

Franklin Simon & Co.

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



For the correct silhouette

NEW MODEL

Women's "Parfait" Corsets

Sold only by Franklin Simon & Co.

INDIVIDUAL types that achieve the slender, youthful lines for the fashions of today.

No. 20—"Parfait" Corset of mercerized pink Broche, suitable for the immature, slight figure; a lightly boned waistline model, elastic section in front and top of self material at back prevent corset from cutting into figure. May be worn for sport or dress wear. Sizes 21 to 26.

No. 22—"Parfait" Corset of pink or white Broche, designed for medium or well developed figures; Empire top model that is well boned yet will give graceful lines; snug fitting skirt with elastic gores at bottom insures smooth unbroken lines. Sizes 24 to 30.

6.50

9.00

CORSET SHOP—Balcony Floor

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

FRANKLIN SIMON & CO.

Announce the Arrival of a Shipment of

LONDON-MADE

Men's "Aquascutum" Overcoats

For Winter and Motor Wear

The models embody the latest London lines and the fabrics are those warmth-without-weight woollens whose colorings breathe the spirit of the Yorkshire Moors and the Scottish Highlands.

Exclusive New York Distributors for Aquascutum, Limited



DOUBLE BREASTED RAGLAN

ENGLISH BOX COAT

DOUBLE BREASTED ULSTER

THERE is in an Aquascutum that something which you find in an Englishman—a sort of free and easy quality which declines to get ruffled under any provocation. The Aquascutum goes on quietly, stays easily in place, may get blown about a bit, but holds its shape and its lines and its English demeanor whether it snows, hails, freezes or cyclones. And when you get down to talk of style, an Aquascutum monopolizes the conversation. It has a genuine topcoat informality about it, fitting firmly in and about the neck and the shoulder blades, and thereafter hanging lightly and loosely about the figure in the fashion that is typical of the finest English cloths.

\$40 to \$75

Sizes 32 to 46

Men's Clothing Shop—8 West Thirty-Eighth Street
Separate Shop on Street Level



FIFTH AVENUE, NEW YORK

Of English warmth-without-weight fabrics, Irish Duffle-Fleeces, Genuine Scotch two-tone effects with Scotch plaid backs; in colors of Lovett Greens, Dark Greens, Murat Browns, Oxfords, and a wide variety of mixtures, and interwoven designs.

RUSSEK'S

362 Fifth Ave.



The New Mode

A SMARTLY styled coat of Beaver fur Fac-Simile, 32-inch length, with loose fitting back and large shawl collar; unap—\$57.50

proachable value. . . . \$57.50
Mail Orders Promptly Filled
Give height, waist & bust measure.
Newest Fashion Prints on Request.

Franklin Simon & Co.

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

Misses' "Betty Wales" Dress

Made Exclusively for Franklin Simon & Co.

SIZES 14 to 20 YEARS

A STRAIGHT-LINE model distinguished by tailored simplicity.

No. 135—Misses' "Betty Wales" Dress, box pleated model, of navy, brown or green serge, with collarless neck; wide crushed silk girdle ties into sash.

18.50

Misses' Dress Shop
Second Floor

No. 135A—Mushroom Hat of velvet, faced with satin, in black and colors; wreath of flowers. 10.00

Millinery Shop
Main Floor

SHOES illustrated, from our shop. Price upon application.



MADE EXCLUSIVELY FOR Franklin Simon & Co.

Prompt Delivery Free—Any where in the United States

Phone 6900 Greeley

GLASSBERG'S
SHORT VAMP SHOES
A MASTERPIECE OF SHOEMAKING.
Attractive, Distinctive 19-Eyelet Boot of Gray Suede and Black Patent Kid, High Arch, Semi-round Toe. Priced little above ordinary \$15 shoes, at No. 210
225 W. 42nd St., New York
Illustrated Style Book Free

Plant an English Walnut Tree
If you have room plant a grove of them, for the cultivation of the English Walnut in the north is not only one of the newest, but one of the most rapid growing industries in the United States. The early planter is bound to reap a golden harvest. Write us for details.

FRANQUETTE FAIRPORT

Look at this record of The Thompson Orchard, near Rochester, 228 trees, the largest commercial bearing orchard in the East, producing in one season 260 bushels Walnuts, 32 lbs. to the bushel, sold at 25c. per pound. This orchard has been in bearing many years—with occasional temperatures 20 degrees below zero.

"Northern Grows" means specially bred to severe changes of climate and low temperatures, strong, vigorous, husky young trees, able to offer unyielding resistance to severest weather. They are the sort worth having.

Nut Culture, Fruit Trees, Berry Plants, Evergreens and Shrubs described in our 1918 Magalog, sent free on request.

GLEN BROS., Inc. (Estab. 1866), Glenwood Nursery, 1714 Main Street, Rochester, N. Y.

Pond's Vanishing Cream
More used than any other facial cream in America

Reduce Your Flesh
by wearing Dr. Walter's Reducing Rubber Garments For Men & Women
Cover entire body or any part. Send for Illustrated Booklet.
Dr. Jeane A.B. Walter
355 Fifth Av., N. Y.
Billings Bldg., 4th fl. (Ent. 34th St., 3d Door E.)
Brassiere, Price \$6.50, Neck and Chin Reducer, Price \$3.00.

The Kaiser's Nightmare of a Permanent Wave
Help Uncle Sam to Get the Powder
BUY LIBERTY BONDS

C. NESTLE CO., 657 and 659 FIFTH AVENUE
Original Inventors of Permanent Waving
Telephone Plaza—6541