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 woolens 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.

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.

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

Franklin Simon & Co.

FIFTH AVENUE, NEW YORK

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.

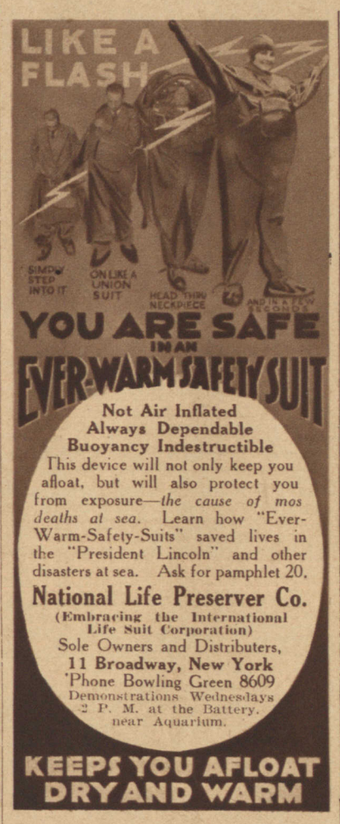
6.50

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.

9.00

CORSET SHOP—*Balcony Floor*

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



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Our old establishment, occupying two entire floors (upstairs) at No. 175 Broadway, our low overhead expenses, buying and selling diamonds for spot cash, enable us to sell Diamonds, Watches and Jewelry at prices unusually attractive.

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We ask a trial that we may show you what our name and manner of doing business stand for and will mean to you.

C Grade.....$95 C Grade.....$225
B Grade.....$121 B Grade.....$258
Perfect.....$143 Perfect.....$312
Others $10—$25—$50—$75 up

14K. White Gold Hexagon Lace Design Mountings, **$8.50** to **$15** Extra.

Fine jewelry, watches and Pyralin White Ivory Toilet and Manicure sets at surprisingly attractive prices.

Old Watches converted into Wrist Watches, **$2.00** to **$5.00.**

Satisfaction guaranteed or money refunded. All diamonds returnable for cash less 10% within one year. A trial order will convince you.

BENNETT MFG. CO.
175 BROADWAY (Upstairs)

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 straightline 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.

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

Chauffeurs' Outfits Special at $75

Suit, Overcoat and Cap to Match

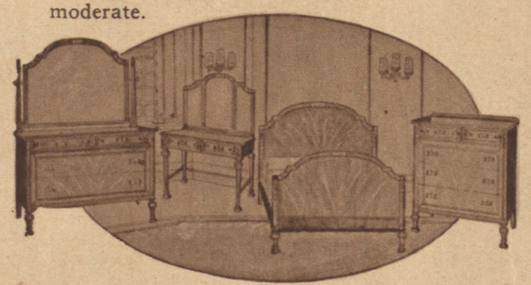
With good fabrics scarcer than ever, there is now but one Royal road to Economy in Motor Apparel, and that is Quality. In this Chauffeur's outfit, consisting of suit, overcoat and cap of fine dark grey, all wool whipcord, we offer, considering conditions, an outfit which is remarkable for both quality and value. The outfit complete $75.00, or as follows:

Suit $34 Overcoat $38 Hat $3

Brill Brothers

BROADWAY AT 49th ST.

GOOD furniture promotes the enjoyment of true family life and really makes the home. Kellner furniture is always up to a standard of merit that insures its acceptance in the best homes—and the prices are moderate.



Heppelwhite Bedroom Suite in Antique Mahogany, inlaid with "Burl" Walnut—4 pieces..... $275

Trimmings in dull silver finish.

You are cordially invited to view the "Twenty-five Rooms" and obtain valuable suggestions of design and arrangement.

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Twenty-eight years selling Good Furniture

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