

Franklin Simon & Co.

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



401



403



405



407



409



411

FUR COATS and FUR COATEES

FOR WOMEN
AND MISSES

Featured are models
that will be fashion-
able this winter

No. 401—Hudson Seal
Coatee (dyed muskrat),
full loose back, coat front
with rounded ends and
pockets, fastened with
buckle, large collar and cuffs
of taupe dyed squirrel. **210.00**

No. 403—Taupe Dyed
Nutria Cape Coatee,
full cape back, coat front
fastened at waist with belt,
deep slit pockets, roll col-
lar can be fastened high at
neck or worn open. **175.00**

No. 405—Hudson Seal
Coat (dyed muskrat), 45
inches long, round shirred
back collar with revers in
front, outside pockets
with lap and fur buttons,
detachable belt. **235.00**

No. 407—Natural Nutria
Coat, 45 inches long,
square cape back collar
with shawl front, deep
fur cuffs and belt, deep
inset pockets. **210.00**

No. 411—Natural Mink
Coatee, large square collar
finished with heads and tails,
bottom of coatee finished
with tails and paws, sleeves
formed by clasping cuffs with
mink heads; can be worn
loose as a full cape. **625.00**

No. 409—Hudson Seal Coat
(dyed muskrat), 48 inches
long, large roll shawl collar
(fur both sides), and cuffs of
real Skunk fur, new dolman
shape sleeves, crushed girdele
belt of Seal fur, finished with
handsome silk tassel. **385.00**

These Prices Will
Prevail Until
August 31st Only
Later Prices Will Be
Very Much Higher

Furs Purchased Now Stored Free Until Required

Prompt Delivery Free, Anywhere in the United States

Chauffeurs' Outfits

For Summer Wear
Special At

\$37.50

Palm Beach Suit,
Duster and Cap



Smart, cool, durable—
guaranteed washable.
Norfolk jacket and
trousers of dark gray
washable Palm Beach
cloth. Double-breast-
ed duster of the same
material, and cap to
match suit and dus-
ter. The outfit com-
plete at \$37.50 or
as follows:

Suit \$17.50
Duster . . . \$17.50
Cap \$2.50

Catalogue and Chau-
feurs' Apparel Chart
Mailed on Request

Brill Brothers

BROADWAY AT 49th ST.

DR. GRAHAM'S ANTISEPTIC FOOT CREAM

The private prescription of an eminent Foot Special-
ist for aching, swollen, burning, tired or perspiring
feet. Overcomes soreness from corns, bunions and
calluses. Just what golfers need. Send your
soldier boy a jar.

At Druggists' and Department Stores
Send 10c and your dealer's name for
a generous trial jar. 29 West 33d St
The Sigma Co., New York

Pledge to buy
W. S. S. regularly



Beauty

BEAUTY is an inherent quality of the Knabe.
Its simplicity and dignity of architecture befit
its position in fine homes. The exquisite tone
and perfect action express the subtlest tone
coloring. It is the harmonic achievement of
supreme craftsmanship.

"The Piano for a Lifetime"

Mignonette Grand \$875 in Dull Mahogany.
Convenient Terms Arranged. Pianos taken in Exchange.

Knabe Warerooms
Fifth Avenue at Thirty-ninth St.



GRAF'S
HYGLO
Cuticle Remover
& Nail Bleach

A new two-in-one prepara-
tion. Large bottle 25c. Use
with Hyglo Nail Polish,
cure or powder, 25c and
50c, at stores. Send 10c
for samples. Graf Bros.,
125A W. 24 St., N. Y.

BERTHE MAY'S
ORIGINAL
**MATERNITY
CORSET**

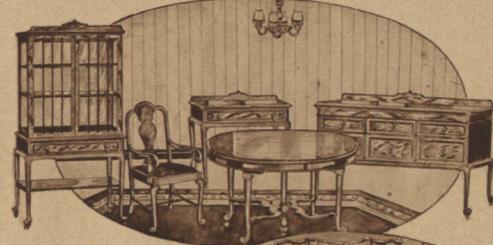
Comfort, abdominal
support, protection for
mother and child. Dress
as usual—normal ap-
pearance. Call at my
Parlors, or write for book-
let No. 23, free in plain
sealed envelope.
It can be worn by stout
Women and Invalids.
Berthe May, 10 E. 46 St., N. Y.

**L.M. HIRSCH
SHOE COMPANY**

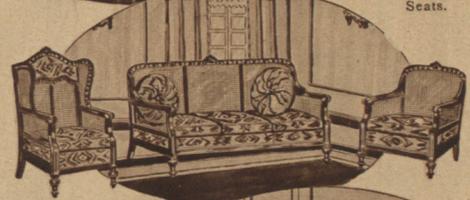
Exclusive Styles
For Men and Women
6th Ave. at 39th St.
(Formerly 404-406 6th Ave.)

**Pompeian
Beauty Powder**

Adds a pearly clearness.
Stays on unusually long



Queen Anne Dining
Room Suite, Amer-
ican "Burl" Walnut,
10 Pieces **\$325**



Louis XVI Library
Suite Covered in
Velour of Damask,
3 pieces. Loose
Spring Cushion
Seats. **\$178**



Hepplewhite Bed-
room Suite, Antiqued
Mahogany. Inlaid with
"Burl" Walnut and
Trimmings in Dull Sil-
ver Finish, 4 Pieces.
\$275

OUR August prices are a potent factor in economical
homemaking. They are far lower than any other
furniture house can offer you under present conditions,
to say nothing of the uncertain future. For those who so
desire we will arrange to hold any purchase for later delivery.

You are cordially invited to see "The Twenty-Five Rooms"
completely furnished. They are an aid and an inspiration.

KELLNER BROS.

Twenty-eight years selling Good Furniture
SOUTH EAST CORNER 15th STREET AND 6th AVENUE