

FRANKLIN SIMON MEN'S SHOPS



MEN'S BATHING SUITS

Dependable Quality—Correct Colors And No Water In The Prices!

100—PURE WORSTED TWO PIECE BATHING SUITS, navy blue or black with white or red stripes. 5.00 and 7.50
 101—PURE WORSTED TWO PIECE BATHING SUITS, white shirt and blue flannel trunks. 8.00

102—PURE WORSTED TWO PIECE BATHING SUITS, heather mixtures with fancy stripes. 6.50 and 8.00



MEN'S SHOPS 2 to 8 West 38th Street, New York

The Story of a Friendly Little Shop

Tomorrow, Ovington's opens its new home on the southwest corner of Fifth Avenue and Thirty-ninth Street and in welcoming you to the new shop this little sketch of its history is set down in the hope that it may be of interest.

SHOPS, as they grow large, often lose in their growing, the personality which has been responsible for their first success.

So the story of Ovington's and of its new home is told here to show to you something of the spirit that pervades the place; to display, if we can, the personality which has been undisturbed by growth—the unique character which makes Ovington's so outstanding.

Seventy-five years ago, Ovington's was neither large nor famous. It was a young shop in those days—back when Polk was President, but it displayed, even then, the same two characteristics through which it has grown and grown.

First—charming things at sound values
 In those days money was dear and goods were cheap, and the housewives of the day were thrifty.

And had Ovington's been founded upon any other than the principle of substantial values, it would, then, have withered before it bloomed.

But wither it did not. Grow it did. And the judgment of what was charming and unique, combined with judgment of good values, has made it grow and grow throughout the years.

Always, too, it was a friendly little shop—a shop where no haughty attendants urged its

patrons to buy: a shop where hostesses of three generations felt free to come, to compare and to consider.

The shop grows:
 The spirit remains unchanged
 Ovington's has greatly grown since 1846. Now it is in its new home—its home for many years to come. Its offerings are more varied, more distinctive than ever.

Today, distinctive lamps and shades, odd furniture, sturdy Sheffield and mirrors of good line and above all, the smartest of gifts may be had—as well as the fine china and glassware.

But the spirit of friendliness, of unobtrusive welcome and help is still here. The old, old idea of good values, good taste and good choice is with us yet.

You are always welcome at 438 Fifth Avenue.



The new shop—Fifth Avenue at 39th Street

OVINGTON'S

"The Gift Shop of Fifth Avenue"

Fifth Avenue at 39th Street

Nemo for **Vacation and Summer Wear**



OF COURSE you are going to have a vacation, and when you're preparing for it be sure at least one Nemo Corset and several Circlets are in your holiday outfit.

There are 47 Nemo Corsets and 19 Circlets from which to choose. They're so comfortable and durable and make you look and feel so well, you simply can't do without them. They are in

Good Shops Everywhere

NEMO HYGIENIC FASHION INSTITUTE, NEW YORK

HARDMAN
THE FOOT GRAND

Caruso writes:

"The Hardman is the only piano I have used in my apartment in New York. I also have one in my home in Florence, Italy.
 The Hardman is my favorite."

Here, indeed, is Perfect Praise!

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 Unheard of Value.

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REED & WILLOW furniture

Extraordinary Values

A large Variety of Exclusive Designs.



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 ANKLE REDUCER
Makes your chubby ankles trim and graceful.
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 ESTABLISHED 1867

Living Room FURNITURE
 IN FINE TAPESTRY Reduced!

Davenport **\$95.00**
 Illustrated
Fireside Chair **\$65.00**
 To Match
Arm Chair **\$65.00**
 To Match

FRECKLES
 Now Is the Time to Get Rid of These Ugly Spots

There's no longer the slightest need of feeling ashamed of your freckles, as Othine—double strength—is guaranteed to remove these homely spots.

Simply get an ounce of Othine—double strength—from any druggist and apply a little of it night and morning and you should soon see that even the worst freckles have begun to disappear, while the lighter ones have vanished entirely. It is seldom that more than an ounce is needed to completely clear the skin and gain a beautiful clear complexion.

Be sure to ask for the double strength Othine as this is sold under guarantee of money back if it fails to remove freckles.

BOHN SYPHON
 REFRIGERATOR

The California Fruit Shippers will use only Bohn Siphon Refrigerator cars. Nothing else will stand this severe test of refrigeration. See Special Sale announcement in this paper.

Bohn Refrigerator Shop
 3 East 46th St. (at 5th Ave.)

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First we wash your hair. Then we put in the permanent waves by steam. Work by Monsieur Thomas, of Paris.

\$20 all over head. \$1 per curl.

Chase-a-Gray de France used to restore gray hair to beautiful chestnut color. Sent \$1.15 postpaid. Applications \$3 and up.

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Special sale. Authentic copies from the French museums; unusually fine collection: Tapestry Yarns, Canvas and English Crowel, D. M. C. Cottons, Stamped Goods. Largest Yarn House offers you most complete assortment in

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 399 Sixth Avenue, 24-25 Sts., New York City.

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