

# Franklin Simon & Co.

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



401



403



405



407



409



411

## FUR COATS and FUR COATEES

FOR WOMEN  
AND MISSES

Featured are models  
that will be fashion-  
able this winter

No. 401—Hudson Seal  
Coatee (dyed muskrat),  
full loose back, coat front  
with rounded ends and  
pockets, fastened with  
buckle, large collar and cuffs  
of taupe dyed squirrel. **210.00**

No. 403—Taupe Dyed  
Nutria Cape Coatee,  
full cape back, coat front  
fastened at waist with belt,  
deep slit pockets, roll col-  
lar can be fastened high at  
neck or worn open. **175.00**

No. 405—Hudson Seal  
Coat (dyed muskrat), 45  
inches long, round shirred  
back collar with revers in  
front, outside pockets  
with lap and fur buttons,  
detachable belt. **235.00**

No. 407—Natural Nutria  
Coat, 45 inches long,  
square cape back collar  
with shawl front, deep  
fur cuffs and belt, deep  
inset pockets. **210.00**

No. 411—Natural Mink  
Coatee, large square collar  
finished with heads and tails,  
bottom of coatee finished  
with tails and paws, sleeves  
formed by clasping cuffs with  
mink heads; can be worn  
loose as a full cape. **625.00**

No. 409—Hudson Seal Coat  
(dyed muskrat), 48 inches  
long, large roll shawl collar  
(fur both sides), and cuffs of  
real Skunk fur, new dolman  
shape sleeves, crushed girde  
belt of Seal fur, finished with  
handsome silk tassel. **385.00**

These Prices Will  
Prevail Until  
August 31st Only  
Later Prices Will Be  
Very Much Higher

Furs Purchased Now Stored Free Until Required

Prompt Delivery Free, Anywhere in the United States



## Beauty

BEAUTY is an inherent quality of the Knabe.  
Its simplicity and dignity of architecture befit  
its position in fine homes. The exquisite tone  
and perfect action express the subtlest tone  
coloring. It is the harmonic achievement of  
supreme craftsmanship.

"The Piano for a Lifetime"  
Mignonette Grand \$875 in Dull Mahogany.  
Convenient Terms Arranged. Pianos taken in Exchange.

**Knabe Warerooms**  
Fifth Avenue at Thirty-ninth St.

## Chauffeurs' Outfits For Summer Wear Special At

**\$37.50**



**Palm Beach Suit,  
Duster and Cap**

Smart, cool, durable—  
guaranteed washable.

Norfolk jacket and  
trousers of dark gray  
washable Palm Beach  
cloth. Double-breast-  
ed duster of the same  
material, and cap to  
match suit and dus-  
ter. The outfit com-  
plete at \$37.50 or  
as follows:

Suit . . . . \$17.50  
Duster . . . \$17.50  
Cap . . . . \$2.50

Catalogue and Chau-  
feurs' Apparel Chart  
Mailed on Request

## Brill Brothers

BROADWAY AT 49th ST.



## DR. GRAHAM'S ANTISEPTIC FOOT CREAM

The private prescription of an eminent Foot Special-  
ist for aching, swollen, burning, tired or perspiring  
feet. Overcomes soreness from corns, bunions and  
calluses. Just what golfers need. Send your  
soldier boy a jar.

At Drugists' and Department Stores  
Send 10c and your dealer's name for  
a generous trial jar.  
29 West 33d St  
New York

Pledge to buy  
W. S. S. regularly

**The Sigma Co.,** New York

**GRAF'S  
HYGLO  
Cuticle Remover  
& Nail Bleach**

A new two-in-one prepara-  
tion. Large bottle 25c. Use  
with Hyglo Nail Polish,  
cure or powder, 25c and  
50c, at stores. Send 10c  
for samples. Graf Bros.,  
125 W. 24 St., N. Y.

**BERTHE MAY'S  
ORIGINAL  
MATERNITY  
CORSET**

Comfort, abdominal  
support, protection for  
mother and child. Dress  
as usual—normal ap-  
pearance. Call at my  
Parlors, or write for book-  
let No. 23, free in plain  
sealed envelope.  
It can be worn by stout  
Women and Invalids.  
Berthe May, 10 E. 46 St., N. Y.

**L.M. HIRSCH  
SHOE COMPANY**

Exclusive Styles  
For Men and Women  
**6th Ave. at 39th St.**  
(Formerly 404-406 6th Ave.)

**Pompeian  
Beauty Powder**

Adds a pearly clearness.  
Stays on unusually long

Queen Anne Dining  
Room Suite, Amer-  
ican "Burl" Walnut,  
10 Pieces **\$325**

Louis XVI. Library  
Suite Covered in  
Velour of Damask,  
3 pieces. Loose  
Spring Cushion  
Seats. **\$178**

Hepplewhite Bed-  
room Suite, Antiqued  
Mahogany, Inlaid with  
"Burl" Walnut and  
Trimming in Dull Sil-  
ver Finish, 4 Pieces,  
**\$275**

OUR August prices are a potent factor in economical  
homemaking. They are far lower than any other  
furniture house can offer you under present conditions,  
to say nothing of the uncertain future. For those who so  
desire we will arrange to hold any purchase for later delivery.

You are cordially invited to see "The Twenty-Five Rooms"  
completely furnished. They are an aid and an inspiration.

## KELLNER BROS.

Twenty-eight years selling Good Furniture  
SOUTH EAST CORNER 15th STREET AND 6th AVENUE