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Serge Frocks
Moderately Priced



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Franklin Simon & Co.

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

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The New Fall and Winter Models of
WOMEN'S "Aquascutum" COATS



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Of winter weight vicuna fabrics, (giving warmth without the discomfort of weight,) in warm midwinter shades of brown, green, plum or gray, also heather colorings; new fitted shoulders, raglan sleeves and turn-over strap collar; sectional belt can be detached, also worn as half-belt.
Pre-War Price 58.00

MODEL NO. 11—**Semi-Fitted "Aquascutum" Coat**
Of winter weight vicuna in two-tone gray and black stripes or green, brown or gray heather mixtures; straight panel front with flat, boxpleated back, giving graceful new lines; set-in sleeves, buttoned close to neck collar, belted only at sides.
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No. 17—"La Supreme" Corset of pink Broche, suitable for slight and medium figures, a comfortable waistline model with elastic top, making this corset equally desirable for dress or sport wear, lightly boned in front, unboned over hips, giving a graceful, youthful contour to the figure. Sizes 21 to 28.

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Smart Fall Model

Illustrating one of a number of exquisite gowns for Autumn. Of Black Satin, draped on one side, extending around to the back. Wide sash finished with ball fringe. New bell sleeve lined with contrasting color of Georgette. **\$37.50**
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Franklin Simon & Co.

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

NEW MODEL

Misses' "Betty Wales" Dress

Made Exclusively for Franklin Simon & Co.



Plaid Silk effectively trims the model illustrated.

Sizes 14 to 20 years.

No. 105—Of navy blue serge, made with the modish rounded neck; new in cut is the skirt with stitched inverted pleats at sides, button trimmed; wide crushed girdle and streamers of plaid silk; tailored sleeves.

22.50

Misses' Dress Shop
Second Floor

HAT and SHOES illustrated from our shops. Prices upon application.

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