

Franklin Simon & Co.

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



207 209 211

WAISTS:
32 to 44 bust.
SKIRTS:
Waist, 24 to 34 in.
Length, 34 to 42 in.

New Summer Fashions

Waists, Separate Skirts and Sport Hats

At Unusual Prices

For WOMEN and MISSES

- | | | |
|---|---|--|
| 207—White French Batiste Waist, new button back model, tucked front and back, pleated collar and cuffs, piped with copen, rose or yellow organdie, also in all white. 5.75 | 209—Pin-tucked White Batiste Waist, tucked roll collar and turn-back cuffs edged with lace; ribbon ties at neck and cuffs. 5.75 | 211—Self Striped White Dimity Waist, white linen roll collar, cuffs and hand embroidered front, with real Irish crochet edging. 5.00 |
| 207—Organdie Skirt, in white, flesh, Copen or orchid, shirred at waist, hemstitched tucks over wide hem; long self sash. 7.50 | 209—White Cotton Gabardine Skirt, shirred top, triple rounded flap pockets with loops and pearl buttons; two-piece belt button trimmed. 5.75 | 211—White Cotton Tricotine Skirt, (superior quality) gathered top, inset tailored pockets with large pearl button and buttonhole; detachable belt. 4.75 |
| 207—Tucked Taffeta Silk Sport Hat, in white and colors, faced with Milan hemp straw, grosgrain ribbon bow at side. 6.50 | 209—White Peanut Straw Mushroom Hat, high crown, trimmed with white, black, pink, navy or purple grosgrain ribbon. 6.75 | 211—Satin Sport Hat, stitched with straw braid; in white and colors; silk fringed tassel at side. 8.75 |

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

To the Wholesale Buyer!

WE ANNOUNCE THAT Our Fall Showing of DRESSES Wool Jersey and Fibre Silk

has met with the unqualified and enthusiastic approval of the leading retail stores of America.

Authentic buying—recognition has been granted these two sensational fabrics of fashion; and you may rest assured that every new Style theme, silhouette and color blend is here in our new Fall line.

According to the last-minute information received by our Paris office, Wool Jersey and Fibre Silk will assuredly occupy this coming season the same position of style-leadership they hold to-day! We have prepared accordingly.

As specialists in jersey weaves—the first as well as the largest in America to-day—we are well protected on piece goods and can protect you on deliveries.

CROWN EMBROIDERY WORKS

20 West 33rd Street
NEW YORK

MAISON HAAS—PARIS



RUSSEK'S

362 Fifth Ave.



A RICH and dignified model of lustrous black satin with panel back and front. Long sash with six inch fringe and panel. New draped sides. An exclusive \$39.50 Russek model of unusual charm...

Mail Orders Promptly Filled
Give height, waist and bust measure.
Newest Fashion Prints on Request.

BOHN SYPHON REFRIGERATOR

Beginning July 8 All Bohn Models will be priced at 15% to 40% Reductions from the list prices.
Bohn Refrigerator Shop
53 W. 42d St., N. Y.

BONWIT TELLER & CO.

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

The
"Matador" Sailor
of Georgette Crepe
15.00

In navy blue, white and black, ornamented with soutache braiding on top brim.

"Tuxedo" Collar
and Cuff Set
of Organdie
2.95

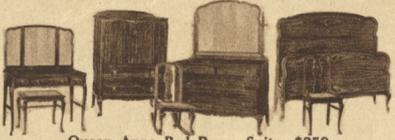
Surplice collar in white organdie with hand bound edge. Cuffs to match.



Established 1857

Mid-Summer FURNITURE SALE

A sweeping reduction on our entire stock, bringing all prices down to most attractive figures. Bed Room, Living Room, and Dining Room Suites of Distinction are featured in this sale.



Queen Anne Bed Room Suite, \$250

This magnificent suite may be had in American Walnut or Mahogany. Consists of 7 pieces: Bed, Dresser, Chiffonobe, Toilet Table, Bench, Chair and Rocker. It is dustproof throughout, and the cabinet work is of exceptional excellence. Other desirable Bedroom Suites from \$90 up.

SHEPPARD KNAPP SON CO.
CARPETS INC. RUGS
RETAIL WHOLESALE
39-41 WEST 23D ST.



Let Summer Time Be Beauty Time

Summer time is play time—make it beauty time also. Seek better health in the outdoors, find lovelier looks in the daily use of D. & R. Perfect Cold Cream. To use it every day and especially at night is a real beauty habit.

For Safety's Sake Demand DAGGETT & RAMSDALL'S PERFECT COLD CREAM

The Kind That Keeps
For proper skin care in summer it is a necessity. After motoring, shopping, traveling, or any outing, it takes the dirt out of the pores as well as off the surface. The large tube, (50c size) is economical, sanitary, and handy for travelers. In tubes and jars, 10c to \$1.50.

Send a tube to a soldier or sailor. It is a comfort they need and will appreciate.
Poudre Amourette: A perfect finish to the toilet of the well dressed. Flesh, white, brunette, 50c. Of your dealer or by mail of us.

TRY BOTH FREE
Send postal for free generous samples of Perfect Cold Cream and Poudre Amourette.
DAGGETT & RAMSDALL
Department 370
D. & R. Building New York



ARMAND'S COMPLEXION POWDER

In The LITTLE PINK & WHITE BOX



IT'S ARMAND'S wonderful face powder that clings with caressing insistence no matter how blowy the day.

And the cooling fragrance and softness means comfort on days when the sun is high.

Armand's nestles in little pink and white boxes that are as dainty and French as the powder is wonderful.

You may buy it for 50c or more, in all tints and delightful fragrances. Try the new "Cold Cream" Powder for out-doors—it comes in the Little Pink and White Hat Box for \$1.00. The boxes bear the fascinating little Louis 16th silhouette medallion.

You can get Armand's wherever the better toilet requisites are sold. For a Vanity Case of Armand's Powder send 10c and your dealer's name.

THE ARMAND COMPANY, Des Moines, Iowa
You may buy Armand's at the following places:

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| NEW YORK
Gimbel Brothers, Broadway and 33rd St.
James McCreery & Co., 5 W. 34th St.
Lord & Taylor, Fifth Ave. and 38th St.
Franklin Simon & Co., 414 Fifth Ave.
Stern Brothers, 41 West 42d St.
Arnold, Constable & Co., Fifth Ave. and 40th St.
Rothenberg Co., 34 W. 14th St.
James A. Hearn & Son, 20 W. 14th St.
Edw. Callan Co., 2217 3rd Ave. | NEW YORK—Continued
Barnett Brothers, Columbus Ave. & 74th St.
Park & Tilford, Fifth Ave. and 26th St.
Park & Tilford, Broadway and 41st St.
Park & Tilford, Madison Ave. and 58th St.
Park & Tilford, Broadway and 87th St.
Park & Tilford, Broadway and 101st St. | NEW YORK—Continued
Park & Tilford, Broadway and 112th St.
Park & Tilford, Lenox Ave. and 126th St.
Park & Tilford, Broadway and 146th St.
BROOKLYN, N. Y.
H. Batterman Co., Broadway.
Fred'k Loeser & Co., 484 Fulton St.
A.I. Namm & Son, 452 Fulton St.
A. Heilbronn, 5220 Fifth Ave. |
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