

FRANKLIN SIMON & CO.

Announce the Arrival of a Shipment of  
LONDON-MADE

# Men's Aquascutum Overcoats

For Winter and Motor Wear

The models embody the latest London lines and the fabrics are those warmth-without-weight woolens whose colorings breathe the spirit of the Yorkshire Moors and the Scottish Highlands.

Exclusive New York Distributors for Aquascutum. Limited



THERE is in an Aquascutum that something which you find in an Englishman—a sort of free-and-easy quality which declines to get ruffled under any provocation. The Aquascutum goes on quietly, stays easily in place, may get blown about a bit, but holds its shape and its lines and its English demeanor, whether it snows, hails, freezes or cyclones. And when you get down to talk of style, an Aquascutum monopolizes the conversation. It has a genuine topcoat informality about it, fitting firmly in and about the neck and the shoulder blades, and thereafter hanging lightly and loosely about the figure in the fashion that is typical of the finest English cloths.

\$40 to \$75

Sizes 32 to 46.

DOUBLE BREASTED RAGLAN

ENGLISH BOX COAT

DOUBLE BREASTED ULSTER

Men's Clothing Shop—8 West Thirty-Eighth Street  
Separate Shop on Street Level



FIFTH AVENUE, NEW YORK

# Franklin Simon & Co.

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



For the correct silhouette

NEW MODEL

## Women's "Parfait" Corsets

Sold only by Franklin Simon & Co.

INDIVIDUAL types that achieve the slender, youthful lines for the fashions of today.

No. 20—"Parfait" Corset of mercerized pink Broche, suitable for the immature, slight figure; a lightly boned waistline model, elastic section in front and top of self material at back prevent corset from cutting into figure. May be worn for sport or dress wear. Sizes 21 to 26.

No. 22—"Parfait" Corset of pink or white Broche, designed for medium or well developed figures; Empire top model that is well boned yet will give graceful lines; snug fitting skirt with elastic gores at bottom insures smooth unbroken lines. Sizes 24 to 30.

6.50

9.00

CORSET SHOP—Balcony Floor

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# Franklin Simon & Co.

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

## Misses' "Betty Wales" Dress

Made Exclusively for Franklin Simon & Co.

SIZES 14 to 20 YEARS

A straightline model distinguished by tailored simplicity.

No. 135—Misses' "Betty Wales" Dress, box pleated model, of navy, brown or green serge, with collarless neck; wide crushed silk girde ties into sash.

18.50

Misses' Dress Shop  
Second Floor

No. 135A—Mushroom Hat of velvet, faced with satin, in black and colors; wreath of flowers. 10.00

Millinery Shop  
Main Floor

SHOES illustrated from our shop.

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## Chauffeurs' Outfits

Special at  
\$75

Suit, Overcoat and Cap to Match

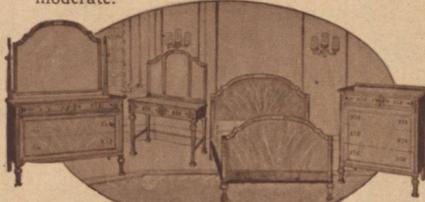


With good fabrics scarcer than ever, there is now but one Royal road to Economy in Motor Apparel, and that is Quality. In this Chauffeur's outfit, consisting of suit, overcoat and cap of fine dark grey, all wool whipcord, we offer, considering conditions, an outfit which is remarkable for both quality and value. The outfit complete \$75.00, or as follows:

Suit \$34 Overcoat \$38 Hat \$3

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