

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 main dining room, the Palm Room, and the Grill afford ample room to accommodate many people outside of the guests of the Belleclaire—so those of you who want good meals served at any time between 7 A. M. and midnight are welcome.

It is pretty generally believed that a hotel cannot make a profit serving meals, but if our dining facilities are taken advantage of by the people in this city when they feel like enjoying good cooking, then the Belleclaire can make a little money per meal. This "little money" multiplied by several hundred meals a day will justify us in maintaining food service that is exceptional even in this big city, where one can get anything he wants in the line of good eating.

Get the habit of dining at the Belleclaire.

ROBERT D. BLACKMAN,
Proprietor



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TROUSSEAU
SANKANAC
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LADY FAIR VIOLET

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Fifth Avenue, 37th and 38th Sts., New York
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Autumn Days Require a Serge Dress for All Round, Practical Wear Like This

MISSES' "Betty Wales" Dress

Made exclusively for Franklin Simon & Co.

FOR school, for street wear and for service as the general all round frock of the Fall—this "Betty Wales" model fills all requirements. It is of navy blue or brown serge with pressed in pleats both front and back, and on the girdle a bit of embroidery done in warm colored wools and wooden beads. Sizes 14 to 20 years

29.50

MISSES' DRESS SHOP
Second Floor

HAT illustrated, from our shop
Price upon application



Prompt Delivery Free, Anywhere in the United States

Franklin Simon & Co.

A Store of Individual Shops

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THE NEWEST OF THE NEW!!

THE BRETON BLOUSED SILHOUETTE IN WOMEN'S FUR TRIMMED COATS

EVERY cable from Paris confirms the information that the graceful lines reminiscent of the quaint Breton blouse are a marked influence in newly created fashions, and Franklin Simon have adapted it in women's coats. The youthful bloused back and the straight slender lines of the front, contribute to an altogether new and becoming silhouette destined to prevail in coat fashions.



82—The bloused panel back stitched with silk embroidery, sleeves with deep armholes, and the luxurious cape collar of Hudson seal (dyed muskrat) make this blouse model one of unusual smartness. The fabric is Peach-bloom, and the colors Pompeian, Madura brown, bison, navy or taupe. Silk lined and interlined.

145.00

84—Evora cloth is the lovely soft fabric, and the colors, Faisan, bison taupe, dragon-fly blue, Madura brown or navy blue in this blouse coat with self covered buttons and stitching to stimulate buttonholes. The shirred cape collar and bandings on cuffs are of taupe nutria fur. Silk lined and interlined.

168.00

86—This bloused coat with softly pleated bloused panel, sleeves set in to waist-line and fitted belt tying into sash, is developed in Cashmertyne—a new Winter fabric with a soft velvety nap. Colors: Mouse, Faisan, navy or Pompeian. Taupe nutria fur is used for the large collar and wide cuffs. Lined with silk and warmly interlined.

178.00

WOMEN'S COAT SHOP—Fourth Floor

HATS illustrated, are but suggestions of the infinite variety in the Millinery Shops

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Linders

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THE dainty woman knows what well-dressed people are wearing—what she herself must wear, selecting always the prevailing style that is best adapted to herself.

The distinctive character of



is due to the very general becomingness of their chic and swagger lines.

This youthful toggerly of simple elegance and exquisite quality is made from finely knitted

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Simply place a small quantity of our fragrant burning powder in the burner and apply a match. It will immediately smolder and diffuse a dreamy fragrance most pleasing to the senses. When burned in reception hall its perfume will pervade the upper rooms, purify the air, disperse all odors and impart a most pleasing perfume to draperies, clothing, etc.

On sale at your dealer's, or send \$1 (incense only, medium size, 50c.; large size, 90c.; magnum, \$2), and we will forward, prepaid, the set illustrated, with complete instructions for using. Specify C 1002. Acquaintance package of incense mailed postpaid upon request.

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