

# Franklin Simon & Co.

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

THE NEWEST OF THE NEW!!

## THE BRETON BLOUSED SILHOUETTE IN WOMEN'S FUR TRIMMED COATS

EVERY cable from Paris confirms the information that the graceful lines reminiscent of the quaint Breton blouse are a marked influence in newly created fashions, and Franklin Simon have adapted it in women's coats. The youthful bloused back and the straight slender lines of the front, contribute to an altogether new and becoming silhouette destined to prevail in coat fashions.



82—The bloused panel back stitched with silk embroidery, sleeves with deep armholes, and the luxurious cape collar of Hudson seal (dyed muskrat) make this blouse model one of unusual smartness. The fabric is Peach-bloom, and the colors Pompeian, Madura brown, bison, navy or taupe. Silk lined and interlined.

145.00

84—Evora cloth is the lovely soft fabric, and the colors, Faisan, bison taupe, dragon-fly blue, Madura brown or navy blue in this blouse coat with self covered buttons and stitching to stimulate buttonholes. The shirred cape collar and bandings on cuffs are of taupe nutria fur. Silk lined and interlined.

168.00

86—This bloused coat with softly pleated bloused panel, sleeves set in to waist-line and fitted belt tying into sash, is developed in Cashmertyne—a new Winter fabric with a soft velvety nap. Colors: Mouse, Faisan, navy or Pompeian. Taupe nutria fur is used for the large collar and wide cuffs. Lined with silk and warmly interlined.

178.00

WOMEN'S COAT SHOP—Fourth Floor

HATS illustrated, are but suggestions of the infinite variety in the Millinery Shops

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

# Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York  
PHONE 6900 GREELEY

Autumn Days Require a Serge Dress for All Round, Practical Wear Like This

MISSES'

## "Betty Wales" Dress

Made exclusively for Franklin Simon & Co.

FOR school, for street wear and for service as the general all round frock of the Fall—this "Betty Wales" model fills all requirements. It is of navy blue or brown serge with pressed in pleats both front and back, and on the girdle a bit of embroidery done in warm colored wools and wooden beads. Sizes 14 to 20 years

29.50

MISSES'DRESS SHOP  
Second Floor

HAT illustrated, from our shop  
Price upon application



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# RUSSEKS Practical



## French Seal Coat

32 inches long, with natural grey Squirrel Collar, full ripple back. Plain or belted. Lined with Mallinson's Silk.

September Sale Price \$169.00

Write for Book of Fur Modes



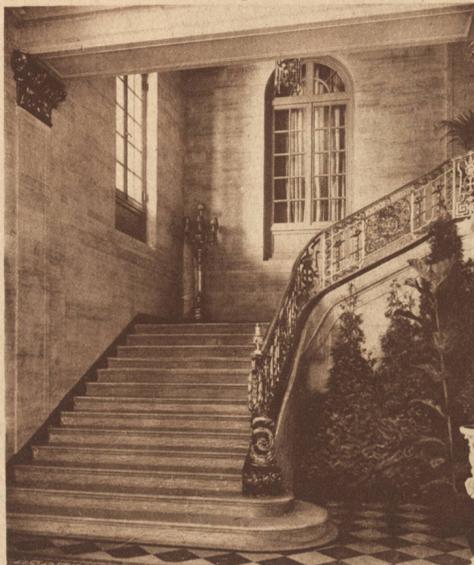
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Atlantic City, New Jersey  
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MAIN STAIRWAY and ENTRANCE HALL, designed by Chas. G. Duffy

(From the Atlantic City Gazette, June 8)  
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**CHARLES G. DUFFY CO**  
DESIGNER PLAN EXPERT : DECORATOR  
Now Located at  
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Telephone 6941 Plaza.

# Maternity

Clothes for expectant mothers—smart new Fall fashions—no maternity look—conceal the condition—expand as required—may be worn after baby is born. Therefore not an extra expense.

## Baby's Wear

Be sure to visit the enlarged Baby Shop. Most complete showing of baby's wear in New York. Out-of-town customers write Dept. L3 for Style Bo k.  
**Lane Bryant**  
21-23 W. 38th St.  
New York

# Adler Blouses



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# Exceptional Value Silk Blouses

Georgette Crepe de Chine  
Newest Models  
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\$4.50

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A delicious dessert:  
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Its patented diaphragm of special composition instead of the ordinary mica plate, eliminates the flat metallic and unmusical sounds always annoying, and emits the full, free, resonant, vocal or orchestral tones and overtones, especially those of the piano.

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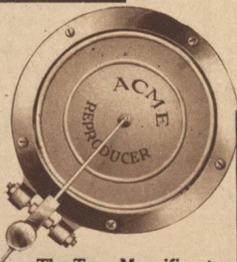
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The Tone Magnificent

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Gives the Hair a Tiny Tint  
Enhances the Color Beauty of any Shade of Hair

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Your hair looks irresistibly lovely after a Golden Glint Shampoo. A cheerful, natural color emphasis is brought to your hair—the sunlight's reflection. Thousands of hairdressers in every State from New York to California will tell you what Golden Glint Shampoo will do.  
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