Broadway, near Greene Ave.

Newark Store: 689 Broad St., op. Military Pk.

Factory: 511-519 East 72d St.

Send your address to 424 West 30th St., N. Y. We want to mail you the new "Book of **Tasty Things**" with our compliments.

Say **Runkel's**



MATERNITY Apparel

So constructed that it expands as the condition requires (not a hook or eye needs changing), and so designed that it may be worn when the figure returns to normal.

No. 2662 (*as illustrated*). A refreshingly smart dress of fine chiffon voile which you will find very comfortable for informal wear. Hand emb'd collar of soft blue ramie, touches of soft blue and crystal buttons give character to the dress.

Special **14.50**

Suits, Gowns, Coats, Skirts, Waists, Negligees, Corsets, Brassiere, Layettes.

Send for Illustrated Booklet of our latest styles.

Leonard's

24 West 39th St., N. Y.

Period Furniture

GRAND RAPIDS FURNITURE (Direct from the Factory)

English Day Bed

Special at **$19.75** Regularly $32.

Solid Mahogany

DISCONTINUED PATTERNS at 50% of Regular Prices.

Sheraton, Tudor, Adam, Heppelwhite, Colonial, etc., Dining Room Suites, 10 pieces, $125 up; regularly $250 up. Queen Anne, Louis XV., Louis XVI., Sheraton, etc., Bedroom Suites, Mahogany & Walnut, $100 up; reg. $200 up.

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COTTAGE FURNITURE A SPECIALTY

Set of Photographic Reproductions Mailed FREE

Est. 1862 **MANGES BROS.** *M'f'rs*

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SHOE CRAFT

27 W. 38th St New York

Fitting The Narrow Foot

Widths AAAA, AAA, AA & A
All sizes including 8, 8½, 9 & 9½

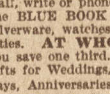
Sale, 20% Off

Forty leading styles are marked 20% below regular prices. Sizes 2 to 9½. Boots, slippers and white footwear. Write for Sale Circular A-8

Tan, White, Black or Grey. Catalog Price $10.00

Sale Price $8

Trout Jewelry Shop



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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, Birthdays, Anniversaries ...... **$1 to $50**

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2nd Floor. Phone Cortlandt 3386.
Open to 6 P.M., Saturdays included.

STRAIGHTEN YOUR TOES BANISH THAT BUNION

Perfection Toe-Spring. ACHFELDT'S

Worn at night, with auxiliary appliance for day use. **A PERSONAL DEMONSTRATION** of this Simple Surgical Splint will convince the most skeptical. Any other foot troubles? Full particulars in plain sealed envelope to "Out of Town" customers. Sent on approval. Money refunded if not as represented.

M. ACHFELDT, Foot Specialist, Marbridge Building,

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Irreproachably smart and undeniably different, the Carlton Chaise Longue is indeed a desirable piece of furniture. It is woven by hand of imported willow and possesses both strength and comfort. Price $30 complete. Can be shipped at once. Write for catalog.

LEXINGTON AVE. Bet. 40th & 41st Sts. NEW YORK

Finest Service Skirt of

ARMI-KHAKI

None genuine without this label

This skirt is for service only. Built on extremely mannish lines. Patch Pockets, Strapped Belt and button down front. Made wide for Hiking, Canoeing, Motoring, Tennis, and in the Garden. In fact, it is exactly what is required for service. The material is the same as that used in the Army. **Priced on before-the-war costs. While present supply lasts will be sold at** Waist sizes 24-30. **$1.95**

Full Guarantee. Order by Mail, Sending Check or Money Order.

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BONWIT TELLER & CO.

"The Specialty Shop of Originations" FIFTH AVENUE at 38th STREET NEW YORK

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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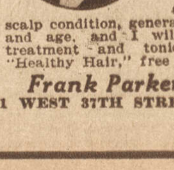
METHOD OF

HAIR TREATMENT

and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair & Scalp Conditions. They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes.



Forty years' test has demonstrated their efficacy; many thousand patrons testify to their beneficial value. Healthy hair needs attention. Incipient hair and scalp disorders grow worse by neglect. Send description of your hair and scalp condition, general physical health, and age, and I will suggest proper treatment and tonics. Booklet T, "Healthy Hair," free on request.

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