

Franklin Simon & Co.

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

For the Warm, Sunny Climes
of California and the South

Women's Hand-made Dresses

Of FRENCH ORGANDIE
or HANDKERCHIEF
LINEN

Designed in the
Franklin Simon & Co.
Workrooms



EMBELLISHMENTS of hand embroidery, drawn-work and dainty tucks are the appealing features of these graceful dresses, entirely hand-made.

MODEL No. 61.

IT would be almost impossible to gainsay the charm of this hand-made dress of French organdie, so fine and gauze-like, and exquisitely dainty in the softness of its colorings—orchid, light blue, pink, white or canary. Novel hand embroidered design, featherstitching and clusters of pin tucks are details that give it character. Two-tone ribbon with long sash ends slips through organdie girdle.

48.00

MODEL No. 63.

DAINTY and sheer is the fine handkerchief linen that fashions this hand-made dress, in delicate Summer colorings of pink, light blue, buttercup, mauve or white. It features a kimono sleeved blouse with panel front and back, displaying effective arrangements of tucks and hand-drawnwork, a trimming repeated on the flowing straight-line tunic and ankle length skirt. Roll collar and covered buttons of white organdie.

58.00

HATS illustrated, from our shop. Prices upon application.

Prompt Delivery Free, Anywhere in the United States—Phone 6900 Greeley

To the Wholesale Dress Buyer

The Accepted Modes in Dresses, Suits and Coats in the Recognized Fabrics for Spring

Laine De Guerre · Wool Jersey · Tricolette

THE FASHION WORLD has chosen these three fabrics as the best media for interpreting this Spring's silhouette. The Spring demand for models of Laine de Guerre, Wool Jersey and Tricolette at the leading retail stores and shops is already manifesting itself.

Specializing exclusively in these materials, assures you of the widest possible range of authentic styles. Our showing commands the attention of every merchant catering to the fashion set of his community.

CROWN EMBROIDERY WORKS
105 Madison Avenue, New York
MAISON HAAS, INC. · · · PARIS

Blackshire

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BLACK APPAREL
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AS the largest exclusive designers and manufacturers of black apparel in the world, the House of Blackshire attains a perfection unequalled, offering the widest assortment of gowns—embracing every conceivable range of price.

The better shops in every city catering to a fashionable clientele are featuring Blackshire apparel as a proof of their style leadership.

We are holding a copy of the Blackshire "Spring Style Story" for you. When requesting it, will you please mention the name of your favorite shop?

THE HOUSE OF BLACK
112-114-116 MADISON AVE.
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