

Franklin Simon & Co.

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

THE prices quoted will prevail only until August 31st. It will be impossible to repeat them later in the season. These models are the latest Winter fashions, and are made of beautifully matched skins.



850



852



854



856



858



860

Furs Purchased Now
Stored Free Until
Required

850—HUDSON SEAL (Dyed Muskrat) COAT, 45 in. long, adjustable belt. 385.00

850A—Same model with real Skunk collar. 425.00

852—NATURAL GRAY SQUIRREL COAT, 28 in. long. 345.00

854—LONG MINK WRAP COAT, 48 in. long, of perfectly matched skins. 2200.00

856—REAL SCOTCH MOLE WRAP-COAT, 48 in long, with yoke, cape collar and border. 550.00

858—HUDSON SEAL (dyed muskrat) COAT, 30 in. long, with fur cuffs and large collar. 195.00

860—TAUPE DYED NUTRIA COAT, 30 in. long. This may also be worn unbelted. 235.00

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AUTHORITATIVE
Winter Fashions in Furs
SPECIALLY PRICED
FOR AUGUST ONLY

Prompt Delivery Free
Anywhere in the United States

To the Wholesale Dress Buyer!

Fall and Winter Dresses that catch the spirit of France imported direct from our Designing Rooms in Paris.

OUR Parisian designing rooms, located in the heart of Paris, might well be termed a Fountain of Style Information, faithfully recording every startling new idea, and then interpreting its possibilities in the more conservative terms of American usage. That is what we mean by "Parisian dress styles adopted by and for America."

Those retail shops that deserve the reputation of fashion authorities in their communities keep thoroughly informed, at all times, regarding the latest Parisian developments, by direct contact with our New York showrooms.

Hardly a week passes that does not bring, from our Parisian designing rooms, a host of new Parisian models enhancing the effectiveness of the Fall silhouette.

Dresses Developed in
CORD DE LAINE, TRICOLAINE
POU DE LAINE
TRICOLETTE and WOOL JERSEY

Crown Embroidery Works

105 MADISON AVENUE, NEW YORK

Maison Haas, Inc., Paris



Atelier Antikhaas.

Stewart & Co.

Correct Apparel for Women & Misses

Fifth Ave., at 37th St.

Charming CO-ED Dresses



in new Fall models of rare grace and youthfulness



Prices Are Moderate

CO-ED dresses Sold exclusively in New York by Stewart & Co.



589

589—Satin frock of irresistible smartness, cleverly trimmed with tiny ruffles. The Smart Surplice bodice terminates in large bow in back; novel sleeves; vestee of dainty lace. Colors: Navy or Black. Sizes 14 to 20.

55.00

Mail or phone orders given prompt and careful attention.

Send for Illustrated Style Book 25-A