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A Store of Individual Shops



Women's Coat Shop



Women's Suit and Gown Shop



Women's Fur Shop



A STORE OF INDIVIDUAL SHOPS

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Franklin Simon & Co.

Fifth Avenue, 37th and 38th Streets, New York
LONDON: 29 Jewin Crescent PARIS: 4 Rue Martel

A Store of Individual Shops

Exclusive Apparel
For Women, Misses, Girls, Boys and Infants
at Popular Prices

Thirty Specialty Shops Under One Roof

- Women's Suits
- Women's Gowns
- Dressmaking Salon
- Misses' Suits
- Misses' and Girls' Dresses
- Misses' and Girls' Coats
- Women's and Misses' Waists
- Women's Coats
- Women's and Misses' Skirts
- Women's and Misses' Corsets
- Women's and Misses' Furs
- Women's and Misses' Gloves
- Women's and Misses' Shoes
- Women's and Misses' Hosiery
- Women's Neckwear
- Women's and Misses' Millinery
- Women's and Misses' Lingerie
- Women's Boudoir Gowns
- Women's and Misses' Knit Underwear
- Riding Apparel Shop
- Sweaters and Sport Coats
- Mourning Apparel
- Women's and Misses' Veilings
- Girls' and Boys' Shoes
- Girls' and Boys' Hosiery
- Boys' Clothing Shop
- Infants' Outfitting Shop
- Handkerchiefs
- Perfumery and Toilet Articles
- Leather Goods and Stationery

Prices of Apparel Illustrated

No. 2. Paquin Model Coat of Chiffon Velvet, with Bear Fur	95.00	No. 18. Broadcloth and Novelty Silk Dress with Fur: 14 to 20 years	55.00
No. 4. Jenny Model Coat of Velour Cloth, with Hudson Seal Fur	49.50	No. 20. Vicuna Velour Suit with Natural Beaver Fur: 14 to 20 years	49.50
No. 6. Cheruit Model Suit of Velour Duvetyn, new Martin or Skunk Opossum Fur	59.50	No. 22. English Kersey Cloth Coat with Velvet: 2 to 6 years	9.75
No. 8. Drecoll Model Gown of Chiffon Velvet and Georgette Crepe with Fur	55.00	No. 24. Scotch Tweed Suit, including extra trousers: 7 to 18 years	10.00
No. 10. Jenny Model Fur Coat of Hudson Seal with Natural Beaver or Skunk Fur	165.00	No. 26. Hand-embroidered Georgette Crepe Waist	14.50
No. 12. Cheruit Model Fur Coat of Real Moleskin with Natural Skunk or Ermine	195.00	No. 28. Embroidered Georgette Crepe Waist, Fitch Fur trimming	18.50
No. 14. Velveteen Coat, Real Skunk Fur collar: 8 to 16 years	29.50	No. 30. Broadcloth Coat with Natural Beaver Fur: 2 to 6 years: Hat, 9.75; Coat	15.75
No. 16. Navy Serge and Plaid Silk Dress, hand embroidered: 8 to 15 years	14.50	No. 32. Crepe de Chine Hand-smocked Coat: 6 months to 3 yrs; Cap, 3.75; Coat	9.75

Hats and Shoes illustrated are from our shops—prices furnished upon application



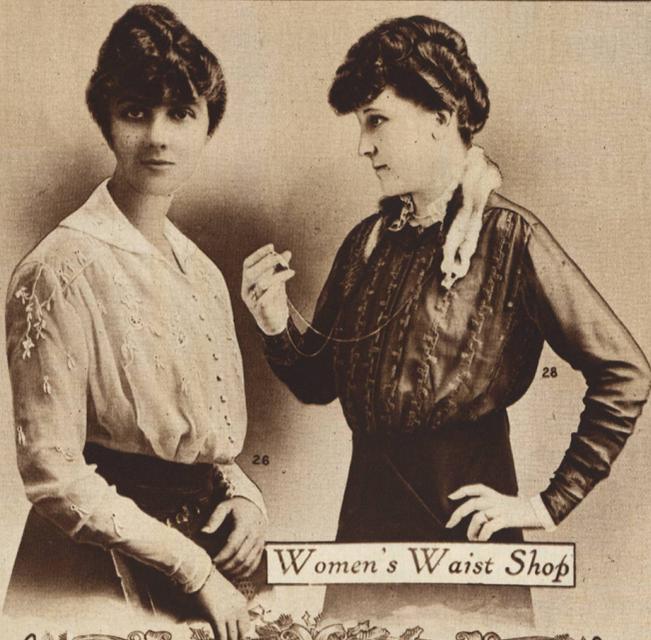
Girls' Shop



Misses' Shop



Boys' Shop



Women's Waist Shop



Infants' Shop



Franklin Simon & Co.