

A Store of Individual Shops



50 Girls' Dress Shop

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Women's Waist Shop



54 Girls' Coat Shop

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Franklin Simon & Co.

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

New Fashions

For Women, Misses, Girls and Boys

- No. 50—Girls' Taffeta Silk Dress in navy, Copen, rose or green; white Georgette overcollar; skirt corded at hem. 12 to 16 years. 14.50
- No. 51—Girls' Hand-Smocked Dress of silk crepe de chine in pink, light blue, white, navy, Copen or rose. 12 to 16 years. 18.50
- No. 52—Women's Georgette Crepe Waist, in flesh or white; convertible collar, vestee and cuffs of real fillet lace. 14.50
- No. 53—Women's Georgette Crepe Waist, in white, flesh, tea rose, or bisque; collar, frills and cuffs Val lace trimmed. 9.75
- No. 54—Girls' Wool Jersey Coat in rose, Copen, rookie or white; belted straight front coat, pleated back. 6 to 16 years. 19.75
- No. 55—Child's Coat of black-and-white checked worsted or navy serge; detachable white pique collar and cuffs. 2 to 6 years. 12.75
- No. 56—Child's Hand-Made Hat of novelty straw with taffeta brim. 6.95
- No. 57—Misses' Navy Foulard Dress, figured in rose or green; emb'd chiffon vestee and collar; new bloused hem skirt. 14 to 20 years. 38.00
- No. 58—Women's Braid-Bound Suit of navy or black serge. Oxford suiting or black-and-white checked worsted; novelty silk lined. 36.00
- No. 59—Women's Embroidered Gown, copy of "Princess" model, in beige black, navy, grey or taupe satin, combined with Copenhagen or self color Georgette. 55.00
- No. 60—Women's Sailor Hat of Lisere Straw, draped satin band, jet and bead ornament. 7.50
- No. 61—Women's Mushroom Milan Straw Hat, embroidered band and ornament. 9.75
- No. 62—Women's Hat, Lisere crown, transparent maline brim; burnt ostrich band, ribbon bow. 12.75
- No. 63—Women's Coat, Copy of "Bernard" model; of imported suede burella cloth, in copper, Japanese blue, deer or purple; Duchesse satin lined. 48.00
- No. 64—Women's Coat, Copy of "Jenny" model; of navy or black men's wear serge, cable stitched, striped novelty silk lined. 38.00
- No. 65—Boys' Norfolk Suit, including extra knickers, of black-and-white checked velour, navy serge or grey tweed. 7 to 18 years. 12.50
- No. 66—Boys' Regulation Middy Suit, including extra knee trousers; of fine white drill, navy serge collar and cuffs, silk tie. 4 to 10 years. 5.00

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



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Women's Coat Shop

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Boys' Clothing Shop

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Tailored Millinery Shop

Franklin Simon & Co.