Franklin Simon & Co.

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

Distinctive Winter Apparel

FOR MISSES, JUNIOR
MISSES AND GIRLS

THESE garments are representative of the Style, Quality and Values found in the Individual Shops, and have won for them the reputation they enjoy.

59—Navy Blue Tricotine Dress for the Junior Miss, elaborated with silk embroidery to match and self covered buttons. Sizes 13, 15 and 17 years. 34.50

61—Misses' Navy Blue Tricotine Dress of superior quality, with a smart oriental touch in the gold metal thread and silk embroidery. Satin sash in back; silk fringed ends. 14 to 20 years. 68.00

63—Fine quality twilled back Velveteen fashions this Girls' dress with ornamentation of varicolored hand embroidery. Navy, brown, or black. Pleated frill collar of white Georgette crepe. 10 to 16 yrs. 24.50

65—Girls' Tailored Coat of heather velour in leather brown, or Copenhagen colorings. Lined with silk and interlined. Large shawl collar of nutria fur. 6 to 12 years. 45.00

67—This Misses' Coat charmingly exemplifies the bloused back silhouette with straight belted front. Of superior quality wool suedine in Maduro brown, reindeer, or navy blue, with taupe nutria fur cape collar, reaching to waist. Silk lined and interlined. 14 to 20 years. 98.50

69—Custom-made Junior Misses' Coat from our workrooms, with novel pockets and nutria fur collar. Of suede velour in Brazilian red, brown, Pekin blue, reindeer, or navy. Silk lined, interlined. 13, 15, 17 and 19 years. 75.00

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

MISSES' AND GIRLS APPAREL SHOPS—Second Floor

HATS illustrated, are but suggestions of the infinite variety in the Millinery Shops

Franklin Simon & Co.

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

Mine's a "Betty Wales" too!

IT is difficult to decide which are the loveliest, the materials or the styles of the new "Betty Wales" Misses' Dresses for Autumn.

After all, it's the clever blending of the two and the introduction of such smart touches of trimming, that gives their air of individuality and distinction. And they are so well made that it's a delight to wear Betty Wales Dresses.

65—It matters not whether it be the soft, shimmering lustre of the satin—the gleam of silver and gold in the embroidery, or the cobwebby fineness of the silk net—suffice it that all these lovely ingredients have endowed this Misses' "Betty Wales" dinner frock with indisputable charm. In brown, navy blue or black. Huge net bow and sash end at back. 58.00

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Betty Wales Dresses

Trade Mark Reg.

Made Exclusively for Franklin Simon & Co.

Fall and Winter Models

For MISSES

Sizes 14 to 20 years

67—Paris suggested the beguiling way of placing velvet ribbons against a background of soft flimsy nothingness. And the result is altogether fetching in this Misses' "Betty Wales" frock of flowered Georgette made over soft silk, with skirt prettily puffed in tiers. The colors are dark brown or old blue grounds with soft floral design. 49.50

69—That there shall be more width at the hips is one of the points with which French designers are in accord, and this idea is expressed in this Misses' "Betty Wales" taffeta silk evening frock. In coral, turquoise, or sunset. Bodice of silver lace veiled with silk net, also silver ribbon contribute to a charming ensemble. 37.50

MISSES' DRESS SHOP
Second Floor

ALCO-GRAVURE, INC., NEW YORK-BALTIMORE