

FRANKLIN SIMON & CO.

Announce Receipt of Their Initial Shipment of
MEN'S LONDON-MADE

Aquascutum Topcoats for Spring

Typically English models and fabrics



THERE never was anything like Aquascutum fabrics—except Aquascutums themselves! And this new Spring collection from London contains some fabrics you have not seen before. You may have seen the Aquascutum staples, but not the new subtleties of coloring that are specially Aquascutumed as each season comes along. Some of the new weaves are immense, and all are unusual. In fact, they are unusual topcoats anyway you look at them—easy, informal arrangements of fabrics that just lie quietly about the figure waiting for the weather man to spring something.

Lightweight shower-proof topcoats, comfortable as an easy shoe.

\$42 to \$55

New Eiderscutums, English Cassimeres, Duffel Fleeces, Tweeds, Cheviots, and Home-spuns. Colors include browns, Oxfords, greens, tans and heather mixtures.

Franklin Simon & Co.

FIFTH AVENUE, NEW YORK

MEN'S SHOPS—2 to 8 West 38th Street—Street Level

Exclusive New York Distributors for Aquascutum, Limited

BONWIT TELLER & CO.

The Specialty Shop of Originations
FIFTH AVENUE at 38th STREET NEW YORK

Fashions of Distinction & Simplicity in
WOMEN'S FROCKS and GOWNS

Featured in Women's Gown Dept.—Second Floor



ASTAR

FLORIA

TRESSE

ASTAR—Frock of TRICOLETTE in straightline blouse silhouette, with slightly elongated back, self strapping of the material in three rows is applied to the bottom of blouse and the skirt. Colors: White, cornflower, rose, navy blue, gray, black and walnut. . . . 59.50

FLORIA—A gown of most engaging charm developed in TAFFETA. An application of narrow silk braiding in deep pointed embroidered motifs is arranged about the bottom of skirt and at the cuffs, while a simple loop arrangement of the braiding outlines the round neckline. A girdle with sash gracefully accentuates the waistline. The chemisette and puffed cuffs are of tucked cream color batiste. . . . 75.00

TRESSE—Frock of FAILLE SILK, with the fashionable distended hipline ornamented with rows of pin tucking. The slender line top has a vestee of Georgette and collar and cuffs are of Georgette embroidered in contrasting colors. In faille silk this frock comes in navy blue, taupe, summer-taupe and beige. . . . 57.50
The same model "Tresse" may be had in a velour-finished tricotine in navy blue, white, tan.

HAMILTON'S

The New Suits—Specially Priced!



Fine all-wool Poplin Suit, has cross sash belt which is a new Spring feature. Has detachable white faille silk collar. Lined throughout with Tussah Silk. . . . \$26.95

This all-wool Poplin Suit is stylishly cut and trimmed at bottom of coat with close rows of silk braid. Has detachable collar of white faille. Lined throughout with Tussah Silk. . . . \$28.95

A wide variety of suits as low as \$18.50 and as high as \$50. All the new materials developed in the very latest styles.

Silk and Serge
DRESSES
\$7.95 to \$40

All the new styles in
SUITS
\$18.50 to \$50

HAMILTON GARMENT CO.
307 FIFTH AVENUE, NEAR 31ST ST.

Our New Spring Catalog will be mailed upon request.

Chauffeurs' Outfits

Special now
at \$67.50

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 \$67.50, or as follows:

Suit \$29.50 Cap \$3 Overcoat \$35

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SMALL GRAND



Beautiful tone. Has all the durability that has characterized the output of the Hardman, Peck & Co. factories for years. Same floor-space as an upright. Has no equal at its price.

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\$695

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"They're New, Aren't They, Mommie?"

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