

Franklin Simon & Co.

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

Misses' Tailored Tricotine Dresses

And all Fashion Authorities are agreed that the first dress for Autumn should be Tricotine.

At the beginning of the season when Summer is just merging into Autumn the smartly tailored dress of navy blue or black tricotine is indispensable. The Misses' Dress Shop is ready with an impressive collection of tricotine dresses which reveal the latest fashion influences and establish the Autumn and Winter mode.



50 MISSES' TAILORED COAT DRESS of wool tricotine in navy blue or black; embroidered with narrow black silk braid; narrow tie belt. Tailored with style and distinction. Sizes 14 to 20 years. 45.00

52 MISSES' STRAIGHTLINE DRESS of navy blue or black tricotine, ornamented with narrow black silk braid and small black bone buttons. In the simplicity of this dress lies its youthful charm. Sizes 14 to 20 yrs. 45.00

MISSES' DRESS SHOP Second Floor

HATS illustrated, are but suggestions of the infinite variety in the Millinery Shop
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Are you faced with the exciting problem of buying everything for a new house at once—because the captain insisted on a wedding the very minute he was mustered out?

HERE is a room to be happy in. The walls are butter colored, the woodwork soft grey. The rag rugs are woodsy brown, and the black-grounded chintz grows the gayest of fruit and flowers all over one of those fat, comfortable couches you just can't keep away from.

portion—that's first. Each piece of furniture is good in itself, from the tall Welsh dresser to the little Lancashire chairs. These things, with the lovely clean color of the background, make a room to be remembered. But—not from one's check-stubs.

Let's not try! The fire fairly purrs "Tea." There are magazines on the table. How did the owners of this house spell "home" so easily, so graciously? The room is in just proportion—

House & Garden maintains a special department for the owners of the small house and the moderate income—with plans, pictures, prices. Try these next six numbers.

These 5 Issues of House & Garden for \$1

(Six, if you mail the coupon now)

- September** Autumn Furnishing
The new fabrics—how to choose a paper for the bedroom and decorate the hallway in relation to its connecting rooms—there's positively everything from the Signs of the Zodiac as decoration to that modern living room that whisks into its tablecloth under your very eyes, and announces dinner. Furniture, crystal, lampshades—and a Pennsylvania farmhouse de luxe.
- October** Fall Planting
Here comes the winter garden (no capitals, please) with directions in full for its joyous making. What bulbs to plant in the fall—how to make a rock garden—just which of the birdhouses are favorably considered by our friends of the air—and the Fall Planting Tables, made by years of expert investigation.
- November** House Planning
Are you building a new house? Then here's an article on getting together with the architect, another on collecting for building, a third that tells all about planning for the furniture to go in the various rooms of the new house. And a whole collection of little houses, each perfect of its kind.
- December** Christmas House
What does Christmas mean to that house of yours? A new rug, perhaps? A chair or two that the living room has coaxed for? A floor lamp? All the things that the house wants are in this number, together with the newest ways to hang the holly and dress the tree and plant Christmas in the heart of the dinner table.
- January** Furniture Number
Every year our American master-craftsmen give us something lovelier—every year the importers bring in new quaintnesses. The best of these things you'll find in the January number.
- February** House Fittings Number
The February number has the predestined bit of glass, the one bed-spread you can't afford to do without, the lampshade that makes all the difference. And if by any chance the thing you sigh for isn't there—and you can't even seem to know what it ought to look like yourself—write the Information Service.

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