A STORE OF INDIVIDUAL SHOPS

*A Store of Individual Shops*

*Women's Coat Shop* *Women's Suit and Gown Shop* *Women's Fur Shop*

# Franklin Simon & Co.

Fifth Avenue, 37th and 38th Streets, New York

LONDON: 29 Jewin Crescent PARIS: 4 Rue Martel

## *A Store of Individual Shops*

**Exclusive Apparel**

**For Women, Misses, Girls, Boys and Infants**

**at Popular Prices**

*Thirty Specialty Shops Under One Roof*

| | | |
|---|---|---|
| Women's Suits | Women's and Misses' Furs | Sweaters and Sport Coats |
| Women's Gowns | Women's and Misses' Gloves | Mourning Apparel |
| Dressmaking Salon | Women's and Misses' Shoes | Women's and Misses' Veilings |
| Misses' Suits | Women's and Misses' Hosiery | Girls' and Boys' Shoes |
| Misses' and Girls' Dresses | Women's Neckwear | Girls' and Boys' Hosiery |
| Misses' and Girls' Coats | Women's and Misses' Millinery | Boys' Clothing Shop |
| Women's and Misses' Waists | Women's and Misses' Lingerie | Infants' Outfitting Shop |
| Women's Coats | Women's Boudoir Gowns | Handkerchiefs |
| Women's and Misses' Skirts | Women's and Misses' Knit Underwear | Perfumery and Toilet Articles |
| Women's and Misses' Corsets | Riding Apparel Shop | Leather Goods and Stationery |

***Prices of Apparel Illustrated***

| | | | |
|---|---|---|---|
| No. 2. | Paquin Model Coat of Chiffon Velvet, with Bear Fur | 95.00 | |
| No. 4. | Jenny Model Coat of Velour Cloth, with Hudson Seal Fur | 49.50 | |
| No. 6. | Cheruit Model Suit of Velour Duvetyn, new Martin or Skunk Opossum Fur | 59.50 | |
| No. 8. | Drecoll Model Gown of Chiffon Velvet and Georgette Crepe with Fur | 55.00 | |
| No. 10. | Jenny Model Fur Coat of Hudson Seal with Natural Beaver or Skunk Fur | 165.00 | |
| No. 12. | Cheruit Model Fur Coat of Real Moleskin with Natural Skunk or Ermine | 195.00 | |
| No. 14. | Velveteen Coat, Real Skunk Fur collar; 8 to 16 years | 29.50 | |
| No. 16. | Navy Serge and Plaid Silk Dress, hand embroidered; 8 to 15 years | 14.50 | |
| No. 18. | Broadcloth and Novelty Silk Dress with Fur; 14 to 20 years | 55.00 | |
| No. 20. | Vicuna Velour Suit with Natural Beaver Fur; 14 to 20 years | 49.50 | |
| No. 22. | English Kersey Cloth Coat with Velvet; 2 to 6 years | 9.75 | |
| No. 24. | Scotch Tweed Suit, including extra trousers; 7 to 18 years | 10.00 | |
| No. 26. | Hand-embroidered Georgette Crepe Waist | 14.50 | |
| No. 28. | Embroidered Georgette Crepe Waist, Fitch Fur trimming | 18.50 | |
| No. 30. | Broadcloth Coat with Natural Beaver Fur; 2 to 6 years; Hat, 9.75; Coat | 15.75 | |
| No. 32. | Crepe de Chine Hand-smocked Coat; 6 months to 3 yrs; Cap, 3.75; Coat | 9.75 | |

*Hats and Shoes illustrated are from our shops—prices furnished upon application*

*Girls' Shop* *Misses' Shop* *Boys' Shop* *Women's Waist Shop* *Infants' Shop*

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