

FRANKLIN SIMON MEN'S SHOPS

EVEN IN THE GREAT OUTDOORS A MAN'S CLOTHES MUST BE CORRECT!

AND so it is, we wish to impress upon you, that it is not a sport coat that we want to sell you particularly, nor even a golf suit, nor yet a pair of flannel trousers, so much as the assurance that whatever you buy in the Men's Shops has behind it the authority of sporting specialists who sell only what is correct and avoid what is not.

70—WHITE BUCKSKIN SHOES, English last, leather soles. 12.00 Tax .20 Price 12.20 Including Tax

72—WHITE BUCKSKIN SHOES, mahogany leather ball strap, tip and heel, Neolin soles. 9.50

74—WHITE BUCKSKIN SHOES, French last, white leather soles and heels. 12.00 Tax .20 Price 12.20 Including Tax

76—WHITE BROADCLOTH SILK SHIRTS, French cuffs. 10.00 Tax .70 Price 10.70 Including Tax

76A—BAT WING TIES of imported Foulard silk (state size of collar when ordering) 1.00

84—WHITE FLANNEL TROUSERS, fine quality. 9.00

84—OTHER WHITE FLANNEL TROUSERS. 11.00 to 18.50

80—FOUR - IN - HAND SCARVES of imported English foulard silk, in a large variety of neat patterns and colors. 1.50

86—SPORTS COATS (hand tailored) of blue, brown or green flannel. 30.00

88—SPORTS COATS (hand tailored) of knitted fabrics in brown, gray or heather mixtures, belted back. 25.00

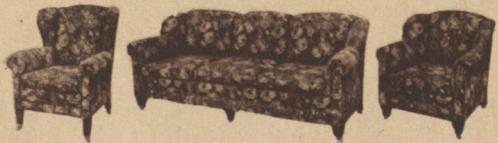
The illustrations in this advertisement are simply a foretaste of a variety which is unusually large and wholly unusual.

Franklin Simon & Co.

FIFTH AVENUE, NEW YORK

MEN'S SHOPS—2 to 8 WEST 38th ST.—Located on Street Level

LIVING ROOM FURNITURE RIGHT IN QUALITY, STYLE AND PRICE



Davenport, Arm Chair or Rocker Royal Wool Rugs: Reversible, \$53.75
 and Wing Chair. All spring edge, loose cushions upholstered with springs. The three pieces \$147.00 by 12..... \$43.75
 covered in Tapestry.... \$147.00 ft. 6 by 10 ft. 6

LENNON & COMPANY 153-157 West 23d Street Near 7th Avenue Subway

The Most Useful Clock in the World. Sets from the Face.

AND IT IS CALLED **THE IMPROVED WIZARD**

THE 1919 FRACTIONAL TIME REMINDER. FEATURES NOT ON ANY OTHER EXISTING CLOCK. NOVEL, HANDSOME, USEFUL, RELIABLE. Send for booklet or "Phone 2015 Broad". Sent prepaid to any U. S. I. O. address on receipt of PRICE: \$5.00; with illuminated hands and numerals, \$6.00.

YANKEE WIZARD CLOCK CO.,
 25 Bergen St., Brooklyn, N. Y.
 Formerly of 18 Broadway, N. Y. City.



Singer SOFT-LITE Glasses Save Your Eyes

Wear Soft-Lite Lenses Eyes Examined by Registered Optometrists.

m. Singer

206 Broadway, cor. Fulton St., Manhattan
 155 Fulton St., One Flight Up, "
 1435 Madison Ave., cor. 100th St., "
 804 W. 181st St., nr. St. Nicholas Av., "
 981 Prospect Ave., near 104th St., Bronx
 Uptown Stores Open Until 9 P. M.

LILY OF FRANCE CORSET



The Lily of France is a beautiful corset, worn by beautiful women to make them more beautiful.

\$5 to \$35 at Quality Stores De Luxe Edition of Style Studies Free



LILY OF FRANCE CORSET CO. 303 Sixth Avenue, New York



Claudia Muzio, prima donna, wearing gown, fashioned in Mallinson's Pussy Willow Satin

MALLINSON'S Silks de Luxe

The Song of SILK

All the variations of music, appealing alike in their subtlety and vigor, find a counterpart in the new

MALLINSON SILK CREATIONS

They are the most widely preferred silks of the season:

- Pussy Willow
 - Indestructible Voile
 - Roshanara Crepe
 - Ruff-a-Nuff
 - Khaki-Kool
- H. R. MALLINSON & COMPANY, Inc.
 Madison Ave.—31st Street—New York

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.

The Hotel Belleclaire is one of the coolest places in New York.

It is a splendid place for men whose families are out of town to get their breakfasts and dinners.

Remember this. Also remember that the best food and best cooking are to be had at the Belleclaire.

Robert D. Blackman, Proprietor.

DEAF?

Hear clearly and distinctly with a

Little Gem Ear Phone

Simplest and smallest hearing device

Awarded the Gold Medal at the Panama-Pacific Exposition.

Our latest improvement, the Gem Sound Perfector, insures clear, positive hearing in any assemblage at any distance. Try our Auto Ear Massage; used to stop head noises and improve hearing. Call at our office for a free, private demonstration. Expert advice without charge. Ask or write for booklet.

GEM EAR PHONE CO., Inc.
 406-T Marbridge Bldg., 47 W. 34th St., at B'way, N. Y. C. Phone Greeley 3744.
 Canadian Office—Royal Bank Bldg., Toronto.

COLONIAL BEDROOM SUIT OF SOLID MAHOGANY \$225
 Other Elegant Suits up to \$1,500

DAY BEDS \$17 to \$70

BEDDING OF THE BETTER SORT

GEO. M. MILLEF
 7 West 45th St. Near 5th Ave.

"ARTISTIC FRAMING"

Those pictures that you have been keeping to beautify your home can be framed now at remarkably low prices.

Paintings and Pictures for home and office.

NEW YORK FRAME & PICTURE CO.
 One Store Only
 50 Maiden Lane, N. Y. C.

ALLEN'S FOOT-EASE
 The Antiseptic Powder to Shake Into Your Shoes

And sprinkle in the Foot-Bath. It takes the sting out of corns and bunions, the friction from the shoe and gives rest and comfort to tired, aching, swollen feet.

The Plattsburg Camp Manual advises all men in training to shake Foot-Ease in their shoes every morning.

More than a million and a half pounds of Powder for the Feet were used by the American Expeditionary Forces. If you want genuine relief, Allen's Foot-Ease will give it and give it quickly as proved by 30,000 testimonials from all over the world. Sold everywhere.

So Easy to Use

McKEE REFRIGERATORS

Good dealers sell them Over a million users recommend them

CATALOG ON REQUEST
McKEE REFRIGERATOR COMPANY
 113 Lorimer St. Brooklyn, N.Y.

Chinwah

TALC - 25¢
 FACE POWDER - 50¢
 TOILET WATER - \$1.50

Roxey

VIVAUDOU'S MAVIS

TALC - POWDER - CREAM
 25¢ 50¢ 50¢