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The Specialty Shop of Originations
FIFTH AVENUE AT 38TH STREET, NEW YORK

Summer Fashions
Hats & Neckwear

MADELON. "Madelon"—Small mushroom sailor with straw brim and felt crown of self-tone or contrasting color. Band and bow of lacquered ribbon. **10.00**

FELISE. "Felise"—Stock and jabot of fine net and Mechlin lace. **4.25**

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VALOIS. "Valois"—Collar and cuff set of rose, French blue or white organdie with picot edged ruffles of white net or of self-tone organdie. **5.95**

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Made in U. S. A. At All Good Shops
"The Winsome"

A WHITE veil makes the fairest face seem fairer—and gives a fashionable touch to the Summer costume. The "Winsome" is one of numerous pretty white Van Raalte creations. Like all Van Raalte Veils, the "Winsome" will wash without wearing, stretch without tearing, outlast three ordinary veils.

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E. & Z. Van Raalte, 5th Av. at 16th St. N. Y. City
Makers of Van Raalte Nets

Look for this little white ticket on each veil
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Franklin Simon & Co.

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GINGHAM—the fashionable fabric for picturesque Summer dresses.

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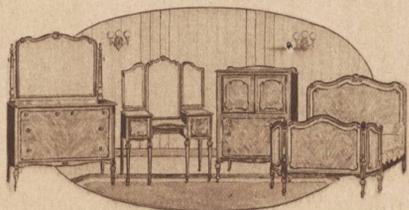
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No. 350—Misses' Checked Gingham Dresses in green, blue or pink and white checks; tucked vestee and over-collar of white organdie, deep rounded collar, turnback cuffs, wide belt and half border on skirt of chambray in color to match checks; shirred top skirt, pearl buttons. **Special 9.75**

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