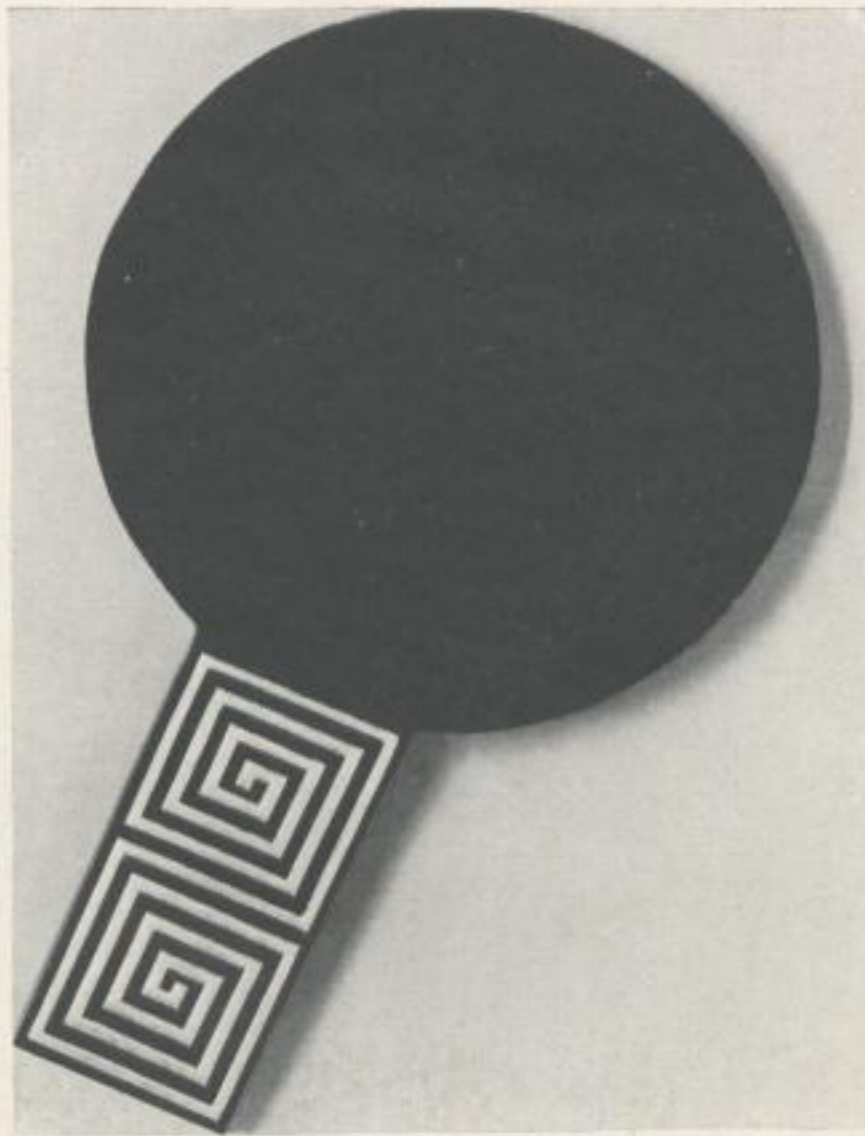


HANDSPIEGEL IN SCHWARZ
UND SILBER



HAND MIRROR IN BLACK
AND SILVER

G U S T A V B. J E N S E N

In America - The Land of Youth, it is a natural temptation - into which many women's gown shops have fallen - to have fashions more suitable for girls than for women. Our patrons tell us that Madame's Individual Gown Shop is unique in that it makes no attempt to dress young girls, but concentrates all its efforts on buying clothes of superlative smartness, designed and proportioned exclusively for women - all women, from the just over twenty to the dignified matron.

This does not mean that we do not have young fashions. We do. Young but not youthful. Smart and eminently suitable. The real New York woman is the smartest woman in the world, and it is our pride to dress her as she deserves.

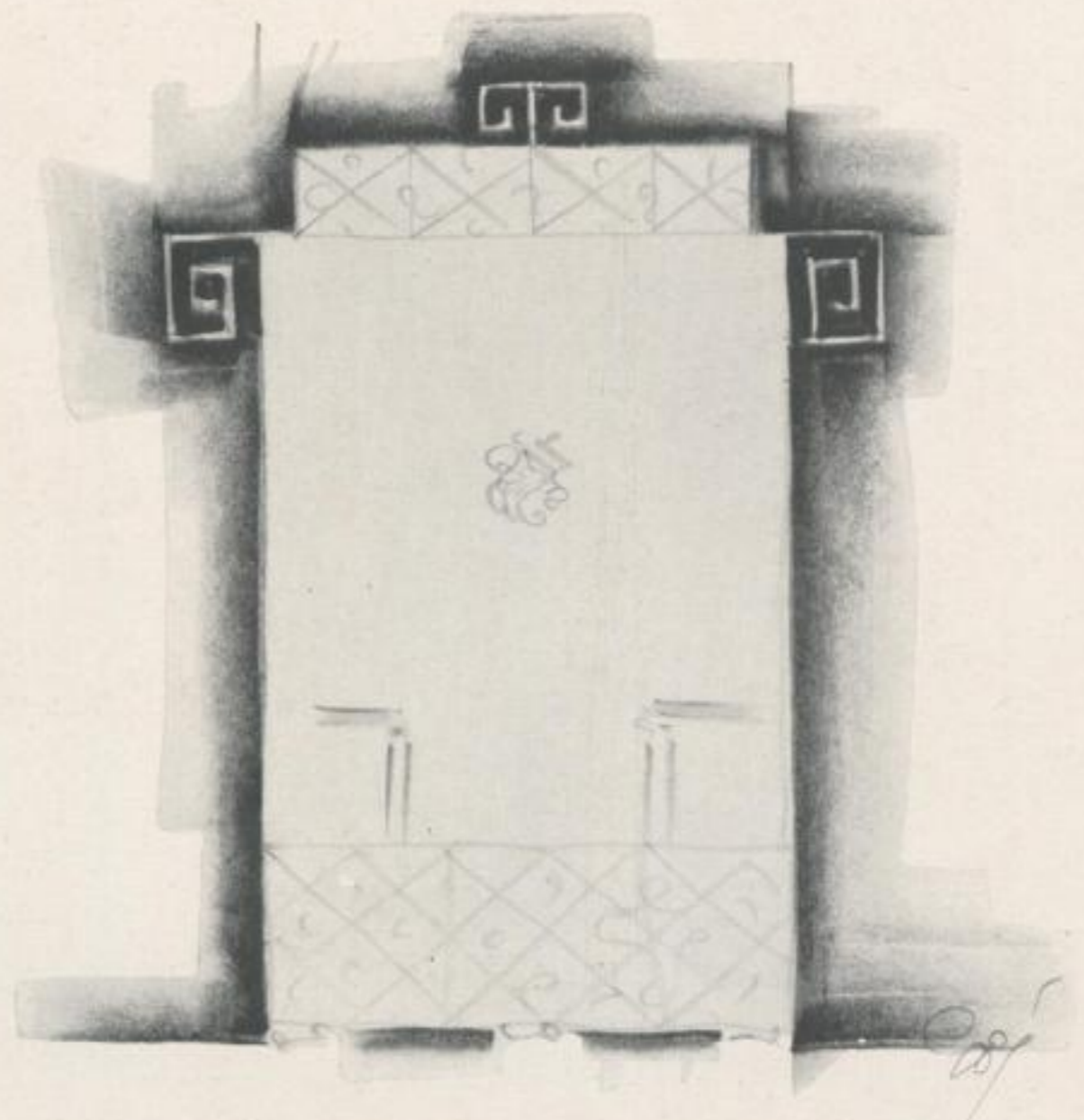
**Madame's
Gown Shop
is
Exclusively
a
Woman's
Shop**



For Madamelle - there is, of course, Madamelle's own Individual Shop.

Franklin Simon & Co
A Store of Individual Shops
FIFTH AVE., 37th AND 38th STS., NEW YORK

INSERT
MAGAZINE-ADVERTISEMENT



ENTWURF FÜR EINE ELEKTR. KAFFEEMASCHINE
DESIGN FOR ELECTRIC PERCOLATOR