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Franklin Simon & Co.

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

NEW FALL MODELS

MISSES' NAVY BLUE DRESSES

Of "Poiret" Twill or Serge



No. 37—Misses' Serge Dresses, in navy blue, front of waist trimmed with Indian beads and wool embroidery in attractive design and colors, white satin over-collar; skirt with cascaded side drape, tailored belt with embroidered sash ends. Sizes 14 to 20 years.

18.50

No. 39—Misses' Poiret Twill Dresses, in navy blue, back and front of both waist and draped skirt, also sleeves, trimmed with rows of black silk braid, white satin tuxedo over-collar, bone buttons. 14 to 20 years.

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Prices upon application

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The Only Standard
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Venida rules the Waves

Slip VENIDA on in the morning and the beauty of your hairdress is assured throughout the day. VENIDA leaves one carefree to enjoy the breezes of the beach, motor-ing, dancing and all sports.

Ask for VENIDA at Department Stores, Specialty Shops, Liggett's Riker-Hegeman.

Your VENIDA also makes a smart invisible veil. Send for leaflet.

THE RIESER CO., Makers
112A East 19th St., New York.

Cap or Fringe Shape, 2 for 25c
White or Gray, 25c each.

SELECTING Kellner furniture is pleasant and restful. The exhibit is arranged with a consideration of YOUR comfort.

- Suites are not crowded, thereby avoiding the irksome and tiring effect of "shopping."
- Values in generous measure will prompt you to see this August display.

Queen Anne Dining Room Suite, American Burl Walnut or Antique Mahogany, 10 pieces... **\$260**

You are cordially invited to see the 25 rooms completely furnished on display here. They are interesting and instructive.

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Portable Victrola Outfit For Military Camps and Traveling

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Tucked away in this specially Landay designed trunk is a No. 4 Victrola, ready at all times to cheer up the boys in camp or to add to the joys of the traveler.

What better gift to a friend now in camp or about to don khaki?

Stop in one of the four easily reached Landay Stores and see how handy and practical this inexpensive outfit is.

New York's Leading Victrola Stores

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23 W. 42d St. 27 W. 34th St.
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Victrola Factory Distributors
Telephone Vanderbilt 5600
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\$24.75
Victrola and Trunk

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PRICES of furniture at the factories have been going higher steadily, but as our large stock was arranged for prior to these advances, we can offer the very finest dining room and bed room suites at figures decidedly under those now current. A visit here will save you money! Remember Strobel quality has been famous for two generations!

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Philip Strobel & Sons, Inc
Established 1852

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Enrico Caruso says: "Its tone is wonderful"—The great Metropolitan artists use the HARDMAN Five-Foot Grand in their own homes because it offers most in beauty and tone. Your own home will be music-happy, music-beautiful, with its Five-Foot Grand in it.



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Persian, India and Asia Minor rugs of finest quality.

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in distinctive designs and colors at moderate prices. Our large stock offers the widest selection of sizes and colors.

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MAXIMUM VALUE AT MINIMUM PRICE.

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For Summer Wear
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\$32



Palm Beach Suit, Duster and Cap

Smart, cool, perfect fitting, durable and washable—the best value in warm weather motor clothes for chauffeurs that can be bought.

A smart Norfolk jacket and trousers of fine quality dark gray washable Palm Beach cloth. A wonderfully good double-breasted duster of the same material, with stationary, standing, turn-over collar and belt back, and a cap of the same material to match suit and duster. The outfit complete at \$32.00 or as follows:

Suit \$15.00
Duster \$15.00
Cap \$2.00
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AUGUST SALE OF LIVING ROOM AND LIBRARY FURNITURE.



3 pieces, as illustrated, in antique brown mahogany, Chippendale design, complete \$109.00

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- Second, a wonderful exhibition of Grafonolas in the Period Designs of the world's master cabinet designers.

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Cherry lacquered with Chinese pagoda, bridges and landscapes. Electrically equipped. Accommodates 80 records.



Columbia Graphophone Company
411 Fifth Avenue at 37th Street

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Director.
CHARVET & CO.,
NEW YORK

