

# Franklin Simon & Co.

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

For the Warm, Sunny Climes  
of California and the South

## Women's Hand-made Dresses



Of FRENCH ORGANDIE  
or HANDKERCHIEF  
LINEN

Designed in the  
Franklin Simon & Co.  
Workrooms

**E**MBELLISHMENTS of hand embroidery, drawn-work and dainty tucks are the appealing features of these graceful dresses, entirely hand-made.

MODEL No. 61.

IT would be almost impossible to gainsay the charm of this hand-made dress of French organdie, so fine and gauze-like, and exquisitely dainty in the softness of its colorings—orchid, light blue, pink, white or canary. Novel hand embroidered design, featherstitching and clusters of pin tucks are details that give it character. Two-tone ribbon with long sash ends slips through organdie girdle.

48.00

HATS illustrated, from our shop. Prices upon application.

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

MODEL No. 63.

**D**AINTY and sheer is the fine handkerchief linen that fashions this hand-made dress, in delicate Summer colorings of pink, light blue, buttercup, mauve or white. It features a kimono sleeved blouse with panel front and back, displaying effective arrangements of tucks and hand-drawnwork, a trimming repeated on the flowing straight-line tunic and ankle length skirt. Roll collar and covered buttons of white organdie.

58.00

*To the Wholesale Dress Buyer*

The Accepted Modes in Dresses, Suits and Coats in the Recognized Fabrics for Spring

*Laine De Guerre · Wool Jersey · Tricolette*

THE FASHION WORLD has chosen these three fabrics as the best media for interpreting this Spring's silhouette. The Spring demand for models of Laine de Guerre, Wool Jersey and Tricolette at the leading retail stores and shops is already manifesting itself.

Specializing exclusively in these materials, assures you of the widest possible range of authentic styles. Our showing commands the attention of every merchant catering to the fashion set of his community.

**CROWN EMBROIDERY WORKS**  
105 Madison Avenue, New York  
MAISON HAAS, INC. · PARIS

# Blackshire

The Perfect  
BLACK APPAREL  
Dresses & Blouses



**A**S the largest exclusive designers and manufacturers of black apparel in the world, the House of Blackshire attains a perfection unequalled, offering the widest assortment of gowns—embracing every conceivable range of price.

The better shops in every city catering to a fashionable clientele are featuring Blackshire apparel as a proof of their style leadership.

We are holding a copy of the Blackshire "Spring Style Story" for you. When requesting it, will you please mention the name of your favorite shop?

**THE HOUSE OF BLACK**  
112-114-116 MADISON AVE.  
NEW YORK CITY  
Wholesale Only.



## Fine Fuel for Young Engines!

Those young human engines—with their healthy, hundred horse-power appetites—how they do take a plate of Aunt Jemima Pancakes.

Aunt Jemima Flour is complete—with even the sweet milk ready mixed in it and so rich it needs no eggs. There's no complicated mixing and measuring, no anxious "trying" and testing—the simple addition of water makes perfect pancakes every time. So good!—and so economical!

Order from your grocer today a package of Aunt Jemima Pancake Flour—or Aunt Jemima Buckwheat Flour in the yellow package. He has it or will gladly get it for you. Aunt Jemima Mills Company, St. Joseph, Missouri.



Try Aunt Jemima Pancake Flour for waffles, muffins and breadsticks.

"I'se in town, Honey!"