

Franklin Simon & Co.

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

Women's and Misses' MODISH WHITE SHOES

For Every Warm Weather Occasion

2—Sport Oxfords of white rheinskin cloth, tan calf wing tips.

8.00



4—White Buckskin Sport Oxfords, rubber soles and flat heels.

8.00



6—Walking Oxfords of white buckskin, leather soles. 9.50

12—Low French Heel Pumps of white rheinskin cloth. 7.50

8—Oxfords of white rheinskin cloth, welted soles, covered heels. 7.50

14—White Buckskin Pumps, welted soles, military heels. 10.00

10—Walking Boots of white rheinskin cloth, leather soles. 8.00

16—Sport Boots of white rheinskin cloth, new style buckskin tip. 8.50

18—White Rheinskin cloth Pumps, hand turned soles, French heels. 7.50

WOMEN'S and MISSES' SHOE SHOP Third Floor

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

HOTEL BELLECLAIRE
NEW YORK

Broadway at 77th St.
Surface Cars at Door
Subway at 79th St.

Only a few minutes from the Shopping and Theatrical District.

A real Belleclaire kitchen has been established in the Club House of the Belleclaire Golf and Country Club at Bayside, Long Island, and from now on meals served there will have back of them the art of fine cooking which has won so much fame for the Hotel Belleclaire.

Only members of the Belleclaire Golf and Country Club or their guests are now privileged to enjoy the comforts of the Club House and the delights of playing golf over a very excellent 18-hole course which, however, is being made better every week.

As to men and women who have not yet affiliated with a Golf and Country Club in the Metropolitan District, they may visit the Belleclaire Club House and grounds at their convenience and every courtesy will be extended to them.

If after a visit they should care to apply for membership, they may file their application and it will be acted on by the Membership Committee, which is endeavoring to admit as new members only those who will be received favorably by the old members.

The Spirit of Democracy prevails in the selection of members.

Robert D. Blackman, Proprietor.

For Your Skin
You will prefer **NEROL**

The Cream of Dettler Stores
NEW YORK
ALTMAN
LODGE & TAYLOR
FRANK SIMON
MC COONEY
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S. S. KELLY
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CREME 100
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SKIN FOOD
TUBE 100

SELMA'S
RUSSIAN
SCALP TONIC

and HAIR GROWER Grew This Hair
This contains rare Imported Vegetable Oils and Herbs. Used for years with greatest success by people of refinement. A bottle of each proves their worth—Tonic, 65c, \$1.10—Grower 40c, 75c. Also Siberian Pine Shampoo 40c, 60c. Sold by H. Altman, R. H. Macy and Leading Stores.
Made and Guaranteed by
SELMA J. SOTHERLUND (of Russia)
23 West 40th Street New York

Franklin Simon & Co.

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

Misses' Cotton Frocks Are As Charming As Femininity Itself



Fashion signifies her approval of cotton frocks for warm days. They are cool, attractive and practical, interpreting the mode in crisp organdie, fast color gingham or quaintly printed voile, by means of lace frills, tucks or ruffles with the charming result portrayed in these misses' frocks. In sizes 14 to 20 years.

No. 89—Misses' Dress of Organdie in pink, blue, orchid or white, that is charming with its Val lace frills and picturesque sash. 16.75

No. 91—Misses' Dress of checked Gingham bespeaks smartness in the distended pockets emphasized by tucks. Collar, vestee and cuffs are of crisp white organdie. Blue, rose, green or black and white checks. 12.75

No. 93—Misses' Dress of cotton Voile in navy or Copen with printed design in contrasting colors; ecru batiste embroidered collar; ribbon girdle and sash. 15.75

MISSES' DRESS SHOP Second Floor

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

VAN RAALTE

Veils



Dowry

Made in U. S. A. At all good shops

PRETTY girls are pleasantly numerous now that most women know the artful flatteries of Van Raalte Veils. The new patterns and meshes hold many a surprise for you.

E. & Z. VAN RAALTE, 5th Ave. at 16th St., N. Y. Makers of Silk Gloves, Silk Underwear and Silk Hosiery

VAN RAALTE MAKE

Look for this

little white ticket

La Resista the Perfectly boned CORSET

A Youthful Figure Yours for the asking

WEAR LA RESISTA corsets and keep your figure young. SPIRABONE stays placed at the hips combined with LA RESISTA designing achieve a result unattainable in other corsets. LA RESISTA—constructed upon lines, the result of long study—with the aid of SPIRABONE molds the figure and creates as well as preserves the lines of "Youth" and "Style."

SPIRABONE gives perfect support with utmost comfort. LA RESISTA corsets establish the trend of fashion and are adaptable to all figures.

BACK LACE—FRONT LACE \$4.00 \$5.00 \$7.50 and Up

SPIRABONE is obtainable only in LA RESISTA. Look for the trade mark on every pair.

Personal Service

Fitted personally without charge by expert Corsetieres, at our private Salon, No. 431 5th Ave., opp. Lord & Taylor. (Take elevator.) Also sold by Quality stores everywhere.

La Resista Corset Co. 431 5th Ave., New York



PIERRE TRANSFORMATIONS

are made of beautiful, softly waving hair, easily dressed in any style and impossible to distinguish from your own. Very light and comfortable. Pierre specializes exclusively in hair goods, and his Transformations and Chignons are beyond comparison with the work of the ordinary hairdresser. Booklet on request.

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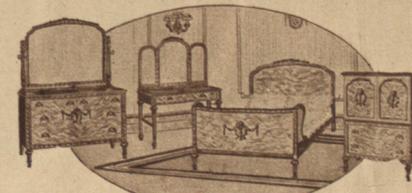
VELVET-EDGE Collar Stick

Collars irritate the neck—Saw GOULD shirts clear through VELVET-EDGE prevents them both. Saves wife's mending too. All collars are saw-edged—each laundry makes them sharper. Write for address of nearest Haberdashery, Druggist or Laundry. Direct by mail—two for 25 cents.

VELVET-EDGE SALES CO. 110 West 34th St., N. Y.

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Twenty-nine years selling Good Furniture
Southeast Corner 15th Street and 6th Avenue



Louis XVI Bedroom suite in American Walnut veneer—4 pieces. \$385

FINE thoughts, great deeds, noble accomplishments are fostered by congenial surroundings—men who do big things know this and create atmosphere in their homes. Attractive, well furnished homes make all of us do better, finer work. Let Kellners' help.

You are always welcome to visit the "Twenty-five Rooms" displayed on our floors. They are arranged in separate suites and designed to help your selection.