

Salt Mackerel

CODFISH, FRESH LOBSTER
RIGHT FROM THE FISHING BOATS TO YOU



FAMILIES who are fond of FISH can be supplied DIRECT from GLOUCESTER, MASS., by the FRANK E. DAVIS COMPANY, with newly caught, KEEPABLE OCEAN FISH, choicer than any inland dealer could possibly furnish.

We sell ONLY TO THE CONSUMER DIRECT, sending by EXPRESS RIGHT TO YOUR HOME. We PREPAY express on all orders east of Kansas. Our fish are pure, appetizing and economical and we want YOU to try some, payment subject to your approval.

SALT MACKEREL, fat, meaty, juicy fish, are delicious for breakfast. They are freshly packed in brine and will not spoil on your hands.

CODFISH, as we salt it, is white, boneless and ready for instant use. It makes a substantial meal, a fine change from meat, at a much lower cost.

FRESH LOBSTER is the best thing known for salads. Right fresh from the water, our lobsters simply are boiled and packed in PARCHMENT-LINED CANS. They come to you as the purest and safest lobsters you can buy and the meat is as crisp and natural as if you took it from the shell yourself!

FRIED CLAMS is a relishable, hearty dish that your whole family will enjoy. No other flavor is just like that of clams, whether fried or in a clammer.

FRESH MACKEREL, perfect for frying, SHRIMP to cream on toast, CRABMEAT for Newburg or deviled, SALMON ready to serve, SARDINES of all kinds, TUNNY for salad, SANDWICH FILLINGS and every good thing packed here or abroad you can get direct from us and keep right on your pantry shelf for regular or emergency use.

With every order we send BOOK OF RECIPES for preparing all our products. Write for it. Our list tells how each kind of fish is put up with the delivered price so you can choose just what you will enjoy most. Send the coupon for it now.

FRANK E. DAVIS CO., 282 Central Wharf, Gloucester, Mass. Please send me your latest Fish Price List.



\$5.4—White China Honey Pot \$3.50

ODD
It is a paradox that the Fifth Avenue shop foremost with the newest gifts and ingenuities is 70 years old. It is no less unique that the shop with the highest level of taste should be the store with the lowest level of prices.

OVINGTON'S
"The Gift Shop of 5th Ave."
314 Fifth Av., near 32d St.



Maternity

How to preserve your smart style and appearance during the maternity period is answered by Lane Bryant Special Maternity Clothes. They are smart, stylish and conceal the condition perfectly. Everything for Baby, Too. If unable to visit our store, write Dept. A1 for Style Book. Lane Bryant 21-23 W. 38th St., New York

VIVAUDOU'S MAVIS
TALC-POWDER-CREAM
25¢ 50¢ 50¢

Hirsch Shoes
Separate Departments for MEN and WOMEN. L. M. HIRSCH SHOE COMPANY 6th Av. at 29th St.

GEIGER & BRAVERMAN
FINE FURNITURE Moderately Priced
49 West 23rd St. Tel 5th 6-6644

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York
PHONE 6900 GREELEY

The "Something Different" Dress for Early Autumn and Winter.

MISSES' "Betty Wales" Dress

Made exclusively for Franklin Simon & Co.



EVERY one likes those little details of a frock which make it "different". As for this navy blue serge model, there is a saucy glint of color in facings of American beauty satin, a certain good taste and smartness in the tunic embroidered in black silk to match the bodice, and, for becomingness at the neckline, a soft little chemisette of ecru Georgette crepe and Valenciennes lace.

Sizes 14 to 20 years
39.50

MISSES'DRESSSHOP
Second Floor

HAT illustrated from our shop. Price upon application.

Prompt Delivery Free, Anywhere in the United States

Franklin Simon & Co.

A Store of Individual Shops

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

For Cool Days Soon to Come

VELVET CORDUROY BOUDOIR GOWNS

LINED WITH DOTTED SILK MULL
SPELL COMFORT AND WARMTH



50—WIDE WALE CORDUROY VELVET BOUDOIR GOWN in cherry, Copen, wisteria, pink or light blue with a convertible collar, girdle and pockets. Lined throughout with dotted silk mull.
9.75 Tax .23 Price 9.98 Including Tax

52—WIDE WALE CORDUROY VELVET BREAKFAST COAT in Copen, cherry, wisteria or light blue, lined throughout with dotted silk mull. Deep collar and corded flounce make this a becoming model.
10.75 Tax .33 Price 11.08 Including Tax

WHEN the Autumn air is damp and the chill penetrating, it is a positive pleasure to snuggle into a velvet corduroy boudoir gown. And since 'tis rumored that coal will be none too plentiful, a soft and warm corduroy gown will be indispensable.

54—WIDE WALE CORDUROY VELVET BOUDOIR GOWN in rose, Copen, wisteria, pink or light blue. Graceful tasseled sleeves, and moufflon fur collar are details that will appeal to the feminine heart. Lined throughout with dotted silk mull.
13.75 Tax .63 Price 14.38 Including Tax

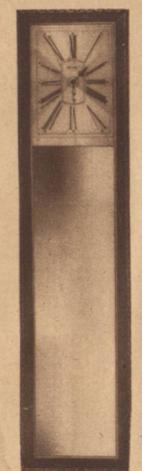
FEMININE NEGLIGEE SHOP, Balcony Floor

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DIGNIFIED

The simplicity of this combination hall clock and mirror adapts it to the furnishings of any room.

Frame of walnut with narrow carved edge. Fitted with 8-day Waltham movement; gold dial with black numerals and hands; high grade plate mirror. Clock is 46 inches high and 11 1/2 inches wide.
\$45.00



The HALLMARK Jewelers

5th AVENUE at FORTIETH STREET, Second Floor
CASH ON DELIVERY, FRANKLY



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QUALITY SERVICE PRICE. Buy Direct from Factory and SAVE MONEY.
The way to buy fixtures is to come and see the samples connected. We don't issue Catalogs or Pamphlets. Visit Our Showrooms. We mount Vases and Ornaments for Electric Light. Beautiful Assortment of Silk and Parchment Shades.



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ONE DOOR WEST OF 62 AV.
DALE Lighting Fixture Co

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Pure, Clean, Nourishing Milk in Crystal Form.
With KRYSTALAK on the pantry shelf you need not worry if the liquid milk turns sour. You can make any of the dainty, nourishing summer dishes which require milk, just as readily with KRYSTALAK as with liquid milk. KRYSTALAK is a most convenient and economical milk. It needs no ice to keep it sweet. It is always fresh, and so simple to prepare. The butter fat has been removed, so there is no danger of its becoming rancid. KRYSTALAK is the dry, flaky crystals of skimmed milk, manufactured under very careful supervision in our model creamery. It is packed and sealed at the source of supply in a most attractive blue striped waxed package.

Ask your grocer for KRYSTALAK. Price 50c per package. Insist upon the blue striped package; also ask for a copy of our KRYSTALAK recipe booklet.
THE DRY MILK COMPANY
15 Park Row, New York City



Chauffeurs' Outfits
Special at

\$89.50

Suit, Overcoat and Cap to match

With good fabrics scarcer than ever, there is but one road to economy in Motor Apparel, and that is, Quality. In this Outfit, of fine dark gray all-wool whipcord, we offer, considering conditions, an outfit which is remarkable for both quality and value—complete, at \$89.50 or

Suit, \$36.50
Coat, 50.00
Cap, 3.00



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