

# Franklin Simon & Co.

A Store of Individual Shops

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

## AUTUMN and WINTER FASHIONS for the SCHOOL GIRL and JUNIOR MISS

THE fabrics in these girls' frocks and Winter coats have been selected for their serviceability—the models for their distinctive style.



544—GIRLS' WOOL VELOUR COAT in brown, Copen, reindeer, navy, green or cherry red; collar of nutria fur; lined and interlined. 6 to 14 years. 29.50

546—JUNIOR MISSES' ALL-WOOL WINTER COAT giving warmth without discomfort of weight, in taupe, navy, tan or delft blue; yoke and sleeves silk lined. 13 to 17 years. 29.50

548—GIRLS' NAVY BLUE SERGE DRESS trimmed with novel hand embroidery; crushed girdle is of black satin. 12 to 16 years. 18.50

550—GIRLS' NAVY BLUE SERGE DRESS with vari-colored hand embroidery; pongee silk collar. 12 to 16 years. 18.50

552—GIRLS' NAVY BLUE SERGE DRESS to which side panels with bias tucks and hand embroidery contribute an air of style. 12 to 16 years. 19.75

554—GIRLS' NAVY BLUE SERGE DRESS on which hand embroidery in color and looped silk fringe are effectively employed. 12 to 16 years. 19.75

GIRLS' and JUNIOR MISSES' APPAREL SHOP—Second Floor

HATS illustrated, are but suggestions of the infinite variety in the Millinery Shops.

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## Belle Mead Sweets

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DEA—Blouse of cream net with ruffling of lace on long roll collar, front of blouse and turn-back cuffs; tucked back, black ribbon bow.



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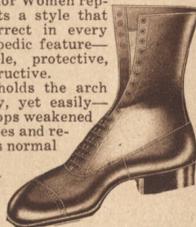
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Style Black Vici Kid 1485 with Orthopedic Heels and the famous Red Cross flexible soles. 8.50

We are sole agents for Red Cross Shoes in Fashion Styles and Conventional Shapes for Greater New York and Newark. SEND FOR CATALOGUE.

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