

# Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York

## Misses' "Betty Wales" Dress

Made Exclusively for Franklin Simon & Co.

A new Fall model for school, shopping or general wear.

Sizes 14 to 20 years

No. 99—Fashionable Collarless Neck Model of navy blue serge, embroidered in wool thread; half belt from sides of self material; straightline skirt with border attractively thread embroidered; invisible pocket; bone button trimmed.

18.50

Misses' Dress Shop Second Floor

HAT and SHOES illustrated from our shops.

Prices upon application.

Prompt Delivery Free—Anywhere in the United States.

Phone 6900 Greeley



### Before the Ride

Women motorists everywhere have learned the wisdom of using a little D. & R. Perfect Cold Cream before each ride. Its soft and soothing value to the skin is enhanced by the protection that it gives against the ravages of wind and weather. And after the ride there is nothing like

### DAGGETT-RAMSDELL'S PERFECT COLD CREAM

—not merely for cleaning, in the ordinary sense, but for clearing the pores of skin of each minute particle of dust or grime that has lodged on that delicate and sensitive surface. It means a quick, thorough and beneficial clean up that is restful and refreshing. In Tubes and Jars, 10c to \$1.50.

Poudre Amourette: The face powder preferred by women motorists. It always looks natural and stays on. Flesh, white, brunette, 50c. Both cream and powder of your dealer or by mail of us.

TRY BOTH FREE Send postal for free generous sample of Perfect Cold Cream and Poudre Amourette.

DAGGETT & RAMSDELL Department 501 D. & R. Building New York



### LIKE A FLASH

### YOU ARE SAFE IN AN EVER-WARM SAFETY SUIT

Not Air Inflated Always Dependable Buoyancy Indestructible Other devices may keep you afloat but cannot be relied upon, nor will they protect you as well as this suit from exposure—the cause of most deaths at sea. Learn how Ever-Warm Safety Suits saved many lives on the "Pres. Lincoln," the "Aurania" and in other disasters at sea.

Don't Sail or Let a Loved One Sail Without an "Ever-Warm" Ask for Pamphlet "12" from INTERNATIONAL LIFE SUIT Corp.

Sole Distributors 10th Floor, 11 Broadway, Tel. Bowling Green 8559 National Life Preserver Co., Sole Owners Demonstrations Wednesdays 2 P. M. at the Battery near Aquarium

KEEPS YOU AFLOAT DRY AND WARM

### "12 Seconds" or "12 Hours"

NO MORE GUESS WORK THE NEW SCIENTIFIC WIZARD ALARM CLOCK

IS GUARANTEED TO RING "ON THE DOT" FOR ANY MINUTE OF ANY HOUR. A PATENTED FEATURE POSSESSED BY NO OTHER CLOCK IN THE WORLD.

Send prepaid to any P. O. address on receipt of price, \$5.00, with illuminated hands and dial, (clearly discernible in the dark), \$6.00. Phone Broad 2515. YANKEE WIZARD CLOCK CO., 18 Broadway, N. Y. City.

### Chauffeurs' Outfits

and Motor Apparel for the Owner

Brill Brothers Broadway at 49th St.

### Singer SOFT-LITE Glasses

Relief from the violent rays of summer sun. Soft-Lite Lenses protect the eyes from harmful light rays. Colorless—Inconspicuous. Try them.

### m. Singer

Optometrists & Opticians, Madison Av., cor. 100 St., 206 B'way, 981 Prospect Av., Bronx, 604 W. 181 St.

### HOTEL BELLECLAIRE NEW YORK

Broadway at 77th St. Surface Cars at Door Subway at 79th St. Only a few minutes from the Shopping and Theatrical District.

### Salt Mackerel CODFISH, FRESH LOBSTER

RIGHT FROM THE FISHING BOATS TO YOU



FAMILIES who are fond of FISH can be supplied DIRECT from GLOUCESTER, MASS., by the FRANK E. DAVIS COMPANY, with newly caught, KEEPABLE OCEAN FISH, choicer than any inland dealer could possibly furnish.

We sell ONLY TO THE CONSUMER DIRECT, sending by EXPRESS RIGHT TO YOUR HOME. We PREPAY express on all orders east of Kansas. Our fish are pure, appetizing and economical and we want YOU to try some, payment subject to your approval.

SALT MACKEREL, fat, meaty, juicy fish, are delicious for breakfast. They are freshly packed in brine and will not spoil on your hands.

LOBSTER, as we salt it, is white, boneless and ready for instant use. It makes a substantial meal, a fine change from meat, at a much lower cost.

FRESH LOBSTER is the best thing known for salads. Right fresh from the water, our lobsters simply are boiled and packed in PARCHEMENT-LINED CANS. They come to you as the purest and safest lobsters you can buy and the meat is as crisp and natural as if you took it from the shell yourself.

FRIED CLAMS is a delicious, hearty dish that your whole family will enjoy. No other flavor is just like that of clams, whether fried or in a chowder.

FRESH MACKEREL, perfect for frying, SHRIMP to cream on toast, CRABMEAT for Newburg or deviled, SALMON ready to serve, SARDINES of all kinds, TUNNY for salad, SANDWICH FILLINGS and every good thing packed here or abroad you can get direct from us and keep right on your pantry shelf for regular or emergency use.

With every order we send BOOK OF RECIPES for preparing all our products. Write for it. Our list tells how each kind of fish is put up with the delivered price, so you can choose just what you will enjoy most.

Send the coupon for it. Frank E. Davis Co., 52 Central Wharf, Gloucester, Mass. Please send me your latest Fish Price List. Name \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

FRANK E. DAVIS CO., 52 Central Wharf, Gloucester, Mass.

### BENNETT RE-SETS DIAMONDS

14k, white gold, latest style hexagon setting—looks like platinum (like illustration) for your Solitaire or 5 to 7 small diamonds. COMPLETE \$8.50 Only \$6.50

BENNETT MFG. CO., 175 B'way (Upstairs) Old Jewelry Remounted & Repaired Diamonds Bought & Sold for Cash

### VIVAUDOU'S MAVIS

TALC-POWDER-CREAM 25¢ 50¢ 50¢

### Pompeian Beauty Powder

Adds a pearly clearness. Stays on unusually long.

# Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York

## VELVET CORDUROY

## BOUDOIR GOWNS

Lined Throughout With Dotted Silk Mull

For Women and Misses

No. 270—Wide Wale Velvet Corduroy Boudoir Gown in pink, light blue, rose, copen or wisteria; lined throughout with dotted silk mull; convertible collar can be worn open forming revers; girdle of self material with tasseled ends.

7.95

No. 272—Wide Wale Velvet Corduroy Breakfast Coat in rose, copen, wisteria, pink, light blue or peach; lined throughout with dotted silk mull; large pointed collar and sash trimmed with silk tassels; fold of self material finishes pockets and top of flounce.

8.95

No. 274—Wide Wale Velvet Corduroy Boudoir Gown in rose, copen, wisteria, pink or light blue; lined throughout with dotted silk mull; deep revers and Papillon sleeves finished with silk tassels; band of Mouffon fur trims neck; girdle of self material.

13.75

Women's Neglige Shop Balcony Floor



Prompt Delivery Free, Anywhere in the United States.

Phone 6900 Greeley



LIVING at the seashore? Do you miss the beauty and shade of trees, the fragrance of flowers, the protection and privacy of shrubbery, the fun and economy of a vegetable garden? You can have them all—guaranteed to live and to grow plentifully—if you ask us to help, for we have made a special study of seashore planting for many years, and have won out under most adverse conditions, particularly along the Long Island shore—as in the case shown above, on Fire Island. The secret is in knowing what to plant, and in planting thickly, for mutual protection. We can provide a windbreak that will not only be attractive itself, but enable you to realize your most cherished flower-garden dreams—yes, right at the seashore. And now is just the time to get busy and plan it all—for you are on the ground and can have it done just as you want it. We will gladly send a representative without cost to you to talk it over and picture to you just what can be done. Shall we send him—and when?

I. HICKS & SON "Sixty Years of Knowing How" WESTBURY (Phone 68) L. I.

Queen Anne Bedroom Suite, in Newby \$300 Walnut; Bow Front Bed; 4 Pieces

FURNITURE of high Kellner standard will cost so much more before it ever again costs less, that buying now is a particularly sound investment. We will arrange to hold your selections for later delivery, if you wish.

Do not fail to see "The Twenty-five Rooms"—replete with ideas for the furnishing of the home.

### KELLNER BROS.

Twenty-eight years selling Good Furniture

SOUTH EAST CORNER 15TH STREET AND 6TH AVENUE

### FURNITURE

This Beautiful Chippendale

### DINING ROOM SUITE

of unusually high class construction and faultless finish

10 PIECES \$450

Consisting of Buffet, China Cabinet, Extension Table, Serving Table, five side Chairs and one Arm Chair. Best of workmanship and material. This is but an example of the excellent values to be had in dining room, living and bed room suites.

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

### The HARDMAN FIVE-FOOT GRAND

Price \$800

Convenient Terms if Desired Price subject to change without Notice.

CARUSO Says: "THE HARDMAN IS MY FAVORITE PIANO" The greatest of tenors endorses the HARDMAN because of its lively, singing tone. His choice should be yours. Adelight to the eye as well as the ear, it will be "A JOY FOREVER" in your home. It's a decidedly worth while investment and the terms of payment are reasonable.

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