

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.

All winter long every room in the Hotel Belleclaire has been occupied every day. We thank our friends for their loyal support. Our only regret is that we could not supply all who wanted accommodations.

Now that Spring has arrived some of our guests will soon be returning to their houses in the country, which will permit us to accommodate more transient guests.

We are at your service to the extent of our ability at all times. If we had 1000 rooms instead of 300 we believe we could keep them all occupied all of the time, because so many people tell us how much they like the way in which we treat our guests. They especially like the good meals we serve.

Robert D. Blackman,
Proprietor.

CRÈME NEROL

Creates and preserves the beauty of the skin.

used by
Frances Starr, Gertrude Larner, Peggy Wood,
Billie Darke, Olive Fremstad, Hazel Dawn,
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CRÈME NEROL
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TUBE 50c
TUBE 1.00
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Original since 1900

Comfort, support, dress as usual, elegant appearance, excellent for Street, Women, and Invalids. Free in plain sealed envelope. Information by request for helpful publications on Maternity.

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TALC-POWDER-CREAM

25¢ 50¢ 50¢

Franklin Simon & Co.

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

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"Betty Wales" Serge Dress

For MISSES, 14 to 20 Years

Made Exclusively for Franklin Simon & Co.

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Important style attributes are the fabrics—Glove Silk Duvetyn, Poulette or Wool Tricotine



102

WOMEN'S COAT SHOP
FOURTH FLOOR



104



106

Model No. 102

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Model No. 104

POULETTE Draped Wrap emphasizes a new fibre silk weave in Alpine blue, fawn, bronze, navy or black; the soft, clinging qualities of both the Poulette and Georgette crepe lining give the fashionable slenderized draped lines, even the monk collar is draped; long stole ends are silk tasseled.

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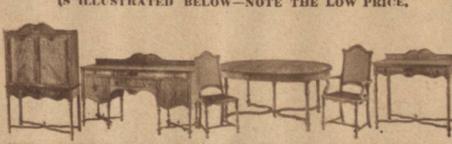
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