

# Franklin Simon & Co.

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



## FUR COATS AND FUR COATEES

FOR WOMEN AND MISSES

Featured are models that will be fashionable this winter.

No. 401—Hudson Seal Coatee (dyed muskrat), full loose back, coat front with rounded ends and pockets, fastened with buckle, large collar and cuffs of taupe dyed squirrel. **210.00**

No. 403—Taupe Dyed Nutria Cape Coatee, full cape back, coat front fastened at waist with belt, deep slit pockets, roll collar can be fastened high at neck or worn open. **175.00**

No. 405—Hudson Seal Coat (dyed muskrat), 45 inches long, round shirred back collar with revers in front, outside pockets with lap and fur buttons, detachable belt. **235.00**

No. 407—Natural Nutria Coat, 45 inches long, square cape back collar with shawl front, deep fur cuffs and belt, deep inset pockets. **210.00**

No. 411—Natural Mink Coatee, large square collar finished with heads and tails, bottom of coatee finished with tails and paws, sleeves trimmed by clasping cuffs with mink heads; can be worn loose as a full cape. **625.00**

No. 409—Hudson Seal Coat (dyed muskrat), 48 inches long, large roll shawl collar (fur both sides) and cuffs of real Skunk fur, new dolman shape sleeves, crushed girde belt of Seal fur, finished with handsome silk tassel. **385.00**

Furs Purchased Now Stored Free Until Required  
Prompt Delivery Free—Anywhere in the United States

## BONWIT TELLER & CO.

The Specially Shop of Originations  
FIFTH AVENUE AT 38<sup>TH</sup> STREET, NEW YORK



### "Alia"

A high-crowned velvet hat with grosgrain ribbon brim, band and bow. Colors: Taupe, Brown, Purple, Navy and Black.

**8.75**

### "Cerene"

Georgette crepe blouse, yoke back, hemstitched and terminating at front with string ties. In flesh and white.

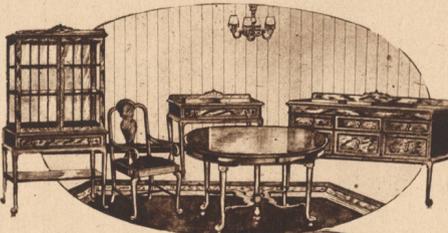
**13.50**

## IMPERIAL GRANUM



In this Day of Service  
**DON'T FORGET THE BABIES!**  
They are the NATION'S FUTURE STRENGTH.  
The best aid to good citizenship is good health.  
The best aid to Health is Proper Food.  
The best food for your baby is  
**IMPERIAL GRANUM**  
the Unsweetened FOOD  
made by Americans  
for  
**American Mothers and Babies**

It is rich in the vegetable protein that nourishes, strengthens and lays the foundation for a healthy future. Added to cow's milk it prevents the formation in baby's stomach of the large, hard curds that occur when it is given alone. Its simple method of preparation kills any possible, lurking germs in the milk, making an absolutely safe food for Summertime.  
Prepared with water alone it is invaluable in Summer Diarrhoea.  
Write today for a little rag doll for baby to play with, and a copy of "Your Baby's Health." Both FREE.  
Address JOHN CARLE & SONS, Desk R.H.6, 153 Water St., New York City



Queen Anne Dining Room Suite, American "Burl" Walnut, 10 Pieces. **\$325**



Louis XVI Library Suite Covered in Velour or Damask, 3 pieces, Loose Spring Cushion Seats. **\$178**



Hepplewhite Bedroom Suite, Antique Mahogany, Inlaid with "Burl" Walnut and Trimmings in Dull Silver Finish, 4 Pieces. **\$275**

OUR August prices are a potent factor in economical homemaking. They are far lower than any other furniture house can offer you under present conditions, to say nothing of the uncertain future. For those who so desire we will arrange to hold any purchase for later delivery.

You are cordially invited to see "The Twenty-Five Rooms" completely furnished. They are an aid and an inspiration.

## KELLNER BROS.

Twenty-eight years selling Good Furniture  
SOUTH EAST CORNER 15<sup>TH</sup> STREET AND 6<sup>TH</sup> AVENUE

**McK&R**  
**CALOX**  
The OXYGEN TOOTH POWDER  
A package, sufficient for one week's trial, and authoritative booklet "Why a Tooth Powder is better than a Paste" free on request.  
MCKESSON & ROBBINS, INCORPORATED, 98 FULTON ST., N.Y.

**J. GLASSBERG'S**  
**SHORT VAMP SHOE**

In all shades, in Kid and Suedes, Oxfords and High Boots.  
A shoe that combines gracefulness of line, supreme comfort and a small-size appearance—all in one.  
Send for Catalog T. Mail orders filled.  
511 6th Ave., near 31st St.  
58 3d Ave., near 10th St.

**The "BLISS" Reproducer**  
Brings out all that the Artist put into the Phonograph Record.  
Convince yourself—send check on today trial; money back if not satisfied. In ordering state make of Phonograph.  
EDISON OWNERS: Equip your New Edison to play all records!  
Prices: Bliss Reproducer, Nickel, \$6; Gold, \$7. Attachment for the New Edison, Nickel, \$1.50; Gold, \$2.  
Wilson-Laird Phonograph Co., Inc. 29 West 34th Street, New York City. Tel. Greeley 2618.