

Franklin Simon & Co.

A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York

EXCLUSIVE FASHIONS

Misses' Fall and Winter Suits

Sizes 14 to 20 years

Narrow shoulders and close-fitting sleeves emphasize the fashionable slender silhouette



MISSES' Silvertone Wool Velour Suit

Convertible shoulder collar of Australian Opossum fur

No. 180—In navy, brown, taupe or new Pekin blue; new length coat with straight front ties into sash at back with cord fringed ends, cord tuckings below pockets, lined with novelty silk and warmly interlined; new model straightline skirt with belt and pockets to match.

79.50

MISSES' Wool Velour Suit (SUPERIOR QUALITY)

Showing new fur trimmed choker collar

No. 182—In navy, brown, delfine blue or beaver. Self corded coat features panel front and fur trimmed sash belt; smart new choker collar of tuckd self material and Hudson seal fur (dyed muskrat); coat lined with novelty silk and warmly interlined; straightline skirt with pockets, detachable belt.

69.50

180A—Small brimmed Velvet Hat rolling at left side, with burnt ostrich fancy. 22.00

182A—Small brimmed Turban of velvet or satin, ostrich plume in back. 18.00

SHOES illustrated, from our shop. Prices upon application.

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Betty Wales Dresses

Trade Mark Reg. U. S. Pat. Off. and Foreign Countries

Fall and Winter Model

For MISSES

Sizes 14 to 20 years

Franklin Simon & Co.

FIFTH AVENUE

37th and 38th Sts., New York.

Exclusive Agency for New York City and vicinity.

Misses' "Betty Wales" Serge Dress (illustrated on left), in navy or brown, straightline collarless model; accordion pleated Georgette panel front and back, with wide serge fold around bottom embroidered with silk and metal thread; serge sleeves have deep Georgette cuffs, serge trimmed; self belt ties into sash at back. 39.50

Misses' "Betty Wales" Wool Jersey Dress (illustrated in centre), in overseas blue, trench or navy, embroidered with wool yarn in self and contrasting color; full length panels front and back with shirred side tunic; tailored sleeves and belt trimmed with self covered buttons. 39.50

Misses' "Betty Wales" Navy Serge Dress (illustrated on right), trimmed with wool yarn in contrasting color; straightline model; rows of wool yarn outline collarless neck and trim waistline; ribbon tie at neck, box pleated skirt. 19.75

BONWIT TELLER & CO.

The Specialty Shop of Originations
FIFTH AVENUE at 38th STREET NEW YORK



HANDMADE BLOUSES of GEORGETTE CREPE

Exclusive Bonwit Teller & Co. Models Executed in the Workrooms of This Shop

BRIDELLA—Handmade blouse of Georgette crepe, the collar and cuffs are edged with and the front panelled by four rows of net footing. Colors: Flesh pink and white. 23.50

FRAGRET—Handmade blouse of Georgette crepe with deep plaited frill collar and cuffs. Picot edging by hand. In orchid, flesh pink and white. 19.75

DAISANNE—Handmade blouse of Georgette crepe in flesh pink and white. The soft draped collar terminates with a full waist-deep jabot edged by fine lace. The cuffs harmonize with the jabot treatment. 23.50

GERANIA—Handmade blouse of Georgette crepe, with pearl buttoned front topped by a tie of moire ribbon. The cuffs are drawn through with the ribbon also. Hand fagoting is daintily applied. 21.50



ONE of the redeeming graces of the dog-days of August is the bloom of the Japanese Clematis, known to the learned as Clematis paniculata. Its beauty and fragrance make it the most popular of the Clematis family. Even the lover of formal gardens and precisely-clipped hedges must acknowledge its charm and its usefulness. It will quickly cover a trellis, porch, pergola, tennis-backstop or fence, and decorate it with myriads of white, star-shaped, almond-scented blossoms—just at the time when flowers are scarce among the trees and shrubs—in August and September. Let it clamber over the shrubbery and grace it with a new and unexpected beauty. Let it hide your unromantic laundry-yard, redeem the ugliness of your back-fence, and weave mantles of showy white over the bare spots in the home landscape. It's the cheapest way, too—a single vine, at 30 cents, will cover many square feet of fence or foliage. Tell us how much, approximately, you wish to cover—we'll tell you how many you need—30 cents each, \$2.50 for 10.

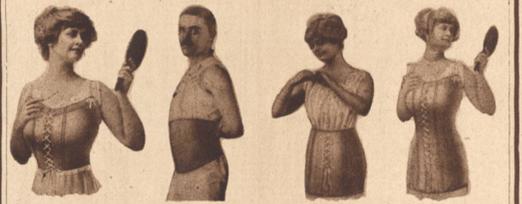
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