

**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.

The main dining room, the Palm Room, and the Grill afford ample room to accommodate many people outside of the guests of the Belleclaire—so those of you who want good meals served at any time between 7 A. M. and midnight are welcome.

It is pretty generally believed that a hotel cannot make a profit serving meals, but if our dining facilities are taken advantage of by the people in this city when they feel like enjoying good cooking, then the Belleclaire can make a little money per meal. This "little money" multiplied by several hundred meals a day will justify us in maintaining food service that is exceptional even in this big city, where one can get anything he wants in the line of good eating.

Get the habit of dining at the Belleclaire.

**ROBERT D. BLACKMAN,**  
Proprietor



**SATIN DE LUXE**  
**TROUSSEAU**  
**SANKANAC**  
**DEMOCRACY**  
**LADY FAIR VIOLET**

Registered trade mark names

Buy them by name

**JOHNSON, COWDIN & CO.**  
40 East 30th Street, New York City

Send 10c for RIBBONOLOGY—tells how to make ribbon novelties

# Franklin Simon & Co.

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

Autumn Days Require a Serge Dress for All Round, Practical Wear Like This

## MISSES' "Betty Wales" Dress

Made exclusively for Franklin Simon & Co.

FOR school, for street wear and for service as the general all round frock of the Fall—this "Betty Wales" model fills all requirements. It is of navy blue or brown serge with pressed in pleats both front and back, and on the girdle a bit of embroidery done in warm colored wools and wooden beads. Sizes 14 to 20 years

29.50

MISSES' DRESS SHOP  
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

THE NEWEST OF THE NEW!!

## THE BRETON BLOUSED SILHOUETTE IN WOMEN'S FUR TRIMMED COATS

EVERY cable from Paris confirms the information that the graceful lines reminiscent of the quaint Breton blouse are a marked influence in newly created fashions, and Franklin Simon have adapted it in women's coats. The youthful bloused back and the straight slender lines of the front, contribute to an altogether new and becoming silhouette destined to prevail in coat fashions.



82—The bloused panel back stitched with silk embroidery, sleeves with deep armholes, and the luxurious cape collar of Hudson seal (dyed muskrat) make this blouse model one of unusual smartness. The fabric is Peach-bloom, and the colors Pompeian, Madura brown, bison, navy or taupe. Silk lined and interlined.

145.00

84—Evora cloth is the lovely soft fabric, and the colors, Faisan, bison taupe, dragon-fly blue, Madura brown or navy blue in this blouse coat with self covered buttons and stitching to stimulate buttonholes. The shirred cape collar and bandings on cuffs are of taupe nutria fur. Silk lined and interlined.

168.00

86—This bloused coat with softly pleated bloused panel, sleeves set in to waist-line and fitted belt tying into sash, is developed in Cashmertyne—a new Winter fabric with a soft velvety nap. Colors: Mouse, Faisan, navy or Pompeian. Taupe nutria fur is used for the large collar and wide cuffs. Lined with silk and warmly interlined.

178.00

WOMEN'S COAT SHOP—Fourth Floor

HATS illustrated, are but suggestions of the infinite variety in the Millinery Shops

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

## Linders

TOWN & COUNTRY SUITS

THE dainty woman knows what well-dressed people are wearing—what she herself must wear, selecting always the prevailing style that is best adapted to herself.

The distinctive character of



is due to the very general becomingness of their chic and swagger lines.

This youthful toggerly of simple elegance and exquisite quality is made from finely knitted

CONTINENTAL  
FULWOOL  
FABRICS

in styles that offer unusual grace and poise to the women followers of correct fashion trends.

Ask for



at your favorite shop.

**LINDER BROTHERS**  
1182 Broadway  
New York Philadelphia



870

QUALITY SERVICE-PRICE

## Dale

Buy Direct from Factory and SAVE MONEY



We don't issue Catalogs or Pamphlets.

Selecting fixtures from samples connected is the better way, so visit our Showrooms.

We mount Vases and Ornaments for Electric Light.

Beautiful Assortment of Silk and Parchment Shades.

109 West 13th St., New York  
One Door West of 6th Ave.

Dale Lighting Fixture Co.



## Incense The Oriental Store Fragrant Incense Set \$1

Simply place a small quantity of our fragrant burning powder in the burner and apply a match. It will immediately smolder and diffuse a dreamy fragrance most pleasing to the senses. When burned in reception hall its perfume will pervade the upper rooms, purify the air, disperse all odors and impart a most pleasing perfume to draperies, clothing, etc.

On sale at your dealer's or send \$1 (incense only, medium size, 50c.; large size, 80c.; magnum, \$2), and we will forward, prepaid, the set illustrated, with complete instructions for using. Specify C 1002. Acquaintance package of incense mailed postpaid upon request.

A. A. VANTINE & CO., Inc., New York, N. Y.