

Franklin Simon & Co.

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

Exclusive Winter Models

GIRLS' Serge or Velveteen Dresses

At Special Prices



No. 21—Girls' Velveteen Dress in navy or brown, with detachable pongee silk guimpe, hand embroidered collar, semi-Empire dress ornamented with black silk braid and attractively hand embroidered in contrasting color silk; shirred skirt; braid covered buttons. 13.75
6 to 12 years.

No. 23—Girls' Braid Trimmed Navy Serge Dress fastening at back, rows of black silk braid trim the waist, skirt and tailored sleeves; pleated Georgette frill around neck; black bone buttons down back. 16.75
12 to 16 years.

No. 27—Girls' Hand Embroidered Velveteen Dress in black, navy or brown, embroidered with wool in contrasting colors around collarless neck and at front; new model shirred skirt with hand embroidered pockets; wide self belt trimmed with covered buttons. 19.75
12 to 16 years.

No. 25—Girls' Semi-Empire Velveteen Dress in navy, brown or black, crushed girde slips through braid covered buckles, tailored bow at back; pleated Georgette frill trims neck and sleeves; full shirred skirt. 18.50
10 to 16 years.

No. 29—Girls' Two-piece Tailored Dress of navy and plaid Serge, coatee of navy serge trimmed with black silk braid, hand embroidered white pique collar; vestee, sleeves and pleated skirt of green-and-blue plaid serge. 11.50
12 to 16 years.

Prompt Delivery Free
Anywhere in the United States
Phone 6900 Greeley

HATS illustrated, from our shop.
Prices upon application.

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



NEW SILHOUETTE MODELS

Women's "La Supreme" Corsets

Sold only by Franklin Simon & Co.

DESIGNED to give the freedom and grace of line demanded by present-day fashions.

No. 30—"La Supreme" Corset of pink striped Batiste, for medium short figure, two inch extension above waist, graduating higher at back, prevents skirt band from cutting into figure; boning at front gives flat lines over abdomen; free hip sections. Sizes 23 to 28.

No. 32—"La Supreme" Corset of pink figured Batiste, designed for the slender undeveloped figure; made with medium low bust and with sufficient boning to impart the fashionable straight lines without being uncomfortable; medium length skirt. Sizes 22 to 26.

7.50

5.00

CORSET SHOP—Balcony Floor

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MAVIS
TALC-POWDER-CREAM
25¢ 50¢ 50¢

Franklin Simon & Co.

Fifth Ave., 37th and 38th Sts., New York

A NEW TAILORED MODEL

"Betty Wales" Serge Dress

Made Exclusively for Franklin Simon & Co.

For MISSES—Sizes 14 to 20 Years

DESIGNED on simple becoming lines.

No. 151—Misses' "Betty Wales" Dress of navy serge, trimmed with black silk braid and bone buttons; braid trimmed half belt with long sash ends tying at back; white satin collar; tailored pockets on waist and skirt.

19.75

Misses' Dress Shop
Second Floor

No. 151A — Velvet Mushroom Hat, faced with satin; chenille and wool ornament; in black and colors, 10.00

Millinery Shop
Main Floor

SHOES illustrated, from our shop. Price upon application.



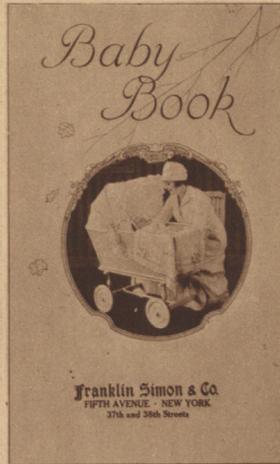
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CONTAINS every requisite for the baby from Infancy to two years.

Included is a complete assortment of the daintiest hand and machine-made apparel, for the baby in long or short clothes

Also Nursery or Playroom Furniture and Toys

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and Cap to Match



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