

Franklin Simon & Co.

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



ANNUAL JANUARY SALE
Offers Exceptional Values in
Philippine Hand-made Lingerie Underwear
For Women and Misses—Sizes 32 to 44

No. 31—Nainsook Envelope Chemise, hand made, daintily hand-embroidered and hand scalloped. **1.95**

No. 33—Hand-made Chemise of nainsook, straight model, daintily hand scalloped. **1.75**

No. 35—Hand-made Nainsook Nightgown, hand embroidered and hand scalloped, ribbon through eyelets. **1.95**

No. 37—Hand-made Envelope Chemise of nainsook, Colado design and hand embroidered in dainty sprays; hand scalloped. **2.85**

No. 39—Nainsook Nightgown with square neck, hand made and hand embroidered in effective bowknot and floral design. **3.95**



No. 41—Real filet lace trimmed hand-made Nainsook Nightgown hand embroidered in dainty design. **2.85**

No. 43—Insets of real filet lace trim this hand-made Empire Nightgown of nainsook, hand embroidered in elaborate design, clusters of tucks. **4.95**

No. 45—Hand-made Nainsook Chemise, envelope model, hand embroidered; shoulder straps and shell bottom hand scalloped. **2.85**

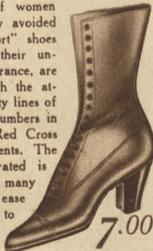
No. 47—Hand-made Nainsook Nightgown, hand embroidered and hand scalloped, ribbon through embroidered eyelets at V neck. **2.85**

No. 49—Hand-made Envelope Chemise of Nainsook, with hand embroidered design; hand scalloped shoulder straps. **1.95**

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Thousands of women who formerly avoided mere "comfort" shoes because of their unsightly appearance, are delighted with the attractive, dainty lines of the "style" numbers in the varied Red Cross Shoe assortments. The model illustrated is among the many that combine ease and fashion to a marked degree.



Style 843 1/2 Black glazed kid—new Cuban heels and Red Cross flexible soles.

J. Blum & Sons

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Stores: Broadway, near Greene Av.
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Illustrated booklet free

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