

Big Reductions on VACUUM CLEANERS

Specials For This Week Only
(No Mail Orders Filled at These Prices)



Hoover Special Regular Price \$57.50 This Week \$49.75
Hotpoint "L" Regular Price \$32.50 This Week \$27.75
Liberty "C" Regular Price \$40.00 This Week \$33.75

Others at Similar Reductions. Send for complete Price List.
 The servant problem is getting worse every minute—get a Vacuum Cleaner and be more independent.

We are the largest dealers in vacuum cleaners in the world—sell about 65 different kinds. The above prices are for absolutely new cleaners, latest models—for this week only.

All Vacuum Cleaners are good—some are better than others
 We publish a "rating" sheet which gives every make of Vacuum Cleaner a "rating" of one, two or three stars, according to our judgment of their merits. It contains valuable information.
 A copy will be sent absolutely free anywhere on receipt of coupon below. Any further advice is also free.
 We sell all cleaners rated "three star" on EASY PAYMENTS and allow free trial.

Used Cleaner Department
 Big Sale on Agents' Samples, Shopworn, Used Cleaners.
 Richmond, was \$65, now \$12
 Frantz-Premier, was \$30, now \$14
 Eureka, was \$20, now \$15
 Magic, was \$38, now \$14
 Ohio, was \$35, now \$20
 Hoover, was \$100, now \$50
 And many others at big bargains.
 USED CLEANER DEPARTMENT

\$1.00 PER DAY RENTS
 An Electric **VACUUM CLEANER**
 For Two Days.
 Free delivery within 15 miles.

VACUUM CLEANER SPECIALTY CO., Inc.
 Phone 6310-6311-6312 Bryant
 (Fill Out Coupon NOW Lest You Forget)

MAIN OFFICE AND SALESROOMS
 131 WEST 42ND ST.
 SUBWAY TO TIMES SQUARE

COUPON
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 131 W. 42nd St., N. Y. C., Dept. 9
 Send me complete price list and "rating sheet," which you say contain information of great value.
 Name _____

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Franklin Simon & Co.

Fifth Ave., 37th and 38th Sts., New York

New Fall and Winter Model

"Betty Wales" Serge Dress

For MISSES—14 to 20 years

Made Exclusively for Franklin Simon & Co.

DESIGNED on youthful, graceful lines so much desired by the young Miss.

No. 79—Misses' "BETTY WALES" Dress of navy blue serge, trimmed with black silk braid and bone buttons; draped basque bodice fastening at sidethrough hand bound buttonholes and bone buttons; imported hand drawn collar of contrasting color voile; new model straight-line skirt, inset pockets.

18.50

Misses' Dress Shop
 Second Floor

HATS and SHOES illustrated from our shops.

Prices upon application.



Prompt Delivery Free, Anywhere in the United States.
 Phone 6900 Greeley

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



New Model

Women's "La Supreme" Corsets

Sold only by Franklin Simon & Co.

TWO distinct types designed for the youthful straightline silhouette decreed correct by Fashion.

No. 10—"La Supreme" Corset of pink figured Broche, suitable for medium or full figures; a girdle top model that is heavily boned throughout and made very long over hips and back to attain the slenderized straight lines so much desired by the woman with plump figure. Sizes 23 to 30.

10.75

CORSET SHOP—Balcony Floor

Prompt Delivery Free, Anywhere in the United States—Phone 6900 Greeley

No. 12—"La Supreme" Corset of fancy pink Broche, designed for slender or medium figures; a low bust lightly boned model; elastic band across top and inserts at bottom allow freedom of motion, making this a flexible corset that gives a graceful, yet erect carriage. Sizes 22 to 28.

8.00

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Special at

\$75

Suit, Overcoat and Cap to Match



Suit \$34 Overcoat \$38 Hat \$3

With good fabrics scarcer than ever, there is now but one Royal road to Economy in Motor Apparel, and that is Quality. In this Chauffeur's outfit, consisting of suit, overcoat and cap of fine dark grey, all wool whipcord, we offer, considering conditions, an outfit which is remarkable for both quality and value. The outfit complete \$75.00, or as follows:

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is purely a toilet article, and because of a high percentage of cleansing ingredients keeps the teeth whiter and more brightly polished than any other preparation on the market. Show young people how well their teeth can look and they will take pride in keeping them looking well. There is no better medium for this than ALBODON DENTAL CREAM.

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