

Franklin Simon & Co.

A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York

NEW SUMMER MODELS SPORT APPAREL and ACCESSORIES

For Women, Misses and Girls



- No. 2—Women's and Misses' Palm Beach Cloth Riding Habits, with new model sleeveless flared coat; polo breeches, reinforced with self material. Women's sizes 32 to 44; Misses, 14 to 20 years. **22.50**
- Women's and Misses' White China Silk Sport Shirts, as illustrated on figures 2 and 6, mannish tailored model with flat pointed collar, pocket and French cuffs. Sizes 32 to 44. **5.75**
- No. 2—Natural Leghorn Sailor Hat. **5.75**
- No. 2—Riding Boots of black or tan Russia Calf. **16.00**
- No. 4—Girls' Coat and Breeches Habit of cotton khaki or natural linen crash; flared coat, breeches self reinforced. 4 to 16 years. **12.50**
- No. 4—Children's Riding Puttees, in black or tan Russia Calf. **6.95**
- No. 4—Same Puttees in black or tan Cowhide. **3.50**
- No. 4—Girls' Jockey Cap of Madagascar Straw. **2.95**
- No. 4—Children's Laced Shoes, of tan calf. Sizes 11 to 2. **5.00**
- No. 6—Women's and Misses' Sleeveless Sport Jackets, of wool Jersey in white, black, maize, purple, mauve, green or American Beauty; belted model, patch pockets. Women's sizes 32 to 44; Misses' 14 to 20 years. **12.75**
- No. 6—Women's and Misses' White Cotton Gabardine Skirts, gathered top, rounded pockets and wide belt. Waist 24 to 32. Length 34 to 42. **6.75**
- No. 6—Felt Sport Hat, in white or colors. **7.95**
- No. 6—Sport Oxfords of white rehskein cloth. **5.00**

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

At home on and after July ninth



Starrett & Van Vleet, Architects.



YOU are invited to inspect, inside and outside, a work of art. We refer to a remarkable store, new in fact but antique in manner and seeming, the Columbia Grafonola Store at 411 Fifth Avenue, to be opened on Monday, July 9th.

It is a place reminiscent of Jacobean times in old England, oaken paneled and tranquil with the patina of time's hand. It has been created with a specific, appropriate purpose. That purpose is, first, to house and display Columbia Grafonolas of antique period design, and, second, to provide a beautiful place for those who prefer to shop on Fifth Ave-

nue for their Columbia Grafonolas of any style, as well as liking to hear the latest Columbia Records under such agreeable circumstances as this store provides. Both the antique store and the rare merchandise discoverable there have a fine, remote charm, and are things rich with recompense for those who make the trip to see them.

COLUMBIA GRAFONOLA IN THE ADAM STYLE



COLUMBIA GRAFONOLA IN THE EARLY ENGLISH STYLE



Columbia Grafonola

Columbia Graphophone Company

Fifth Avenue at Thirty-seventh Street

Stewart & Co.

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New Models
Very Specially Priced



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May be had in navy and beige colors;
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