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Franklin Simon & Co.

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



New Fall Fashions

Misses' Taffeta Silk Dresses

Suitable for immediate wear

No. 358—Misses' Navy Taffeta Silk Dresses with waist fastening on bias and trimmed with self covered buttons; white lace collar, belt embroidered in contrasting color silk and beads ties in sash at back; skirt with inset side draperies. 14 to 20 years. **18.50**

No. 360—Misses' Navy Taffeta Silk Dresses with deep pointed collar of Georgette crepe beaded in self color, flesh color Georgette crepe vestee; pointed tunic skirt, sash tie with self covered pendent buttons. 14 to 20 years. **18.50**

HATS and SHOES illustrated, from our shops
Prices upon application

Prompt Delivery Free, Anywhere in the United States.



Brill Brothers

First Sale of the Famous Kuppenheimer Clothes

AT price reductions which make this event not only a notable one for New York, but a fitting conclusion to the first season that the Brill stores have had exclusive New York distribution of this wonderful clothing for Men made by the House of Kuppenheimer.

\$20.00 and \$25.00 Kuppenheimer Suits **\$17.50** | \$28.00 and \$30.00 Kuppenheimer Suits **\$23.50**

\$32.50 and \$35.00 Kuppenheimer Suits **\$27.50** | \$38.00 and \$40.00 Kuppenheimer Suits **\$32.50**

On Sale To-morrow, Monday, at these Seven Brill Stores
44 East 14th St. Broadway at 49th St. 47 Cortlandt St. 2 Flatbush Ave.,
279 Broadway 1456 B'way at 42d St. 125th St. at 3d Ave. Brooklyn
The Exclusive Kuppenheimer Dealers in the Metropolitan Districts

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MIGNONETTE GRAND
Length 5 feet 2 inches
Price \$750 in Mahogany

"A piano with astonishing fullness of tone and ravishing sweetness." LESCHETIZKY

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Phones: Franklin 734-735
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C Grade—\$69	C Grade—\$164
B Grade—\$80	B Grade—\$184
Perfect—\$94	Perfect—\$208

Special values at \$75. to \$350.

A beautiful platinum mounting of heart design which has proven very popular.

No. 130 as illustrated without diamonds—
 1/4 ct.—\$23.00 1 1/4 ct.—\$31.75
 1/2 ct.—\$28.50 2 ct.—\$35.50
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No. 131, set with six fine, blue, white perfect Westcott diamonds in shank—
 1/4 ct.—\$23.00 1 1/4 ct.—\$41.50
 1/2 ct.—\$28.50 2 ct.—\$45.00
 1 ct.—\$38.00

No. 132, Hand carved shank instead of diamonds—
 1/4 ct.—\$24.00 1 1/4 ct.—\$32.75
 1/2 ct.—\$28.50 2 ct.—\$36.50
 1 ct.—\$39.00

No. 133, Platinum setting with 14k yellow gold shank—
 1/4 ct.—\$17.00 1 1/4 ct.—\$25.75
 1/2 ct.—\$19.00 2 ct.—\$25.50
 1 ct.—\$22.00

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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perfect fitting

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Near 37th Street

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Has 7-jewel movement, dustproof case, unbreakable crystal, and the famous Kitchener strap. Timed, regulated and fully guaranteed. **\$7.90**

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Est. 1891
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 "What do you mean by service?"
 "Well, they have every model, finish and price of Victrola and the most complete assortment of records. You can always be suited perfectly—no need to shop around. Then they take such an interest in you after you purchase. And their attendants know music and can advise you intelligently."
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New York's Leading Victrola Stores
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Landay BROS. INC.

4 Stores

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Queen Anne Dining Room Suite in American Burl Walnut, 10 pieces **\$285**

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