

A Store of Individual Shops



50 Girls' Dress Shop

51



Women's Waist Shop

52

53



54 Girls' Coat Shop

55

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 filet 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, taffeta brim. 6.95
- No. 57—Misses' Navy Foulard Dress, figured in white, 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 "Premet" model, in beige, black, navy, gray 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 head 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; Duchess 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 gray tweed. 7 to 18 yrs. 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.



56

57



58

59



63

64

Women's Coat Shop



60

61

62

Tailored Millinery Shop



65

66

Boys' Clothing Shop