

Franklin Simon & Co.

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

Figured Voile and Organdie are Responsible for the Success of this

MISSES'

"Betty Wales" Dress

Made exclusively for Franklin Simon & Co.



ASIDE from its youthfulness and becoming style, it is the cool, sheer fabrics that make this "Betty Wales" Dress so very desirable.

The white organdie is in charming contrast with the cotton voile figured in blue, rose or green. Very dainty is the bib collar of embroidered white organdie.

Sizes 14 to 20 years

14.50

MISSES' DRESSSHOP
Second Floor

HAT illustrated from our Shop. Price upon application.

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FOR the opera toilette, the glove of kidskin. For the summer frock, the silk glove. For the former, we go to France. For the latter, France returns the compliment by sending to us American silk gloves are the world's best.

To the woman who loves fine needlework, a visit to the Mohawk mill would make clear the reason why the Mohawk Silk Glove is "The Quality Silk Glove of America." For here at Fultonville, in the oldest silk glove mill in America, are glovemakers who are craftsfolk, born and trained in the traditions of fine glove making. And while the sewing machine is wondrously utilized, silk glove making still depends on skilled hands.

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Established 1879



Rosemary Susette Vedille Eleanor Cosette Sylvia

Cool Frocks at Unusual Prices for Misses' Summertime Wearing

Rosemary: Charmingly cool in its simplicity, this frock is of sheer, fine organdie in white, maize, flesh, light blue or lavender trimmed with ribbon. Special 29.50

Suzette: The dress, of blue, lavender or rose-figured voile, reveals a new French simplicity adorned only with white organdie collar and cuffs and a touch of ribbon. Special 12.75

Vedille: Ruffles upon ruffles, gracefully full and collar and cuffs of embroidered blue voile. and lace-trimmed organdie make this quaint frock of figured Special 18.50

Eleanor: The fancy voile in navy, rose, lavender or black and white is so fine that one might mistake it for Georgette. The collar is of embroidered batiste. Special 22.50

Cosette: Delightful dotted Swiss! It is in lavender, Copenhagen, navy or pink with white dots, and in white with black dots, combined with white voile. Special 25.00

Sylvia: Nice enough for any occasion, isn't it? The navy blue figured voile is trimmed with ruffles of taffeta to match the girdle. The collar and cuffs are of tucked white organdie. Special 32.50

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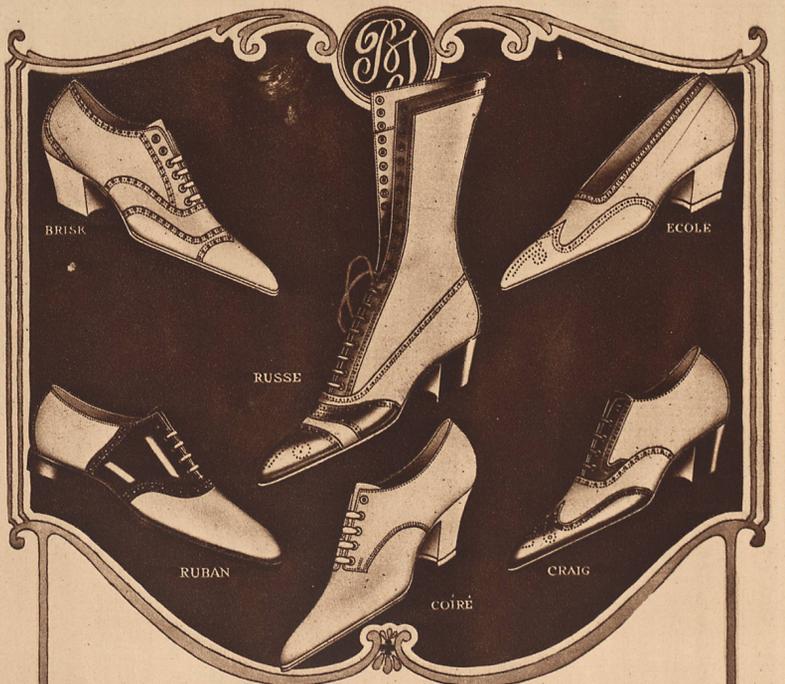
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RUBAN—Tennis Oxfords in all white buckskin, or white buckskin with black patent leather saddle, rubber soles and heels. . . . 13.00

CRAIG—White buckskin Oxfords trimmed with black calfskin, hand welted soles, black calf wing tip, military heels. . . . 12.00

COIRE—White linen walking Oxford, plain toe, Blucher cut, white ivory soles, wood covered Cuban heels. . . . 9.00

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