

Franklin Simon & Co.

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



CHILDREN'S HAIRCUTTING SHOP

A SHOP WHERE CHILDREN LIKE TO COME AND MOTHERS LIKE TO BRING THEM!

IT'S curious when you stop to think how many barber shops there are in the world and how few Haircutting Shops for children. There are certainly more children than Fathers, aren't there? And their hair grows faster than their Father's, doesn't it? And it's much more glossy and soft, isn't it? So why shouldn't children have a wonderful haircutting shop all to themselves?

WE COULDN'T NEGLECT THE CHILDREN ANY LONGER!

So we made a beautiful hair-cutting shop, with eight tall chairs, and big mirrors all around and lots of things that other such shops have not. Then we got the best experts we could find on children's haircutting, who know how to keep hair and soap out of the eyes, and they aren't cranky and all the time making them keep their heads still.

IT IS EASILY ACCESSIBLE AND STRICTLY PRIVATE

Where Mother can wait and watch you. A freshly sterilized comb and brush is used for every child and all the linen is washed by our own laundry. We cut your hair just as it ought to be and as Mother wants it, and if it is your first haircut, we have a special envelope all ready to preserve your first curl.



CHILDREN'S HAIR-CUTTING SHOP—Fifth Floor

Franklin Simon & Co.

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

WOMEN'S and MISSES' — READY-TO-WEAR
RIDING HABITS
For Cross Country or the Bridle Path



Of Gabardine in navy, brown, green or black.

37-Of cravenetted Melton in Oxford, green or brown; also of black and white checked Worsted - - - \$49.50

THE etiquette of dress is no more rigidly adhered to than in riding apparel. Whether for cross country or the bridle path, there is a habit which is correct for the occasion.

The Franklin Simon Sports Apparel Shop makes the subject of riding habits an intimate study. There are cross saddle habits for cross country, side saddle for the bridle path and dress habits for formal occasions.

Riding Hats, Crops, Puttees, Boots and all the other appurtenances are also to be had in an unusually large variety. Experienced horsewomen in attendance.

No. 37—This model also to be had in tan linen crash. 19.75

SPORTS APPAREL SHOP—Fourth Floor

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At \$67.50

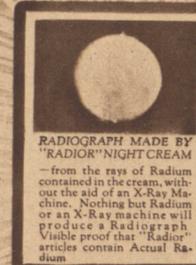
Suit, Overcoat and Cap to Match



With good fabrics scarcer than ever, there is now but one Royal road to Economy in Motor Apparel, and that is Quality. In this Chauffeur's outfit, consisting of suit, overcoat and cap of fine dark grey, all wool whipcord, we offer, considering conditions, an outfit which is remarkable for both quality and value. The outfit complete \$67.50, or as follows:

Suit \$29.50 Cap \$3 Overcoat \$35

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Toilet Requisites are sold by Department Stores, Liggett's and other leading drug stores.

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