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# Franklin Simon & Co.

A Store of Individual Shops  
Fifth Avenue, 37th and 38th Sts., New York  
PHONE 6900 GREELEY



WOMEN'S AND MISSES'

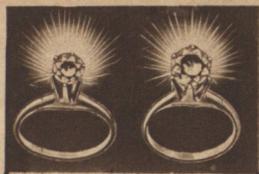
## SUMMER SPORT APPAREL

AND ACCESSORIES

Distinctive new models for riding, golf, tennis and other outdoor sports

- No. 8—Palm Beach Cloth Riding Habits with new model sleeveless flared coat, polo breeches reinforced with self material. Women's sizes 32 to 44; Misses' 14 to 20 years. **22.50**
- White China Silk Sport Shirts, as illustrated on figures 8 and 10, manish tailored model with flat pointed collar, pocket and French cuffs. Sizes 32 to 44. **5.75**
- No. 10—Sleeveless Sport Jackets, ideal for golf or tennis; of wool Jersey in white, black, maize, purple, mauve, green or American Beauty; loosely belted model with large patch pockets. Women's sizes 32 to 44. Misses' 14 to 20 years. **12.75**
- No. 10—White Cotton Gabardine Skirts, gathered top, tailor stitched rounded pockets and wide belt trimmed with hand crochet buttons. Waist 24 to 32; length 34 to 42. **6.75**
- No. 8—Natural Leghorn Sailor Hat **5.75**
- No. 10—Felt Sport Hat in white or colors. **7.95**
- No. 8—Riding Boots of black or tan Russia calf. **16.00**
- No. 10—Sport Oxfords of white rhenskin cloth, white rubber soles and heels. **5.00**

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No. 130 as illustrated without diamonds—  
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1 ct.—\$35.00 2 ct.—\$45.00  
1 1/2 ct.—\$50.00  
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1/2 ct.—\$33.00 1 1/2 ct.—\$41.50  
1 ct.—\$38.50 2 ct.—\$45.00  
1 1/2 ct.—\$55.00  
No. 132, Hand carved shank instead of diamonds—  
1/2 ct.—\$34.00 1 1/2 ct.—\$38.75  
1 ct.—\$36.50 2 ct.—\$36.50  
1 1/2 ct.—\$39.00  
No. 133, Platinum setting with 14k yellow gold shank—  
1/2 ct.—\$17.00 1 1/2 ct.—\$23.75  
1 ct.—\$19.00 2 ct.—\$25.50  
1 1/2 ct.—\$25.00  
We furnish many other beautiful designs in platinum at prices equally attractive.  
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Satisfaction guaranteed or money refunded. Diamonds returnable for cash less 10% within one year.  
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# At home on and after July ninth



Starrett & Van Vleck, Architects.



YOU are invited to inspect, inside and outside, a work of art. We refer to a remarkable store, new in fact but antique in manner and seeming, the Columbia Grafonola Store at 411 Fifth Avenue, to be opened on Monday, July 9th.

It is a place reminiscent of Jacobean times in old England, oaken paneled and tranquil with the patina of time's hand. It has been created with a specific appropriate purpose. That purpose is, first, to house and display Columbia Grafonolas of antique period design, and, second, to provide a beautiful place for those who prefer to shop on Fifth Ave-

nue for their Columbia Grafonolas of any style, as well as liking to hear the latest Columbia Records under such agreeable circumstances as this store provides. Both the antique store and the rare merchandise discoverable there have a fine, remote charm, and are things rich with recompense for those who make the trip to see them.



COLUMBIA GRAFONOLA IN THE ADAM STYLE



COLUMBIA GRAFONOLA IN THE EARLY ENGLISH STYLE

# Columbia Grafonola

Columbia Graphophone Company

Fifth Avenue at Thirty-seventh Street

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Your Guarantee  
Our pledge to you is that Venida will give you the longest and best service that can be had from any human hair net.  
If for any reason a Venida Net does not give satisfaction return it direct to us. Mention your dealer's name and we will send you a new net. Ask for Venida at Dept. Store, Specialty Shop, Liggett's Nikar-Hopman.  
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Note—Do you know that your Venida also makes a smart invisible veil? A postal will bring you an interesting booklet.  
Cap or Fringe Shape, all shades \$ for 25¢  
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SOFT-LITE Glasses  
Protect your eyes from the blinding glare of Summer Sunlight. Soft-Lite Lenses eliminate injurious light rays. Real eye comfort.  
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Comfort, abdominal support, protection for mother and child. Dress as usual—normal appearance. Call at my Parlors, or write for booklet No. 23, free in plain sealed envelope.  
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Three tiled daylight pools  
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Individually Exclusive, Modestly Elegant. Variety of styles and colors. For sale at the better stores. Write for name of nearest dealer.  
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