

Franklin Simon & Co.

A Store of Individual Shops

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

For the Moor, the Motor or the Dunes

WOMEN'S SUITS

of Lochspun

REG. APPLIED FOR

AN ENTIRELY NEW—EXCLUSIVE FABRIC

LOCHSPUN is an origination of this very original Shop—a soft, non-crushable, knitted fabric of wonderful texture and incomparable colorings. It possesses the merits of wool Jersey plus many improvements.

The firm even texture with its soft brushed finish, insures against pulling, sagging or stretching, and lends itself admirably to skillful tailoring. A Lochspun suit can be rolled up—packed into a small bag—unpacked after several days journey and be worn without showing a perceptible wrinkle.

Lochspun Suits are a satisfying combination of formality and informality, equally appropriate for the tea at the country club or the tee of the golf links.

The colorings are Heather mixtures in brown, blue, green or Oxford, and the models are distinctly English.

THIRTY DOLLARS

Suits of Lochspun are sold exclusively by FRANKLIN SIMON & CO.

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This picturesque bungalow fits in anywhere. It provides accommodations for the whole family. To own one means delightful Summer outings free from hotel bills. It is fabricated by the makers of the famous

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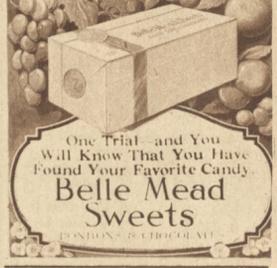
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