

Franklin Simon & Co.

FIFTH AVENUE, NEW YORK

Exclusive New York Distributors for Aquascutum, Limited

ANNOUNCE THE ARRIVAL OF THEIR INITIAL SPRING CONSIGNMENT OF 1000 LONDON-MADE

Men's Aquascutum Topcoats

In the New Spring Models and Fabrics

NO Reduction in Quality—NO Increase in Price



LECONFIELD MODEL	CHESTERFIELD MODEL	BARBACOMBE MODEL
\$26 to \$45	\$26 to \$42	\$26 to \$45

Franklin Simon & Co.

Men's Clothing Shop—8 West 38th Street

IT was inevitable, of course, that the finest examples of this aristocrat of London Topcoats should gravitate to the Franklin Simon Men's Shops. They belong in hand-tailored company. They look best in an exclusive environment and smart quarters. And the Aquascutum Company, co-operating with our London representatives, have shipped to us not only the largest collection yet seen in this country, but the most discriminating—and that means more to the Franklin Simon Shops than numbers do!

All-Weather Coats, made in warmth-without-weight fabrics, comfortable and showerproof

\$26 to \$45 AS USUAL

English Cassimeres, Duffle Fleeces, Tweeds, Cheviots and Homespun. Colors include blues, browns, Oxfords, greens, tans and heather mixtures. Sizes 34 to 46.



(Photo Sarony, N. Y.) Marion Davies, America's beautiful young stage favorite, says: "Now that I use Pond's Vanishing Cream, I don't see how I ever got along without it."

Apply Pond's Vanishing Cream just before going out, whenever you want your skin to look its best. It is absolutely greaseless



Begin today to use face creams intelligently

Every normal skin needs two creams. Test these two. Learn why you need them both

"EVERY woman," says a noted skin specialist, "can have a beautiful skin if she cares for it intelligently."

To care for your skin in the proper way, you need two creams—a cleansing, massage cream, and also a protective, skin-softening cream.

Pond's Vanishing Cream is the protective cream your skin needs. It contains an especially prepared skin-softening ingredient which dermatologists have always recognized as being of the greatest value in the care of the skin.

Use Pond's Vanishing Cream whenever you want your skin to look particularly well-groomed, in the afternoon or before the evening dance. Notice how soft and fresh it makes your skin look; what a delicate coloring it takes on.

Pond's Vanishing Cream makes a perfect base for powder. The moment you apply it the skin absorbs it entirely. It will never reappear; cannot possibly make the skin look shiny.

During March winds an absolute necessity These cold, windy March days, you will find Pond's Vanishing Cream a perfect protection for the skin. Apply a little just before you go out. It will keep your skin free from the roughness and redness which usually follow exposure to the outdoors.

An oil cream for cleansing and massage Pond's Cold Cream is an oil cream, an absolutely pure, dependable emollient. Give it the hardest test. Try it tonight, when your pores are filled with the dust and grime gathered during the day. It cleanses your skin thoroughly without injuring its delicate texture.

Use it also for massage. See how soft and "workable" it is. Notice how refreshed it makes your skin look.

Neither Pond's Cold Cream nor Pond's Vanishing Cream will cause the growth of hair on face or hands. Both creams are sold everywhere in drug and department stores. See how their use will immediately benefit your skin.

Free sample tubes! Send for them today



Mail the coupon today for the sample tubes of Pond's Vanishing Cream, and Pond's Cold Cream, free. Or send 2c and we will send you tubes of each cream large enough to last two weeks. Send today. Address: Pond's Extract Co., 174 Hudson Street, New York City

Pond's Extract Co.
174 Hudson St., New York City
Please send me free the items checked:
Pond's Vanishing Cream
Pond's Cold Cream
Instead of the free samples, I desire the items checked below, for which I enclose the required amount:
A 4c sample of Pond's Vanishing Cream
A 4c sample of Pond's Cold Cream
Name.....
Address.....
City.....State.....

Pond's Cold Cream has an oil base and is intended for cleansing and massage

PLAY SAFE BY USING NITRACO IT'S THE GUARANTEED FERTILIZER

Analysis: 4% Ammonia; 8% Available Phosphoric Acid; 3% Potash.

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Every day some newer Spring model finds its way to our exclusive showrooms

No. 168A—Dress of Spring weight Men's Wear Serge, 8 1/2 braid bound; white satin collar and cuffs. \$14.00

No. 604A—Suit of French Serge new bustle effect; silk braid bound. \$21.95

The styles will attract women of taste and refinement, while the prices will more than appeal to those who are practicing sensible economy.

Suits, \$10.95 to \$45. Coats, \$7.75 to \$30. Dresses, \$5.95 to \$25.

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East Side Stores: 8d Av. and 125th St., 8d Av., near 56th St., 8d Av., 150 & 151 Sts., 8d Av., nr. 39th St., 100-102 Bowery, nr. Broome

Brooklyn: 442-444 Fulton St., op. Bridge St. Stores: 112 W. 4th St., Park and Kiley Sts.

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