

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Streets, New York

WOMEN'S FUR SHOP—Fourth Floor



Mole sleeveless Cape-Coatee, gray squirrel collar \$200⁰⁰



Hudson Seal Coatee, gray squirrel trimming, flare back \$310⁰⁰



Half-open Fox Scarf, Jaupé, Kamchatka or brown \$62⁰⁰

Gray Squirrel Tie, also Hudson Seal or Mole \$42⁰⁰

Collar in Mole, Squirrel or Hudson Seal \$27⁰⁰



Mole Wrap, draped collar \$358⁰⁰

Summer Furs for Women and Misses

AN INDISPENSABLE FASHION—NOT A FAD

INSTEAD of just a fad—a passing fancy—the Summer fur has become a reality—an accepted mode.

The smartly gowned woman regards the fur wrap, stole or small neck-piece as the piece-de-resistance of her Summer costume.

Franklin Simon Summer furs are fashioned of soft, pliable pelts which are particularly adapted to the mode and to the season.

The fur fashions in this advertisement are simply a foretaste of a variety which is unusually large and wholly unusual.

FUR STORAGE

Dry Cold Air Improved Method
Phone 6900 Greeley

FURS REMODELED or REPAIRED

During the Spring at Special Prices
Phone 6900 Greeley

Gray Squirrel Stole, \$175⁰⁰
draped pockets
In Mole — \$160⁰⁰
In Hudson Seal \$200⁰⁰



Hold Fast!

WITH a smart little "snap, snap, snap," your Wilsnaps spring to duty—the duty of holding fast.

Then when you wish to undo your gown, your Wilsnaps need no "finger-nail urging" to spring quickly apart.

For the sake of snap fastener comfort and security, always keep a supply of rust-proof Wilsnaps on hand with your sewing things.

Wilsnaps in all sizes. Wilsnaps for all weights of material.

Wilsnaps—always Wilsnaps—wherever snap fasteners are used.

Always will snap

THE WILSON FASTENER CO.
113 East St. Clair Avenue Cleveland, O.



Look for this card—orange colored—10c everywhere

WILSNAP

Fashion's Fastener

Franklin Simon & Co.

A Store of Individual Shops

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



STRAIGHTLINE MODELS Women's "Binner" Corsets

LIGHTLY boned Binner Corset of pink coutil (illustrated at left) adaptable to the medium or well developed form. A comfortable low bust model designed with extra gores for diaphragm and extension top with fullness for shoulder blades. Front is reinforced to give flat lines over abdomen; free hip section. Sizes 23 to 30.

LOW bust Binner Corset of fancy pink broche (illustrated at right) designed especially for stout figures. Note-worthy features are the elastic lacings over thighs which firmly hold fullness of figure and expand when one is seated. The woman whose corset often breaks at waistline will appreciate the advantages of reinforced side steel. Sizes 24 to 30.

6.00

10.00

CORSET SHOP—Balcony Floor

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